

# Convention & Visitors Bureau

Oct.- Dec. 2019

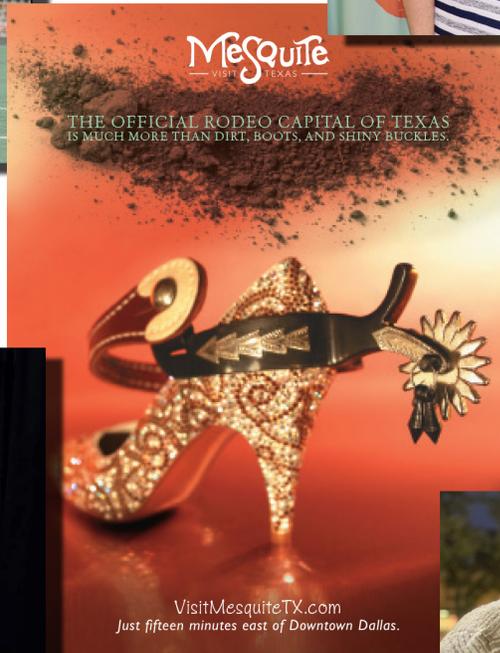
## QUARTERLY REPORT



The Mesquite Outlaws continue their historic season at the Mesquite Arena.



Chet Garner, of The DayTripper, welcomed Mesquite weekend giveaway winner Lori Buckner and her family to the Mesquite Winter Classic Rodeo.



This advertisement was placed in the front pages of the 2020 Texas State Travel Guide.



The Mesquite Convention and Visitors Bureau was awarded Partner of the Year by the Hotel Association.



Downtown Mesquite held the inaugural Carols and Cocoa event during Hometown Holidays.

## **The Hotel Association Names Mesquite CVB Partner of the Year**

The Hotel Association honored the Mesquite Convention and Visitors Bureau (CVB) as Partner of the Year at the annual Gala & Awards Extravaganza. The award recognizes the engagement, involvement and contribution of the Mesquite CVB in the hotel, tourism and hospitality industry. The Hotel Association represents more than 100 hotels, 27 cities and CVBs across Texas.

## **Mesquite Wins Largest Event in History of Mesquite Convention Center**

The Mesquite CVB recently won the Request For Proposal (RFP) for the largest convention held in the history of the Mesquite Convention Center. The Siberian Husky Club of America selected Mesquite for their annual National Specialty show in October 2021. The event will bring more than 500 champion Siberian huskies from across the U.S., as well as from other countries, and 1,500 attendees generating 700 room nights with an estimated economic impact of \$532,112.

## **Mesquite CVB Secures TXDOT Conference**

Mesquite is officially the host of the 2022 Travel Counselors Conference organized by the Texas Department of Transportation (TXDOT). This conference brings together TXDOT staff from across the state along with staff from other CVBs. It will bring in a total of 385 attendees and 555 room nights with an estimated economic impact of \$118,099.

## **New Convention Sales Kit and Video**

In a continuing effort to appeal to meeting planners, the Mesquite CVB debuted a new sales kit and meeting video. These assets are instrumental to hotel partners throughout the city to attract large groups and highlight the benefits of meeting in Mesquite.



## **Mesquite CVB Sees Success with Weekend Giveaway**

The Mesquite CVB collaborated with travel TV host Chet Garner, of the DayTripper, to conduct its first weekend giveaway. The giveaway resulted in 261% growth in YouTube followers, 1.5% growth in Facebook followers, and a 31% growth in Instagram followers. A highlight of the contest was the 183 active users of the VisitMesquiteTX! mobile app.

## **Mesquite is Named "Town to Watch" by True West Magazine**

True West Magazine has recognized Mesquite as the "Town to Watch". This designation honors the deep history of Mesquite and its place as a developing top western town in America. Through this award, the Mesquite CVB hopes to continue to invite travelers interested in historical tourism to the Rodeo Capital of Texas.



## Mesquite Named "A City For Dogs"

In December, Mesquite garnered a feature in Texas Dog Magazine for its various dog friendly businesses and events. The article highlighted TownePlace Suites for their unique pet-friendly policy and volunteer work with the Mesquite Animal Shelter. The annual Doggie Splash Day and Deck the Paws events were spotlighted as well.



## Hometown Holiday Brings Awareness to Mesquite

The Mesquite CVB collaborated with Downtown Mesquite to bring awareness to multiple holiday events held throughout the city. The marketing campaign included print and digital placements in Texas Monthly, Texas Highways and Texas Highways Events Calendar. The campaign resulted in more than 1,900 website visitors and more than 54,000 social impressions.



## Upcoming Groups and Conventions

**Room Nights: 228 | Estimated Economic Impact: \$122,207\***

Feb. 14 – 16, 2020 | Hollywood Vibe Dance Convention: an international dance company scouting for new talent in the DFW metroplex.

**Room Nights: 640 | Estimated Economic Impact: \$88,389\***

May 1 – 3, 2020 | Dachshund Club of Americas: The national club promotes canine health and wellbeing and ethical sportsmanship during its national competition.

\*The Office of the Governor, Economic Development & Tourism Division: 2018 Texas Tourism Region and MSA Visitor Profile - An Inside Look at the Travel Market in the Prairies and Lakes Region. Expenditures are transportation/gas, food, lodging, shopping, entertainment and miscellaneous.

## Convention Sales Closed This Quarter

**Potential Revenue: \$33,339\***

March 23 – 27, 2020 | Strong Arms Church Youth Conference

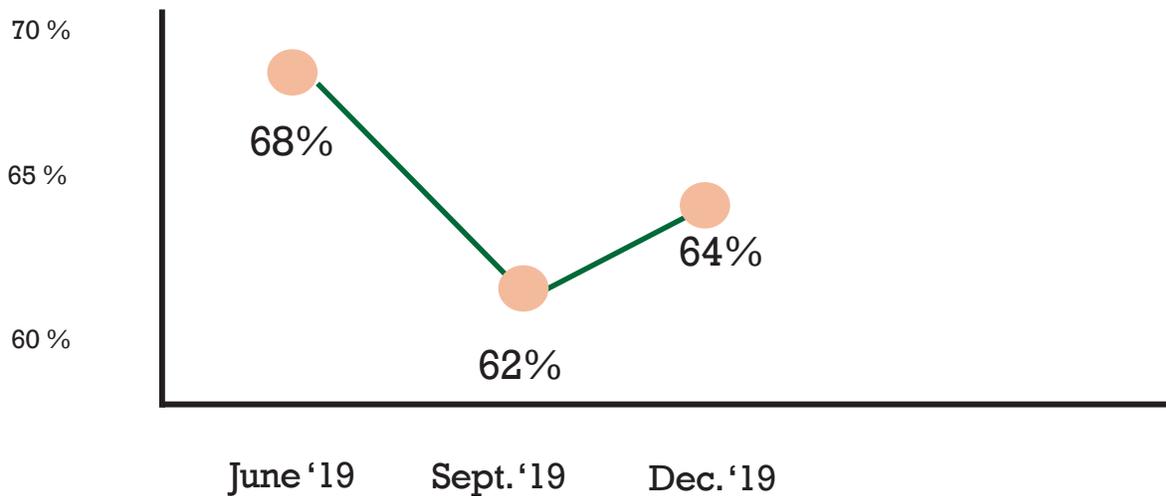
This is an annual youth conference sponsored by the church. 2,500 youths will fill the Mesquite Convention Center for worship and breakout sessions.

\*The above figures are negotiated rates between the client and convention center based off expected attendance and fulfillment of hotel blocks. These figures are subject to change closer to the event date.

## Premier Hotels By The Numbers

	<b>OCCUPANCY RATE</b> (JULY.-SEPT. 2019)    (OCT.-DEC 2019) <b>67%</b> <b>68%</b>
	<b>OCCUPANCY RATE</b> (JULY.-SEPT. 2019)    (OCT.-DEC 2019) <b>69%</b> <b>69%</b>
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## Texas Hotel Performance Factbook First Quarter Oct. 1 - Dec. 31, 2019



The average **occupancy rate** for Texas was **64.4%** while Mesquite was **63.9%**.

The average **daily room rate** for Texas was **\$108.51** while Mesquite was **\$72.74**.

Texas saw a **room revenue** increase of **4.2%** Mesquite room revenue increased by **11.9%**.