



ACTIVITY REPORT

Sales | Marketing | Communications | Partnership

APRIL 2017

Sales, Marketing, Communications and Partnership Activity Report: April 2017

Travel Industry Sales | Cherri Lamont

► Key bookings this month:

- 1,265 booked room nights in April 2017
- 35,755 booked room nights, FYTD

Bookings April	
Name of Group	# Room Nights
Planet All-tours	580
Sports Travel & Tours	104
Westjet	48
Allegiant	343
Tourico	190

► Key Leads this month

- SunHotels (Receptive Tour Operator)
- GTA 2017/18 FIT Program (Receptive Tour Operator)
- Expedia Mesa Music Festival "Campaign"
- TourMappers (Receptive Tour Operator) – Hotels and Attractions
- Tee Times USA/Golfpac

Travel Industry Sales	April 2017	FYTD 16-17	FY 15/16 thru Apr	FYE Total 15/16
Tradeshows, Sales Missions, and Trainings	0	8	7	8
Number of Clients Reached	0	240	632	690
Sales Calls	13	69	n/a	n/a
Site Inspections/Familiarization Trips	3	8	6	7
Clients Participating in FAM/Site Inspections	34	49	25	27
Leads	9	143	149	157

Sales Efforts/Meetings				
Date	Partner/Client	Action	Highlight	Contact(s)
4.4	Arizona Fun Adventures	Office Presentation	Partner for Outdoor recreational options	Stephanie Davidson
4.4	Chinese Translator	Meeting	Translation and Guide for future fams/clients	Winnie Kho Kaplan
4.4	SunHotels	Phone Call	Set up site agenda for visit to Mesa	Sal Carusone
4.5	Tee Times USA Golfpac	Phone Call	Discussed adding Mesa hotels to golf program	Marc Bender
4.5	Thomas Cook Neckermann	Email	Proof Brochure page	Katrin Neuner
4.5	DeTours	Lunch Mtg	Discuss agenda for next week's FFT meetings	Suzanne Hagberg
4.6	Expedia	Coffee Talk	Quarterly destination updates	Lindsey Nevarez
4.10	Friendly Excursions	Email	Group follow-up; rebooking for 2018?	Claudia Yost
4.10	TourMappers	Email	Lead to add mesa hotels	Tori Ossola

4.10	Tempe Tourism	Lunch Mtg	Brainstorming – idea sharing	Michael Martin
4.11	Hotelbeds	Email	Q1 Production for Mesa	Daniela Garibaldi
4.11	Meeting Point	Email	Copy of Sheraton feature; production?	Andrea Larubbio
4.11	Best Western Plus	Lunch Mtg	Partner discussion on collaboration	Alex Parks
4.12	Chinese Translator	Meeting	Met to discuss services for Chinese Fams	Jessica Pentheny
4.12	ATS Exhibits	Meeting	Booth redesign	Sue Marshall
4.13	Fresh Foodie Trail Partners	All-day Meetings	Fresh Foodie Trail mtgs w/Detours for tour	Mark Schnepf, etc
4.17	Promotion Tours	2018 Group	Extended Stay as an option	Bryon Steinwand
4.18	Tee Times USA Golfpac	Lunch Mtg	Discuss hotels for program/strategy	Marc Bender, Adam Wachter
4.19	Sports Travel & Tours	Email	Group rebooked for 2018	Suzanne Bradford
4.19	Arizona Golf Resort	Lunch/Site	Resort updates, strategies, renovation	Gina Rodriguez, Kayla Von Lintel
4.20	SunHotels	Presentation	Hotel Partner Presentation at VM	Sal Carusone
4.20	Barleen's AZ Opry	Dinner/Show	Getting to know this partner's product	Veronica Barleen
4.20	GTA	Email	Finalize dinner mtg Monday	Kim Kinkaid
4.24	GTA	Dinner Mtg	Mesa hotel production; market updates	Kim Kinkaid
4.26	TourMappers	Dinner Mtg	Contracting Mesa hotels; company update	Tori Ossola

Upcoming Familiarization Trips & Site Inspections			
Date	Client	Contact	# PPL
May 20 - 21	Brista Zhu Golf Fam	Arizona Office of Tourism	16
May 20, May 26 - 28	LeTV Chinese Fam	Arizona Office of Tourism	17
May 31 - June 1	TTM	Jody Hanson, Julie Greenhill	2
June 1	Brand USA China Tour Operator Fam	Jonathan Jiang – AOT China Rep and Arizona Office of Tourism	10
June 17 - 18	Travel Alliance Partners	AOT – Motorcoach Operators Fam	22

Upcoming Sales Efforts/Meetings		
Date	City	Event
May 5 – 12	Various Cities	Germany Sales Mission
June 3 - 8	Washington DC	IPW
July 19 – 21	Phoenix	Governor's Conference on Tourism
July 24 – 28	Los Angeles	AOT Receptive Operator Sales Mission

National Sales | Jennie Denison

► Key Bookings this month:

- 160 booked room nights in April 2017
- 13,382 booked room nights, FYTD

Bookings April		
Name of Group	Date of Stay	# Room Nights
Industrial Fabrics Association International Tent Rental Division Conference	Jan 2018	130
Tremblay-Beeney Weding Group	Oct 2017	30

► Key Leads sent this month included:

- **United States Department of Justice Office Clery Center OCT 2017;** 1,025 room nights
- **Arizona DECA State Conference FEB 2018;** 800 room nights
- **Federal Aviation Administration Systems, Software and Airborne Electronic Hardware Conference APR 2018;** 675 room nights
- **Eaglesun Users Training OCT 2017;** 675 room nights
- **Pro Board Annual Accreditation Conference JAN 2019;** 475 room nights
- **American Astronautical Society Winter JAN 2019;** 435 room nights
- **National Council of University Research Administrators Traveling Workshops OCT 2017;** 360 room nights
- **The 2 Sisters 17 Additional Markets MAR 2018;** 300 room nights
- **Adara Sales Conference FEB 2018;** 294 room nights
- **Wilmington Financial Research 7th Annual HEDIS and Quality Improvement Summit OCT 2017;** 160 room nights
- **Industrial Fabrics Association International Tent Rental Division Conference JAN 2018;** 130 room nights
- **47th Higgins Family Reunion AUG 2018;** 60 room nights
- **Wilmington Financial Research Associates Law Enforcement Risk Management SEPT 2017;** 44 room nights

National Sales	April 2017	FYTD 16/17	FY 15/16 thru Apr	FYE Total 15/16
Tradeshows, Sales Missions, and Trainings	0	9	9	12
Sales Efforts Reach	8	179	170	299
Familiarization Trips/Site Inspections	2	23	27	32
Clients Participating in FAM/Site	5	77	123	140
Sales Member Leads	15	229	160	187

Sales Efforts/Meetings		
DATE	EVENT/MEETING	LOCATION
4/4/17	Aripex	Conference call
4/4/17	Higgins Reunion	Mesa, AZ
4/7/17	Sync Meeting Management	Conference call
4/12/17	Callerlab	Mesa, AZ
4/17/17	Next Century Cities	Mesa, AZ
4/18/17	American Philatelic Society	Conference call
4/24/17	AstroBiology Science Conference	Mesa, AZ
4/28/17	Kappa Alpha Psi Fraternity	Mesa, AZ

Familiarization Trips & Site Inspections		
DATE	EVENT	#PPL
4/20/17	Reptile & Tortoise Preservation Group	3
4/25/17	Eaglesun Users Group	2

Upcoming Sales Efforts/Meetings		
DATE	EVENT/MEETING	LOCATION
5/1/17	Nora Site Tour at Marriott Mesa Hotel	Mesa, AZ
5/2/17	Pro Board Annual Accreditation Conference Site Tour at Sheraton Mesa Hotel	Mesa, AZ
5/5/17	Arizona DECA 2018 State Conference Site Tour at Marriott Mesa Hotel	Mesa, AZ
5/12/17	47 th Higgins Family Reunion Site Tour at Hyatt Place Mesa Hotel	Mesa, AZ
5/12/17	47 th Higgins Family Reunion Site Tour at Marriott Mesa Hotel	Mesa, AZ
5/15-17/17	National Sales Chicago Sales Mission	Chicago, IL
5/17/17	Arizona State University Vendor Showcase	Tempe, AZ
5/23/17	HelmsBriscoe	Mesa, AZ

Sports | Suzanne Keller

► Key Bookings this month

- 318 booked room nights in April 2017
- 25,766 booked room nights, FYTD

Bookings April	
Name of Group	# Room Nights
2017 El Tour de Mesa	218
2016 GL Boxing Invitational	100

► Key Leads sent this month included:

- 2019 U-18 World Championship Media & Spectator BID; 2376 room nights
- 2018 Heather Farr Classic Host Hotel; 295 room nights
- 2017 PG Super25 Southwest Super Qualifier; 154 room nights
- 2018 Heather Farr Classic Overflow Hotel; 100 room nights
- 2018 USDAA Wild West Regional; 90 room nights

Sports Sales	April 2017	FYTD 16/17	FY 15/16 thru Apr	FYE Total 15/16
Tradeshows, Sales Missions, and Trainings	0	8	9	11
Sales Efforts Reach	0	176	310	510
Familiarization Trips / Site Inspections	1	6	6	6
Clients Participating in FAM/Site	1	16	20	20
Sales Member Leads	8	136	111	121

Sales Efforts/Meetings		
DATE	EVENT	LOCATION
April 5	WAC Baseball Conference Call – Mark Gallo, Dave Chaffin and Kristin Preble	Visit Mesa
April 9 – 10	US Sports Congress Sponsor Forum	Longbow/Sheraton
April 11	Call with Craig Redd from College Gridiron Showcase	Call
April 11	Lunch with Best Western Plus/Jaffer staff	Dierks Bentley
April 13	Heather Farr Junior Am	Longbow
April 14	USA Swimming Arena Pro Series	Skyline
April 18	NJCAA men's golf call with Mark Krug	Call
April 19	NJCAA Men's Golf Planning with Bob McNichols and John Guerrero	Longbow
April 20	Call with Tim Filler Road Rebels	Call
April 26	Review of NAIA Soccer Bid with Tim Marchisotto and Steve Schafer	Benedictine
April 26	Call with Mike Rocca of Rated Sports Group	Call
April 26	Desert Challenge Games Committee Meeting	Mesa Parks & Rec
April 27	Meet w/ Jenny & Julia (Superstition Farm Food Truck)	Longbow
April 27	WAC baseball meeting with Mark Gallo & Dave Chaffin	Hohokam Stadium
April 27	Meeting with Renee Karlin Marriott	Olive & Ivy
April 28	NJCAA Men's Golf Planning with Bob McNichols and John Guerrero	Longbow
April 28	WAC Men's Golf Championships	Longbow

Familiarization Trips & Site Inspections		
DATE	EVENT	#PPL
April 1-4	NAIA - Final Four Fam & Site Inspection Trip with Hannah Harmon	1

Upcoming Sales Efforts/Meetings		
DATE	EVENT	LOCATION
July 11-14	DMAI Annual Convention	Montreal
July 19-21	AZ Governor's Conference	Phoenix
August 21-24	Connect Sports	New Orleans

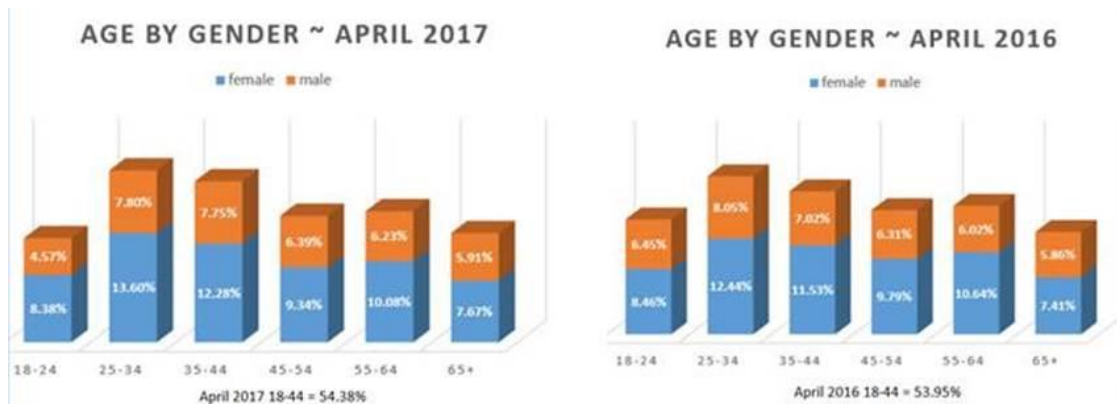
Marketing

Web Statistics			
VisitMesa.com includes both web and mobile	April 2017	FYTD 16/17	FY 15/16 thru Apr
Visits	27,377	424,417	415,238
Page Views	53,418	762,469	812,231
Partnership Referrals	573	8,293	21,384*

* December 2015 was updated, there was a +3,000 discrepancy

VisitMesa.com Revenue Generation	April 2017	April 2016
Gross	\$3,146.50	\$2,926.50
DMO Revenue	\$1,258.60	\$1,170.60

Web User Demographics



April 2017: 18-44 = 54.38%

April 2016: 18-44 = 53.95%

SEO Highlights

- Organic Traffic: up 26.31% y/y; average time on site up 28.72% y/y
- Blog, consistently up y/y for the past 6 months. April up 74.56%
- April bounce rate down considerably m/m for past 6 months
- Fiscal YTD age 18-44 up 53.6% from 49.58% y/y

Fulfillment				
Individual Consumers	April 2017	FYTD 16/17	FY 15/16 thru Apr	+ / - FYTD
Requests fulfilled (brochures mailed)	83	1,265	1,206	+ 4.9%

Social Media		
	April 2017	April 2016
Blog		
Page Views	1,613	924
Twitter		
Twitter Impressions	41,918	39,570
Number of Tweets	107	91
Referrals direct to VisitMesa.com	123	66
YouTube		
Monthly Views	1,514	1,053
Total Lifetime Views	227,993	174,775
Facebook		
Lifetime Likes	25,799	25,086
New Likes	106	180
Number of Posts	36	38
Impressions	50,655	155,767
Referrals direct to VisitMesa.com	494	297
Mobile App		
New Users	10	54
Sessions	143	299
Digital Lobby Kiosk		
Page Views	78	247

Communications | Michelle Streeter

	April 2017	FYTD 16/17	FY 15/16 thru April	% Change
Media Impressions	50,787,349	518,248,461	516,001,528	0.4%
Media Value	\$59,099.38	\$1,225,751.95	\$1,107,762.80	
Media Assisted	14	103		
Number of Articles Tracked	47	351		

MEDIA ASSISTED/ HOSTED: The following media were assisted in April. Assistance may include supplying press materials including Mesa images, news releases, Visit Mesa publications and brochures; drafting of advertising copy; conducting press interviews; pitching Mesa product and promotions; attending meetings with media contacts.

1. **Abdeel Yanez**, travel blogger, *Viajero Peligro*: Worked with the Arizona Office of Tourism to host along the Apache Trail. Yanez's blog has 110,000 unique visitors per month.
2. **Judy Hedding**, *About.com*: Assisted by supplying information and images for Mother's Day events in Mesa.
3. **Catherine Lefebvre**, *Magazine XY*: Worked with the Arizona Office of Tourism to host to the Fresh Foodie Trail™ and Apache Trail. Catherine has a confirmed assignment with Magazine XY (circulation of 530,000), for a piece on "Off road Jeep adventures," as well as a foodie story for her 8-minute segment on her CBC Radio show called, "On n'est pas Sortie de L'Auberge" which has a reach of 540,000.
4. **Sarah Driggs and Lindsay Ridenour**, travel bloggers/influencers, *Compass and Twine*: Hosted on the Fresh Foodie Trail™ and Utery Mountain Regional Park. Compass and Twine has 34.8k followers on Instagram.
5. **Shaheen Khan**, travel blogger/influencer, *Lows to Luxe*: Chicago based fashion & lifestyle blog with 14,000 unique visitors per month and 23.1k followers on Instagram. Hosted on Fresh Foodie Trail™ and Utery Mountain Regional Park.

6. **Kimberly Kong**, travel blogger/influencer, *Sensible Stylista*: Hosted on the Fresh Foodie Trail™ and Usery Mountain Regional Park. Her blog as approximately 100,000 monthly views and has 80k followers on Instagram.
7. **Diana Horsfall**, travel blogger/influencer, *Queen Horsfall*: Hosted on the Fresh Foodie Trail™ and Usery Mountain Regional park. Diana's blog has 16,000 unique views per month and has 58k followers on Instagram.
8. **Jackie Dishner**, freelance: Provided content, photos and the Desert Guide for a birding feature in the fall issue of the Valley Guide Quarterly, a Madden tourism publication distributed statewide to visitors centers and select consumers.

MAKE YOUR MARK FAM: Visit Mesa coordinated a group press tour with a focus on art and Arizona's hands-on experiences. Media visited Mesa Arts Center, Barnone, the Fresh Foodie Trail™, and goat yoga.

1. **Linda Barnard**, *Toronto Star*: The Toronto Star is Canada's highest circulation newspaper with an audience of 361,323. Their online outlet has 9,378,863 unique visitors per month.
2. **Kerrie Burke**, blogger/influencer, *The Life + Style of Kerrie M. Burke*: Lifestyle blogger based in Boston, sharing things she's most passionate about – style, travel, interiors and more. Her blog, The Life + Style of Kerrie M. Burke, reaches an audience of approximately 100,000 readers while her Instagram account has 71.5K followers.
3. **Alicia Chew**, blogger/influencer, *Alicia Tenise*: Life and style blogger based in Washington D.C. Her blog receives 49,000 Pageviews/Month experiencing 29,800 uniques monthly. Alicia's Instagram has 14K followers with a high level of engagement.
4. **Fiona Tapp**, *Canadian Traveller*: Freelance writer from Ottawa, Canada on assignment for *Canadian Traveller*. *Canadian Traveller* receives 49,623 unique visitors per month to the website. Fiona also contributes to *The Washington Post*, *Brides*, and *The Huffington Post*.
5. **Lawren Bagley**, blogger/influencer, *Salt Water and Stilettos*: Lifestyle, fashion, and travel blogger based in Yuma, Arizona. Lawren's blog, Saltwater and Stilettos, provides her readers with a fun take on fashion, destinations, and lifestyle tips. Her Instagram account has 66.6K followers.

MISCELLANEOUS:

- Produced the Meeting Planner Guide
- Visit Mesa received a special recognition award during the Mesa Business Awards event hosted by the Mesa Chamber of Commerce
- Emily Brozewicz attended the Simpleview Summit at JW Marriott Starr Pass Resort Tucson and participated in the CRM Basics for New Users Training on April 3
- Emily Brozewicz presented to the Public Insight Network Bureau at the Walter Cronkite School of Journalism and Mass Communication on April 6.

Partner Relations

New/Renew Partners	Value	Value YTD
9	\$8,450	\$147,200

April 2017 Contracts	Partnership Level
Founders Grove	Effortless
Rustler's Rooste	Effortless
Marriott	Limitless
Arizona Outback Adventures	Effortless
Superstition Springs Golf Club	Effortless
Extended Stay East Mesa (Baseline)	Effortless
Extended Stay America Mesa (West)	Effortless
True Rest Float Spa	Priceless
RV Rental Outlet	Effortless