

MESA VISITOR PROFILE | CALENDAR YEAR 2025

Source: Longwoods International - Travel USA® Visitor Profile



1,125,000

overnight visitors
in 2025



25%

overnight trips

TOP SOURCES FOR PLANNING INFORMATION



20%
AIRLINE



25%
HOTEL



18%
ONLINE TRAVEL
AGENCIES
(OTAs)



25%
ADVICE
from friends
and family



4.5 MILLION

visitors in 2025



46%

of overnight travelers
planned their trips 2
months or less in advance



16%
OF RESPONDENTS HAD
TRAVEL PARTY MEMBERS
WITH DISABILITIES

ACTIVITY GROUPINGS FOR OVERNIGHT VISITORS TO MESA



16%
BUSINESS
ACTIVITIES



36%
CULTURAL
ACTIVITIES



69%
ENTERTAINMENT



4 NIGHTS

average length
of stay



2.7 PEOPLE

average party size



59%
OUTDOOR
ACTIVITIES



21%
SPORTING
ACTIVITIES



82%
OF OVERNIGHT TRAVELERS TO
MESA ARE REPEAT VISITORS



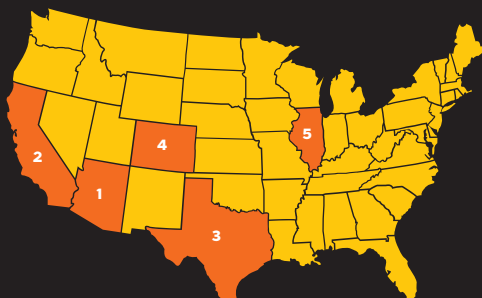
47.8
AVERAGE AGE OF
OVERNIGHT VISITORS
TO MESA



\$84K
AVERAGE INCOME OF
OVERNIGHT VISITORS
TO MESA

TOP FEEDER STATES FOR OVERNIGHT VISITORS

- 1 Arizona
- 2 California
- 3 Texas
- 4 Colorado
- 5 Illinois



SEASON OF TRIP



28%
WINTER



32%
SPRING



20%
SUMMER



20%
FALL