

DESTINATION SALES & MARKETING PLAN

FISCAL YEAR 2026/2027

A MESSAGE FROM THE PRESIDENT AND CEO

MESA HAS NEVER BEEN BETTER POSITIONED FOR WHAT'S NEXT.



The visitor economy is a powerful driver of Mesa's prosperity, creating opportunities that extend far beyond the visitor experience. Every visitor who chooses Mesa supports local businesses, strengthens jobs, generates tax revenue and contributes to the quality of life enjoyed by our residents. That's why our work has never been simply about attracting visitors. It's about creating long-term value for Mesa.

Our Destination Sales and Marketing Plan serves as the roadmap for that work.

Over the coming year, Visit Mesa will continue investing in strategic sales and marketing initiatives, meaningful partnerships and data-driven decision-making that strengthen Mesa's position as a premier destination. We'll continue embracing new technologies and telling authentic stories that inspire travel while helping our partners and local businesses succeed.

This year also marks an important milestone for our organization. We'll begin a comprehensive strategic planning process to define Visit Mesa's next chapter and establish a long-term vision for the years ahead. As our destination continues to grow and the visitor economy evolves, this work will help ensure our priorities, investments and partnerships remain focused on creating results for the future.

We're also entering a period of tremendous opportunity. Continued destination investment, new visitor experiences and Arizona's Tourism Improvement Area legislation provide a strong foundation for the future. With the collaboration of our hospitality industry, business community, City of Mesa leadership and residents, Mesa is well positioned to build on its momentum and strengthen its standing as one of the nation's most recognized and welcoming destinations.

The goals, objectives and performance measures outlined in the pages that follow reflect our commitment to accountability, continuous improvement and measurable outcomes. Together, they provide a clear framework for strengthening Mesa's visitor economy and creating lasting value for businesses, residents and visitors alike.

With boundless optimism,

A handwritten signature in black ink, appearing to read 'Marc J. Garcia'. The signature is fluid and cursive, with a large, stylized 'M' and 'G'.

Marc J. Garcia
Visit Mesa, President and CEO

OUR FOCUS

The Destination Sales and Marketing Plan is guided by six strategic focus areas that define Visit Mesa's work in the year ahead.

1 STRENGTHEN THE VISITOR ECONOMY

ECONOMIC IMPACT

2 ADVANCE TOURISM IMPROVEMENT AREAS

IMPLEMENTATION AND COLLABORATION

3 SHAPE THE FUTURE

STRATEGIC PLANNING

4 ELEVATE OUR BRAND

BRAND, MARKETING AND COMMUNICATIONS

5 SUPPORT PARTNERS

ACCESSIBILITY, ADVOCACY AND DESTINATION EXPERIENCE

6 DRIVE DEMAND

MEETINGS, LEISURE AND SPORTS VISITATION

PURPOSE

Build Mesa's destination brand, inspire travel consideration and visitation and support a strong visitor economy through integrated marketing, strategic communications and authentic storytelling.

GOALS

- Inspire travel demand and grow awareness of Mesa as a destination.
- Elevate Visit Mesa's leadership through strategic communications and innovation.
- Deliver measurable outcomes that strengthen the visitor economy.



OBJECTIVES

- Grow destination awareness through integrated marketing campaigns in priority nonstop-flight markets by aligning paid, owned, earned and partner media. Focus on increasing destination awareness, inspiring travel consideration and driving visitation from high-yield leisure travelers.
- Increase local engagement and visitor spending through year-round campaigns that encourage residents and regional visitors to explore Mesa's attractions, restaurants, events and small businesses. Expand targeted promotions and partnerships that support the local economy while reinforcing Mesa as a destination worth discovering again and again.
- Advance Visit Mesa's artificial intelligence (AI), search engine optimization (SEO) and digital discoverability strategies by strengthening AI citations, search visibility and agent-driven traffic across emerging search platforms. Continue integrating AI-powered workflows that improve operational efficiency, enhance visitor planning and position Visit Mesa as an industry leader in destination marketing innovation.
- Enhance strategic communications by aligning destination messaging across Visit Mesa, the City of Mesa and community stakeholders while elevating Mesa's reputation through public relations, media relations and industry thought leadership.
- Expand and elevate the City Limitless® Podcast as Visit Mesa's premier multimedia storytelling platform by producing authentic stories that showcase Mesa's people, places and experiences while increasing audience engagement.
- Continue growing relationships with travel media, trade publications and industry organizations to generate earned media, elevate Mesa's destination profile and position Visit Mesa as a trusted destination marketing leader.

KEY PERFORMANCE INDICATORS

MARKETING		
METRIC	FY '26 ACTUAL	FY '27 TARGET
Paid Media Impressions	28,789,764	30M
Return on Ad Spend (ROAS)	37:1	40:1
Booked Room Nights	31,719	30,000
Observed Visits	66,207	72,500
Website Traffic	973,835	975,000
AI Agent Traffic	19,664	30,000
Social Media Audience	99,614	110,000
Attributed / OTA Economic Impact	\$9.97M	\$11M
Podcast Views (YouTube)*	132,617	150,000

*Paid and organic.

COMMUNICATIONS		
METRIC	FY '26 ACTUAL	FY '27 TARGET
Earned Media Placements	355*	150
Trade Placements	New Metric	5
Media Engagements	New Metric	25
Industry Leadership and PR Engagements	New Metric	15
News Releases, Media Advisories and Alerts Distributed	26	25

*FY '26 media placements were elevated by FIFA World Cup-related coverage and syndicated pickups.

DESTINATION EXPERIENCE AND ADVOCACY



PURPOSE

Build strong partnerships, enhance the visitor experience and strengthen Mesa's visitor economy through collaboration, advocacy and destination leadership.



GOALS

- Strengthen partner engagement and destination knowledge.
- Grow partner marketing revenue through strategic campaign opportunities.
- Advance a tourism improvement area in Mesa through hotel and partner engagement.
- Strengthen Mesa's position as an accessible, inclusive destination.
- Build partnerships that drive room nights and community impact.



OBJECTIVES

- Host meetups, quarterly partner field trips, annual familiarization (FAM Tour) and Summit to strengthen partner engagement and deepen destination knowledge.
- Create targeted marketing opportunities for partners through Visit Mesa's advertising programs, including visitor guides, campaign buy-ins and digital placements.
- Provide timely updates, AI and accessibility education, destination marketing insights and practical resources that support partner success.
- Advance the establishment of a tourism improvement area in Mesa through partner education, hotel engagement and communication about the value of the visitor economy.
- Expand accessibility programs and partnerships with IBCCES, Wheel the World, Hidden Disabilities Sunflower and Mesa For All to strengthen Mesa's inclusive visitor experience.
- Strengthen community and event partnerships that drive room nights, support partner activations and connect Mesa's visitor economy to broader community impact through the advocacy network.



KEY PERFORMANCE INDICATORS

METRIC	FY '26 ACTUAL	FY '27 TARGET
Total Partnership and Advertising Sales Revenue	\$193,617*	\$200,000
Partnership Renewal Rate	76%	77%
Advocacy Network Subscribers	263	325

*Preliminary estimate; subject to audit.



CONVENTION AND LEISURE SALES

OBJECTIVES

- Maintain Visit Mesa's sales presence at Connect Marketplace through a continuous sales effort that builds relationships and generates qualified leads in the association market segment.
- Participate in RCMA Emerge to strengthen relationships and generate new business opportunities within the faith-based meetings market.
- Continue successful programs, including the Visit Mesa City Limitless® Group Incentive Program and the Site & See Client Fly-In Program.
- Identify and support opportunities that maximize utilization of the Mesa Convention Center and other citywide venues.

KEY PERFORMANCE INDICATORS

METRIC	FY '26 ACTUAL	FY '27 TARGET
Booked Room Nights (excluding OTAs)	18,081	20,000
Attendees	20,728	21,000



SPORTS SALES

PURPOSE

Attract youth, amateur and professional sporting events that generate overnight visitation and strengthen Mesa's visitor economy through exceptional client service and strategic partnerships.

GOAL

- Attract and secure impactful, year-round sporting events that maximize overnight visitation and support hotel occupancy during key need periods.

OBJECTIVES

- Focus on key need periods (June, July and August) to maximize hotel occupancy during off-peak seasons.
- Pursue larger-scale sporting events that leverage regional collaboration, shared facilities, funding opportunities and multijurisdictional partnerships.
- Build meaningful partnerships that connect local businesses, schools, athletes and community organizations with sports-driven visitation.

KEY PERFORMANCE INDICATORS

METRIC	FY '26 ACTUAL	FY '27 TARGET
Booked Room Nights	61,284	62,000
Attendees	97,715	85,000





UPCOMING EVENTS

USA WATER POLO ROCKTOBER CLASSIC

MESA MARATHON

DESERT CHALLENGE GAMES

TRIPLE CROWN SUMMER NIT VOLLEYBALL

NCAA MOUNTAIN WEST CONFERENCE BASEBALL CHAMPIONSHIPS

NATIONAL WHEELCHAIR BASKETBALL ASSOCIATION JUNIOR & ADULT NATIONAL CHAMPIONSHIPS

MLS NEXT FEST

PERFECT GAME MULTI-EVENT PARTNERSHIP

NAIA WOMEN'S BEACH VOLLEYBALL NATIONAL INVITATIONAL

INDUSTRY ENGAGEMENT

JULY 2026	Destinations International Annual Convention Portland, OR July 21-23 U.S. Travel Summer Summit San Diego, CA July 29-31
AUGUST 2026	AZ Governor's Conference on Tourism Tucson, AZ August 12-14 ESTO Philadelphia, PA August 23-26 Connect Marketplace Tampa Bay, FL August 24-26
SEPTEMBER 2026	Arizona SHRM State Conference Chandler, AZ September 1-4 EventConnect Leaders Circle FAM Ontario, Canada September 10-12
JANUARY 2027	RCMA Emerge Orlando, FL January 5-7
FEBRUARY 2027	Board Leadership Symposium San Diego, CA February 1-3
MARCH 2027	HR DMO Summit Indianapolis, IN March 2-4 PACE Forum New Orleans, LA March 9-11
APRIL 2027	Sports ETA Symposium Salt Lake City, UT April 12-15



A stylized graphic of a mountain range composed of several overlapping triangles. Each triangle is filled with a pattern of fine, parallel white lines. The mountains are centered in the background of the page.

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