

ANNUAL REPORT

**THE VISITOR ECONOMY IS
EVERYONE'S ECONOMY**

FISCAL YEAR 2025/2026



Source: Tourism Economics Mesa Impact Report

\$763.9M

EST. VISITOR SPEND

4.5M

TOTAL VISITORS

\$106.6M

EST. DIRECT VISITOR SPEND*

FROM VISIT MESA CONTRACTED BUSINESS

Source: Visit Mesa CRM

Est. Direct Visitor Spend represents the direct spending by visitors and does not include multiplier or induced effects. These expenditures include visitor spending in categories such as lodging, food and beverage, retail, recreation and transportation.

\$114.44

AVERAGE DAILY RATE (ADR)

Source: CoStar

↑ 2%

YOY CHANGE IN VISITOR SPEND

\$1.2B

OVERALL ECONOMIC IMPACT

\$3,548,937*

CITY INVESTMENT VS. RETURN

FROM VISIT MESA CONTRACTED BUSINESS

\$30:\$1 ROI

*Unaudited, subject to change

Sources: City of Mesa, Visit Mesa CRM



65.1%

HOTEL OCCUPANCY RATE

Source: CoStar

VISITOR SPEND BY SEGMENT

33%

\$252.9M

LODGING

28%

\$213.4M

FOOD & BEVERAGE

16%

\$121.9M

RETAIL

14%

\$106.2M

TRANSPORTATION

9%

\$69.5M

REC/ENT

\$161.4M

TAX REVENUE GENERATED



5,710 JOBS SUPPORTED (DIRECT)

\$73.1M

SHORT-TERM RENTAL REVENUE

Source: Key Data Dashboard



111,084

BOOKED ROOM NIGHTS FROM VISIT MESA CONTRACTED BUSINESS

Source: Visit Mesa CRM

\$76.93

REVPAR (REVENUE PER AVAILABLE ROOM)

Source: CoStar

NOTABLE HIGHLIGHTS

AWARDS & RECOGNITIONS

AMERICAN ADVERTISING AWARDS

"AI CAN'T" CAMPAIGN



RISE
EMPOWER AWARDS

ALISON BROOKS

MESA LEADERSHIP

ALICIA BOE ASHLEY STWERTNIK

SPORTS DESTINATION MANAGEMENT
CHAMPIONS OF ECONOMIC IMPACT 2025

TRIPLE CROWN SPORTS
ARIZONA SPRING CHAMPIONSHIP

ARIZONA TRAVEL AWARDS

BEST DESTINATION
SOCIAL MEDIA ACCOUNT

CITY LIMITLESS® PODCAST

DESTINATION MARKETING
CAMPAIGN

MESA ARTS & CULTURE WEEK

ART FESTIVAL

ALT FEST

GOLF COURSE

LAS SENDAS

HIKING/BIKING TRAIL

HAWES TRAIL SYSTEM

MUSEUM

ARIZONA BASEBALL MUSEUM

AZLTA TOURISM MANAGER OF THE YEAR

MEG STEVENS, ARIZONA ATHLETIC GROUNDS

TELLY AWARD

CITY LIMITLESS® PODCAST EPISODE WITH
JESSE COLE/SAVANNAH BANANAS

DANI BOWMAN FAM

Dani Bowman, star of Netflix’s Love on the Spectrum, visited Mesa to experience the world’s first Autism Certified City. During her hosted familiarization tour, she explored Mesa’s arts, culture and entertainment offerings while sharing her journey with audiences through social media, podcast content and community events.

KEY RESULTS

SOCIAL VIEWS + ENGAGEMENTS

282.8K VIEWS 19K ENGAGEMENTS

PODCAST VIEWS + ENGAGEMENTS

YOUTUBE/SPOTIFY

12.3K VIEWS 17 ENGAGEMENTS

INSTAGRAM

194.2K VIEWS 1.5K ENGAGEMENTS



ALLEGiant AIR COLLABORATION

 Visit Mesa’s 2026 Allegiant Nonstop Flight Markets Campaign successfully increased destination awareness and travel consideration in key feeder markets through a strategic mix of paid media, influencer storytelling and Allegiant partnerships.

The campaign expanded Mesa’s visibility among prospective travelers, generated strong audience engagement and demonstrated measurable visitation outcomes. Results supported Mesa Gateway Airport’s nonstop air service strategy and successfully achieved all campaign objectives.

KEY RESULTS

\$20K

GRANT INVESTMENT

\$643.6K

IN EARNED MEDIA VALUE

570.8K
INFLUENCER REACH

1.47M
PAID IMPRESSIONS

8,300

ATTRIBUTED VISITS

ARTS & CULTURE WEEK

 Mesa Arts & Culture Week demonstrated the power of collaboration between Visit Mesa and the City of Mesa, uniting cultural institutions, attractions and community partners in a coordinated destination marketing effort. Through integrated promotion and storytelling, the campaign elevated awareness, drove visitation to participating museums and venues and strengthened Mesa’s reputation as a vibrant arts and culture destination. The initiative delivered measurable engagement and visitation growth while showcasing the value of a unified citywide approach.

KEY RESULTS

\$8K INVESTMENT

1.31M PAID IMPRESSIONS

221K
ORGANIC SOCIAL REACH

27.6K
PAID CLICKS

FOOT TRAFFIC LIFT

28%
VS. PRIOR WEEK

20.6K+

TOTAL MUSEUM VISITS



IPW

Visit Mesa completed **over 75 appointments** during IPW 2026 with a diverse mix of international tour operators, wholesalers, travel agencies, distribution partners, media representatives and travel technology companies from key global markets. Strong interest was expressed by international buyers seeking unique Southwest experiences, customized itineraries and destinations beyond traditional U.S. gateway cities. Overall, IPW 2026 strengthened Visit Mesa’s global trade relationships and generated new opportunities to position Mesa as a premier destination for leisure, sports and experiential travel.

MLS NEXT FEST

MLS NEXT Fest continues to be one of the most impactful youth sporting events in the country. In 2025, the event welcomed **1,477 teams**, generated nearly **38,000 hotel room nights** across the Valley, including **5,600+ room nights** in Mesa, and produced an estimated **\$17.7 million** in direct visitor spending in Mesa alone. Recognized as the largest college-recruited soccer event in existence, MLS NEXT Fest is targeting **2,000+ teams** in 2026, creating even greater demand for hotels and visitor spending while expanding play to additional venues across the Valley.



MESA VISITOR PROFILE | CALENDAR YEAR 2025

Source: Longwoods International - Travel USA® Visitor Profile



1,125,000

overnight visitors in 2025



25%

overnight trips



4.5 MILLION

visitors in 2025



46%

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



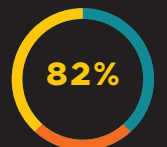
4 NIGHTS

average length of stay



2.7 PEOPLE

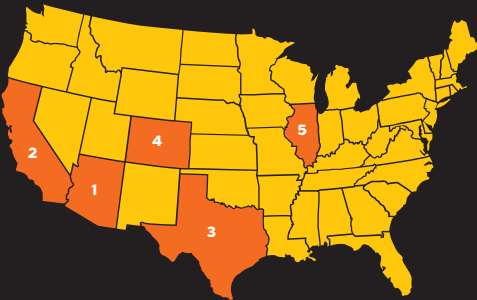
average party size



OF OVERNIGHT TRAVELERS TO MESA ARE REPEAT VISITORS

TOP FEEDER STATES FOR OVERNIGHT VISITORS

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



TOP SOURCES FOR PLANNING INFORMATION



20%

AIRLINE



25%

HOTEL



18%

ONLINE TRAVEL AGENCIES (OTAs)



25%

ADVICE from friends and family



OF RESPONDENTS HAD TRAVEL PARTY MEMBERS WITH DISABILITIES

ACTIVITY GROUPINGS FOR OVERNIGHT VISITORS TO MESA



16%

BUSINESS ACTIVITIES



36%

CULTURAL ACTIVITIES



69%

ENTERTAINMENT



59%

OUTDOOR ACTIVITIES



21%

SPORTING ACTIVITIES



AVERAGE AGE OF OVERNIGHT VISITORS TO MESA



AVERAGE INCOME OF OVERNIGHT VISITORS TO MESA

SEASON OF TRIP



28%

WINTER



32%

SPRING



20%

SUMMER



20%

FALL

SALES



CONVENTION & LEISURE SALES

Booked Room Nights:	18,081
Room Nights Actualized:	13,128
Estimated Attendance:	20,728

Est. Direct Visitor Spend: \$32,874,634

TOP MEETINGS & EVENTS BOOKED

- Pentec Health Summit 2026
- Master Tech Expo 2026
- Copper State Beer Festival
- VEX Diamond in the Desert



SPORTS SALES

Booked Room Nights:	61,284
Room Nights Actualized:	30,606
Estimated Attendance:	97,715

Est. Direct Visitor Spend: \$66,828,751

TOP SPORTS EVENTS BOOKED

- FIFA World Cup 2026™ Base Camp
- MLS NEXT Fest
- NAIA Women's Beach Volleyball National Invitational
- Triple Crown Spring Showcase
- Mountain West & WAC Baseball Championships
- MSBL & NABA World Series



MARKETING AND COMMUNICATIONS

MARKETING & DIGITAL PERFORMANCE

Total Digital Impressions:	28,789,764
Total Digital Clicks:	433,348
Overall Click-Through Rate (CTR):	1.51%
Total Video Views:	2,464,506

Booked Room Nights: 31,719

Est. Direct Visitor Spend:	\$6,957,769
Observed Visits:	66,207
Visit Rate:	10.6%

CITY LIMITLESS® PODCAST

The City Limitless® Podcast serves as Visit Mesa's premier long-form storytelling platform, providing a deeper, more authentic way to showcase the people, places and experiences that define the destination. Unlike traditional marketing channels, the podcast creates meaningful connections through in-depth conversations that highlight Mesa's culture, community leaders and tourism assets. As a key component of Visit Mesa's owned media ecosystem, it extends destination storytelling beyond campaigns and events, helping build audience affinity, brand credibility and year-round engagement.

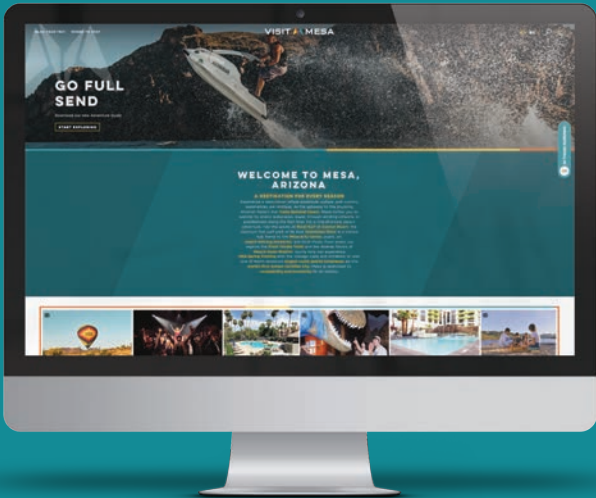
Views:	132,617*
Monthly YouTube Audience:	7,900

Year-Over-Year Audience Growth: +31.2%

*combined paid and organic

MOST POPULAR PODCAST EPISODES

- Tee Time with Big Daws
- Arizona Athletic Grounds with Meg Stevens
- Inside Espiritu with Executive Chef Roberto Centeno



WEBSITE METRICS

	973,835 Sessions
	587,700 Organic Sessions 60.4% of total website traffic
	1,584,822 Page Views
	00:50 Avg. Time On Site
	62.72% Engagement Rate
	96,871 Partner Referral Clicks

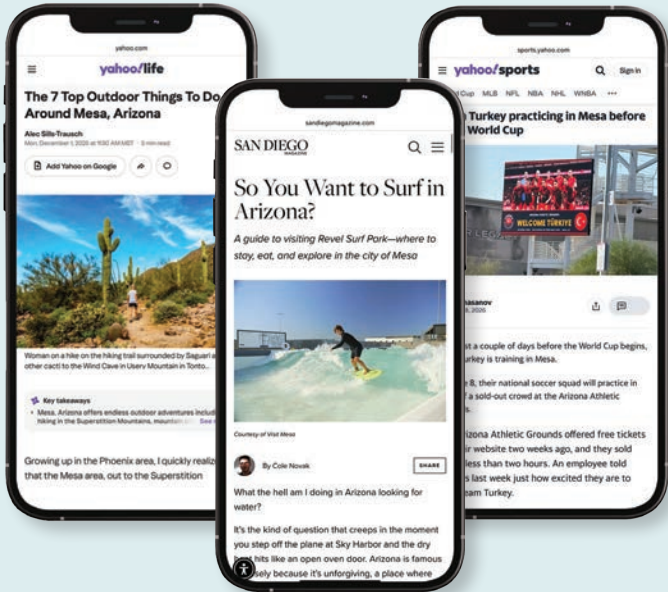
COMMUNICATIONS

Articles Generated:	355
Press Releases:	26

Total Circulation: 361,157,404

TOP EARNED MEDIA FEATURES

- **Yahoo! Lifestyle:** The 7 Top Outdoor Things To Do Around Mesa, Arizona
- **San Diego Magazine:** So You Want to Surf in Arizona?
- **Yahoo! Sports:** Team Turkey practicing in Mesa before 2026 World Cup



SOCIAL MEDIA PERFORMANCE

Total Followers:	99,614
Engagement Rate:	3%

Year-Over-Year Follower Growth: 42.1%

TOP SOCIAL MEDIA POST

- Spend the Day with Dani Bowman



EMAIL CAMPAIGNS

Average Open Rate:	54%
Average Click-Through Rate (CTR):	5.12%

Subscriber Growth: +992

BEST PERFORMING EMAIL OR SERIES

- Monthly segmented consumer emails

LIST SEGMENTS

- Foodie & Nightlife
- Arts & Culture
- Sports & Outdoor Adventure
- City Limitless® Podcast

DESTINATION EXPERIENCE & PARTNERSHIP

DESTINATION EXPERIENCE INITIATIVES



SECOND PARTNER
FAM TOUR



DIGITAL AND PRINTED
SPRING TRAINING GUIDE



NEW ADVERTISING PROGRAM
(MARKETING PACKAGES)

**ACCESSIBILITY CHAMPIONS
EMAIL LIST DOUBLED**

Twice a month email to educate on ways to make their business more inclusive

**ALISON BROOKS AND
BRETT HEISING SERVED AS
KEYNOTE SPEAKERS AT MPI GMID**

Practical Ways to Make Meetings More Inclusive

**FOOD INCLUSION PROGRAM
LAUNCH (INCLUDING FEATURED
ARTICLE IN USAE)**

75 people are food allergen certified

PARTNERSHIP DATA

\$127,517
PARTNERSHIP
REVENUE*

32 NEW
PARTNERS
ACQUIRED

76.19%
RENEWAL RATE

176
TOTAL
PARTNERS

TURQUOISE	144
SILVER	18
COPPER	14

*Unaudited, subject to change

**TOP PARTNERSHIP
HIGHLIGHTS**

3 EVENTS | **238** ATTENDANCE

79.3%
AVERAGE ATTENDANCE

PRACTICAL AI WEBINAR SERIES

Visit Mesa's Practical AI Webinar Series helped local businesses and destination partners move from curiosity to confidence. Across six sessions, industry experts introduced leading AI tools through clear guidance and live demonstrations, giving Mesa's visitor industry practical skills they could apply right away.

To extend the value beyond each session, Visit Mesa created a partner toolkit with resources businesses can refer to anytime. By helping our partners work smarter, tell stronger stories and adapt with confidence, we strengthen the visitor experience and elevate the Mesa brand.

KEY RESULTS

Number of Webinars:	6
Average Attendance:	28

MOST POPULAR TOPICS

- AI For Social Media
- SEO/GEO in the AI Era
- AI as a Daily Business Assistant

COMMUNITY PARTNERSHIPS/WORKFORCE DEVELOPMENT

Visit Mesa continued to strengthen community partnerships that expand access, opportunity and connection across the destination. Through ongoing collaboration with Mesa Public Schools, the **Student Tourism Exploration Program (S.T.E.P.)** connected 63 junior and senior students from seven high schools with hands-on learning experiences in hospitality and career exploration.

Mesa For All foundation also awarded grants to local businesses pursuing **IBCCES certification**, helping more Mesa partners take meaningful steps toward becoming more accessible and inclusive. Together, these partnerships reflect Visit Mesa's commitment to building a destination where community impact and visitor experience grow together.

PARTNER TESTIMONIALS

“Visit Mesa is always involved, creates opportunities for my business to gain additional revenue for tourism, and their response time in getting back to us is second to none. Key factors [for continued partnership] include being involved in potential groups heading to the area for meetings/conferences, promotion of the hotel on the national level, and staying up to date with all things Mesa.”

– Brandon Pierce,
Sheraton Mesa Hotel at
Wrigleyville West

“Working together has been really great. Everything has been smooth, communication is always very easy, and it's just been a really positive experience overall. The partnership has been beneficial for us, and we believe continuing will bring ongoing opportunities and positive results. The most valuable aspect is the visibility to travelers who might not otherwise come across our business. Being featured in this way helps us reach a wider audience and connect with potential customers we wouldn't reach on our own.”

– Mesa Business Owner

A stylized, light blue graphic of a mountain range with several peaks, rendered with fine lines, positioned behind the central text box.

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