

MESA'S VISITOR ECONOMY

How visitor spending supports jobs, income and local businesses in every Council district

\$763.9M

Visitor spending, 2025

\$1.23B

Total business sales

8,137

Total jobs supported

\$85.8M

State and local taxes

Visitors spent an estimated **\$763.9 million** in Mesa in 2025. That spending moved through hotels, restaurants, shops and attractions, then through their suppliers and employees, generating \$1.23 billion in total business sales and supporting 8,137 jobs across the city.

2025 CITYWIDE ECONOMIC IMPACT

MEASURE	CITY OF MESA
Visitor spending	\$763.9M
Total business sales	\$1.2315B
Direct employment	5,710
Total employment	8,137
Direct personal income	\$215.0M
Total personal income	\$365.0M
State and local taxes	\$85.8M

HOW VISITOR SPENDING REACHES LOCAL HOUSEHOLDS

Jobs

DIRECT  5,710
TOTAL  8,137

Personal income

DIRECT  \$215.0M
TOTAL  \$365.0M

Business sales

\$1.61

in total business sales for every \$1 visitors spend in Mesa

Total effects include direct visitor activity plus indirect and induced effects: 2,427 additional jobs and \$150.0 million in additional personal income across Mesa beyond direct impact.

Visitor activity reaches every part of the city. Every Council district shares in the benefits, from visitor-supported jobs and local business sales to the \$85.8 million in state and local taxes that help fund public services across Mesa.

2025 ECONOMIC IMPACT BY COUNCIL DISTRICT

AREA	VISITOR SPEND	BUSINESS SALES	TOTAL JOBS	STATE LOCAL TAXES	SHARE OF VISITOR SPEND
District 1	\$66.8M	\$116.4M	809	\$8.0M	8.7%
District 2	\$137.8M	\$228.6M	1,251	\$16.3M	18.0%
District 3	\$163.9M	\$257.8M	1,703	\$18.0M	21.5%
District 4	\$172.5M	\$292.9M	1,908	\$20.3M	22.6%
District 5	\$102.1M	\$155.0M	1,160	\$10.8M	13.4%
District 6	\$120.8M	\$180.7M	1,306	\$12.4M	15.8%
City of Mesa	\$763.9M	\$1.2315B	8,137	\$85.8M	100%

WHAT VISITORS SAY

Visitors reported better experiences in Mesa across every measure from 2023 to 2025.

68.6%

+4.4 pts

Overall trip experience

58.7%

+4.5 pts

Safety and security

57.9%

+4.4 pts

Cleanliness

52.6%

+5.7 pts

Public transportation

66.3%

+1.2 pts

Ease of accessibility

Share of visitors selecting very satisfied, 2025, with change from 2023. Longwoods Travel USA.

WHY THIS MATTERS

Visitor spending brings new money into Mesa that supports local businesses and workers and generates tax revenue for public services. Investment in infrastructure, transportation, visitor-serving development and public spaces helps visitors stay longer and spend across more of the city.