

ANNUAL REPORT

THE VISITOR ECONOMY IS
EVERYONE'S ECONOMY

FY 2024/2025



TOP KPIs

\$749M

EST. VISITOR SPENDING

4.4M TOTAL
VISITORS



0.3%

YOY CHANGE IN
VISITOR SPEND

\$120.39 AVERAGE DAILY
RATE (ADR)

\$3,377,640*

CITY INVESTMENT
VS. RETURN

FROM VISIT MESA CONTRACTED BUSINESS

\$24:\$1

ROI

*Unaudited, subject to change



66.2%

HOTEL OCCUPANCY RATE

\$79.68 REVPAR

(REVENUE PER AVAILABLE ROOM)

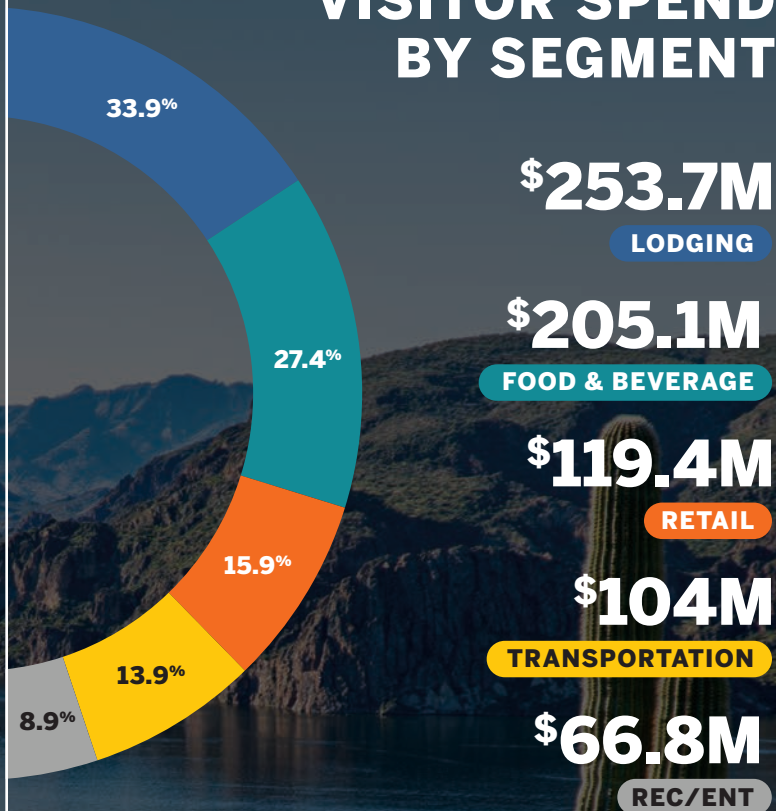
FROM VISIT MESA CONTRACTED BUSINESS

\$81.2M

EST. DIRECT VISITOR SPEND

FROM VISIT MESA CONTRACTED BUSINESS

VISITOR SPEND BY SEGMENT



\$87.4M

**TAX REVENUE
GENERATED**
(STATE AND LOCAL)



102,863

ROOM NIGHTS BOOKED

\$63.8M

**SHORT-TERM
RENTAL REVENUE**



5,690 JOBS

SUPPORTED (DIRECT)

\$1.2B

**OVERALL
ECONOMIC IMPACT**

NOTABLE HIGHLIGHTS

AWARDS & RECOGNITIONS



SILVER

ACCESSIBLE DESTINATION OF THE YEAR

JRNY America Awards 2024

AZLTA SPECIAL EVENT AWARD OF THE YEAR

QUEEN CREEK PBR BUCKIN' BLUE FOR AUTISM

ARIZONA GOVERNOR'S CONFERENCE ON TOURISM

BEST MARKETING CAMPAIGN

"Banana Week" Activation

BEST TOURISM PARTNERSHIP

Team Arizona Sports

ARIZONA TRAVEL AWARDS

BEST DESTINATION SOCIAL MEDIA ACCOUNT

Visit Mesa

MOST ICONIC TOURIST ATTRACTION

Salt River Wild Horses

MOST UNIQUE LODGING

Saguaro Lake Guest Ranch

BEST MUSEUM

idea Museum

RISING STAR AWARD

LANCE FITE

Sports ETA



30 UNDER 30

CAMERON MOLLOY

Destinations International



DEBRA WALLACE MEDIA FAM

DEBRA'S TRIP TO MESA

Debra visited Mesa with her autistic son, Adam, who flew on a plane for the first time ever. Debra and Adam enjoyed their trip so much that they agreed to be featured in Visit Mesa's Accessibility Travel Guide.



“As a devoted mom, seeing Adam thrive in a place where he was accepted, cared for, and included was the best Christmas gift I could ever imagine.”

– Debra Wallace

MEDIA OUTCOMES

“How Mesa, Arizona Became a Model for Accessibility: Five Years an Autism-Certified City” – **Popculture Press**

“Autism Acceptance Month in April is the Perfect Time for Visit Mesa's 'Spectrum IPA' Fundraising Event” – **Popculture Press**



DEBRA WALLACE

Contributing Lifestyle Writer & Autism Advocate (Philadelphia)

OUTLETS

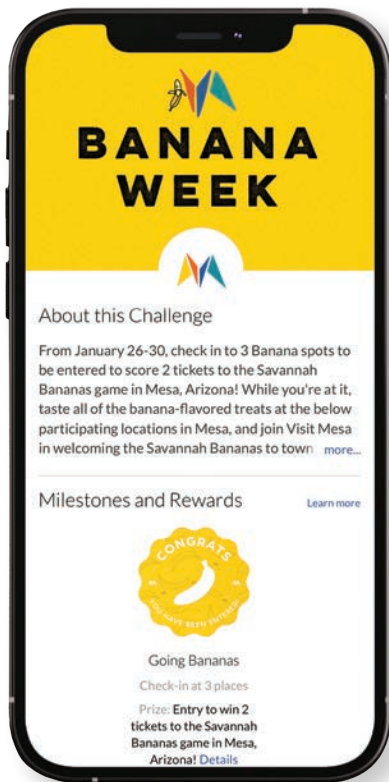
Parade; Fodor's; in-flight magazines; city publications

BIO

Debra is an award-winning professional journalist, author, editor and autism advocate. Debra creates engaging stories across multiple platforms to raise awareness and inspire change for the autism community.

Additionally, she works as a publicist for businesses, authors and nonprofits.

BANANA WEEK ACTIVATION & CAMPAIGN



When the Savannah Bananas announced Mesa as a stop on their Banana Ball World Tour, Visit Mesa turned a baseball game into “Banana Week,” a citywide celebration of community and creativity.

Through immersive experiences, hyper-local storytelling and strategic media execution, Banana Week invited visitors and residents alike to embrace Mesa’s playful spirit. A free digital “Banana Pass” unlocked quirky, banana-themed deals at local restaurants, coffee shops and hotels, while businesses donned yellow décor, crafted themed menus and challenged audiences on social media. Visit Mesa amplified the buzz with a branded billboard activation, earned-media blitz across five major TV stations, and an on-site podcast with Bananas’ owner, Jesse Cole, at Sloan Park.

Leaning into the creativity, participating businesses saw a significant increase in foot traffic and many sold out of banana-themed items. This success positioned the city as a tourism innovator, demonstrating that pop-culture moments can be transformed into sustained destination magic.

KEY RESULTS

488,000+

MEDIA IMPRESSIONS
(TV & Online Coverage)

488,000+
SOCIAL MEDIA
IMPRESSIONS

3,600+
ENGAGEMENTS

1,800

CUSTOM LANDING
PAGE VIEWS

(72% Engagement Rate)

BANANA PASS

4,000+
UNIQUE VIEWS

DOZENS
OF LOCAL
PARTNERS

JESSE COLE **PODCAST**
FEATURE

328,017

AUDIENCE REACH

18 Total Media Mentions

KPNX • KBSM • KPHO • KTVK • KSAZ

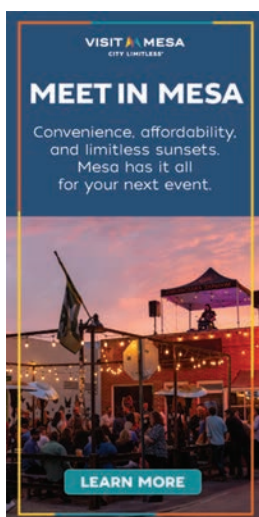
EMERGE TRADESHOW

Strong presence in Phoenix, connecting with **over 50 planners**

- **8+ RFPs** secured
- **Two site visits** booked
- Parallel digital campaign generated **316K+ impressions** and **7 conversions** via LinkedIn Ads
- Email marketing saw a **2.67% CTR**

EVENT CONNECT PARTNERSHIP

\$20,000 funded FAM tour for mutually beneficial clients worth over **1 million room nights** of combined portfolios.



MESA VISITOR PROFILE 2024

Source: Longwoods International - Travel USA® Visitor Profile



1.1 MILLION

overnight visitors
in 2024



24%

overnight trips

TOP SOURCES FOR PLANNING INFORMATION



20%
AIRLINE



18%
HOTEL



20%
ONLINE TRAVEL
AGENCIES
(OTAs)



18%
ADVICE
from friends
and family



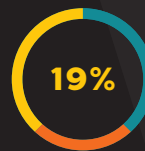
4.4 MILLION

visitors in 2024



47%

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



19%
OF RESPONDENTS HAD
TRAVEL PARTY MEMBERS
WITH DISABILITIES

ACTIVITY GROUPINGS FOR OVERNIGHT VISITORS TO MESA



16%
BUSINESS
ACTIVITIES



37%
CULTURAL
ACTIVITIES



70%
ENTERTAINMENT



4.3 NIGHTS

average length
of stay



2.7 PEOPLE

average party size



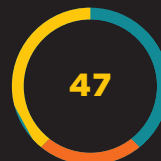
57%
OUTDOOR
ACTIVITIES



27%
SPORTING
ACTIVITIES



82%
OF OVERNIGHT TRAVELERS TO
MESA ARE REPEAT VISITORS



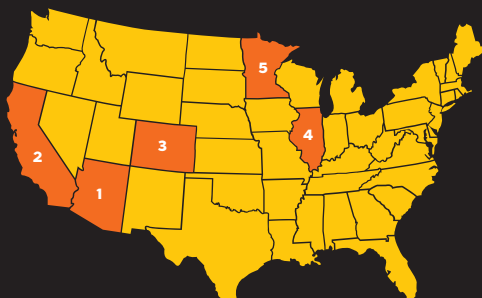
47
AVERAGE AGE OF
OVERNIGHT VISITORS
TO MESA



\$79.3K
AVERAGE INCOME OF
OVERNIGHT VISITORS
TO MESA

TOP FEEDER STATES FOR OVERNIGHT VISITORS

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



SEASON OF TRIP



30%
WINTER



25%
SPRING



21%
SUMMER



24%
FALL

SALES



CONVENTION & LEISURE SALES

Room Nights Booked:	20,667
Room Nights Actualized:	18,379
Estimated Attendance:	16,360

Est. Direct Visitor Spend: \$16,484,429

TOP MEETINGS & EVENTS BOOKED

- Turning Point Action
- Accounting & Financial Women's Alliance
- College Theater Festival
- Los Alamos National Lab
- Mobile Solutions



SPORTS SALES

Room Nights Booked:	57,519
Room Nights Actualized:	24,571
Estimated Attendance:	78,180

Est. Direct Visitor Spend: \$64,699,014

TOP MEETINGS & EVENTS BOOKED

- Triple Crown Summer NIT Volleyball
- NCAA Mountain West Baseball 3x3
- Savannah Bananas
- Section 7 Boys and Girls Championships

MARKETING AND COMMUNICATIONS



MARKETING & DIGITAL PERFORMANCE

Total Digital Impressions:	15,200,000
Total Digital Clicks:	120,000
Overall Click-Through Rate (CTR):	0.79%
Total Video Views:	2,600,000
Room Nights Booked:	20,667



CITY LIMITLESS® PODCAST

Downloads:	695
Monthly YouTube Audience:	4,494

Year-Over-Year Audience Growth: 412.5%

MOST POPULAR PODCAST EPISODES

- **Episode 10:** Savannah Bananas
- **Episode 12:** Cannon Beach with Cole Cannon
- **Episode 15:** Stories of the Lost Dutchman with Teton Ken



WEBSITE METRICS



854,432
Sessions



578,439
Organic Sessions
68% of total website traffic



1,477,835
Page Views



1:02
Avg. Time On Site



58.4%
Engagement Rate



58,345
Partner Referral Clicks



COMMUNICATIONS

Articles Generated: 100

Press Releases: 20

Total Circulation: 279 million

TOP EARNED MEDIA FEATURES

- **BBC:** "It seems like a simple thing, but it means a lot: How autism-certified destinations are changing travel"
- **Yahoo! Creators:** "4 accessible American cities that are fun and family-friendly"
- **Independent (UK):** "Crossing cowboy towns and cactus-filled wonderlands on a US road trip through Arizona and New Mexico"



SOCIAL MEDIA PERFORMANCE

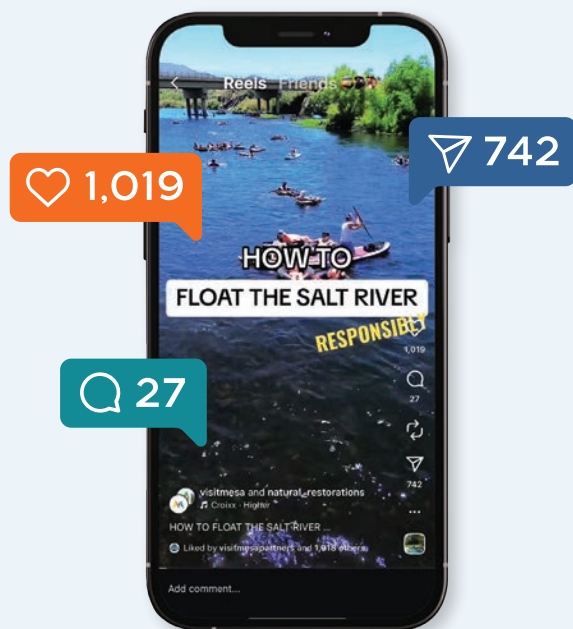
Total Followers: 72,546

Engagement Rate: 4.1%

Year-Over-Year Follower Growth: 38.2%

TOP SOCIAL MEDIA POST

- "How to Float the Salt River"



EMAIL CAMPAIGNS

Average Open Rate: 46%

Average Click-Through Rate (CTR): 3%

Subscriber Growth: +3,553

BEST PERFORMING EMAIL OR SERIES

- Monthly segmented consumer emails

LIST SEGMENTS

- Foodie & Nightlife
- Arts & Culture
- Sports & Outdoor Adventure

DESTINATION EXPERIENCE & PARTNERSHIP

DESTINATION EXPERIENCE INITIATIVES

PROGRAMS LAUNCHED OR EXPANDED:



NEW PARTNER PROGRAM

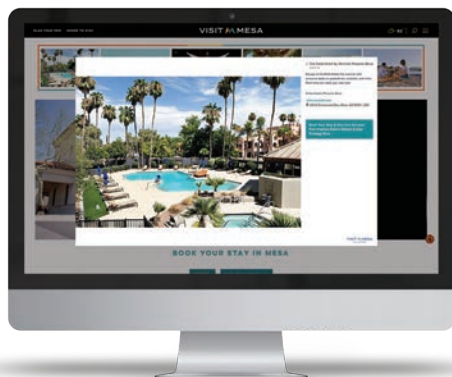


STUDENT TOURISM EXPLORATION PROGRAM (S.T.E.P.)

(6 High Schools; 56 Students)



FIRST PARTNER FAMILIARIZATION TOUR



WEBSITE ADVERTISING PROGRAM



DIGITAL SPRING TRAINING GUIDE

ACCESSIBILITY MILESTONES



25 ACCESSIBILITY CHAMPIONS

Through the Accessibility Champion Program



FIVE-YEAR AUTISM-CERTIFIED CITY CELEBRATION

Attended by 75 Visit Mesa Stakeholders



2024 TRAVELABILITY ACCESSIBILITY CHAMPION

Alison Brooks



LEVEL UP

with the intention to diversify the program including education in virtual reality, animation and gaming design.

COMMUNITY PARTNERSHIPS

Partnership with Northern Arizona University and Arizona State University as sponsors of the STEP program. ASU also took the lead with Camp Level Up



RESIDENT TESTIMONIALS

“I love that your city has embraced us. I wish more people and businesses and cities did this. Can't wait to visit your city more often and definitely your museum.”

– Phoenix Resident

“I also wanted to share with you on what a great job you did at the Accent West Event. Your presentation was excellent and I am proud to be part of Visit Mesa. Thank you and your team for all you do. You guys are really making a difference for Mesa.”

– Gretchen Murry, DoubleTree

PARTNERSHIP DATA

\$151,925

PARTNERSHIP REVENUE*

45

NEW PARTNERS ACQUIRED

84%

RENEWAL RATE



TURQUOISE 132

SILVER 27

COPPER 19

NON-HOSPITALITY 11

TOP PARTNERSHIP HIGHLIGHTS

4
EVENTS

268
ATTENDANCE

70%

AVERAGE ATTENDANCE

*Unaudited, subject to change

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

visitmesa.com