

# 2024

## Economic Impact of Visitors to Mesa

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## Introduction

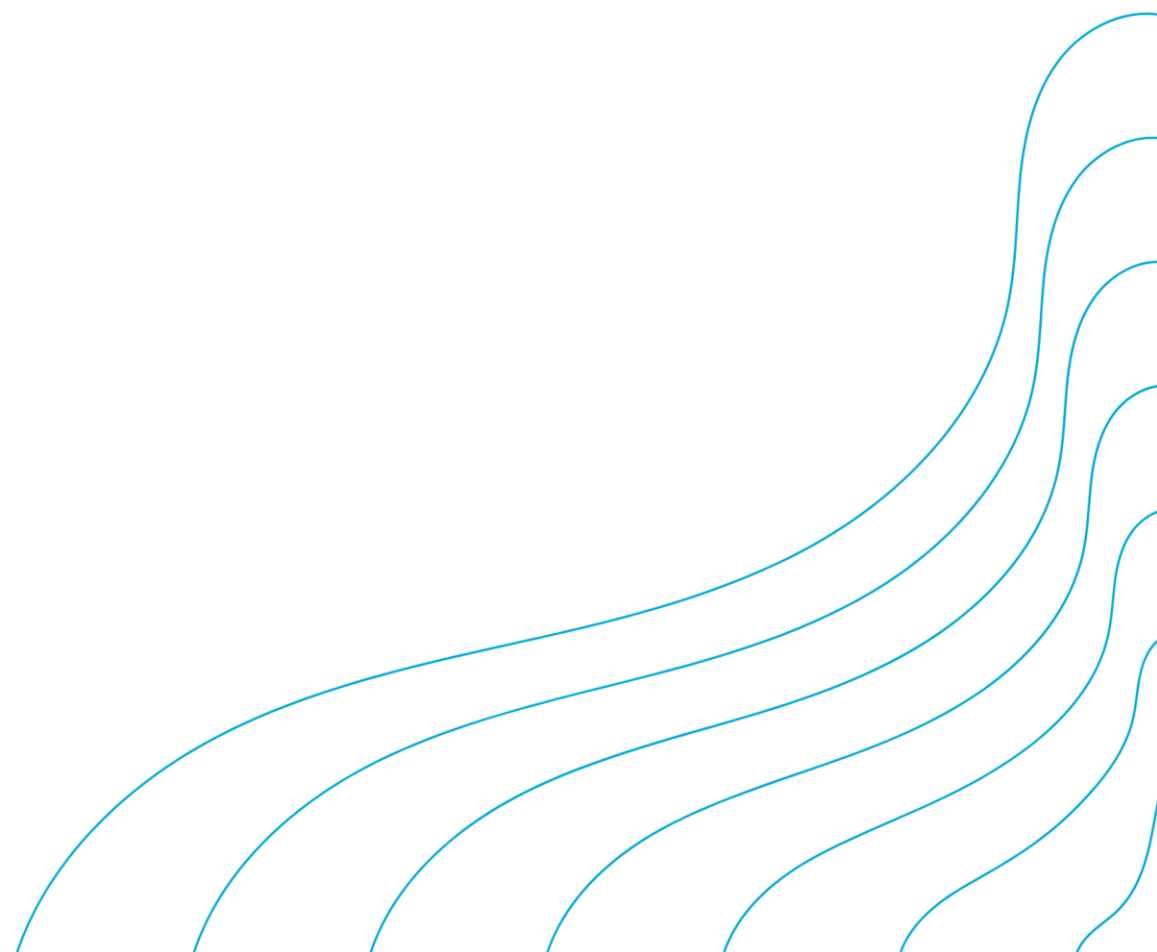
**Visitors are integral to Mesa's economy**, generating significant financial benefits for residents and local businesses. Visitor activity also produces substantial tax revenue which supports government services.

Credible measurements of the visitor economy are designed to inform policy decisions that foster the sector's development.

To quantify the significance of Mesa's visitor economy, Tourism Economics developed a comprehensive analysis of visitor spending and its total economic impact on businesses, employment, personal income, and taxes. At a high level, our approach includes the following stages:

- Compilation of visitor statistics
- Compilation of industry data
- Compilation of government data
- Analysis of visitor spending by category
- Economic impact modeling

# KEY FINDINGS





# Key Findings

## Visitors Generate Significant Economic Impact

In 2024, 4.4 million visitors spent \$749.0 million in the Mesa economy, generating a total economic impact of \$1.2 billion.



**4.4M** VISITORS TO MESA



**\$749.0M** VISITOR SPENDING



**\$1.2B** TOTAL ECONOMIC IMPACT



**\$359.1M** TOTAL PERSONAL INCOME



**8,121** TOTAL JOBS SUPPORTED



**\$84.7M** STATE AND LOCAL TAXES





## Results in Context

The visitor economy is an economic pillar in Mesa. In 2024, visitor spending supported one-in-14 jobs in the city. In addition:



### **\$749.0M VISITOR SPENDING**

Visitors spent \$2.1 million per day in Mesa, on average.



### **\$359.1M PERSONAL INCOME**

This is the equivalent of \$1,832 per resident household, regardless of any connection to the visitor economy.



### **8,121 JOBS**

The visitor economy sustained 7.2% of all jobs in Mesa in 2024.



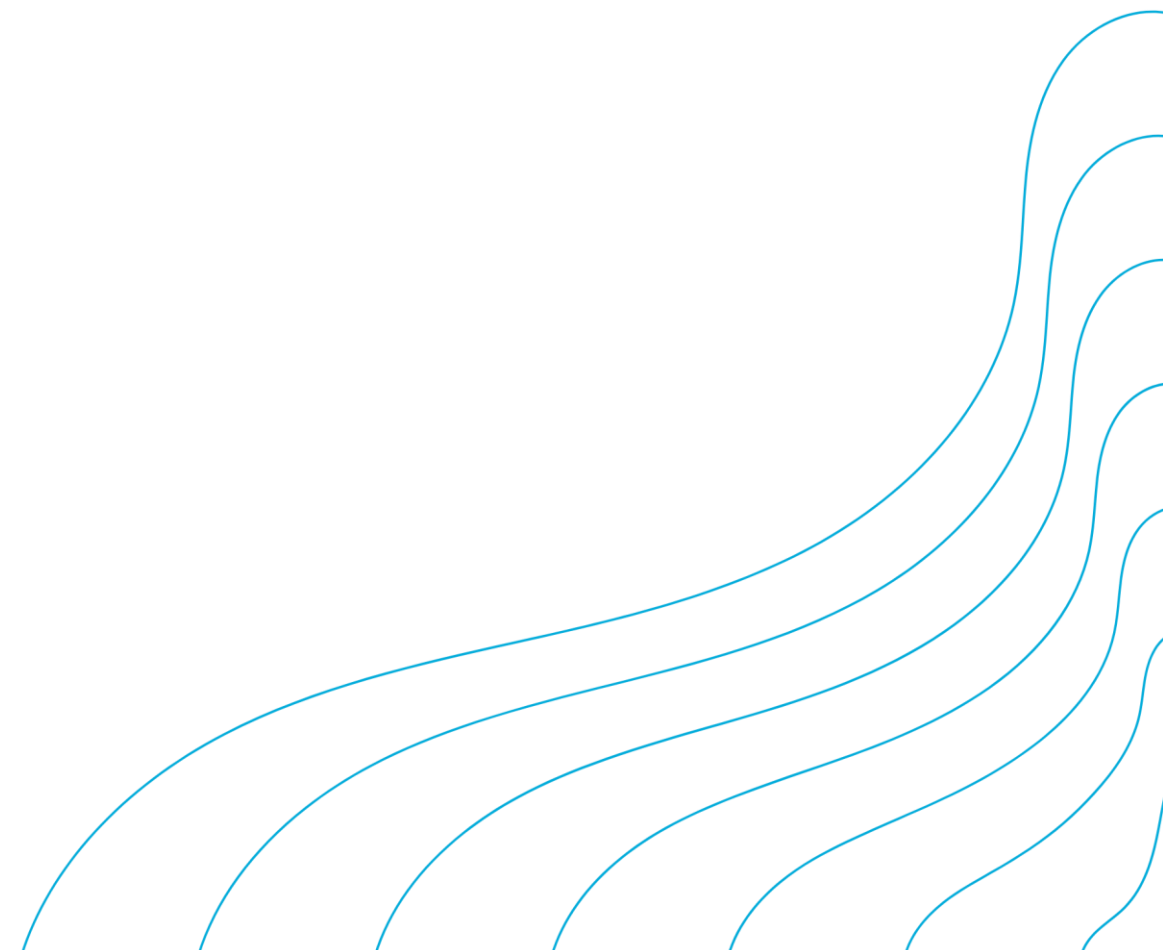
### **\$84.7M STATE & LOCAL TAXES**

State and local taxes generated by the visitor economy offset resident taxes by \$432 per household.





# VISITOR VOLUME & SPENDING



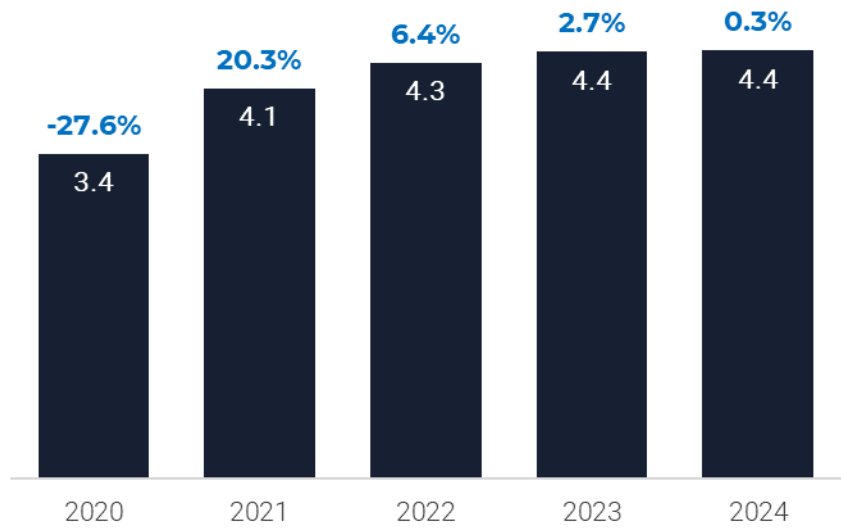
Mesa welcomed **4.4 million** visitors who spent **\$749.0 million** in 2024.



## Visitor Volume

In 2024, 4.4 million visitors traveled to Mesa, a slight increase over the prior year (+0.3%). Day and international arrivals supported growth, increasing 2.1% and 8.0%, respectively.

**Mesa Visitor Volume**  
millions



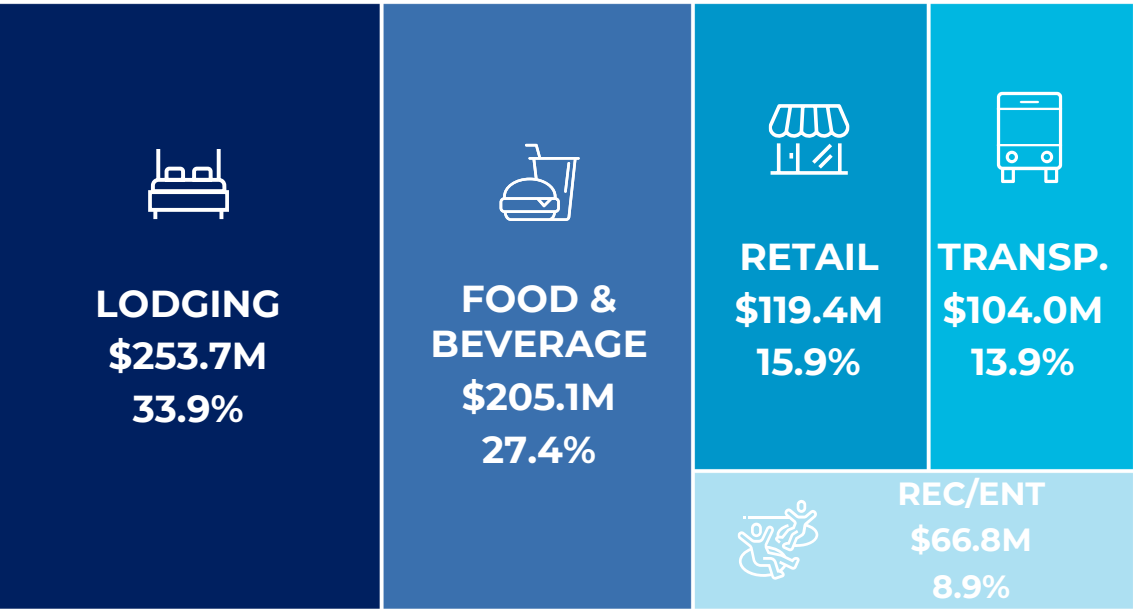
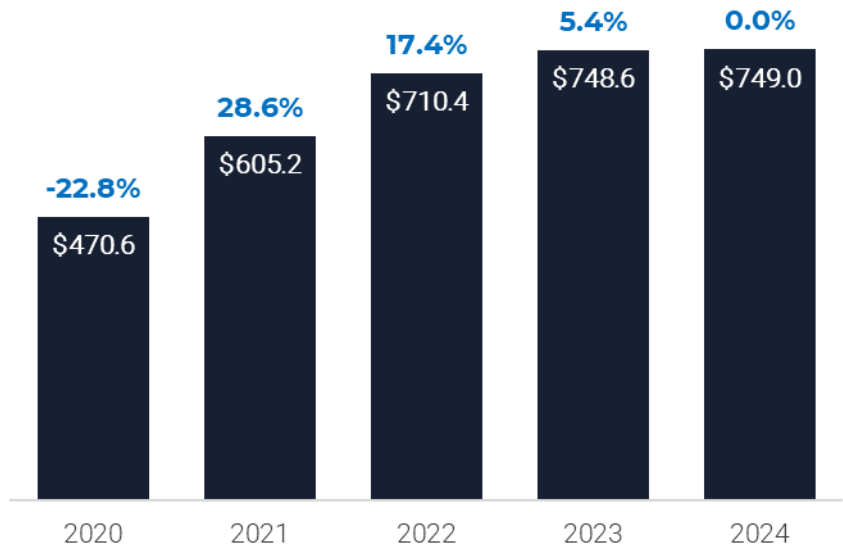
Source: Tourism Economics

## Visitor Spending

Visitor spending was largely unchanged from the previous year in 2024, measuring \$749.0 million.

Of the \$749.0 million spent, spending on lodging, including hotels, short-term rentals, and the value of second homes, accounted for \$253.7 million—33.9% of all visitor spending.

**Mesa Visitor Spending**  
\$ millions



Source: Tourism Economics

Note: Lodging includes all accommodation types, and transportation includes both ground and air transportation.



# Visitor Volume and Spending Trends

Visitor spending remained flat in 2024, driven by weakness in the overnight segment.

Food and beverage spending led gains in 2024 at 3.2% year-over-year, a result of strong price growth. Weighing on topline gains were declines in lodging and transportation spending, which fell 1.6% and 2.7% year-over-year, respectively.

Visitor volume expanded 0.3% year-over year in 2024. International arrivals again outpaced domestic visitation growth, continuing the post-pandemic trend as they rebound from the substantial losses of 2020.

## Mesa Visitor Spending and Annual Growth

\$ millions

	2020	2021	2022	2023	2024	2024 Growth
Total visitor spending	\$470.6	\$605.2	\$710.4	\$748.6	\$749.0	0.0%
Lodging	\$152.4	\$194.1	\$243.7	\$257.9	\$253.7	-1.6%
Food & beverages	\$128.7	\$167.1	\$187.5	\$198.8	\$205.1	3.2%
Retail	\$85.8	\$103.0	\$114.6	\$118.5	\$119.4	0.7%
Transportation	\$66.7	\$87.4	\$102.2	\$106.9	\$104.0	-2.7%
Recreation	\$37.1	\$53.6	\$62.4	\$66.5	\$66.8	0.5%

Source: Tourism Economics

Note: Lodging includes all accommodation types, and transportation includes both ground and air transportation.

## Mesa Visitor Volume and Spending, By Segment

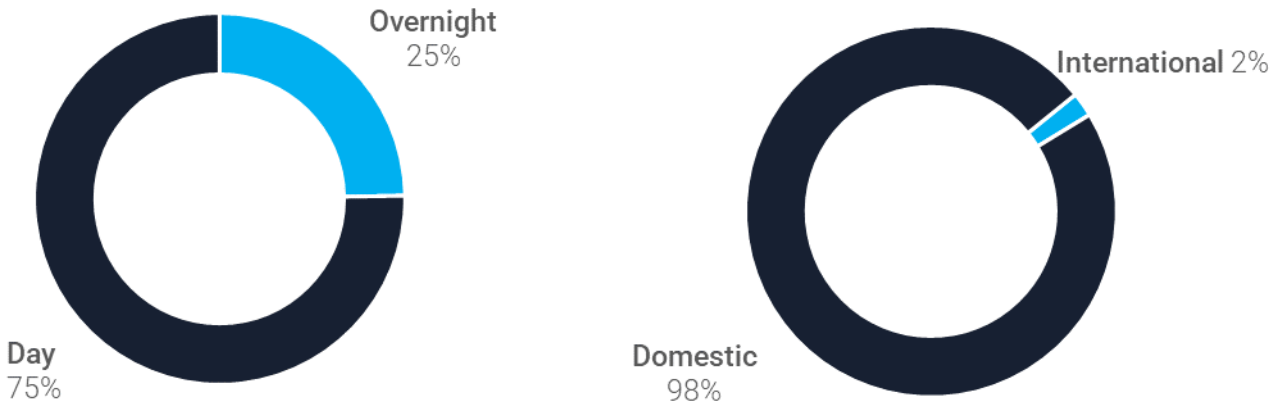
millions of visitors, \$ millions

	2020	2021	2022	2023	2024	2024 Growth
Total visitors	3.4	4.1	4.3	4.4	4.4	0.3%
Domestic	3.3	4.0	4.2	4.3	4.3	0.2%
International	0.0	0.0	0.1	0.1	0.1	4.9%
Total visitor spending	470.6	605.2	710.4	748.6	749.0	0.0%
Domestic	443.7	585.1	665.5	693.4	691.2	-0.3%
International	26.9	20.1	44.8	55.3	57.9	4.7%

Source: Tourism Economics

Note: International visitor and spending estimates are considered preliminary.

## Mesa Visitation Share, By Segment



Source: Tourism Economics

# ECONOMIC IMPACT METHODOLOGY





# Economic Impact Methodology

The development of visitor economy impact modeling begins with a comprehensive demand side analysis. Visitor survey data provides estimates on the volume of visitors by type and their spending in specific industries (e.g. lodging, restaurants, retail, recreation and entertainment, transportation). These estimates are strengthened through an analysis of industry-specific data sets on the lodging industry, aviation, and sectoral-level business sales. Government data, including taxes by type, as well as employment and personal income by industry, are used to supplement and confirm demand-side visitor spending calculations.

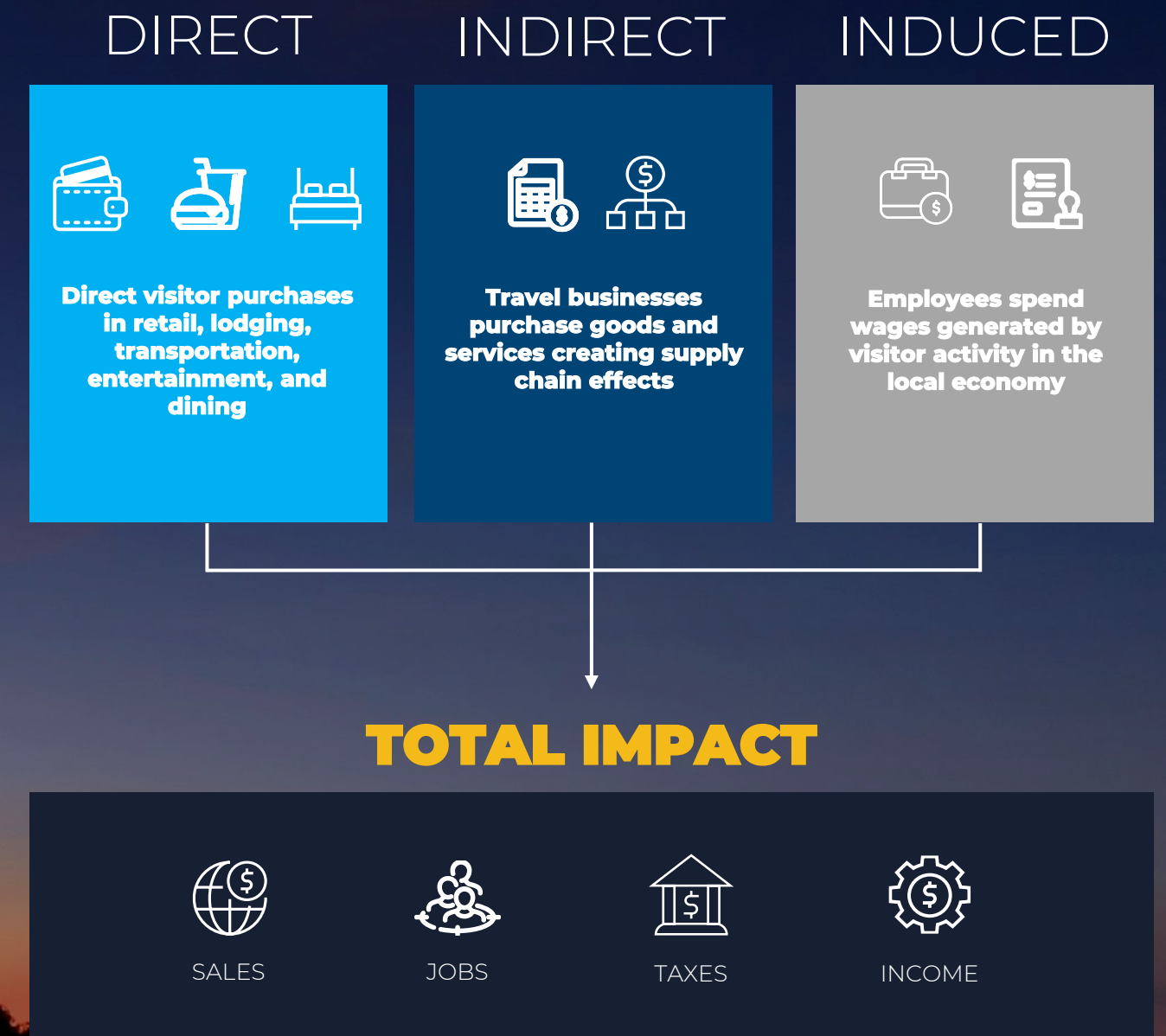
This provides a detailed profile of visitor spending by industry, which is then connected to a local input-output (I-O) economic impact model constructed within the IMPLAN platform. This uses government (Bureau of Economic Analysis and Census) data to trace the flow of visitors through the local economy and its effects on businesses, households, and government. The model quantifies three levels of impact:

- 1. Direct impacts:** Visitor spending creates direct economic value within a defined set of sectors. This supports a proportion of spending, jobs, wages, and taxes within each sector.
- 2. Indirect impacts:** Businesses providing direct services to visitors purchase goods and services, generating additional impacts called indirect impacts or supply-chain effects.
- 3. Induced impacts:** Additional business activity is generated as employees spend incomes locally that are earned due to visitor activity. This is called the induced impact or income effect.

The model calculates these three levels of impact—direct, indirect and induced—for the following metrics:

- Spending
- Wages
- Employment
- Federal Taxes
- State Taxes
- Local Taxes

# Economic Impact Model



# ECONOMIC IMPACT

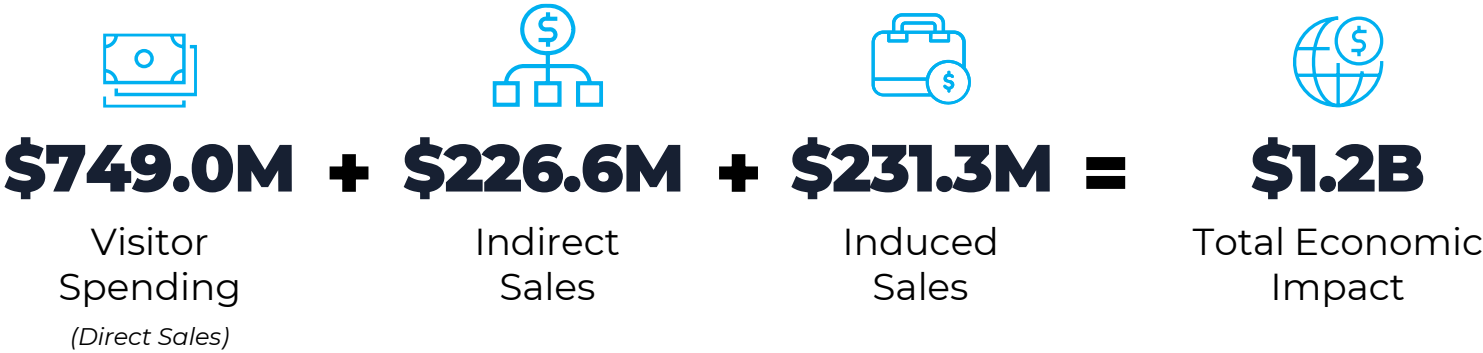




# Business Sales Impacts

Visitors spent \$749.0 million in Mesa in 2024. These direct impacts generated an additional \$457.9 million through supply chain (indirect) and income (induced) effects.

As a result, the total economic impact of visitors reached \$1.2 billion in 2024.



## Business Sales by Industry (2024)

\$ millions

	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
Total, all industries	\$749.0	\$226.6	\$231.3	\$1,206.9
Food & Beverage	\$205.1	\$9.5	\$20.3	\$234.9
Finance, Insurance and Real Estate	\$77.6	\$72.1	\$75.0	\$224.7
Lodging	\$190.3	\$0.0	\$0.1	\$190.4
Retail Trade	\$119.4	\$3.7	\$17.3	\$140.4
Other Transport	\$61.2	\$14.6	\$5.2	\$81.0
Recreation and Entertainment	\$66.8	\$4.9	\$3.4	\$75.2
Business Services		\$53.6	\$20.7	\$74.3
Education and Health Care		\$0.6	\$37.2	\$37.8
Communications		\$22.3	\$11.7	\$33.9
Wholesale Trade		\$10.3	\$11.3	\$21.6
Construction and Utilities		\$14.4	\$6.4	\$20.8
Personal Services		\$6.8	\$12.4	\$19.1
Gasoline Stations	\$16.0	\$0.4	\$0.9	\$17.2
Air Transport	\$12.7	\$1.2	\$2.0	\$15.9
Government		\$7.1	\$4.1	\$11.2
Manufacturing		\$4.7	\$3.0	\$7.6
Agriculture, Fishing, Mining		\$0.4	\$0.3	\$0.7

Source: Tourism Economics

Visitor spending generated a total economic impact of **\$1.2 billion.**

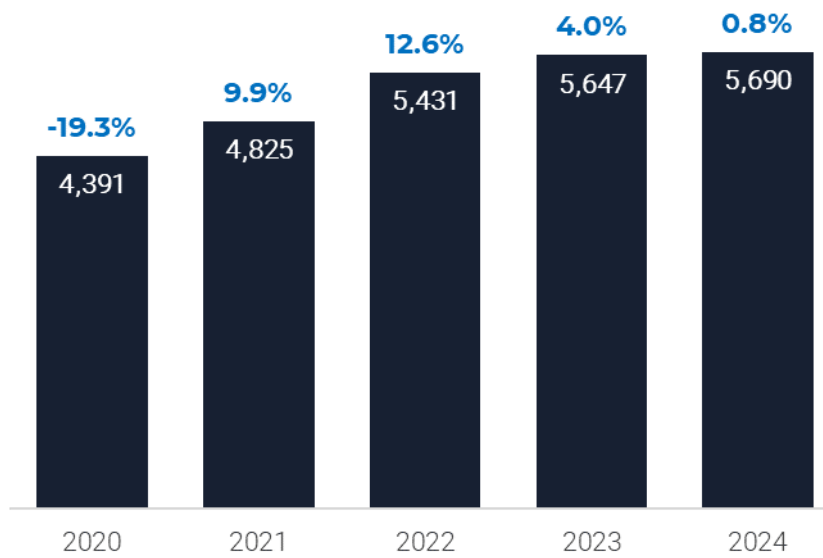


## Direct Employment

Employment directly supported by visitor activity increased 0.8% in 2024, reaching 5,690 jobs. Growth was led by the recreation sector, although this was somewhat offset by modest declines in transportation-related industries.

### Visitor-Supported Employment in Mesa

jobs



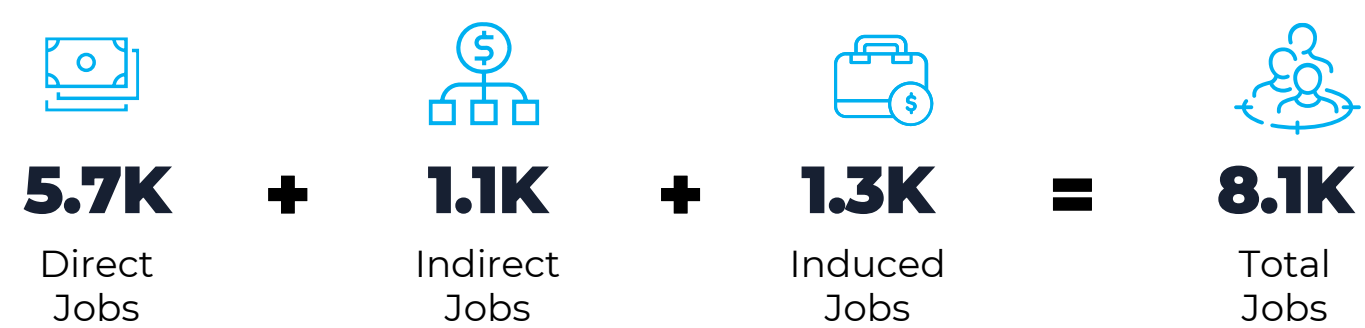
Source: Tourism Economics

The visitor economy in Mesa directly supported nearly **5,700 local jobs**.



# Employment Impacts

Visitor activity sustained 5,690 direct jobs in 2024, with an additional 2,431 jobs supported from the indirect and induced impacts of visitor activity. Total employment impacts tallied 8,121 in 2024, translating to one-in-14 jobs in the city.



## Employment by Industry (2024)

jobs

	Direct Jobs	Indirect Jobs	Induced Jobs	Total Jobs
Total, all industries	5,690	1,129	1,302	8,121
Food & Beverage	2,247	120	225	2,592
Lodging	1,473	0	1	1,474
Other Transport	843	118	53	1,014
Recreation and Entertainment	582	53	39	674
Retail Trade	452	29	162	642
Business Services		358	142	500
Finance, Insurance and Real Estate	43	250	178	471
Education and Health Care		5	275	280
Personal Services		66	131	197
Wholesale Trade		29	29	58
Communications		30	19	50
Government		27	14	41
Construction and Utilities		25	13	38
Air Transport	28	2	4	35
Gasoline Stations	21	3	8	31
Manufacturing		13	7	20
Agriculture, Fishing, Mining		1	2	3

Source: Tourism Economics

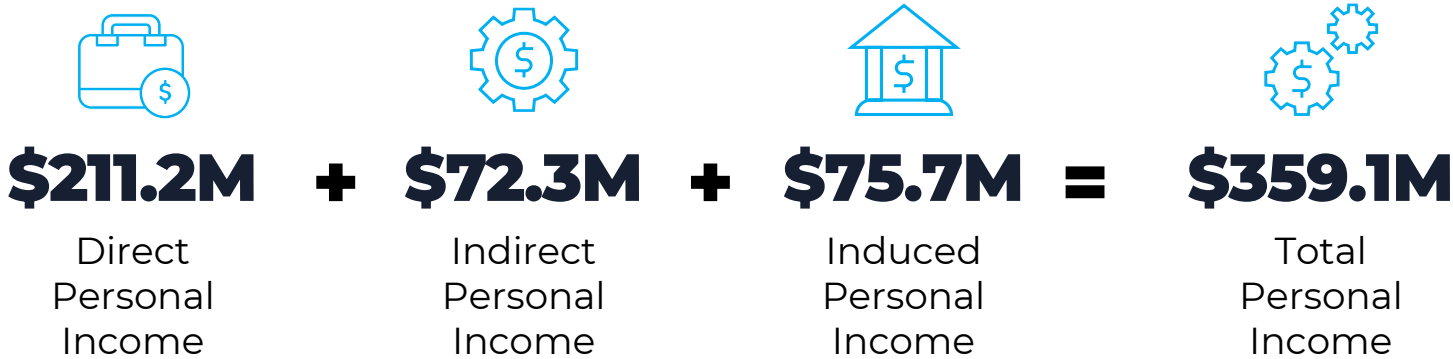
The visitor economy supported **one-in-14 jobs** in Mesa, including nearly 2,600 jobs in the food and beverage industry.





# Personal Income Impacts

Visitor activity generated \$211.2 million in direct personal income in 2024. Including indirect and induced impacts, employees received \$359.1 million in personal income.



## Personal Income by Industry (2024)

\$ millions

	Direct Personal Income	Indirect Personal Income	Induced Personal Income	Total Personal Income
Total, all industries	\$211.2	\$72.3	\$75.7	\$359.1
Food & Beverage	\$70.3	\$4.3	\$7.5	\$82.1
Lodging	\$59.8	\$0.0	\$0.0	\$59.8
Business Services		\$25.9	\$10.8	\$36.8
Recreation and Entertainment	\$31.4	\$3.4	\$1.7	\$36.5
Other Transport	\$24.2	\$6.1	\$2.1	\$32.3
Finance, Insurance and Real Estate	\$2.8	\$14.0	\$10.9	\$27.7
Retail Trade	\$18.4	\$1.3	\$6.9	\$26.5
Education and Health Care		\$0.4	\$21.1	\$21.5
Personal Services		\$3.8	\$5.6	\$9.5
Wholesale Trade		\$3.3	\$3.4	\$6.7
Communications		\$3.4	\$1.9	\$5.3
Government		\$2.7	\$1.2	\$3.9
Air Transport	\$3.2	\$0.3	\$0.4	\$3.9
Construction and Utilities		\$2.6	\$1.2	\$3.8
Gasoline Stations	\$1.1	\$0.1	\$0.4	\$1.6
Manufacturing		\$0.5	\$0.5	\$1.0
Agriculture, Fishing, Mining		\$0.1	\$0.1	\$0.2

Source: Tourism Economics





# Tax Impacts

Visitor activity generated \$159.5 million in government revenues in 2024.

State and local taxes alone tallied \$84.7 million in 2024.

Each household in Mesa would need to be taxed an additional \$432 to replace the visitor-generated taxes received by destination state and local governments in 2024.

## Tax Impacts (2024)

\$ millions

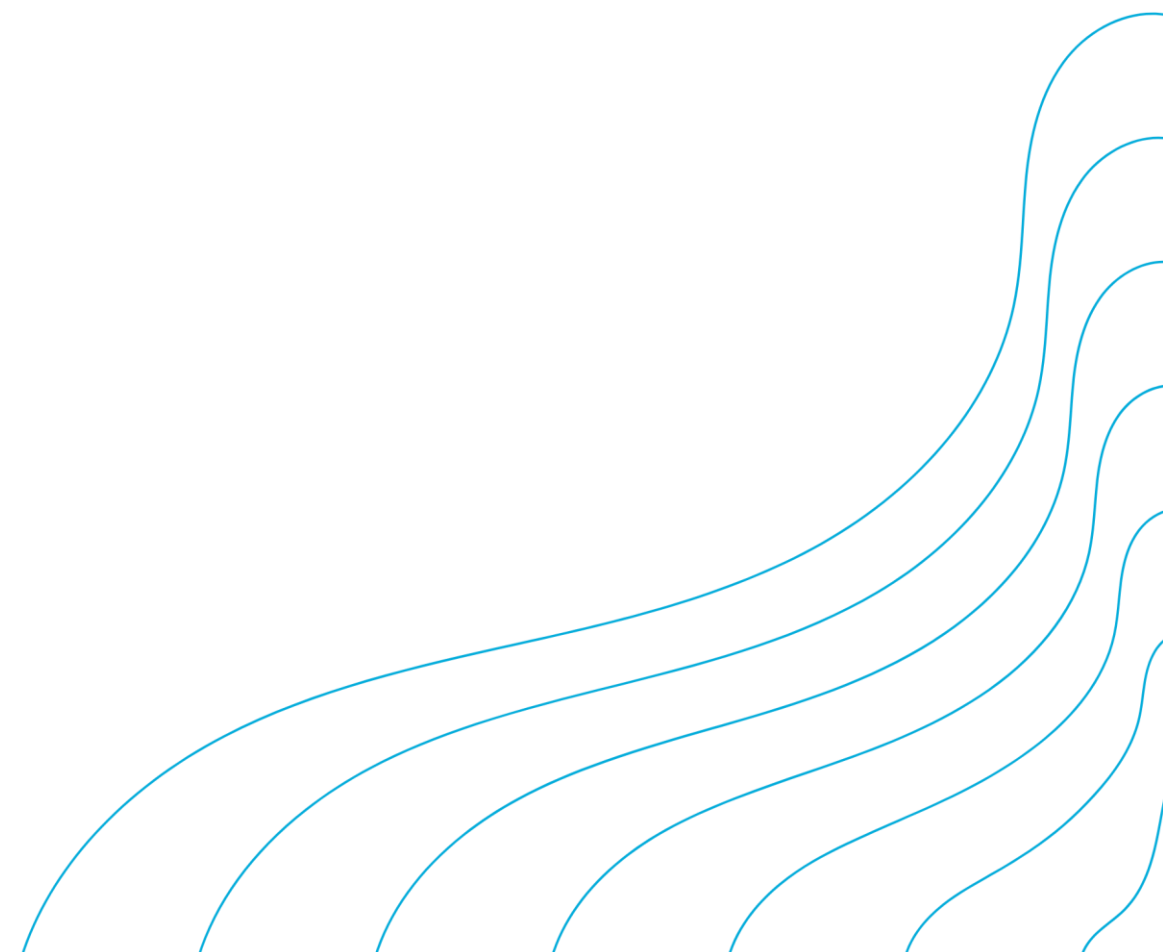
	Total
Total Tax Revenues	\$159.5
Federal Taxes	\$74.9
Personal Income	\$27.3
Corporate	\$4.2
Indirect Business	\$4.4
Social Insurance	\$39.0
State and Local Taxes	\$84.7
Sales	\$48.1
Bed Tax	\$6.9
Personal Income	\$4.7
Corporate	\$0.6
Excise and Fees	\$5.0
Property	\$19.4

Source: Tourism Economics

The visitor economy generated **\$159.5 million in government revenue** in 2024.



# APPENDIX





# Appendix

## Methodology Overview

Measuring the visitor economy begins with a comprehensive demand side analysis. A visitor is defined as someone who stayed overnight or traveled more than 50 miles to the destination.

The study area is defined as the city of Mesa, Arizona.

Visitor survey data provide estimates on the volume of visitors by type and their spending in specific categories (e.g. lodging, restaurants, retail, recreation and entertainment, transportation). These estimates are strengthened through an analysis of industry-specific data sets on the lodging industry, aviation, and sectoral-level business sales. Government data, including taxes by type as well as employment and personal income by industry are used to supplement and confirm demand-side visitor spending calculations.

The primary source of the employment and wage data is the Regional Economic Information System (REIS), maintained by the Bureau of Economic Analysis (BEA). This is more comprehensive than Bureau of Labor Statistics (BLS QCEW) data because sole-proprietors do not require unemployment insurance and are not counted in the QCEW data.

The complete set of data inputs is provided below.

## Data Sources

- **Longwoods International:** Consumer survey data, including spending and visitor profile characteristics
- **STR and KeyData:** Lodging performance data, including room demand and revenue, for hotels and short-term rentals
- **City of Mesa:** Lodging and sales tax receipts, by industry
- **BEA/BLS:** Employment and wage data, by industry
- **US Census:** Business sales and employment by industry, and seasonal second homes inventory
- **Tourism Economics:** International arrivals data for visitors to Mesa

## Glossary

SPENDING DEFINITIONS	LODGING	All accommodation businesses, including hotels, B&Bs, campgrounds, and short-term rentals. This includes food, entertainment, and other services provided by these establishments.
	FOOD & BEVERAGE	Includes all visitor spending on food & beverages, including at restaurants, bars, grocery stores and other food providers.
	RECREATION	Includes visitors spending within the arts, entertainment and recreation sector.
	RETAIL	Includes visitor spending in all retail sub-sectors within the local economy, excluding grocery stores.
	LOCAL TRANSPORT	Ride share, taxis, limos, trains, rental cars, buses, and gasoline purchases.
	AIR TRANSPORT	Where applicable, the local share of air transportation spending.
ECONOMIC IMPACT DEFINITIONS	SECOND HOMES	Where applicable, spending associated with seasonal second homes for recreational use as defined by the Census Bureau.
	DIRECT IMPACT	Impacts (business sales, jobs, income, and taxes) related to businesses where visitors spend dollars (e.g. recreation, transportation, lodging).
	INDIRECT IMPACT	Impacts created from the purchase of goods and services as inputs (e.g. food wholesalers, utilities, business services) into production by the directly affected sectors (i.e. business-to-business purchases).
	INDUCED IMPACT	Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor activity.
	EMPLOYMENT	Employment is measured by the Bureau of Economic Analysis (BEA) definition, and captures full-time and part-time jobs, which includes salary and wage employees and proprietors.
	PERSONAL INCOME	Income (wages, salaries, proprietor income and benefits) supported by visitor spending.
	LOCAL TAXES	City and County taxes generated by visitor spending. Includes any local sales, income, bed, usage fees, licenses and other revenue streams to local governmental authorities.
	STATE TAXES	State tax revenues generated by visitor spending. Includes sales, income, corporate, usage fees and other assessments of state governments.

## About the Research Team

This study was conducted by the Tourism Economics group within Oxford Economics. Tourism Economics combines an understanding of traveler dynamics with rigorous economics to answer the most important questions facing destinations, investors, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, forecasting models, policy analysis, and economic impact studies.

Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modeling to UK companies and financial institutions expanding abroad. Since then, we have become one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact.

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