



MESA'S ELEVATED FUTURE

THROUGH COLLECTIVE INGENUITY

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A MESSAGE FROM THE CEO

Embarking on a new fiscal year, I am filled with optimism for Visit Mesa and our beloved City Limitless®. As you'll find in our Destination Sales and Marketing Plan, we are not merely planning for the future; we are committed to innovating and powerfully propelling Mesa's visitor economy to unprecedented heights.

At Visit Mesa, our work is vital to the long-term sustainability of this community, beginning with that crucial first visit. Promoting Mesa to visitors sparks economic development; decisions about living, learning or establishing a business here are often influenced by that initial experience. This understanding deepens our resolve to draw people here, fueling Mesa's economy and fostering a thriving community where residents prosper. Our "Mesa Forward 2033" Destination Master Plan and Three-Year Strategic Plan serve as our unwavering guides, directing our investments and solidifying Mesa's position as a premier destination.

To secure and amplify Mesa's standing as a premier destination, we recognize the imperative to embrace rapid advancements, and in this, we are truly leading the way. New this year, Visit Mesa is profoundly leveraging artificial intelligence throughout our organization, significantly boosting internal efficiency and refining our sales and marketing strategy. This integration will ensure we remain at the forefront of industry trends, driving greater visitor interest and opportunity for our partners, and solidifying Mesa's future as a vibrant destination.

To achieve these ambitious goals, our dedicated team operates with remarkable efficiency. Our disciplined approach meticulously aligns programmatic efforts with core competencies and key performance indicators, as governed by the City of Mesa and our Board of Directors. Consumer research is the backbone of our marketing direction, guiding increased and strategic investments in sales and marketing. This commitment to data-driven excellence powers our award-winning campaigns and social media efforts, including our recognition by the 2025 Arizona Travel Awards as the state's top destination social media account, and 2025 Governor's Tourism Awards for Best Marketing Campaign and Best Partnership.

Beyond strategic and operational advancements, our foundational commitment lies in the human element of hospitality. Our commitment extends deeply to elevating customer service, ensuring every guest experiences Mesa's warmth and excellence. As the world's first Autism-Certified City, our leadership in accessibility grows, pioneering new frontiers like food inclusion to truly welcome everyone. Proudly, we also continue to support the Mesa for All Foundation and its vital grant opportunities.

In this dynamic landscape, industry unity and a shared vision are crucial. Our collective success hinges on it, even when apathy arises. In the coming year, initiatives like the Tourism Improvement Area (TIA) will be vital for gaining critical support and revenue, strengthening our destination's promotion. Together, we can collectively unlock new levels of sales and service, creating a future that's brighter than ever before.

Mesa continues to thrive with exciting ongoing developments, including anticipated hotel announcements and continued downtown revitalization. This palpable momentum creates new experiences and opportunities for residents and visitors alike. This ongoing vibrancy, fueled by powerful partnerships and our collective collaborative spirit, is what truly makes us City Limitless®.

With boundless optimism,

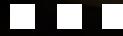


Marc J. Garcia

Visit Mesa, President and CEO



EXECUTIVE SUMMARY



This Destination Sales and Marketing Plan serves as Visit Mesa's forward-looking blueprint for the 2025/2026 fiscal year, complementing the retrospective insights of our 2024/2025 Annual Report.

Aligned with the long-term vision of our "Mesa Forward 2033" Destination Master Plan and the actionable strategies of our Three-Year Strategic Plan, this document outlines our collective commitment to innovation, growth and unparalleled visitor experiences. It details strategic priorities and departmental initiatives designed to increase visitation, elevate Mesa's brand awareness, strengthen key partnerships, and champion destination advocacy, ensuring a vibrant and sustainable future for our City Limitless®.

2025–2026 AT A GLANCE

PLAN OBJECTIVES

- Increase group, sports and leisure visitation.
- Position and promote Mesa as a top Southwest travel destination.
- Focus on community shared values and resident quality of life.

STRATEGIC PRIORITIES

- Increase Mesa's brand awareness.
- Grow demand for the destination.
- Strengthen and grow our partnerships.
- Be a leader in destination advocacy.

KEY INITIATIVES

- Reinvigorating the City Limitless® brand.
- Addressing shoulder season and need periods.
- Supporting the development of signature and new events.
- Continuing efforts to support air service to Mesa.
- Promoting accessibility and inclusion in all efforts.
- Advocating for the value proposition of the visitor economy.



SPECIAL AREAS OF FOCUS



ELEVATE CUSTOMER SERVICE EXPERIENCE

Our dedication to hospitality extends to every interaction, ensuring Mesa is recognized for its exceptional customer service. This year, we are intensifying our focus on elevating Mesa's customer experience across all touchpoints, from initial inquiry to post-visit engagement. Through targeted training programs, enhanced partner collaboration and a commitment to anticipating guest needs, we aim to create memorable and positive experiences that reinforce Mesa's reputation as a welcoming and accommodating destination.



LEAD AI INTEGRATION

Visit Mesa is embracing artificial intelligence to elevate the visitor experience, streamline trip planning and modernize operations. We're developing a formal AI Roadmap to guide innovation across departments and ensure long-term impact. Early initiatives include AI-powered search engine optimization, the GuideGeek chatbot assistant and staff-wide ChatGPT access with training on best practices. This strategic approach positions Mesa to lead in an evolving digital travel landscape.



PIONEER FOOD INCLUSION INITIATIVES

As part of our mission to become one of the most accessible cities in the nation, Visit Mesa is launching a food inclusion initiative this year. The first phase introduces free, industry-recognized food allergen training designed specifically for hotels, restaurants and attractions, in collaboration with the Kyah Rayne Foundation. This groundbreaking, industry-leading effort aims to improve safety, build staff confidence in food allergy protocols and create a more inclusive dining experience – helping to ensure every guest feels safe, understood and welcomed.

MARKETING AND COMMUNICATIONS



DEPARTMENT MISSION/ROLE

This department is responsible for elevating Mesa's brand and inspiring visitation through strategic, data-driven campaigns across owned, earned and paid media channels.

This includes leveraging innovative digital marketing strategies, robust public relations efforts to generate widespread coverage, and comprehensive content development to engage diverse audiences and amplify Mesa's unique story. This aligns directly with the "Mesa Forward 2033" goal of increasing brand awareness and the Three-Year Strategic Plan's focus on strengthening the City Limitless® brand.



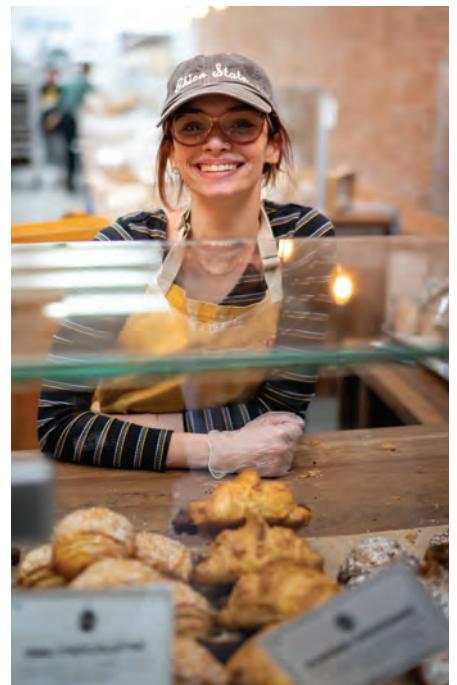
OBJECTIVES

- Develop and execute integrated digital marketing campaigns to increase brand awareness and drive visitation and room nights, including a high-impact, co-branded push alongside the Arizona Office of Tourism, Allegiant Air and Mesa Gateway Airport, and a companion Visit Mesa brand awareness campaign in key nonstop-flight markets (Portland, Colorado Springs, Seattle/Pasco).
- Launch targeted advertising and local engagement campaigns to drive visitation and spending at Mesa businesses. Efforts include a year-round Valley-resident program with 12 News (Tegna) streaming promotions and digital out of home, spotlighting events and experiences in key local markets.
- Leverage AI-powered tools, including the AI GEO-Optimization plan and GuideGeek chat-assistant, to enhance digital discoverability and streamline trip planning.
- Enhance public relations efforts to secure high-value earned media placements and expand media influence in key markets, including targeted media missions and proactive outreach.
- Host a minimum of two high-impact media familiarization (FAM) tours, targeting top-tier journalists and influencers, to generate significant positive coverage and foster key media relationships.
- Develop and launch at least one co-op marketing and media campaign with a complementary destination or partner to expand reach and shared promotional efforts.
- Optimize content strategy and production across all owned media channels, including a comprehensive editorial master calendar, website, social media and visitor guides, for consistent messaging and audience engagement.
- Enhance the City Limitless® Podcast as it enters its third season, focusing on new thematic approaches, diverse guest features and elevated production quality to deepen audience engagement and amplify Mesa's unique stories.
- Explore and develop potential new revenue opportunities for the City Limitless® Podcast through strategic product placements, while continuing to maximize audience growth and viewership.
- Improve media intelligence and resource management through the implementation of a new PR monitoring platform and a centralized digital framework for media relations assets.
- Strengthen Visit Mesa's brand consistency and advocacy through strategic internal and external education initiatives, including the launch and integration of a new brand book.

KEY PERFORMANCE INDICATORS (KPIs)

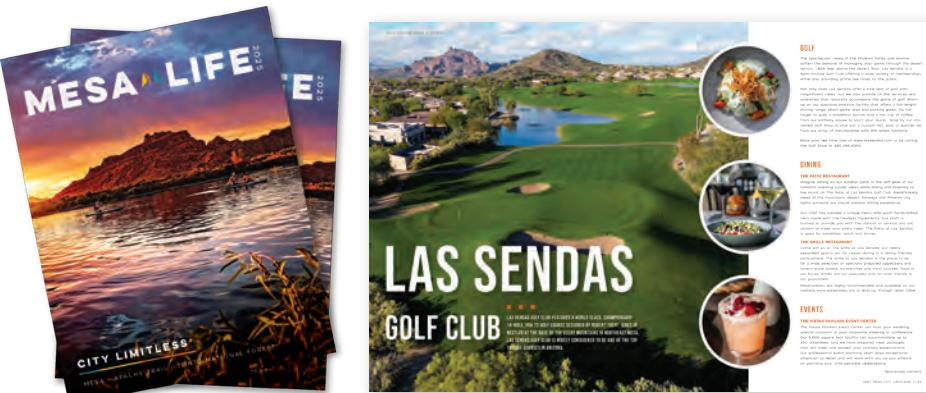
| METRIC | FY '25 ACTUALS | FY '26 TARGETS |
|------------------------------|----------------|----------------|
| Articles | 100 | 125 |
| Media Releases | 20 | 25 |
| Est. Ad Value | \$3.8M | \$4M |
| Est. Circulation | 279M | 300M |
| Paid Media Impressions | 25,389,035 | 38,300,000 |
| Return on Ad Spend (ROAS) | 50:1 | 50:1 |
| Room Nights Booked | 24,297 | 25,000 |
| Website Traffic | 847,594 | 930,000 |
| Social Media Audience Growth | 70,500 | 81,000 |

PARTNER EXPERIENCE



DEPARTMENT MISSION/ROLE

This department deepens partner engagement and connection, creates high-impact marketing opportunities, advances Mesa's reputation as a leader in accessibility and builds grassroots advocacy.



GOALS

Strengthen partner relationships and foster a collaborative community.

Empower partners with essential industry insights and Visit Mesa updates.

Solidify Mesa's position as a national leader in accessible travel.

Maximize partners' marketing reach and revenue opportunities.

Cultivate a strong, unified voice for the visitor economy's advocacy efforts.

OBJECTIVES

- Deepen partner engagement and connection by hosting regular in-person meetups, an annual partnership FAM tour and other initiatives that build community, foster collaboration and help partners better understand their role in the visitor experience.
- Create high-impact marketing opportunities for partners by expanding access to Visit Mesa's advertising programs, including placements in the flagship visitor guide and seasonal digital guides. These opportunities are designed to help partners reach visitors with stronger, more targeted exposure.
- Enhance partner knowledge and participation by delivering timely information on Visit Mesa initiatives, relevant industry trends and destination marketing updates. Educational emails and webinars will help ensure partners make the most of their partnership with Visit Mesa.

• Build grassroots advocacy among partners by helping them understand the value of the visitor economy and the importance of being engaged in local and state issues. These efforts will organize a more unified voice and position the industry for stronger influence in future legislative opportunities.

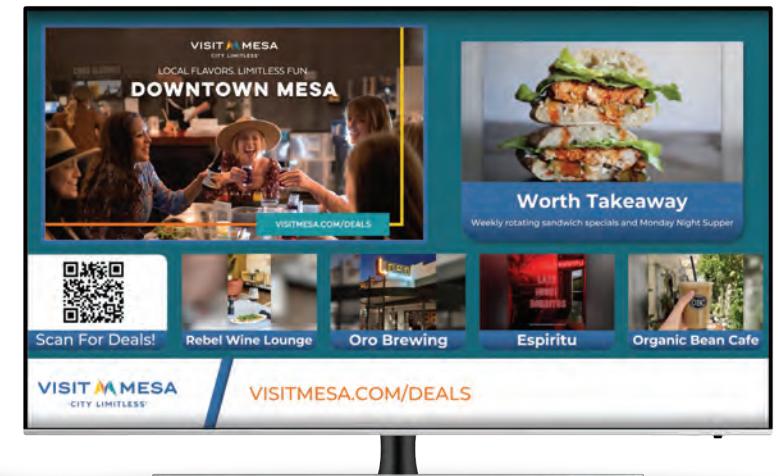
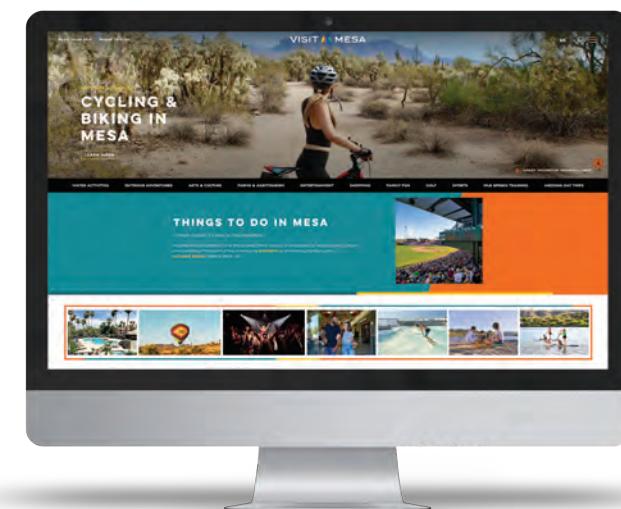
• Advance Mesa's reputation as a leader in accessibility by expanding initiatives that make the city more inclusive and welcoming. Through programs, tools and partnerships, Visit Mesa will continue driving progress toward becoming one of the most accessible destinations in the country.



KEY PERFORMANCE INDICATORS (KPIs)

| METRIC | FY '25 ACTUALS | FY '26 TARGETS |
|--------------------------------------|----------------|----------------|
| Partnership Revenue | \$151,925* | \$145,000 |
| Digital Advertising Sales | \$12,142* | \$20,000 |
| Visitor Guide Sales | \$52,875* | \$50,000 |
| Established Certified Autism Centers | 27 | 40 |
| Advocacy Network Partners | New for FY '26 | 300 |

*This number represents a preliminary estimate and is subject to audit.



SALES



DEPARTMENT MISSION/ROLE

The dedicated sales team drives efforts to attract and secure a broad mix of group business, meetings, conventions, and leisure travel (spanning domestic and international markets) along with youth, amateur and professional sports events to Mesa.

The team promotes Mesa to receptive operators, tour operators, travel agents, meeting planners and sports event organizers, providing essential support for event preparation and execution.



CONVENTION AND LEISURE SALES

DEPARTMENT MISSION/ROLE

To showcase Mesa as a desired destination for conferences, events, and individual or group leisure travel by identifying, engaging and contracting with meeting planners, corporate decision-makers, and domestic and international leisure travel professionals.



KEY PERFORMANCE INDICATORS (KPIs)

| METRIC | FY '25 ACTUALS | FY '26 TARGETS |
|--|----------------|----------------|
| Room Nights (Convention & Leisure, excluding OTAs) | 20,667 | 20,000 |
| Leads (Convention & Leisure) | 217 | 230 |
| Est. Direct Visitor Spend (Convention & Leisure) | \$12.45M | \$14.85M |



OBJECTIVES

- Attend Connect Marketplace (a return for Visit Mesa after a two-year break), targeting over 20 one-on-one appointments with association meeting planners.
- Participate in Emerge (RCMA annual show), engaging with approximately 600 meeting professionals over three days.
- Continue popular programs such as the Visit Mesa City Limitless® Group Incentive Program and the Site & See Client Fly-In Program.
- Identify and support events focusing on utilization of the Mesa Convention Center and other citywide opportunities.
- Return to IPW after a year break, connecting with international marketplace representatives from 60+ countries and their representatives.
- Attend the annual American Bus Association (ABA) Marketplace to strengthen efforts in the tour group segment.



DEPARTMENTAL DESTINATION SALES AND MARKETING PLANS (CONT.)

SPORTS SALES

DEPARTMENT MISSION/ROLE

The role of sports sales is to attract youth, amateur and professional sporting events and tournaments to the City's athletic facilities. Event preparation is as important as hosting the event itself. The team assists clients with an array of services, including securing competitive hotel room rates and blocks, booking local venues, providing registration, housing and welcome services, coordinating marketing and public relations efforts, arranging off-site entertainment, and most importantly, providing monetary incentives to further attract major sporting events to Mesa.

• • • GOAL • • •



Attract and secure a diverse range of impactful, year-round events, with a focus on strategic financial incentives during periods of need.

KEY PERFORMANCE INDICATORS (KPIs)

| METRIC | FY '25 ACTUALS | FY '26 TARGETS |
|---------------------------|----------------|----------------|
| Booked Room Nights | 57,519 | 60,000 |
| Leads Sent | 73 | 90 |
| Est. Direct Visitor Spend | \$64.2M | \$50M |
| Site Tours | 12 | 10 |



OBJECTIVES

- Prioritize shoulder seasons and need periods by targeting high-impact events and optimizing incentive strategies within established budget parameters.
- Maximize venue usage (traditional, nontraditional, standalone or in combination) to more effectively attract major events that generate 10,000+ room nights.
- Enhance collaboration with neighboring DMOs and sports organizations to pool resources, increase funding efficiency and position Arizona as a leading destination for sports tourism – benefiting all participating regions.
- Strengthen accountability by implementing updated MOU/LOI agreements with event organizers that outline clear deliverables, sourcing requirements, pre-/post-event reporting and marketing expectations.
- Identify and combat key challenges faced by event organizers, housing companies and hotel partners to increase room night yield in Mesa and minimize displacement to surrounding cities.



UPCOMING EVENT SPONSORSHIPS*

DESERT CHALLENGE GAMES



DPL SOCCER SHOWCASE

MESA MARATHON

SOCcer WINTER SHOWCASE

NCAA MOUNTAIN WEST BASEBALL CHAMPIONSHIPS

NCAA WAC BASEBALL CHAMPIONSHIPS

PERFECT GAME BASEBALL

TRIPLE CROWN SPORTS NIT VOLLEYBALL

USA WATER POLO NATIONALS

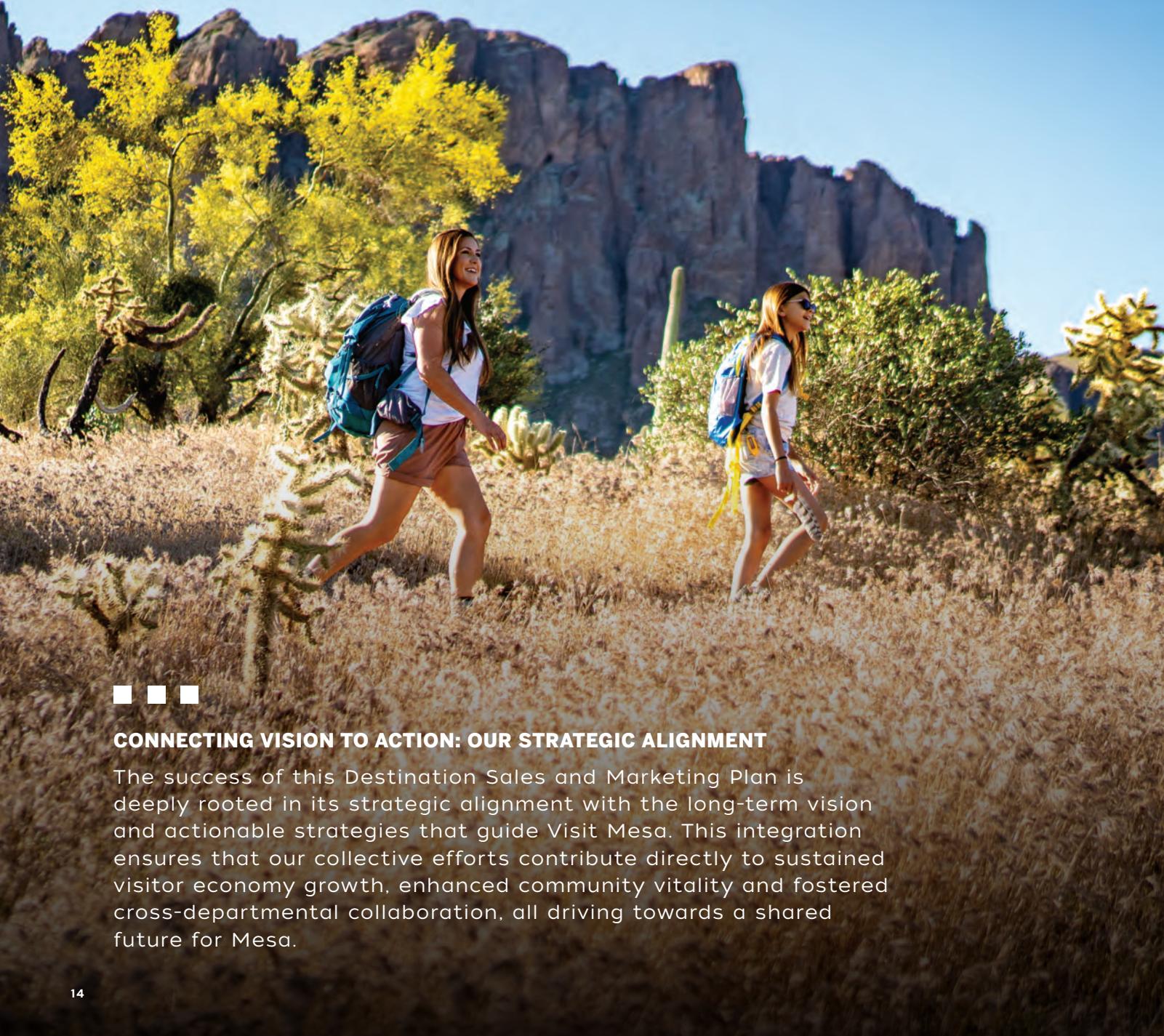
WORLD FITNESS PROJECT

*Additional Sponsorships Pending



ALIGNMENT WITH MESA FORWARD 2033

AND THREE-YEAR STRATEGIC PLAN



CONNECTING VISION TO ACTION: OUR STRATEGIC ALIGNMENT

The success of this Destination Sales and Marketing Plan is deeply rooted in its strategic alignment with the long-term vision and actionable strategies that guide Visit Mesa. This integration ensures that our collective efforts contribute directly to sustained visitor economy growth, enhanced community vitality and fostered cross-departmental collaboration, all driving towards a shared future for Mesa.

UPCOMING STAFF TRAVEL SCHEDULE & INDUSTRY ENGAGEMENT OPPORTUNITIES

JULY 2025

MESA LEADERSHIP

FY 25/26 | Mesa, AZ

DESTINATION INTERNATIONAL'S ANNUAL CONVENTION

July 9-11, 2025 | Chicago, IL

GOVERNOR'S CONFERENCE ON TOURISM

July 16-18, 2025 | Phoenix, AZ

US TRAVEL'S ESTO CONFERENCE

August 17-19, 2025 | Phoenix, AZ

ARIZONA PARKS AND RECREATION ASSOCIATION CONFERENCE

August 25-27, 2025 | Phoenix, AZ

CONNECT MARKETPLACE

August 25-27, 2025 | Miami, FL

ONE WEST TOURISM ALLIANCE'S ANNUAL DESTINATION SUMMIT

September 9-11, 2025 | Olympia, WA

TEAMS CONFERENCE

October 13-17, 2025 | Columbus, OH

TRAVELABILITY'S EMERGING MARKETS SUMMIT 2025

October 13-15, 2025 | Sunriver, OR

DESTINATION INTERNATIONAL'S ADVOCACY SUMMIT

October 21-23, 2025 | Sacramento, CA

DESTINATION INTERNATIONAL'S 2025 BUSINESS OPERATIONS SUMMIT

October 28-30, 2025 | Jackson, MS

ETOURISM MARKETPLACE

December 1-3, 2025 | Washington, D.C.

ABA MARKETPLACE

January 10-13, 2026 | Reno, NV

BOARD LEADERSHIP SYMPOSIUM

January 21-23, 2026 | Irving, TX

EMERGE 2026

February 10-12, 2026 | Lexington, KY

2026 DMO HR SUMMIT

February 24-26, 2026 | San Antonio, TX

DESTINATION INTERNATIONAL'S CEO SUMMIT

March 30-April 1, 2026 | Newport Beach, CA

SPORTS ETA SYMPOSIUM

April 21-24, 2026 | Las Vegas, NV

TEMPEST'S TOURISM ACADEMY

May 12-15, 2026 | Jacksonville, FL

THE PACE FORUM

Dates and Location TBD

US TRAVEL'S IPW

May 17-21, 2026 | Fort Lauderdale, FL

PRSA TRAVEL & TOURISM CONFERENCE

June 7-10, 2026 | Albuquerque, NM

AUGUST 2025

SEPTEMBER 2025

OCTOBER 2025

DECEMBER 2025

JANUARY 2026

FEBRUARY 2026

MARCH 2026

APRIL 2026

MAY 2026

JUNE 2026



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