

## MESA CITY COUNCIL

As the contracted destination marketing organization (DMO) for the City of Mesa, Visit Mesa is responsible for positioning and promoting Mesa, Arizona as a top destination for both leisure and business-related travel. Visit Mesa is a 501(c)(6) non-profit organization primarily funded by the collection of hotel bed taxes in Mesa.

In the last 3 years, Mesa hotels alone have generated more than \$475 million in gross revenue and contributed more than \$33.3 million in tax revenues to the City of Mesa. The \$33.3 million is a combination of City of Mesa Transient Lodging Tax (or TLT, also known as the hotel bed tax), and the City of Mesa Transaction Privilege Tax (or TPT, also known as the sales tax on hotel room consumption). This figure does not include all the tax revenues generated by the purchases at restaurants, attractions, retail centers and amusements by the very people that overnighted in these hotel rooms.

Source: Smith Travel Research

CODE/CATEGORY	FY 2023	FY 2024	FY 2025
011 Restaurants & Bars	\$29,573,003	\$29,387,221	\$30,481,047
012 Amusement	\$2,105,676	\$2,276,928	\$2,287,683
017 Retail	\$149,117,761	\$148,154,995	\$147,825,683
044 Hotels	\$4,491,235	\$4,374,095	\$3,687,012
144 Hotel/motel additional tax	\$7,305,905	\$6,863,486	\$6,772,065
<b>Totals</b>	<b>\$192,593,580</b>	<b>\$191,056,725</b>	<b>\$191,052,891</b>

### SNAPSHOT OF TOURISM RELATED TAXES COLLECTED IN MESA



For every dollar the City of Mesa invests in Visit Mesa there is a return of **\$26** in estimated future direct visitor expenditures.\*

\*Estimated future Visitor Expenditure dollars represent the direct spending by visitors and do not take into account any multipliers or inducements. These expenditures encompass visitor spend categories such as food and beverage, lodging, retail, recreation, and transportation.

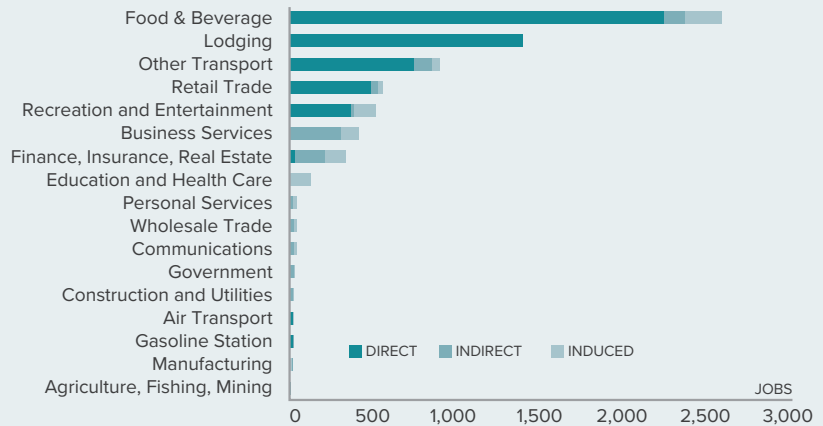
## JOBS

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. There are eight industries in which visitor activity supports more than \$21 million in personal income. These range from the obvious food & beverage and lodging, to the less obvious business services and finance, insurance, and real estate.

Visitor spending supports the largest number of jobs in the food & beverage industry (2,592). Spending by businesses directly impacted by visitor spending supports 358 jobs in the business services industry – in areas like accounting, advertising and building services.

Source: Tourism Economics

### TOURISM JOB IMPACTS BY INDUSTRY (2024) AMOUNTS IN NUMBER OF JOBS



## MARKETING CAMPAIGN RESULTS (ROI)

While visitors may move around the Valley and state, the primary objective is to anchor them in a Mesa hotel. You don't often see Visit Mesa's marketing because advertising and creative messages are primarily and strategically pushed outside the state to achieve its goal of getting 'heads in beds' to drive incremental tax revenue growth for the city. In 2023, campaign reporting showed that every \$1 in ad spend generated \$188 in visitor spending in Mesa.

Source: Epsilon NEI Report

## MARKETING HIGHLIGHTS

Visit Mesa website traffic included 854K sessions with 1.5M page views.

Visit Mesa has a social media following of over 73K followers on Instagram and Facebook.

LAST UPDATED NOVEMBER 2025

# ECONOMIC IMPACT OF VISITORS IN MESA, ARIZONA (2024)

The travel sector is an integral part of the Mesa economy. Visitors generate significant benefits to households, businesses, and government alike and represent a critical driver of Mesa's future. Gross output (total business sales) attributable to visitor spending in Mesa registered \$1.2 billion in 2024.

## KEY FINDINGS



↑ **0.03%**

**Total visitation** to Mesa increased 2.7%, registering **4.4 MILLION** visitors.

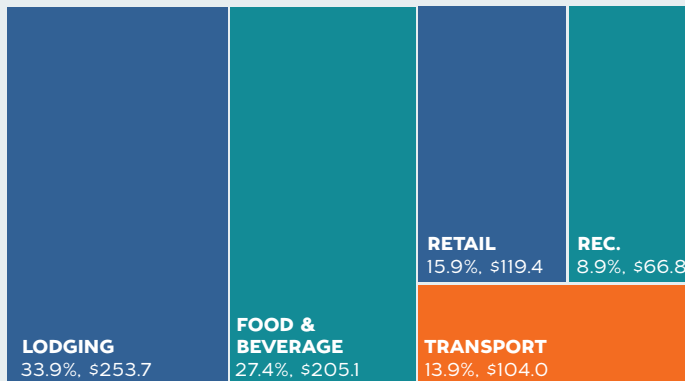


↑ **0.05%**

**VISITOR SPENDING**

## VISITOR SPENDING

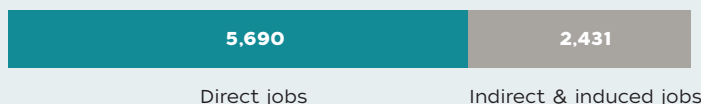
Amount in \$ millions



## JOB IMPACTS

Direct visitor spending supported **5,690 jobs** in Mesa. Tourism supported a total of **8,121 jobs** when indirect and induced impacts are included.

**8,121 TOTAL JOBS**



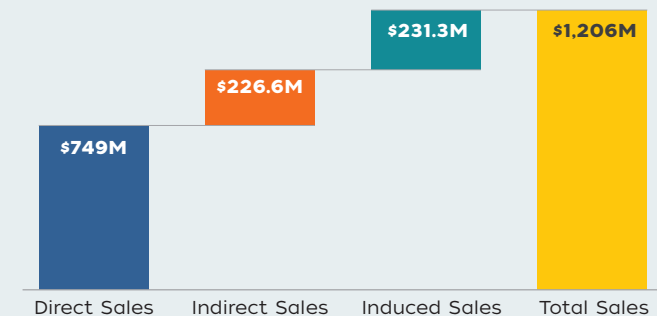
## MESA TOTAL VISITOR SPENDING

Amount in \$ millions



## TOTAL ECONOMIC IMPACT

Direct visitor spending of **\$749 million** resulted in a total economic impact of **\$1.2 billion**.



## STATE & LOCAL TAX IMPACTS

Each household in Mesa would need to be taxed an additional **\$432** per year to replace the taxes supported by visitors received by state and local governments.

**\$85.7M STATE & LOCAL TAXES**

