

## ARIZONA'S CONGRESSIONAL DELEGATION

Visit Mesa is a Destination Marketing Organization (DMO) responsible for positioning 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. Visit Mesa is funded by visitor tax receipts, not residents.

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)*

**In 2024, there was \$29.7 billion in total direct travel spending in Arizona alone.** *(Source: Arizona Department of Revenue)*

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

Visitor tax yields benefit Mesa residents because they support local services such as police, fire and parks from a population who doesn't add strain to those critical resources.

Visitor tax yields are far more efficient than resident tax yields because visitors don't typically require the same local services that residents do.

### JOBS

Visitor activity generated \$211 million in direct labor income and a total of \$ 359.1 million when including indirect and induced impacts. 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.

Tourism supported a total of 8,121 jobs in 2024 in Mesa, or 7% of total employment, when indirect and induced impacts are considered. *(Source: Tourism Economics)*

### 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.

# 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

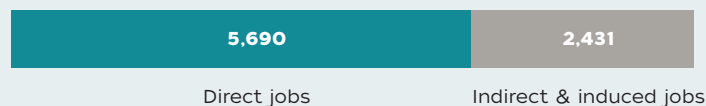
Amount in \$ millions



## JOB IMPACTS

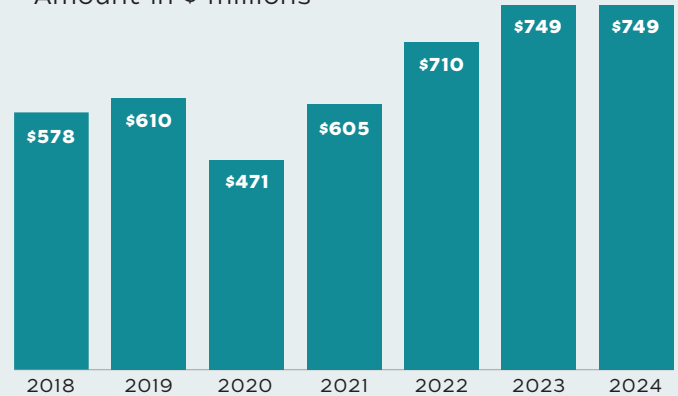
Direct visitor spending supported **5,690 jobs** in Mesa. Tourism supported a total of **8,121 jobs** when indirect and induced impacts are included.

**8,121 TOTAL JOBS**



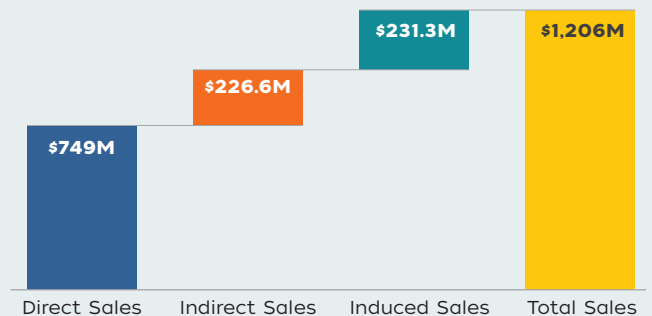
## MESA TOTAL VISITOR SPENDING

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**

