

## MESA RESIDENTS

Visit Mesa is a Destination Marketing Organization (DMO) responsible for positioning and promoting Mesa, Arizona as a top destination for 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 visitors, not residents.

Visit Mesa is the driving force behind luring out-of-towners to plan their leisure and business trips in Mesa, Arizona.

They do this by targeting:

- The **meetings industry** and the legions of conference and tradeshow attendees that engage in corporate, association and government business travel.
- **Sports tournaments/events** to utilize all our Mesa parks and event facilities, primarily reaching youth and amateur sports organizations and attracting collegiate-level competition here in our desert destination.
- By marketing Mesa to scores of potential **leisure travelers** that are actively planning and searching for new destinations to explore and discover, and securing **impactful media coverage** of Mesa's destination attributes in domestic and international media outlets.
- Advocating on behalf of Mesa's hospitality community and **educating residents and stakeholders** on the economic impacts of visitor spending, while supporting partners with a **dynamic marketing program** and business-to-business opportunities.

**While visitors may move around the Valley and state while here, the primary objective is to anchor them in a Mesa hotel.**

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.*

### VISION

Elevate Mesa as a must experience destination in Arizona.

### MISSION

Promote the value and vitality of our visitor economy to create a better community.

### BECOMING THE MOST ACCESSIBLE CITY IN THE NATION

Mesa is a destination that prioritizes accessibility and inclusion. We believe that all visitors and residents should explore our city with confidence knowing they are welcomed by a community that embraces compassion, kindness and understanding.

Visit Mesa spearheaded the initiative to become the first **Autism Certified City** in the nation and the first city to adopt the **Hidden Disabilities Sunflower Program**. Additionally, Visit Mesa has established a partnership with **Aira**, a cutting-edge accessibility technology that offers unlimited access to visual interpreters for individuals who are blind or have low vision while within Mesa's city limits or planning a trip to Mesa. In addition, Mesa is the first-ever Wheel the World "Verified City," providing accessibility information and booking options for several hotels and attractions in the area, coupled with continuous support throughout the entirety of the travel experience. To further assist all visitors, especially those with disabilities, the Visit Mesa website features **Threshold 360 virtual tours** of many hotels, attractions, and restaurants, enabling visitors to plan their trips with comprehensive knowledge beforehand.

### FAST FACTS

#### 2024 Visitor Impacts to Mesa's Economy:

- The \$84.7 million in state and local taxes generated by tourism would cover the average salaries of 1,050 police officers in Mesa.
- The \$359.1 million in total income generated by tourism is the equivalent of \$1,832 for every household in Mesa.
- The number of jobs sustained by tourism (8,121) supports 7.2% of all jobs in Mesa.
- The \$749 million in visitor spending means that nearly \$2.05 million was spent EVERY DAY by visitors in Mesa.

# 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.

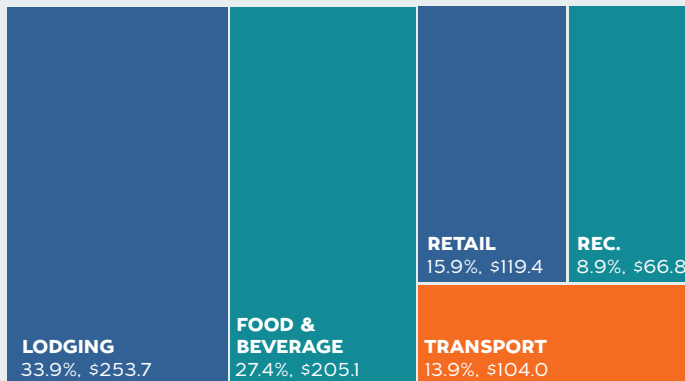


↑ **0.05%**

**VISITOR SPENDING**

## VISITOR SPENDING

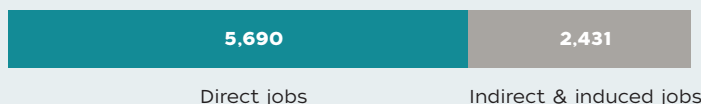
Amount in \$ millions



## 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**



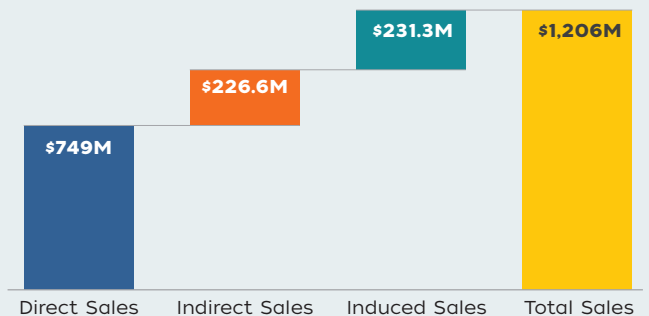
## MESA TOTAL VISITOR SPENDING

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**

