

ARIZONA STATE LEGISLATORS

Visit Mesa is the Destination Marketing Organization (DMO) 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.

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.
- **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.

VISITORS GENERATE REVENUE

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 overnighed in these hotel rooms. *Source: Smith Travel Research*

SALES PERFORMANCE — FISCAL YEAR 2024/2025



CONVENTION AND LEISURE SALES

Room Nights Booked:	20,667
Room Nights Actualized:	18,379
Estimated Attendance:	16,360

Est. Direct Visitor Spend: \$16,484,429



SPORTS SALES

Room Nights Booked:	57,519
Room Nights Actualized:	24,571
Estimated Attendance:	78,180

Est. Direct Visitor Spend: \$64,699,014



FY 2025 Production: **102,863 Booked Room Nights***

\$81.2 Million in Estimated Future Direct Visitor Expenditures

**Includes Sales, Online Travel Agency, and website bookings*

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
Totals	\$192,593,580	\$191,056,725	\$191,052,891

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.

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

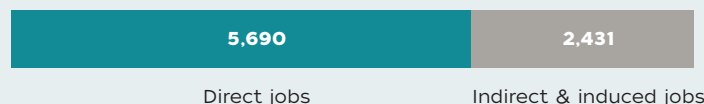
Amount in \$ millions



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



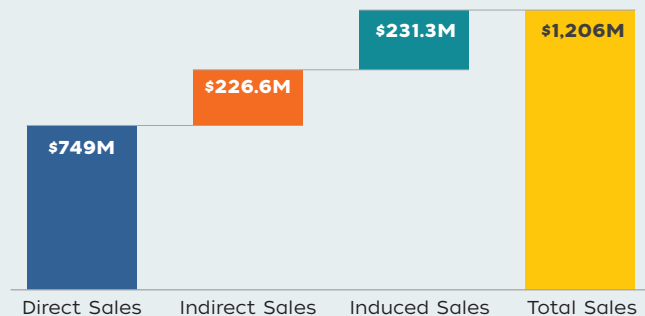
MESA TOTAL VISITOR SPENDING

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

