

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 \$335 million in gross revenue and contributed more than \$28 million in tax revenues to the City of Mesa. The \$28 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 2020	FY 2021	FY 2022
011 Restaurants & Bars	\$19,824,750	\$21,797,304	\$26,189,524
012 Amusement	\$1,388,710.28	\$1,024,810	\$1,772,230
017 Retail	\$107,843,779	\$129,237,564	\$146,387,600
044 Hotels	\$2,896,031	\$2,752,570	\$4,020,850
144 Hotel/motel additional tax	\$3,905,480	\$3,860,243	\$6,408,876
Totals	\$135,858,751	\$158,672,493	\$184,779,082

SNAPSHOT OF TOURISM RELATED TAXES COLLECTED IN MESA

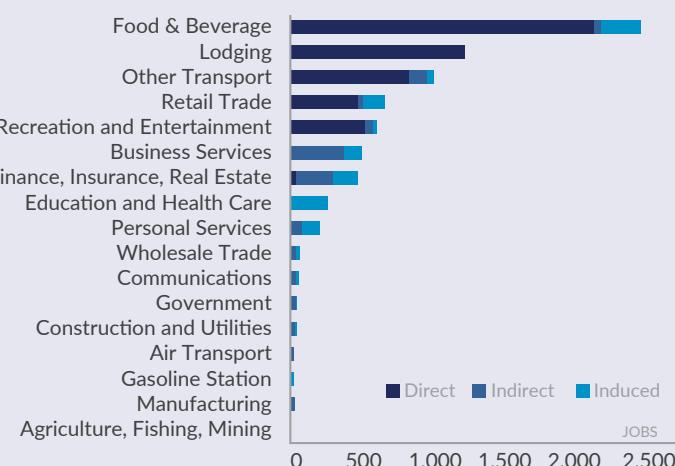
JOB

Visitor activity sustained 4,825 direct jobs in 2021, with an additional 2,220 jobs supported from the indirect and induced impacts of visitor activity. The total jobs impact recovered to 7,044 in 2021, one of every 15 jobs in the city.

Visitor spending supports the largest number of jobs in the food & beverage industry (2,257). Spending by businesses directly impacted by visitor spending supports 328 jobs in the business services industry – in areas like accounting, advertising and building services.

Source: *Tourism Economics*

Tourism job impacts by industry (2021) 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.

SPECIFIC CAMPAIGN HIGHLIGHTS:

Digital Campaign results 2021-2022: over 85M impressions, 927K clicks, and 6.8M video views

In one singular month, Visit Mesa online travel agency ads (such as Expedia) for hotels generated a gross revenue of \$468,400 from an ad spend of only \$11,000, which resulted in a return on advertising spend (ROAS) of 42.6.

Economic Impact of Visitors in Mesa, Arizona (2021)

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 \$990 million in 2021.

KEY FINDINGS

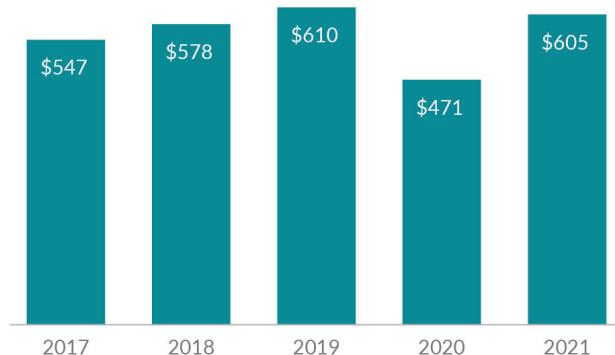


Total visitation to Mesa increased 20.3%, registering 4.1 million visitors.



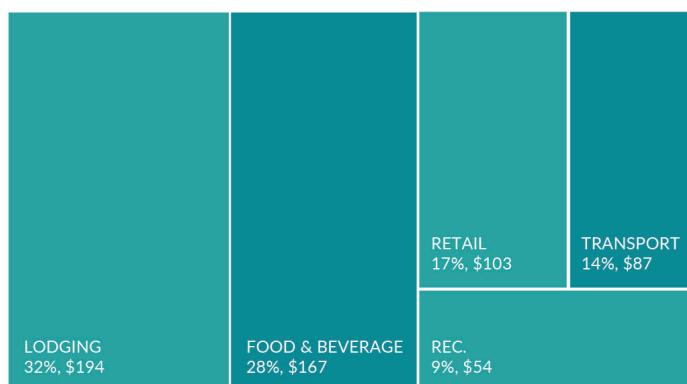
Mesa Total Visitor Spending

Amounts in millions of nominal dollars



VISITOR SPENDING

Amounts in millions of nominal dollars



TOTAL ECONOMIC IMPACT

Direct visitor spending of \$605 million resulted in a total economic impact of \$990 million.



JOB IMPACTS

Direct visitor spending supported 4,825 jobs in Mesa. Tourism supported a total of 7,044 jobs when indirect and induced impacts are included.

6,480 TOTAL JOBS



STATE & LOCAL TAX IMPACTS

Each household in Mesa would need to be taxed an additional \$376 per year to replace the taxes supported by visitors received by state and local governments.

\$70m STATE & LOCAL TAXES

