



Destination Experience

launches

Wheel the World

Partnership

VISIT MESA COMMUNICATIONS TEAM ACHIEVES RECORD-BREAKING

1.2 BILLION

EARNED MEDIA IMPRESSIONS

thanks to widespread online coverage in top-tier outlets such as as Yahoo News, MSN, Fodor's and Travel + Leisure



FRESH FOODIE TRAIL®



NEW partners

Visitor Marketing

partners with a

U.K.-based

representation

firm

for the first time

Destination Experience

secures

TikTok

Visit Mesa TikTok

reaches 2,100+

followers and

a total of

9,800 LIKES



wildjoy

Visit Mesa teams

up with Wildjoy

Experiences for new

Adventure Passport Tour

Visit Mesa Basketball Challenge reaches largest tournament size in 11 years with 32 high school teams from around the nation utilizing two Mesa high schools as venues

Visitor Marketing

conducts

134

one-on-one

appointments

with tour operators

at tradeshows

18% **INCREASE** YEAR OVER YEAR IN

PARTNERSHIP BASE

Travel + Leisure names Visit Mesa and City of Mesa

VISION

AWARDS

GLOBAL VISION AWARD 2023 WINNER



BBC News features

Mesa's

Autism and

Accessibility

Journey

"We Walk" music video gets

500k+

DMAwesill

Destination Marketing Association of the West (DMA West) selects Mesa for the 2024 Annual **Education Summit &**



Vendor Showcase



Arizona Transit Association renews commitment for 2024 to host the

Annual Statewide Transit Conference

in partnership with ADOT











Visitor Marketing hosts five FAMS with

National Speech and

Debate Association will

return for the

2027 National

Tournament

with more than

5.500

attendees



U.S. Olympic Development Soccer Far West Championships hosts

more than 3,500 athletes:

brings additional U.S. Youth Soccer events to Mesa

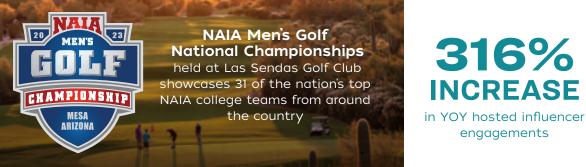


210% **INCREASE**

in Visit Mesa paid and organic social media impressions







316% **INCREASE**

engagements

participants from the United Kingdom,

Canada, Germany, **China and France**



300% **INCREASE** YEAR OVER YEAR

Geocaching logs in Mesa across 19 stops

VISIT MESA PERFORMANCE



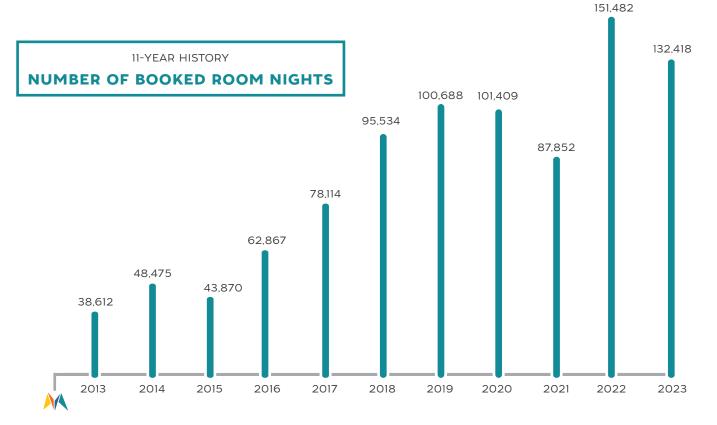
City investment in Visit Mesa in FY 2023: \$3.9 Million

For every dollar the City of Mesa invests in Visit Mesa there is a return of **\$23.3** in estimated future direct visitor expenditures.*



FY 2023 Production: 132,418 Booked Room Nights \$90.7 Million

in Estimated Future Direct Visitor Expenditures* \$108 Million in Estimated Economic Impact**



NATIONAL SALES

Bookings:	42
Booked Room Nights:	14,742
# of Visitors:	18,043
Estimated Direct Visitor Spend	\$14 340 18



SPORTS SALES

Bookings:	98
Booked Room Nights:	68,791
# of Visitors:	57,500
Estimated Direct Visitor Spend:	\$56,095,774



TRAVEL INDUSTRY SALES

Bookings:	100
Booked Room Nights:	48,885
# of Visitors:	41,170
Estimated Direct Visitor Spend:	\$20,258,306

Reflects combined trade and cash contracts for FY23

Source: Destinations International Event Impact Calculator. These calculations are represent-ative of Visit Mesa brokered/contracted business in Mesa hotels only. It doesn't include hotel consumption or visitor spending impacts driven from other sources (i.e. hotel sales/marketing, non-Visit Mesa sponsored Online Travel Agency (OTA) revenues, etc.). Nor does it include visitor spending/hotel consumption which may have occurred as a result of Visit Mesa's non-paid marketing or social media efforts.



TOTAL PARTNERS = 167

	Turquoise:	117
	Silver:	22
	Copper:	10
	Non-Hospitality:	18
	Add-Ons:	40



PARTNERSHIP REVENUE TOTAL: \$118,773

MARKETING PERFORMANCE METRICS

CAMPAIGNS	DATE RANGE	IMPRESSIONS	CLICKS	CTR	VIDEO VIEWS
General Brand	10/17/22 - 6/30/23	52,661,847	893,440	1.69%	4,576,580
Epsilon	10/31/22 - 3/5/23	6,678,133	6,382	0.10%	-
Expedia	8/29/22 - 6/30/23	5,095,960	3,401	0.07%	-
Hotels.com	8/29/22 - 6/30/23	3,811,572	3,437	0.09%	-
VRBO	8/29/22 - 6/30/23	11,105,856	45,334	0.41%	-
Passports Promo	9/1/22 - 10/15/22	281,326	4,806	1.71%	-
Adventure Explorer Passport Promo	11/15/22 - 1/5/23	417,425	4,585	1.10%	-
For the Love of Mesa Podcast Season 1	8/5/22 - 8/31/22	170,772	1,590	0.93%	-
For the Love of Mesa Podcast Season 2	6/5/23 - 6/30/23	1,595,436	1,913	0.12%	-
QC Rodeo Promos	11/2/22 - 4/21/23	6,393,637	95,972	1.50%	-
QC Cowboy Lifestyle Network Partnership	11/2/22 - 4/21/23	3,441,804	161,208	4.68%	-
Fresh Foodie Trail Promo	10/18/22 - 11/15/22	109,242	1,415	1.3%	-
Autism Brand	10/17/22 - 12/18/22	1,780,449	41,282	2.32%	-
Carvertise Chicago Brand Promo	1/2/23 - 1/29/23	6,254,610	-	-	-
Super Bowl	12/1/22 - 2/12/23	15,060,724	238,441	1.58%	-
Advocacy Video Push	1/26/23 - 5/31/23	391,898	556	0.14%	282,779
Resident Survey Request	2/22/23 - 3/15/23	100,348	1,115	1.11%	-
Accessibility - Autism	4/27/23 - 6/30/23	5,020,785	43,787	0.87%	-
Accessibility - DEI	4/27/23 - 6/30/23	2,600,914	32,734	1.26%	-
Accessibility – Publication Ads	4/27/23 - 6/30/23	5,351,550	52,926	0.99%	-
Mesa Music Festival	3/31/23 - 4/15/23	450,841	4,831	1.07%	-
We Walk Music Video Participation Request	4/5/23 - 4/12/23	63,765	809	1.27%	-
We Walk Music Video Promo	6/7/23 - 6/20/23	509,326	15	0%	509,279
TOTALS		129,349,220	1,639,979	1.27%	5,368,638

COMMUNICATIONS



Articles Generated:	148
Earned Media Impressions:	1,195,837,152
Media Assisted:	280
Media Hosted (FAMs):	47
Hosted Influencer Engagements*:	77,340
Paid Influencer Engagements*:	511,473

VISIT MESA ACCOUNT ACTIVITY

Facebook Followers:

f Facebook Engagement Rate:	4.10%
Instagram Followers:	17,000
Instagram Engagement Rate:	5.20%
J TikTok Followers:	14,831
TikTok Enaggement Rate:	5.7%

26,298

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^{*}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.

^{**}Estimated Economic Impact includes direct visitor expenditures, in addition to the economic impact of events on employment, income, and taxes collected.

^{*}Engagements are tracked as a combination of likes, comments and shares. Impressions include video views.

VISITMESA.COM WEBSITE PERFORMANCE



1.9 Million Sessions



Organic Sessions



2.6 Million Page Views



14k Referrals to Partners (Outbound clicks)



2.2k Digital Guide Views



Visitor Guide Requests



Newsletter Sign-ups



154k **Blog Views**

TOP 5 HOTELS BOOKED ON VISITMESA.COM Sheraton Wrigleyville Courtyard West Wrig. West La Quinta Inn West 31 **Hyatt Place** Phoenix/Mesa 40 **DoubleTree**

Last fiscal year, 183 hotel reservations were made onvisitmesa.com for a total of 455 room nights, generating a total of 106.6k in room revenue

On average, visitors who booked on our site spent \$234 per night.

\$121 higher than Mesa's overall average daily rate

TOP 5



USER STATES

CALIFORNIA ARIZONA TEXAS WASHINGTON ILLINOIS



WILD ABOUT HORSES THINGS TO DO BELL BANK PARK LEGACY PARK TOP 5 SPLASH PADS



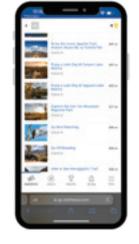
SEARCH QUERIES

MESA ARIZONA THINGS TO DO IN MESA AZ SUPERSTITION MOUNTAINS **EVENTS NEAR ME** VISIT MESA

VISIT MESA AND WILDJOY OFFER AN ALL-NEW ADVENTURE EXPLORER PASSPORT

Visit Mesa launched the Adventure Explorer Passport in partnership with Wildjoy Experiences™ - one of the state's leading outdoor content creators. The digital passport features a list of curated adventures, selected by Visit Mesa and Wildjoy CEO Lacy Cain. The list ranges from easy to moderate experiences and each one is marked by geo-coordinates making the check-in experience seamless on the passport. Guests can also download the accompanying Adventure Explorer Guide that features a detailed listing of Arizona birds, wildlife, flora, outfitter listings and helpful tips on how to prepare guests for a visit to the Sonoran Desert.

The free incentive Passport can be accessed from Visit Mesa's website and connects users to 20+ locations. Points are given to participants with each check-in, and the more points accumulated the more adventure-related prizes guests can earn. The Passport also features links to Wildjoy videos further highlighting the adventures in the destination.



DOWNLOADS/SIGN-UPS - 722







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"WE WALK" MUSIC VIDEO UNITES THE COMMUNITY

Visit Mesa commissioned a custom song entitled, "We Walk," written, produced and performed by the band Cardinal Kids exclusively for Mesa. The song celebrates the dedication of Dr. Martin Luther King, Jr. Street and Calle Cesar Chavez as part of the city's proud commitment to Diversity, Equity, Inclusion and Accessibility. The video captured the friendly, diverse and welcoming nature of more than 100 community leaders, residents and business owners as they laughed, danced and grooved their way along Main Street to MLK Street where the band was playing live. The "We Walk" video transcends traditional destination marketing by connecting Mesa to a mindset and a movement, while showing breathtaking footage of City Limitless®.



MESA REGIONAL FOUNDATION FOR ACCESSIBILITY, DIVERSITY AND INCLUSION EXPANDS PROGRAMS

Through a generous donation from Amazon, Mesa Regional Foundation for Accessibility Diversity and Inclusion was able to expand the Student Tourism Exploration Program (S.T.E.P.) and Camp Level Up this year.

Created as a workforce development program, S.T.E.P. encompassed 53 students from six prominent schools in Mesa: Dobson, Red Mountain, Westwood, Mountain View, and East Valley Academy and Crossroads. Running from October 2022 to April 2023, S.T.E.P. offered the 11th- and 12th-grade students an extended period to immerse themselves in the world of tourism and hospitality careers through hands-on, on-site activities. Throughout its duration, students visited important Mesa destinations including Phoenix Mesa Gateway Airport, Sloan Park, Augusta Ranch Golf Course and Mesa Arts Center. At the conclusion of the program, students completed a survey yielding measurable outcomes that were exceptional, including an 80.4% increase in students' understanding of the responsibilities of a Destination Marketing Organization (DMO). There also was a significant 30% increase in students' comprehension of the profound impact tourism has on their community.

The goal of Camp Level Up is to provide career pathway development for autistic and neurodiverse students in grades 6-12 from underrepresented communities by offering specialized instruction and training in the dynamic fields of technology, gaming and visual media arts. To achieve this, Mesa ADI partnered with Arizona State University's (ASU) Herberger Institute for Design and the Arts, Amazon, The Abbett Foundation, Copa Health, Visit Mesa, the City of Mesa and Eline Studios, a social impact and educational gaming company. The expansion allowed for 31 students to participate, while introducing new tracks for the campers, making the experience more tailored to the campers' interests and ability. ASU also generously donated the funds to allow for onsite daily support from ASU student workers, in addition to behavioral health support from Copa Health that was already in place.



FRESH FOODIE TRAIL® ADDS NEW EXPERIENCES FOR VISITORS AND LOCALS

Visit Mesa added new experiences to the award-winning Fresh Foodie Trail® enhancing the already vast collection of culinary adventures that City Limitless® has to offer.

One of the new stops on the trail includes Freeman Farms that houses two sponsored beehives. Visit Mesa partnered with a Canadian company, Alvéole, and is using their global platform and beekeeping services to cultivate an environmental experience for visitors – one that encourages a love for bees that ultimately leads to ecological preservation. This effort is a collaboration focused on sustainability and how everyone can do their part to save urban bee colonies. Visitors can get in on the fun by treasure hunting along the Fresh Foodie Trail® Geo Tour and check out the new geocache on site with Visit Mesa's sponsored hives. The public can also receive hive updates straight to their inbox with Alvéole MyHive.

Downtown Mesa culinary attractions including Inspire Farms and Proof Bread also make an appearance in the new guide. The trail features 11 agritourism stops as well as a guide to farmers



markets and foodie events, farm fresh dining experiences, and Arizona's miraculous craft brewery and wine scene.

VISIT MESA BRINGS INCLUSIVITY TO THE FOREFRONT OF THE NAIA MEN'S GOLF NATIONAL CHAMPIONSHIPS

As host city for the NAIA Men's Golf National Championships. Mesa was asked to organize an activity for the association's Teaming Up for Character event where tournament athletes volunteer in the community before they compete. It provided the perfect opportunity to further Visit Mesa's mission to become one of the most accessible cities in the United States. The sports sales team invited a dozen adaptive athletes from Arizona Disabled Sports to pair up with the collegiate golfers in a friendly competition. They shared their personal experiences, golf tips and many laughs.

It was a positive experience for all, one where the NAIA and college coaches said,

"It was by far the best Teaming Up for Character event we've been a part of."

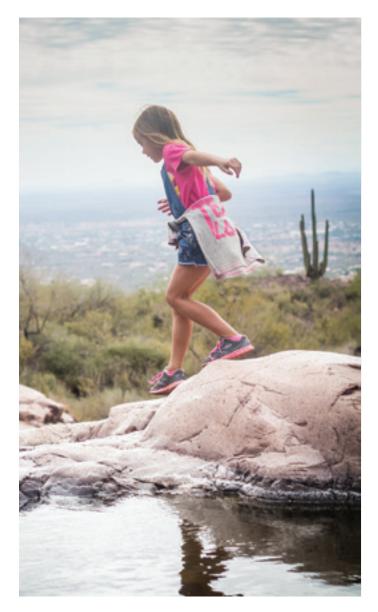


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TRAVEL + LEISURE NAMES VISIT MESA A GLOBAL VISION AWARD 2023 WINNER



In March, Visit Mesa and City of Mesa were recognized in Travel + Leisure's Global Vision Awards for their groundbreaking work around accessible travel experiences. The Global Vision Awards 2023 celebrated innovators and innovations that lead the world to a more sustainable, inclusive future. To arrive at this year's list of 25 honorees, nominations were sourced from an esteemed panel of industry leaders and experts across the travel, hospitality, retail and non-profit sectors, along with Travel + Leisure editors and correspondents. The final winner selections were made by Travel + Leisure editors. This recognition resulted in additional coverage in Yahoo Life.



PARTNERSHIP SPOTLIGHTS MESA TO MEETING PROFESSIONALS WORLDWIDE

Visit Mesa's Destination Partnership agreement with HelmsBriscoe (HB) has been an invaluable program for increasing Mesa's exposure across the company's worldwide network of meeting professionals. Over the course of one year, HB agents representing associations and corporate groups have helped produce more than 5,000 room nights in current and future year bookings. The partnership highlights Mesa as a premier meetings destination and educates HB agents about the various attraction, hotel, venue and restaurant partners found in City Limitless®, allowing Visit Mesa to distinguish itself from the competition.

VISIT MESA FEATURES BIG NAMES ON FOR THE LOVE OF MESA PODCAST

The For the Love of Mesa Podcast was fortunate to host a mix of local, national and world-renowned celebrities. Starting out the year, Visit Mesa hosted Justine Siegal, the first woman to coach for a Major League Baseball Organization right here in Mesa. Justine was hired to coach the Oakland Athletics in 2009 and has since gone on to further impact her community by starting the organization Baseball For All, a nonprofit that provides opportunities for girls to play, coach and lead in baseball. Mesa also hosted film and television actor Joe Montegna. Best known for his roles in Criminal Minds and The Godfather, Joe Montegna is also an Autism advocate, working with charities such as Autism Speaks to bring awareness to the Autistic community. Local names that have been hosted on the podcast include Mark Schnepf (Owner, Schnepf Farms), Roscoe Smith (Owner, Knuckle Sandwiches and Community Advocate) and Lacy Cain (Owner, Wildjoy Experiences).





VISIT MESA HOSTS "BETTER TOGETHER" ANNUAL SUMMIT

Co-hosted with Tempest Tourism Academy, the Visit Mesa Annual Summit brought together more than 200 travel professionals from across the nation with Visit Mesa board members, partners, staff and City of Mesa officials. As leaders in the industry, the Visit Mesa team provided hands-on support in developing the agenda, contributing educational content and giving presentations. Guests enjoyed an opening reception with local food and entertainment reflecting our destination's beauty and diversity. Attendees enjoyed networking, interactive activities and an autograph opportunity with Armani Williams, NASCAR's first openly diagnosed autistic driver.

In the Piper Theater, the summit continued with the premiere of the "We Walk" music video and an awards ceremony where locally renowned sports broadcaster and founder/CEO of Sports360AZ, Brad Cesmat, served as emcee. Awards were presented, including the Mike Whalen Spirit of Community Service award given to long-time Visit Mesa board member Tom Rhodes, the Mesa Visitor Industry Champion award presented to Mesa Public Schools Student Engagement Coordinator and Committee Chair for the S.T.E.P. program Marc Beasley, and the Mesa Visitor Industry Visionary award presented to Mesa Mayor John Giles. Amir Eylon, President and CEO of Longwoods International, delivered a keynote



on the Halo Effect and the top trends in tourism. The night was concluded with a performance by Native American Hoop Dancers.

Overall, the event was a resounding success, providing valuable industry insights, honoring achievements and fostering meaningful connections.

VISIT MESA TARGETS TOUR OPERATORS TO GROW THE VISITOR ECONOMY

Visit Mesa is supporting domestic and international tour operator programs to continue to support and grow the destination's visitor economy. Taking advantage of direct flights from the U.K. and Germany. Visit Mesa continued to participate in a digital campaign with "America As You Like It" to target and attract travelers in those markets seeking to visit the Southwest United States. Similar efforts extended to the domestic motorcoach market where Visit Mesa attended tradeshows such as the American Bus Association and Accent West that are geared towards tour operators who bring motorcoach groups to Arizona.



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VISIT MESA LAUNCHES PARTNERSHIP WITH WHEEL THE WORLD

Visit Mesa, in its pursuit to become one of the nation's most accessible cities, collaborated with Wheel the World, a renowned platform that offers a comprehensive range of accessible information and booking options for select Mesa area hotels and attractions. On the Wheel the World website, users can find a wealth of detailed accessibility information and have the convenience of booking hotel stays and excursions. Individuals can create a free profile. which aids in matching them with experiences that align with their unique accessibility requirements. Wheel the World also extends support throughout the entire journey, ensuring a seamless experience from the planning stage to the trip itself and even after the trip concludes. This partnership reflects Visit Mesa's commitment to providing opportunities for people of all abilities to fully embrace City Limitless®, fully unlocking its potential.



TOURISM DIVERSITY MATTERS ASSESSMENT RECOGNIZES ACHIEVEMENTS AND SPURS RESULTS

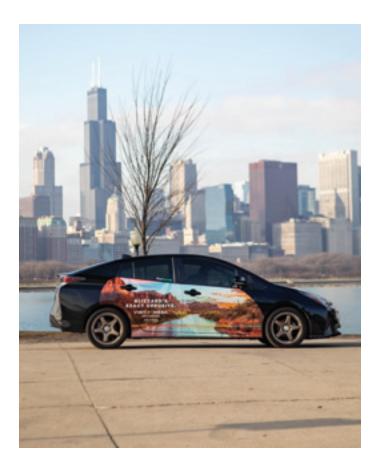
Visit Mesa engaged Tourism Diversity Matters, a consulting firm that specializes in diversity, equity and inclusion (DEI) within the travel industry to perform an evaluation of the organization. The ninemonth process involved in-depth measurements including one-on-one interviews with several key stakeholders and conducting the "Diamond Inclusiveness Assessment" survey with more than 50 responses. The firm reviewed internal processes, official documents, physical spaces and more. In addition, website content, photography and visitor resources were also evaluated.

Following this qualitative and quantitative assessment, the firm concluded Visit Mesa was already above the industry average with DEI initiatives but could use improvement with communication of its DEI standards and programs. Since the assessment, Visit Mesa has written a DEIA (Diversity, Equity, Inclusion and Accessibility) statement and has built the framework to showcase DEIA on its website, highlighting the stories of the diverse people in the community. Visit Mesa will

continue to implement best practices, including the development of a DEIA digital dashboard, via Tourism Economics' Symphony data software, to monitor progress and establish standards throughout the coming years.

VISIT MESA DEIA STATEMENT:

We believe Diversity, Equity, Inclusion and Accessibility (DEIA) are more than ideals; these core principles set our foundation for providing limitless opportunity to all. Knowing our community is richer through our differences, we actively celebrate our uniqueness and seek enrichment from one another. Visit Mesa is committed to inspiring bold change that will better the experience of all who visit, live, work and play in our city.



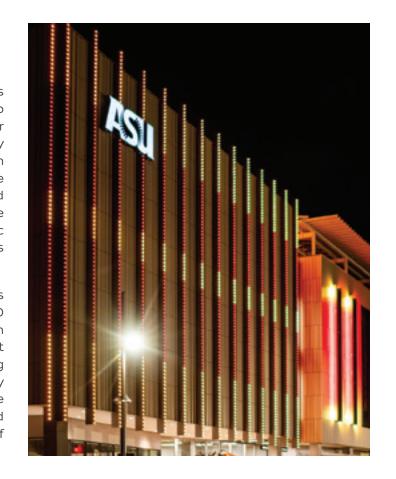
VISIT MESA PARTNERS WITH CARVERTISE FOR MONTH-LONG CAMPAIGN IN CHICAGO

In January, ride share vehicles throughout Chicago were promoting Arizona's winter warmth, dreamy landscapes and sunshine as part of Visit Mesa's newest campaign to promote the desert destination and entice visitors to book their vacations to the Southwest. Visit Mesa wrapped 20 ride share cars that were zoned for high traffic areas in Chicago and featured a campaign where users could learn more about the destination both inside and outside the vehicle. The rideshare cars could be seen picking up passengers and dropping them off around Soldier Field, the United Center, Millennium Park, Magnificent Mile, Navy Pier and other iconic Chicago landmarks. During peak dates in January, wrapped cars featuring Mesa imagery would swarm at events including the Chicago Bears vs. Minnesota Vikings NFL game on Jan. 8; the Chicago Blackhawks vs. Colorado Avalanche NHL game on Jan. 12; the Chicago Bulls vs. Golden State Warriors NBA game on Jan. 15; and the Chicago Cubs Convention Jan. 13-15.

MESA'S DESTINATION MASTER PLAN IS UNDERWAY

Visit Mesa kicked off the strategic planning process with MMGY NextFactor to collaborate and develop Mesa Forward 2033 – a 10-year destination master plan to guide how all industry and community leaders can co-lead the future of travel and tourism in the East Valley. From August 2022 through June 2023, the project team engaged existing and non-traditional stakeholders in an extensive community-driven process to create a strategic roadmap that addresses the needs of both visitors and residents.

This process included 10 focus groups with various industry and community segments, more than 30 one-on-one interviews, four resident town halls in key areas of the city, and one resident sentiment survey distributed in English and Spanish. A visioning session took place in May to review the initial key findings and stakeholders were invited to provide feedback. The last step will be for the Mesa Forward 2033 steering committee and Visit Mesa Board of Directors to review and ratify the final plan.



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2022 ECONOMIC IMPACT OF VISITORS IN MESA

Source: Tourism Economics An Oxford Economics Company

\$710.4 MILLION IN DIRECT VISITOR SPEND



LODGING

\$243.7 MILLION





\$187.5 MILLION



RETAIL \$114.6 MILLION



TRANSPORT \$102.2 MILLION



RECREATION \$62.4 MILLION







\$81.1 MILLION STATE & LOCAL TAXES

2022

\$1.1 MILLION

\$710 MILLION

5,431

4.2 DAYS

2021

\$1.1 MILLION

\$605 MILLION

4,825

4.8 DAYS

\$90

\$59

65%

+9%

JOBS SUPPORTED

-13%

+25%

AVERAGE DAILY RATE

REVPAR

+7%

YOY

OVERNIGHT VISITORS

+17%

DIRECT TRAVEL SPENDING

+3%

AVERAGE LENGTH OF STAY

+34%

OCCUPANCY RATE

\$113

\$78

69%







2022 MESA VISITOR PROFILE

Source: Longwoods International - Travel USA® Visitor Profile



1.1 Million overnight visitors

in 2022



26% overnight trips





18% HOTEL



(OTA's)







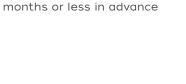
of overnight travelers planned their trips 2



27%

AIRLINE

OF RESPONDENTS HAD **TRAVEL PARTY MEMBERS** WITH DISABIITIES





average length

of stay



average party size



14% **BUSINESS ACTIVITIES**

ACTIVITY GROUPINGS FOR OVERNIGHT VISITORS TO MESA











TOP FEEDER STATES FOR OVERNIGHT VISITORS





4 Illinois 5 Indiana



SEASON OF TRIP









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