

# VISIT MESA

CITY LIMITLESS®

ANNUAL REPORT FY 21/22





**104%**  
**INCREASE**  
IN YOY EARNED  
MEDIA IMPRESSIONS



**USA TODAY'S 10BEST FEATURES FRESH FOODIE TRAIL®  
REACHING 1.5 MILLION ONLINE VIEWS**

**FOR THE LOVE OF  
MESA PODCAST  
LAUNCHES, VISIT MESA  
DEBUTS NEW PODCAST  
PRODUCTION STUDIO**



**MORE THAN  
2,000  
GEOCACHING LOGS IN  
MESA ACROSS 19 STOPS**

USA Gymnastics  
Men's and Women's  
Development Program  
National Championships  
at Bell Bank Park  
**WELCOMES  
1,600 ATHLETES**



**TikTok**

Visit Mesa TikTok videos  
reach 118K views and  
**1,500+ FOLLOWERS**

**WORLD PARA  
ATHLETICS**  
sanctioned event held  
in Mesa serves as  
qualifier for Paris 2024  
Paralympic Games!



WAC Baseball  
Expands Event,  
Increasing Teams and  
Games - Drawing More  
Fans to Mesa



Mesa Regional Foundation for  
Accessibility, Diversity and Inclusion  
kickstarted by Visit Mesa



Zoological Association  
of America Selects  
Mesa for Annual  
Conference  
**NOVEMBER 2022**

**VISIT MESA  
RE-IMAGINES THE  
MESA VISITOR CENTER,  
RELOCATES TO  
MAIN STREET**

**220%  
INCREASE**

in Visit Mesa Paid and  
Organic Social Media  
Impressions on Instagram,  
Facebook, Twitter



**National Sales Tradeshow  
Attendance Generates  
1,000+ BOOKED ROOM NIGHTS  
AND \$302,000 IN  
ESTIMATED DIRECT SPEND**

**340 ATHLETES IN  
932 EVENTS FROM  
OVER 15 COUNTRIES**  
at Arizona Disabled Sports  
Desert Challenge

**Visit Mesa Sales Teams Reach Record  
Breaking Booked Room Night Production,  
50% HIGHER THAN FY20**

National Sales  
Joins HelmsBriscoe  
Destination Partner  
Program Increasing Visit  
Mesa's Exposure on  
HB's Worldwide Network



Women's Collegiate  
Gymnastics Association  
Selects Mesa for  
Annual Conference



**VISIT MESA CONDUCTS  
70+ APPOINTMENTS AT  
IPW 2022 IN ORLANDO**  
**Unveils New Trade Show Booth**

**1,100 HIDDEN DISABILITIES LANYARDS  
DISTRIBUTED TO 18 LOCATIONS**



Destination Experience  
Launches New Three-  
Tiered Partnership  
Program with Add-On  
Packages



**Visit Mesa Joins  
Brewmasters to  
Create Spectrum  
Double IPA**



Visit Mesa Sponsors  
Team Armani Racing,  
Showcasing City Limitless®  
to NASCAR Fans



Visitor Industry Sales  
Joins Communications on  
Mission to United Kingdom

**50+  
CLIENTS REACHED  
WITH ARIZONA  
UPDATES**



VISIT MESA PERFORMANCE



City investment in Visit Mesa in FY 2022: **\$3,503,583**  
For every dollar the City of Mesa invests in Visit Mesa there is a return of **\$43.80**\*\* in estimated future direct visitor expenditures.



FY 2022 Production: **151,482 Room Nights = \$153,444,576\***  
in Estimated Economic Impact

10-YEAR HISTORY  
NUMBER OF BOOKED ROOM NIGHTS



NATIONAL SALES

Bookings:	45
Booked Room Nights:	7,376
# of Visitors:	13,052
Direct Visitor Spend:	\$5,484,548

SPORTS SALES

Bookings:	199
Booked Room Nights:	89,004
# of Visitors:	82,768
Direct Visitor Spend:	\$122,581,060

VISITOR MARKETING

Bookings:	102
Booked Room Nights:	55,102
# of Visitors:	47,791
Direct Visitor Spend:	\$25,378,968

\*Source: Destinations International Event Impact Calculator. Estimated dollars are direct and do not include multipliers or inducements.  
\*\*This is representative 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.



COMMUNICATIONS

Articles Generated:	109
Earned Media Impressions:	402,594,342
Media Assisted:	322
Media Hosted (FAMs):	42
Hosted Influencer Engagements*:	18,551
Paid Influencer Engagements*:	312,802
Earned Social Media Impressions:	412,396
Paid Influencer Impressions:	4,906,070

\*Engagements are tracked as a combination of likes, comments and shares. Impressions features video views.



SOCIAL MEDIA

VISIT MESA ACCOUNT ACTIVITY

Facebook Followers:	26,298	Instagram Impressions:	1,088,519
YouTube Lifetime Views:	576,398	TikTok Followers:	1,533
Instagram Followers:	14,831	TikTok Views:	114,271
Instagram Engagement:	23,335	Pinterest Impressions:	68,986

Blog Views:	99,063
Digital Visitor Guide Views:	9,455 Views

Digital Visitor Guide Downloads:	1,179
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VISITMESA.COM



1,330,209  
Visits



1,818,837  
Page Views



31,947  
Referrals To  
Partner Sites



PARTNERSHIP

TOTAL PARTNERS = 142

PARTNERSHIP REVENUE TOTAL: \$117,715

- Turquoise = 100
- Silver = 24
- Copper = 12
- Non-Hospitality = 6
- Add On packages = 22

\*Reflects combined trade and cash contracts for FY22

VISIT MESA RECEIVES VISIT ARIZONA INITIATIVE FUNDS

In July 2021, Arizona Governor Doug Ducey announced \$101.1 Million in federal American Rescue Plan funding to launch the Visit Arizona Initiative, a program designed to increase visitation to Arizona, bolster job creation and accelerate economic recovery. As leading advocates for Mesa’s visitor industry, Visit Mesa and its Board leadership commended the dedication of more than \$100 Million in federal stimulus dollars to support statewide tourism initiatives. Under the

stewardship of Arizona Office of Tourism, Visit Mesa applied for two of the grant programs and secured \$546,875 to support programming over the next two years (2022, 2023). Visit Mesa’s strategy was to apply the funds to community events, sporting events, enhanced marketing programs, branding for Mesa’s equity, diversity and inclusion initiatives, collaborative sponsorships, a new trade show booth, a new podcast studio and so much more. Visit Mesa will be applying for the second installment of Visit Arizona Initiative funds later this year to further support the losses incurred because of the pandemic.



VISIT MESA UNVEILS NEW TRADE SHOW BOOTH AT U.S. TRAVEL’S IPW 2022

Visit Mesa conducted 71 appointments at IPW 2022, nearly twice the amount of volume from the 2019 tradeshow. This year’s four-day event was attended by Visit Mesa board members Tannis McBean representing the Las Sendas Golf Club and Pavilion, and Marnie Schubert representing the Town of Queen Creek. Visit Mesa’s brand-new state of the art booth debuted at IPW and showcased the

destination in a whole new capacity, unlike anything Visit Mesa has done in the past. The 30-foot-long triple booth featured larger-than-life backlit images highlighting the Sonoran Desert beauty of Mesa and the booth featured all new seating including benches with additional storage and modern leatherette bar stools. Each of the booth’s three marble-inspired tables featured touch screen monitors for clients to interact with, including maps, itineraries, partner listings and a gallery of visuals. The booth also featured laminate flooring throughout and received premium positioning at the entrance of Arizona row on the tradeshow floor.



LEADING THE INDUSTRY: VISIT MESA CONTINUES QUEST TO BECOME MOST ACCESSIBLE DESTINATION

Visit Mesa has united visitors, residents, and stakeholders with the vision of becoming the most accessible city in America. This year, Visit Mesa helped fund new technologies and programs and implemented them to enhance the visitor experience from planning a trip and throughout the stay.

Virtual Tours & Itineraries

Featured throughout the Visit Mesa website, virtual tours of 40 Mesa locations in partnership with Threshold 360, assist visitors with important “Know before you go” access. These videos were captured through the lens of accessibility, showing parking lots, restrooms, and all ADA rooms, helping visitors of all abilities plan their travel. In addition, the tours have been curated into accessible itineraries on the Visit Mesa website, including “Low Mobility: Explore Mesa at Your own Pace” and “Autism Friendly Itinerary for Families.”

Able Eyes

Visit Mesa virtual tours are now featured on the Able Eyes website. The company was created with accessibility at the heart of it; allowing users with physical and invisible disabilities (such as autism, anxiety, PTSD) an opportunity to explore places from the comfort of home before physically visiting to assess accessibility and decrease anxiety.

Aira

Visit Mesa partnered with Aira, a new accessibility technology that serves people who are blind or have low vision. Prior to arrival, visitors can download the Aira app to their smart phone and get unlimited access to a trained Aira agent who can assist with trip planning. While in Mesa’s city limits, visitors can access the agent to guide them throughout public buildings, attractions, restaurants, hotels and more.

VIRTUAL TOUR VIEW DATA

- 1.3 MILLION GOOGLE VIEWS
- 91 HOURS OF VIDEO TIME

AIRA DATA - 269 MINUTES OF TOTAL ASSISTANCE TIME

VOICE OF THE VISITOR INDUSTRY: ADVOCACY

The Visitors Mean Business microsite hosts a large variety of resources to educate local constituents on the value of travel and tourism, and to inform the public about the economic impact visitation has in our community. In addition to a complete reorganization of the website, the following information was developed this year and added to the online informational platform:

- Advocacy One Sheets, educational papers targeted to Mesa City Council, Arizona State Legislators, Congressional Delegation and Residents
- Visitor Profile and Visitor Impact Reports
- Resources page, now featuring State and Maricopa County profile reports, and links to trusted industry partners
- Visit Mesa Annual Summit 2021 videos

2,275 UNIQUE PAGE VIEWS FOR FY 21/22



HELP WANTED: VISIT MESA LAUNCHES JOB SEARCH SITE FOR PARTNERS

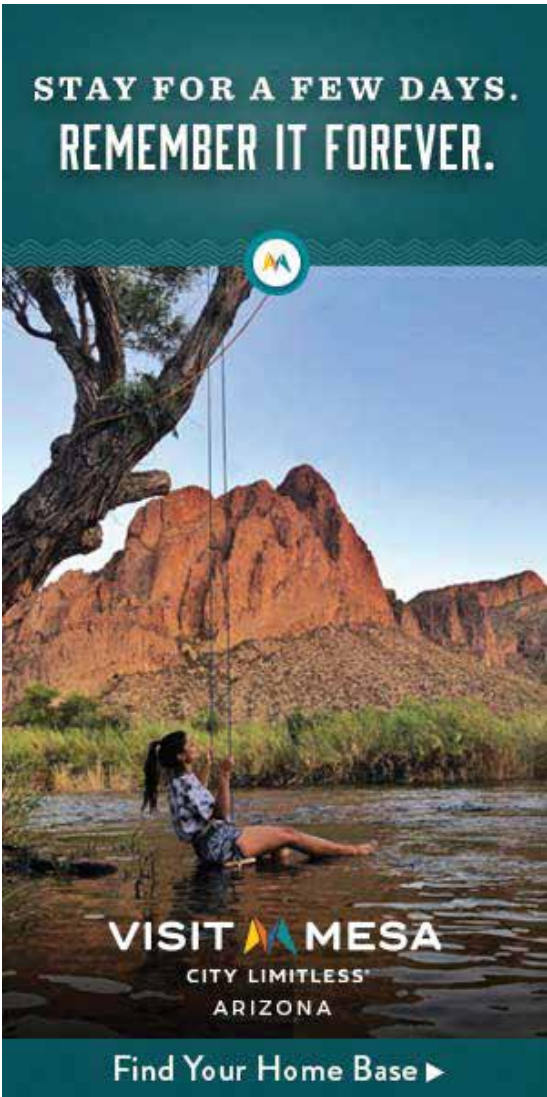
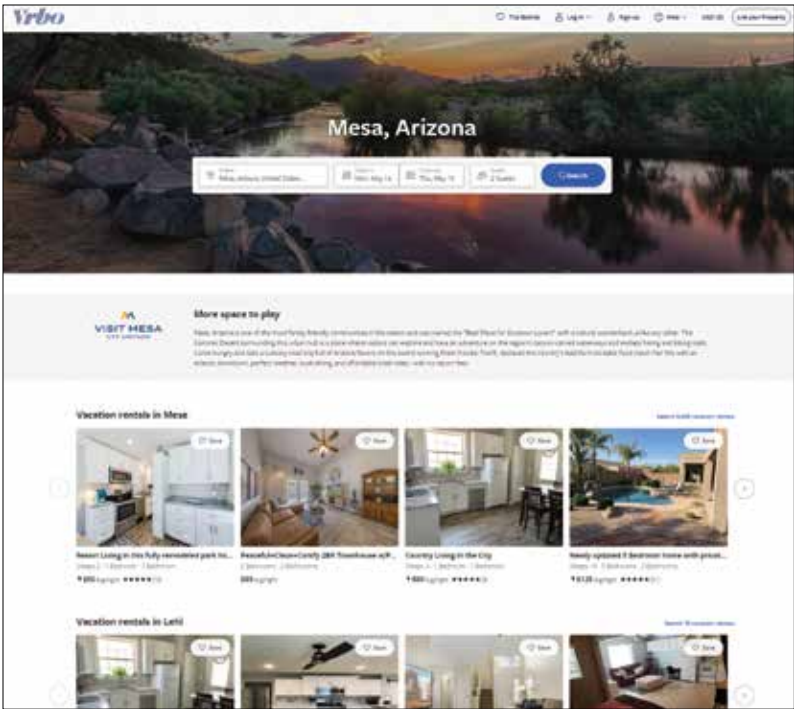
At the beginning of the year, Visit Mesa implemented a “Hospitality Jobs” page on the website. This page was promoted via paid social media placement to highly targeted job seekers in both English and Spanish. The site is now offered as an additional benefit for partners.

701 UNIQUE PAGE VIEWS FOR FY 21/22



VISIT MESA & VRBO: SHORT TERM RENTAL CAMPAIGN WINS BEST MARKETING AWARD

This year, Visit Mesa launched its first marketing campaign targeted to audiences seeking short-term rental properties. Utilizing key insights and positive sentiment for short-term stays, Visit Mesa partnered with leading provider, VRBO.com – part of the Expedia Media Solutions family of brands. Digital display ads were developed featuring visuals that were unique to Mesa, combined with emotionally evocative headlines that were relevant to the short-term rental audience. The ads were intended to drive clicks and ultimately achieve booking conversions among short-term rental audiences in three persona categories: Adventure Explorers, Active Families, Fresh Foodies. Both English and Spanish ads were created, and they were geo-targeted to specific drive markets and Pacific Northwest and Midwest cities, based on Google Analytics and past digital campaign performance. The campaign also targeted prospective travelers and “hot spots” where VRBO.com search activity for Arizona and Mesa short-term rental travelers were residing. The campaign launched in September 2021 and was treated as a test to determine effectiveness. With overwhelming performance during the test run, Visit Mesa incorporated short-term rental efforts into their primary marketing initiatives and continued the campaign through April 2022. The campaign was so successful that it was highlighted by Expedia at Destinations International Marketing and Communications Summit held in Seattle earlier this year, and in July received the Best Marketing Award – Urban category at the Arizona Governor’s Awards, hosted by the Arizona Office of Tourism. Campaign results and performance was also praised at Expedia’s Explore 2022 Conference held in Las Vegas.



MAKING THE IMPOSSIBLE, POSSIBLE: VISIT MESA SPONSORS TEAM ARMANI RACING, SPECTRUM BEER COLLABORATION RECOGNIZES AUTISM AWARENESS

To elevate the burgeoning craft beverage scene and further enhance Visit Mesa’s recent designation of becoming an Autism Certified City, Visit Mesa developed a PR campaign and exclusive partnership to launch a new brew, Spectrum Double IPA. Both 12 West Brewing Co. and Chupacabra Taproom were helping establish the destination’s reputation as Arizona’s next beer town in their own ways. Visit Mesa’s collaboration with the brew masters on a unique brew that would also help enhance Mesa’s position as the nation’s first Autism Certified City was timed to April 2022, National Autism Awareness Month and launch festivities were held on April 2, 2022 – World Autism Awareness Day.

Visit Mesa deployed non-traditional marketing and public relations promotion to reach new audiences and re-engage with existing audiences that opted into Visit Mesa messaging by signing up for the Beers and Brews Passport. Both the brewing and canning events were captured by the social media team at Welcome to Arizona, sharing the experience

with their nearly 350,000 followers on Instagram and 185,000+ viewers on TikTok. Welcome to Arizona also incorporated storytelling in their social media videos highlighting current autism statistics and their coverage featured reciprocal promotion of our partners. Visit Mesa also secured a visit and national endorsement from Team Armani Racing with NASCAR. Armani Williams was in attendance and joined the celebratory kick-off sharing his personal story of perseverance and determination. The effort altogether was one of Visit Mesa’s lowest cost campaigns in terms of overall spend resulting in one of our greatest organic returns, with all major Phoenix affiliate networks covering the story in multiple newscasts. NBC 12, ABC 15 and CBS 5, Arizona’s Family 3TV and FOX 10 all covered the media event that launched the collaboration for a total of 9 television airings, both taped and live, on Global Autism Awareness Day, April 2. Numerous print and digital media were also captured leading up to the beer’s launch.

<b>TOTAL SPECTRUMIPA.COM PAGEVIEWS: 1,095</b>	<b>@WELCOMETOARIZONA: 76,565 REEL VIEWS</b>
<b>OWNED SOCIAL IMPRESSIONS: 11,896</b>	<b>REEL VIEWS: 76,565</b>
<b>OWNED SOCIAL ENGAGEMENT RATE: 3.8%</b>	<b>ACCOUNTS REACHED: 67,668</b>
	<b>1,220 LIKES   388 FORWARDS</b>
	<b>69 SAVES   57 COMMENTS</b>
<b>OVERALL CAMPAIGN EARNED MEDIA RESULTS:</b>	<b>EARNED MEDIA ARTICLES: 17 MEDIA FEATURES</b>
	<b>EARNED MEDIA REACH: 293,820 IMPRESSIONS</b>
	<b>EARNED MEDIA VALUE: \$70,461</b>

The Spectrum Double IPA was available for purchase on tap at a number of brewery locations – all of them listed online at [www.SpectrumIPA.com](http://www.SpectrumIPA.com), and also at participating restaurants including Culinary Dropout – Fox Restaurant Concepts (all Greater Phoenix locations), The HUB Grill and Bar (Mesa locations), GOAT at Bell Bank Park (Arizona’s newest and largest sports bar), and on tap at both Chupacabra Tap Room and 12West Brewing Co. Canned beer sales were available at several Downtown Mesa breweries. Proceeds from the sale of the limited-edition brew were arranged to benefit the Mesa Regional Foundation for Accessibility, Diversity & Inclusion.





DIGITAL CONNECTIONS: VISIT MESA INVITES VISITORS TO CHECK-IN AND DISCOVER CITY LIMITLESS®

Visit Mesa developed three new digital passports targeted to visitors this past year. The City Limitless® Beers & Brews Tour was the first passport to combine the best of both worlds - craft beer and gourmet coffee - inviting folks to discover the sheer breadth of locations to enjoy these two libations in Mesa. Visit Mesa is incentivizing users with prizes for guests that check-in on the passport, including coasters and bottle openers for the first five check-ins at participating businesses and an exclusive Beers and Brews t-shirt for the first 10. Check-ins, which are verified by the user's geo-location, also qualify users for a race medal commemorating their dedication to visiting all locations.

Visit Mesa also revamped their Deals and Discounts web page with the brand-new Visit Mesa Deals Passport featuring some of Mesa's most beloved spots and Arizona's popular attractions. Visit Mesa launched the passport during U.S. Travel Association's National Travel & Tourism Week. To get the pass,

participants receive a text message after signing up on VisitMesaDeals.com. This text message contains a link that instantly provides visitors with access to the passport. To redeem deals within the passport, participants present the offer on their phone at the place of business. The passport is organized into leisure categories including food, drinks, activities, and shopping and Visit Mesa staff update the offers all year long.

At the end of the year, Visit Mesa launched a third digital passport aimed at supporting Mesa's certified autism centers (CACs). The Live Life Limitless Passport rewards visitors that check-in at five CAC locations during their visit with a complementary jigsaw puzzle that can be picked up at the Mesa Visitors Center. The passport also alerts users to the various businesses ready to support and welcome travelers on the spectrum.

COMBINED DOWNLOADS/SIGN-UPS: 701



FOR THE LOVE OF MESA PODCAST SERIES LAUNCHES

Named after Visit Mesa's steering committee, made up of residents, local community leaders, and influential voices that help shape Mesa's programming, the For the Love of Mesa podcast launched its first season with six curated episodes featuring long-form conversations about news and happenings in the destination. Guest narrator, Brian Nissen, local screenwriter, and retired host of Citrus Valley Playhouse, leads each of the episodes and weaves together a rich narrative that highlights and brings attention to various pillars of Mesa's visitor industry. The first episode features the origin story of Bell Bank Park powered by Legacy Sports USA, which opened earlier this year in Mesa. Additional episodes feature the story of Armani Williams, the 21-year-old professional stock car driver, and the first professional driver in NASCAR openly diagnosed with autism spectrum disorder. Listeners can listen in to discover Mesa's award-winning Fresh Foodie Trail® where fourth-generation peach farmer Mark Schnepf chats with Mesa head brewer Matt Trethewey about Arizona's culinary riches and learn about how Mesa is fast becoming the Southwest's next beer hub as more breweries open in Mesa's historic downtown. Outdoor land and water adventure, the majesty of wild horses, and Mesa becoming a music city are all part of season one. Visit Mesa will be pushing out podcast content regularly to subscribers as various departments utilize the hosting platform to highlight their clients, partners, and events - as well as cover topical events and issues facing the hospitality industry.



Visit Mesa developed the For the Love of Mesa steering committee in 2020 to frame local voices and share their input about how to best position the destination and has been incorporating the committee's valued feedback into a variety of our strategies.

MESA REGIONAL FOUNDATION FOR ACCESSIBILITY, DIVERSITY, AND INCLUSION

Student Tourism Exploration Program (S.T.E.P.)

Launched in January 2022, high school juniors and seniors were introduced to the many career opportunities in the tourism and hospitality industry. Spearheaded by Visit Mesa, the students completed hands-on activities with senior staff members of hotels, attractions, restaurants, sports facilities, and more throughout the course of the school year. The goal of the program is to demonstrate the vast range of career paths within the industry, as well as build a pipeline of talent for Mesa-based businesses in the tourism sector.

S.T.E.P. also emphasizes the importance of professional demeanor, networking, business etiquette and personal development. Moving forward, the foundation hopes to award select students with scholarships to the tourism program at Arizona State University, in addition to opportunities for entry-level jobs and internships throughout Mesa.

Camp Level Up

Camp Level Up aims to address challenges for neurodivergent youth of Mesa by providing an immersive summer camp opportunity. The goal is to



help the children develop professional-level skills in game design while also embedding them in a community of support and neurodivergent peers. The ability to express themselves through this new medium will build confidence and demonstrate future career opportunities.

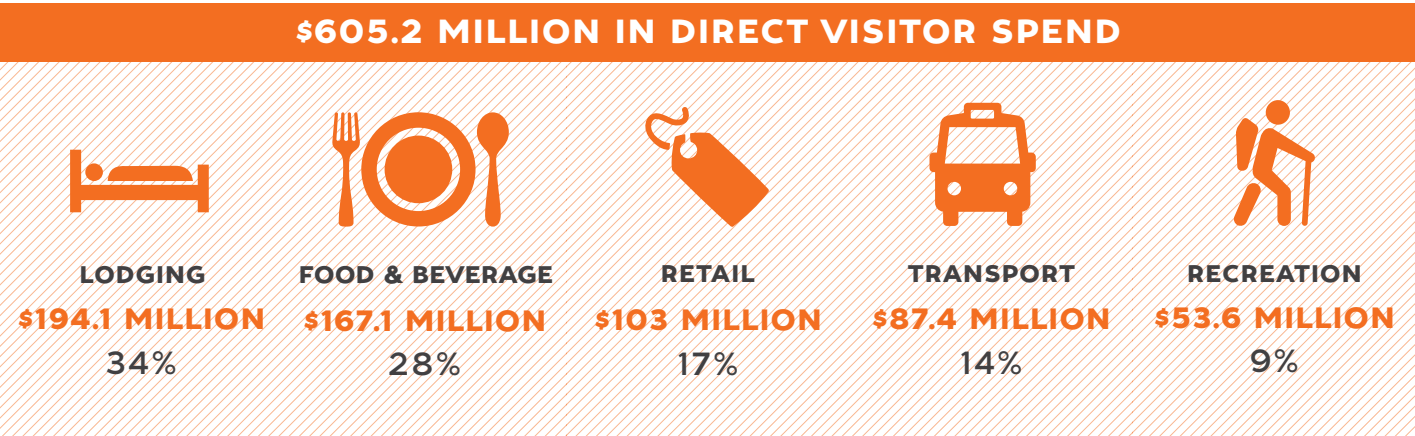
In total, 23 campers, ages 13-18, joined this brand-new program located at the ASU Media and Immersive eXperience (MIX) Center at Mesa City Center in late June. The camp took place daily for three weeks led by social impact and educational gaming studio Endless Studios and faculty from the MIX Center with onsite therapeutic support from Copa Health. Aftercare was also provided by the team at Copa Health and active programming was hosted onsite by Arizona Disabled Sports.

Generous sponsors and partners, including Visit Mesa, allowed the camp to be provided well below cost, with the tuition for each student at \$300 for the full three weeks. Scholarships to reduce those costs further were made available for families in need.



# 2021 ECONOMIC IMPACT OF VISITORS IN MESA

Source: Tourism Economics An Oxford Economics Company



### PERSONAL INCOME

Visitor activity generated \$303.8 million in direct labor income when including indirect and induced impacts. Total tourism-generated income in Mesa in 2021 increased 14% over the prior year.



### EMPLOYMENT

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.



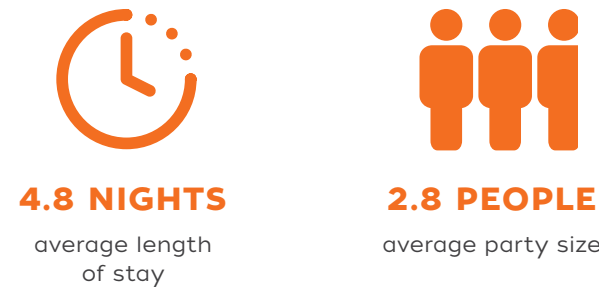
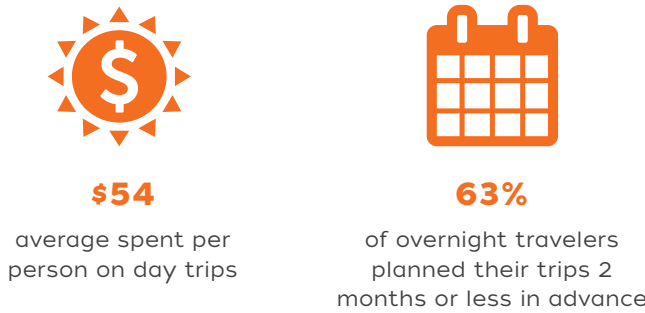
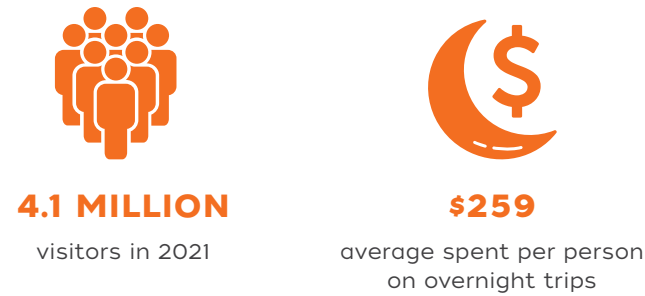
### FISCAL IMPACTS

Visitor spending, visitor supported jobs, and business sales generated \$133.8 million in government revenues. State and local taxes alone tallied \$70.2 million in 2021.



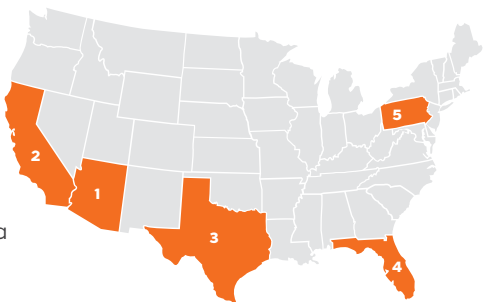
# 2021 MESA VISITOR PROFILE

Source: Longwoods International - Travel USA® Visitor Profile

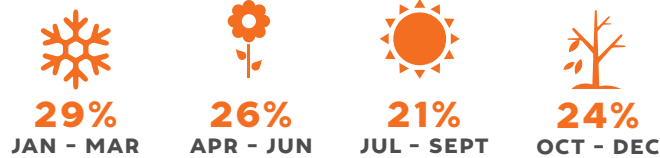


### TOP FEEDER STATES FOR OVERNIGHT VISITORS

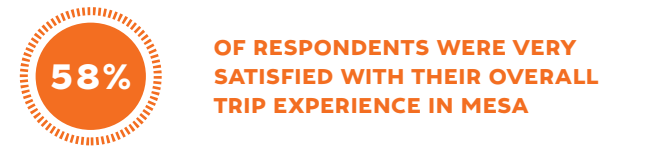
- 1 Arizona
- 2 California
- 3 Texas
- 4 Florida
- 5 Pennsylvania



### SEASON OF TRIP



### ACTIVITY GROUPINGS FOR OVERNIGHT TO MESA



Top sources for trip planning information:



DIGITAL MARKETING

CAMPAIGN TOTALS (SEPTEMBER 2021 - JUNE 2022)

MEDIA	IMPRESSIONS	CLICKS	CTR	VIDEO VIEWS
Campaign Total	85,593,794	927,923	1.08%	6,819,380

GENERAL BRAND CAMPAIGN (SEPTEMBER 2021 - MAY 2022)

MEDIA	DATE RANGE	IMPRESSIONS	CLICKS	CTR	VIDEO VIEWS
DV360 Banners	9/13/21-5/31/22	58,821,325	830,782	1.41%	-
DV360 Video Pre-roll	9/13/21-5/31/22	5,501,979	10,337	0.19%	5,467,357
DV360 CTV	9/13/21-5/31/22	952,653	39	0.00%	952,159
Google Paid Search	9/13/21-5/31/22	254,463	9,393	3.69%	-
Campaign Total		65,530,420	850,551	1.30%	6,419,516

VISITORS MEAN BUSINESS CAMPAIGN (DECEMBER 2021 - JANUARY 2022)

MEDIA	DATE RANGE	IMPRESSIONS	CLICKS	CTR	VIDEO VIEWS
DV360 Video	12/1/21-1/31/22	311,303	1,502	0.48%	311,252

FOR THE LOVE OF MESA CAMPAIGN (SEPTEMBER - DECEMBER 2021)

FACEBOOK & INSTAGRAM	DATE RANGE	IMPRESSIONS	CLICKS	CTR	VIDEO VIEWS
Facebook & Instagram	9/13/21-12/31/21	190,771	554	0.29%	88,612

AUTISM CAMPAIGN (SEPTEMBER - DECEMBER 2021)

MEDIA	DATE RANGE	IMPRESSIONS	CLICKS	CTR	VIDEO VIEWS
Google Paid Search	9/13/21-12/31/21	42,649	1,550	3.63%	-

QUEEN CREEK RODEO CAMPAIGN (NOVEMBER 2021)

MEDIA	DATE RANGE	IMPRESSIONS	CLICKS	CTR	VIDEO VIEWS
DV360 Banners	11/1/21-11/30/21	4,306,694	20,409	0.47%	-

QUEEN CREEK ROOTS N’ BOOTS CAMPAIGN (FEBRUARY - MARCH 2022)

MEDIA	DATE RANGE	IMPRESSIONS	CLICKS	CTR	VIDEO VIEWS
Facebook & Instagram	2/28/22-3/19/22	857,005	13,356	1.56%	-
DV360 Banners	2/28/22-3/19/22	2,332,163	24,328	1.05%	-
Campaign Total		3,189,168	37,684	1.18%	-

EXPEDIA US CAMPAIGN (SEPTEMBER 2021 - APRIL 2022)

MEDIA	DATE RANGE	IMPRESSIONS	CLICKS	CTR
Expedia	9/15/21-4/30/22	2,444,011	2,863	0.12%

HOTELS.COM CAMPAIGN (JANUARY - JUNE 2022)

MEDIA	DATE RANGE	IMPRESSIONS	CLICKS	CTR
Hotels.com	1/1/22-6/30/22	3,232,756	2,812	0.09%

EXPEDIA INTERNATIONAL CAMPAIGN (JANUARY - MAY 2022)

MEDIA	DATE RANGE	IMPRESSIONS	CLICKS	CTR
Expedia	1/1/22-5/20/22	2,058,471	1,806	0.09%

VRBO US CAMPAIGN (SEPTEMBER 2021 - JUNE 2022)

MEDIA	DATE RANGE	IMPRESSIONS	CLICKS	CTR
Vrbo	9/15/21-6/30/22	4,287,551	8,192	0.19%

Expedia Vrbo H Hotels.com™ (September 2021 - June 2022)

43,851 BOOKED NIGHTS TOTAL	\$173 AVERAGE DAILY RATE (ADR) TOTAL	\$9,560,000 GROSS BOOKINGS TOTAL
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HOTEL PRODUCTION

27,250 BOOKED NIGHTS	\$171 AVERAGE DAILY RATE (ADR)	\$4,670,000 GROSS BOOKINGS
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SHORT TERM RENTAL PRODUCTION

16,601 BOOKED NIGHTS	\$174 AVERAGE DAILY RATE (ADR)	\$4,890,000 GROSS BOOKINGS
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[visitmesa.com](http://visitmesa.com)