

ARIZONA'S CONGRESSIONAL DELEGATION

Visit Mesa is a Destination Marketing Organization (DMO) responsible for positioning 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. Visit Mesa is funded by visitor tax receipts, not residents.

In the last 5 years, Mesa hotels alone have generated more than \$506 million in gross revenue and contributed more than \$35 million in tax revenues to the City of Mesa. The \$35 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*)

Since January 2020, there has been a decline of \$9.5B in travel spending in Arizona alone.

(Source: *Arizona Department of Revenue*)

JOBs

Travel & Tourism overall is by far the hardest-hit industry of the ongoing fallout from the COVID-19 pandemic in the U.S. A staggering 65% of all U.S. jobs lost in 2020 were supported by travel. (Source: *Power of Travel*)

Tourism and hospitality still account for 32% of all jobs lost and not yet recovered. And while the sector's unemployment rate has generally shifted down, at 7.7% it is still much higher than the 4.8% total unemployment rate in the total economy. These figures underscore how disproportionately the Tourism and Hospitality sector was impacted by the pandemic. (Source: *US Travel Association*)

Tourism supported a total of 6,480 jobs in 2020 in Mesa, or 4.1% of total employment, when indirect and induced impacts are considered. (Source: *Tourism Economics*)

At the peak of the pandemic, the travel & tourism industry in the Phoenix-Mesa-Scottsdale area realized a loss of 42% in employment. (Source: *Bureau of Labor Statistics*)

Sector	Estimated State Taxes 2020	Estimated State Taxes 2019	YOY % Change Taxes
Lodging	\$137,051,756	\$201,105,849	-31.9%
Restaurant/Bar	\$177,818,062	\$210,081,023	-15.4%
Retail	\$483,317,490	\$454,642,456	6.3%
Amusement	\$2,795,022	\$5,698,782	-51.0%
Total	\$800,982,330	\$871,528,109	-8.1%

ARIZONA TAXES BY TOURISM RELATED SECTORS

Economic Impact of Visitors in Mesa, Arizona (2020)

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 \$471 million in 2020.

KEY FINDINGS



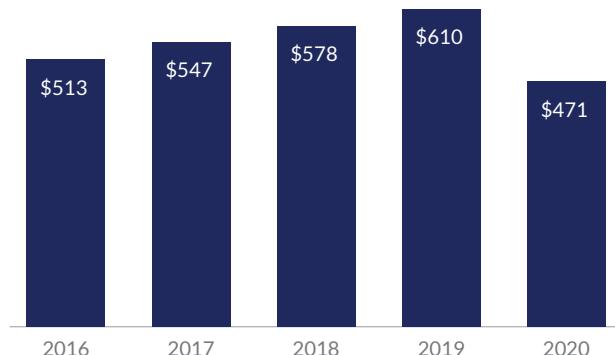
Total visitation to Mesa decreased 27.6%, registering 3.4 million visitors.



VISITOR SPENDING

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 **\$471 million** resulted in a total economic impact of **\$805 million**.



JOB IMPACTS

Direct visitor spending supported 4,391 jobs in Mesa. Tourism supported a total of 6,480 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 \$321 per year to replace the taxes supported by visitors received by state and local governments.

\$58m STATE & LOCAL TAXES

