

Longwoods
INTERNATIONAL

2022- 2023

Mesa

Halo Effect Research

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Methodology

- The Halo study was conducted after the conclusion of the Visit Mesa advertising campaigns from January 2022 – February 2023 to estimate the impact of advertising awareness and recent visitation on nine key attributes associated with economic development.
 - A self-completion survey of 802 respondents in the advertising markets, distributed as follows:

| | |
|------------|-----|
| Arizona* | 46 |
| California | 215 |
| Colorado | 35 |
| Illinois | 80 |
| Minnesota | 35 |
| Nevada | 30 |
| New Mexico | 30 |
| Oregon | 30 |
| Texas | 180 |
| Utah | 30 |
| Washington | 50 |
| Wisconsin | 41 |

*Arizona sample excludes Mesa city level zip codes

Methodology (Cont'd)

- Respondents are members of one of North America's largest online consumer research panels, via Longwoods International's panel supplier Dynata.
- Adults 18 years of age and older were randomly selected from the panel to ensure a representative sample.
- The fieldwork was conducted in March 2023.
- Median length of survey was 8 minutes.
- Data were weighted on key demographic variables (geography, age, sex, household income, household size) prior to analysis to ensure that results are representative of and projectable to the traveler population in specific states.
- Sample was drawn to be proportionate to population by specific states/regions, age, sex and income.
- For a sample of this size, the confidence level is ± 3 , 19 times out of 20.



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Halo Effect on Economic Development Image

Halo Effect Analysis

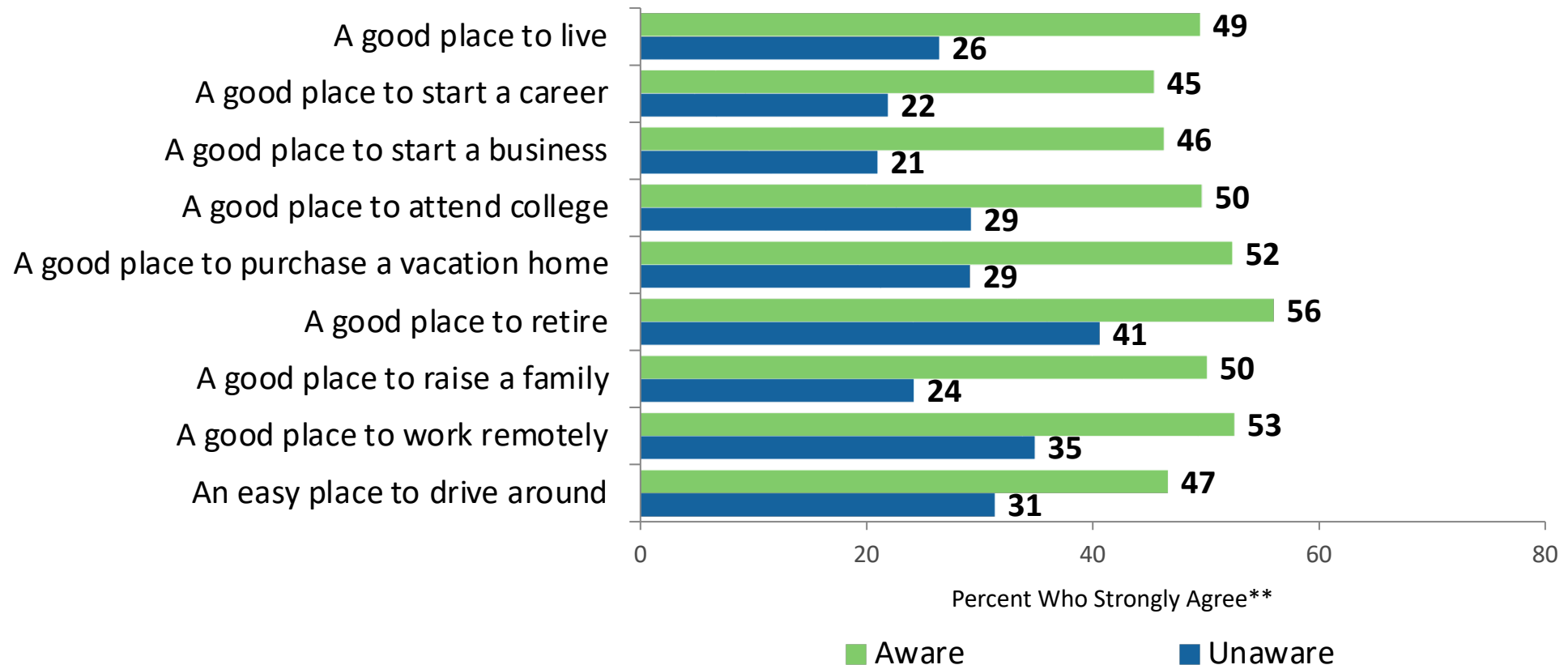
- Research has long demonstrated that tourism advertising and the visitation it inspires have a positive impact on consumers' image of destinations as a place for leisure travel and recreation.
- Applying the psychological concept of the “halo effect” to tourism promotion advertising, Longwoods set out to determine if gains in image for Mesa from its tourism advertising would extend beyond the appeal as a place to visit. Could it be that economic development objectives could also be achieved, such as viewing Mesa more favorably as a place to live, work, start a business, attend college, purchase a vacation home and retire?
- Tourism functions as the front door for economic development because if Mesa is successful in attracting visitors to the city, those people could view Mesa more favorably as a place to live, raise a family, work in-person or remotely, start a business, attend college, purchase a vacation home, and retire.
- Longwoods International has conducted this research for multiple state and city destinations across the U.S since 2014.

Halo Effect Analysis

- The research compared consumers' ratings of Mesa on economic development image attributes by those who had not seen the campaign or visited Mesa with those who did see the tourism ads and/or visited.
- In every case, Mesa's tourism advertising significantly improved the image of Mesa across this wide range of economic development objectives. Travelers who saw the advertising rated Mesa higher on all the economic development indicators included in the study.
- Similarly, travelers who visited the city in the past two years rated Mesa higher on all the economic development indicators included in the study.
- For each economic development objective, the most dramatic improvement in image was among those consumers who were both exposed to the advertising campaign message and who also visited Mesa. On all attributes measured, more of those who saw the advertising and visited the city rated Mesa higher across these economic development indicators.
- These exceptionally positive results demonstrate that tourism plays a very powerful role in helping Mesa achieve its economic development objectives and this new data will jumpstart that conversation.

Impact of *Tourism Ad Awareness* on Mesa's Economic Development Image

Base: Travelers within Mesa's Advertising Markets*

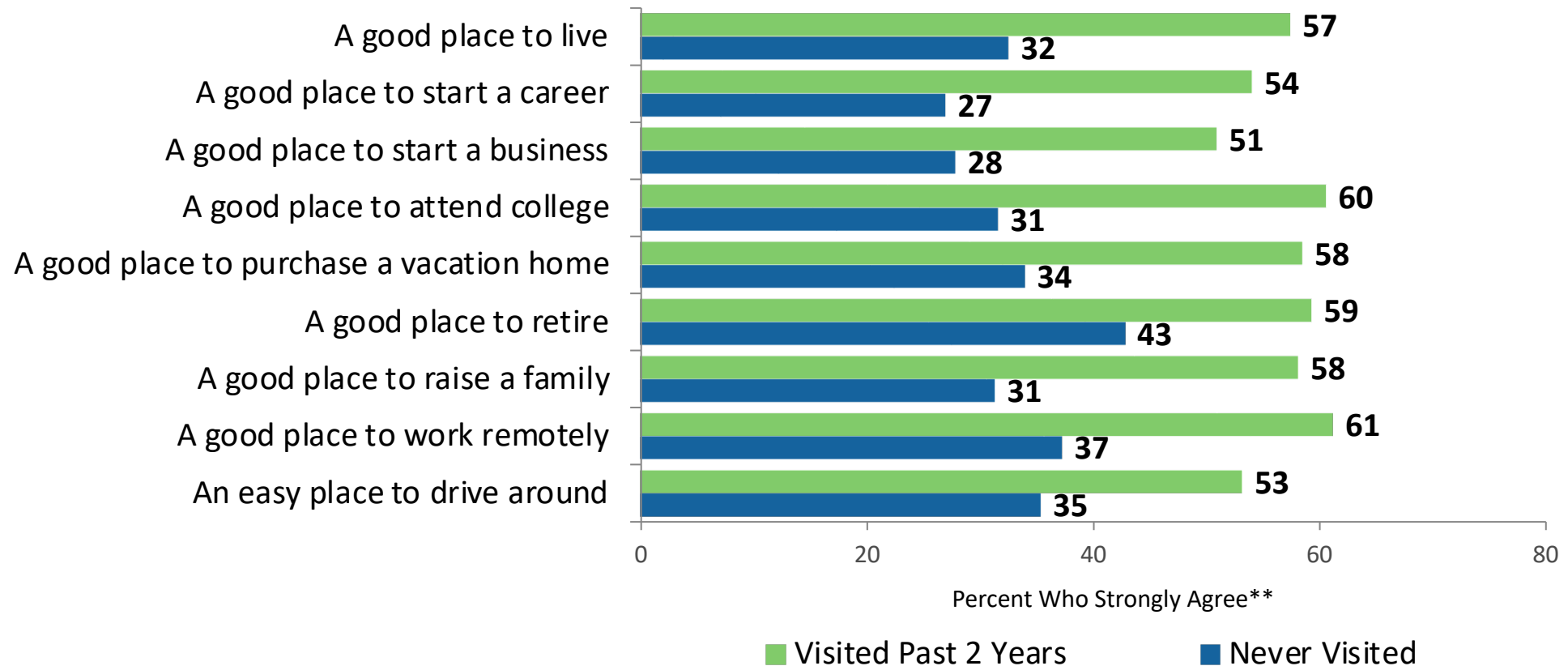


*Travelers defined as haven taken an overnight or day leisure trip in the past 3 years and intend to take an overnight or day leisure trip in next 2 years

**“Percent who strongly agree” is the percent of respondents giving a statement an agree/disagree rating of 8, 9 or 10 out of 10

Impact of *Visitation* on Mesa's Economic Development Image

Base: Travelers within Mesa's Advertising Markets*

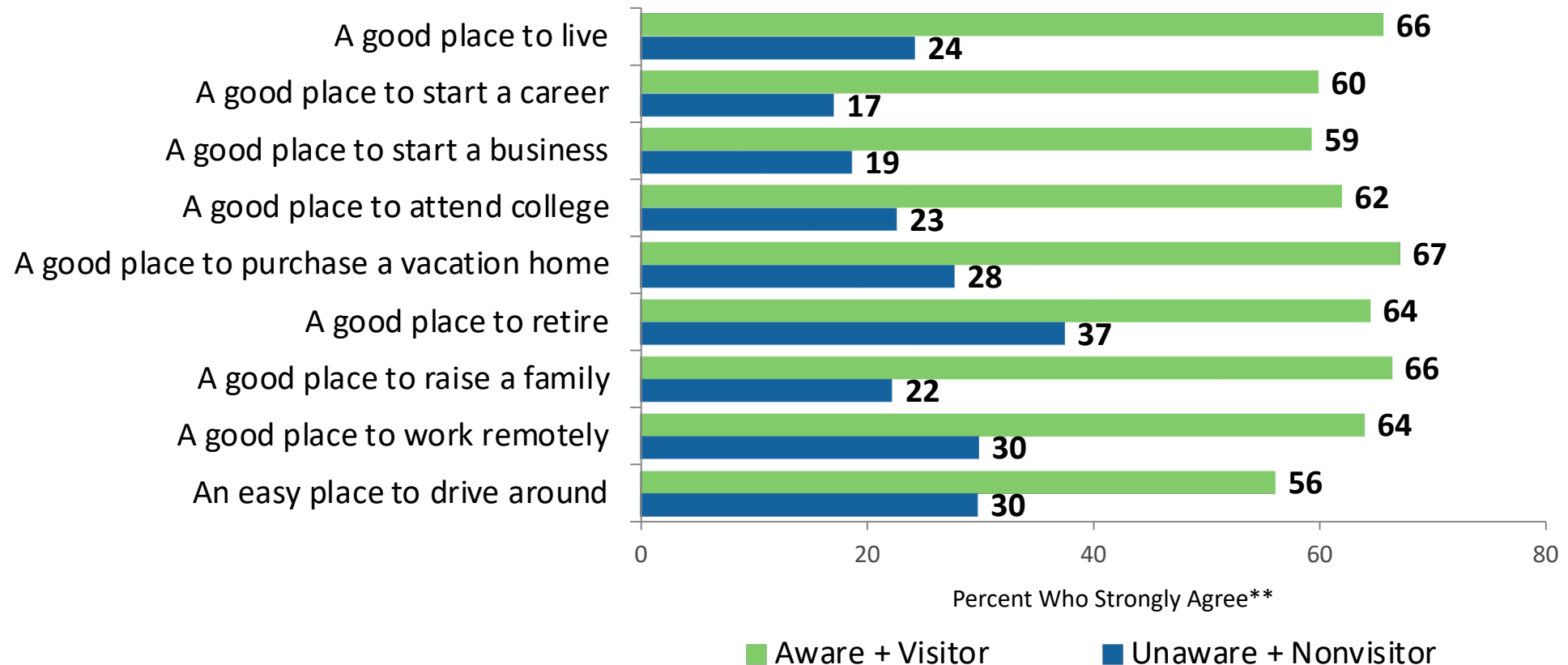


*Travelers defined as haven taken an overnight or day leisure trip in the past 3 years and intend to take an overnight or day leisure trip in next 2 years

**“Percent who strongly agree” is the percent of respondents giving a statement an agree/disagree rating of 8, 9 or 10 out of 10

Impact of Ad Awareness *plus* Visitation on Mesa's Economic Development Image

Base: Travelers within Mesa's Advertising Markets*



*Travelers defined as haven taken an overnight or day leisure trip in the past 3 years and intend to take an overnight or day leisure trip in next 2 years

**“Percent who strongly agree” is the percent of respondents giving a statement an agree/disagree rating of 8, 9 or 10 out of 10

