

Economic Impact of Visitors in Mesa, Arizona (2019)

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 topped \$1.0 billion in 2019.

KEY FINDINGS



↑ **3.3%**

TOTAL VISITS

Total visitation to Mesa increased 3.3% to reach 4.6 million visitors. In 2019, 71% of all visitors stayed overnight, compared with 29% who visited for the day. Domestic visitation makes up 97% of all visitors to Mesa.



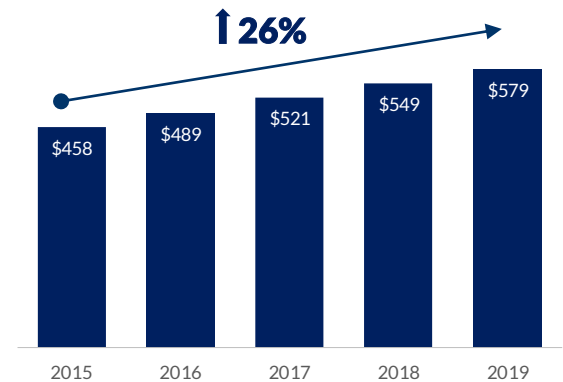
↑ **5.5%**

VISITOR SPENDING

Visitor spending increased by \$30 million in 2019 to reach \$579 million. Over the past five years, visitor spending has cumulatively increased 26%: an annualized growth rate of 6.0%.

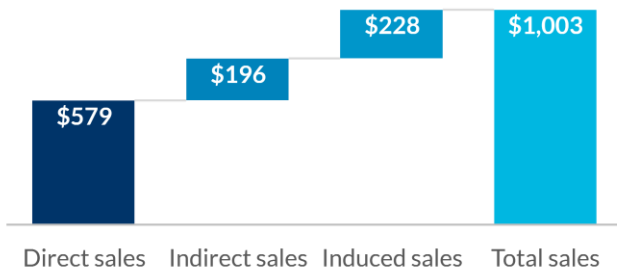
Mesa Total Visitor Spending

Amounts in millions of nominal dollars



TOTAL ECONOMIC IMPACT

Direct visitor spending of **\$579 million** resulted in a total economic impact of more **\$1.0 billion**.



JOB IMPACTS

Direct visitor spending supported 5,154 jobs in Mesa, a cumulative increase of nearly 15% since 2015. Tourism supported a total of 7,774 jobs when indirect and induced impacts are included.



ECONOMIC IMPACTS IN CONTEXT



\$597 M
VISITOR
SPENDING

The \$579 million in **visitor spending** means that approximately \$1.6 million was spent **EVERY DAY** by visitors in MESA



\$2.3 B
PERSONAL
INCOME

The \$323 million in **total income** generated by tourism is the equivalent of over \$1,800 for every household in Mesa



7,774
JOBS

The number of **total jobs** sustained by tourism supports 5.2% of all jobs in Mesa



\$71 M
STATE & LOCAL
TAXES

The \$71 million in **state and local taxes** generated by tourism would cover the average salaries of over 1,370 public safety jobs in Mesa.