



# **Visitor Research Executive Summary**

Prepared for  
Mesa  
2019-06-21

# Mesa 2018 Visitor Research Executive Summary

Overview of the Mesa tourism industry



Visitor Spending in Mesa in 2018:



**\$463.1**

Million in spending  
day + overnight trips



**8.5%**

Increase in visitor  
spending over last  
year



**27%**

Overnight trips



**4.4**

Million visitors in 2018



**\$252**

average spent per person on  
overnight trips



**\$51**

average spent per person on day  
trips



Of respondents were very satisfied with their overall trip experience in Mesa



50% of overnight travelers planned their trips

**2 months**

or less in advance

### Top sources for trip planning information:



**20%**

An airline/commercial carrier



**17%**

Online travel agencies



**17%**

Advice from relatives or friends



**5.1 nights**

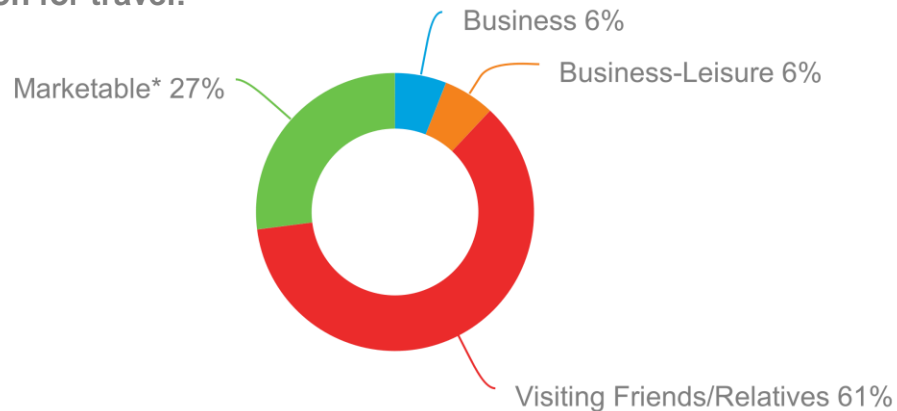
Average length of stay



Average party size was

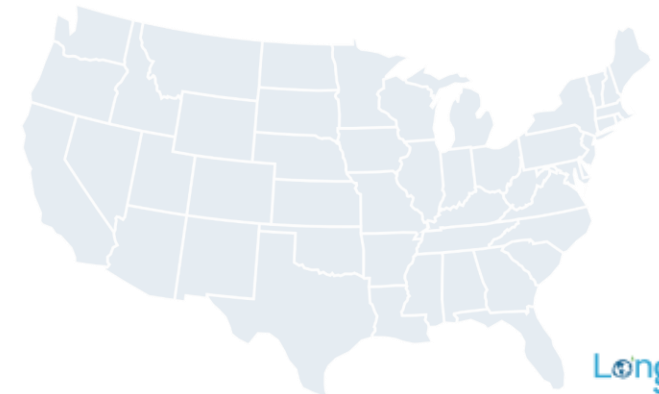
**2.7** people

### Reason for travel:

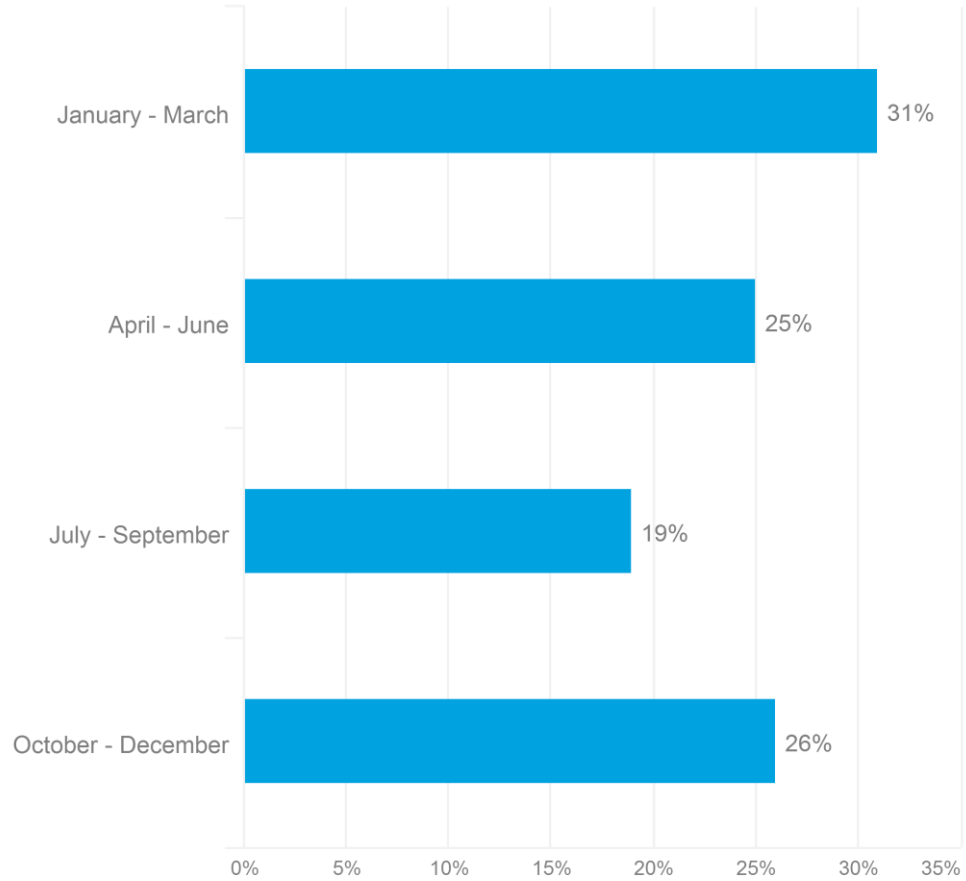


### Top feeder states for visitors:

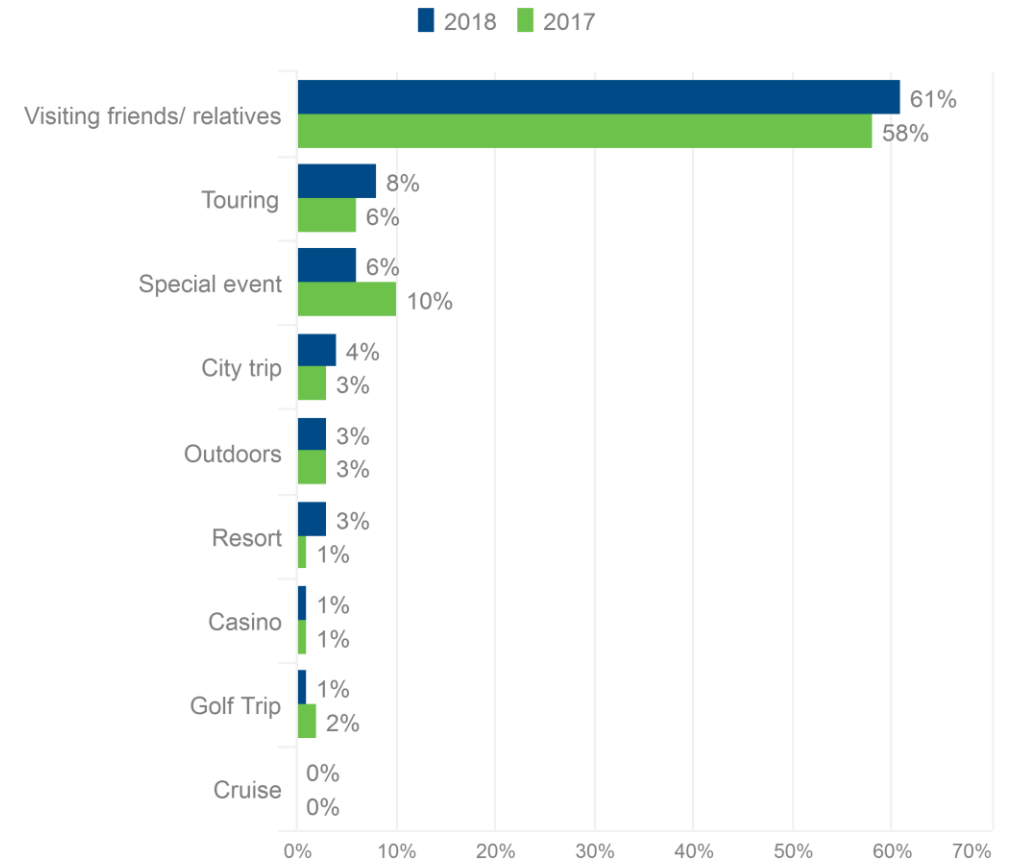
- 1 Arizona
- 2 California
- 3 Colorado
- 4 Illinois
- 5 Texas



### Season of Trip



### Primary Purpose of Leisure Trip



## Popular activities for overnight trips to Mesa:



Shopping

**47%**



Bar/nightclub

**23%**



Swimming

**21%**



Casino

**20%**



National/state park

**19%**

