



VISIT MESA

CITY LIMITLESS®

ANNUAL REPORT FY 19/20

17%

OF VISIT MESA
PARTNERS
ARE NEW

American Way Magazine (American Airlines) Features
Mesa as Country's First Autism Certified City

American Way



60+

BUSINESSES
BECOME CERTIFIED
AUTISM CENTERS

“Partnership with Visit Mesa is great! With so many duties and responsibilities, it is impossible to complete all tasks necessary. Visit Mesa keeps us “in the know” and is always there for support and help with advertising.”

JULIE SNODGRASS

*Owner
Tortilla Flat Saloon and Settlement*

VISIT MESA INSTAGRAM
FOLLOWERS INCREASE

44%



Visit Mesa Becomes First-Ever
Autism Certified DMO



31%

INCREASE IN UNIQUE
EVENT RFPS SENT
TO MESA HOTELS
REPRESENTING 47,446
ROOM NIGHTS

Pro Pickleball
Association's first
Mesa Grand Slam
**hosts over 600
athletes in February**

Kennedy Center
American College
Theater Festival
Region 8 selects Mesa,
February 2021
**1,300 room nights
\$478,160 EEI**

German Sales Mission
features appointments
with **12 key tour
operators** and vacation
packages in **five
signature programs**

Sports Sales Meets
with **90+ Rights
Holders in FY20**

Adventure Explorer
Destination Video
**Wins Silver
ADDY Award**

Travel Industry Sales
Team Attends Visit
USA Ball with
120 UK operators
in attendance

31%
INCREASE IN EARNED
MEDIA IMPRESSIONS

Mesa, Arizona Becomes First
Autism Certified City in the U.S.



Progressive Insurance
selects Mesa for
annual training series
3,800+ room nights
\$986,898 EEI

“As a small Mesa business, we do not have the marketing budget we need to reach beyond our shop. Visit Mesa’s partnership has given us national and international exposure we could never achieve otherwise. Their helpful and friendly staff are always available to assist us with all the features available with a partnership. We couldn’t be more grateful for their community support.”

HEATHER FETTER
*Owner
No Snow Stand Up Paddleboards*

Visit Mesa Earns Verification
Badge on Instagram



Visit Mesa Sports
Sales **Hosts 15**
Rights Holders on
Site Visits & FAMs

New York Times Features Marc Garcia &
Visit Mesa’s Autism Certification Initiative

The New York Times



Visit Mesa produces
feature-length Autism
Travel video winning
a coveted 2020
Telly Award



VISIT MESA PERFORMANCE



City Investment in Visit Mesa in FY 2020:

\$2,591,075

For every dollar the City of Mesa invests in Visit Mesa there is a return of **\$23.58** in estimated future direct visitor expenditures.

When factoring in multipliers and inducements, the return on investment is **\$34.58**.

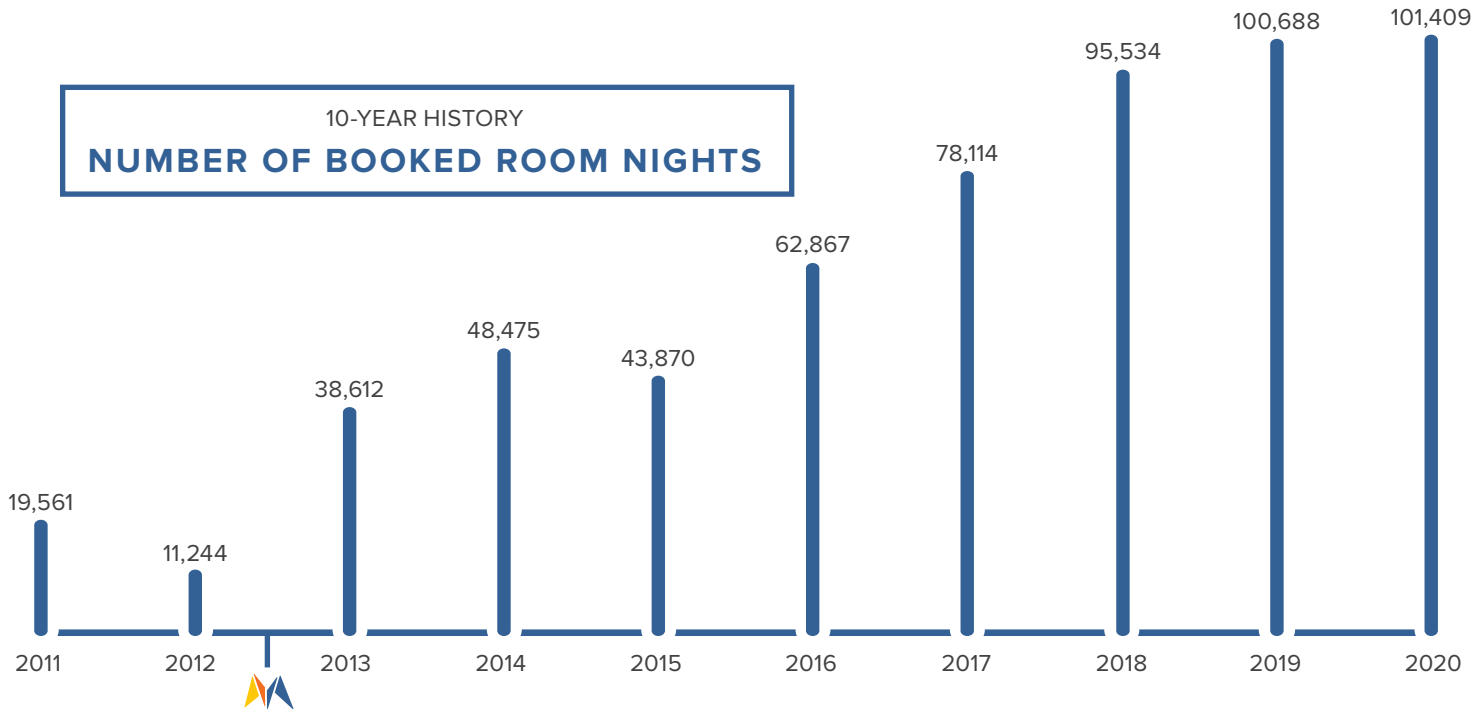


FY 2020 Production:

101,409 ROOM NIGHTS = \$61,099,731*

in Estimated Economic Impact

RECORD-SETTING ACHIEVEMENT



NATIONAL SALES

Bookings:	45
Booked Room Nights:	13,191
# of Visitors:	3,030
Estimated Economic Impact:	\$8,407,986



SPORTS SALES

Bookings:	64
Booked Room Nights:	26,080
# of Visitors:	12,010
Estimated Economic Impact:	\$30,716,220



TRAVEL INDUSTRY SALES

Bookings:	102
Booked Room Nights:	62,138
# of Visitors:	53,948
Estimated Economic impact:	\$21,975,541

*Source: Destinations International Event Impact Calculator

** This is tax revenue from Visit Mesa directed/contracted business in Mesa hotels only. It doesn't include TLT and TPT revenues for hotel consumption as a result of Visit Mesa destination marketing and social media efforts, nor does it include TPT revenues to the City from the visitor spending reflected in this figure that is occurring outside the hotel (restaurants, amusements, retail, etc.). Calculations based on ADR per Smith Travel Research.

COMMUNICATIONS

Articles Generated:	384
Earned Media Impressions:	850,253,902
Media Assisted:	378
Media Hosted (FAMs):	60
Hosted Influencer Engagements [*] :	1,810,107









^{*}Engagements are tracked as a combination of unique views, likes and comments on social media posts and video views. Engagements must have occurred on client's social media account resulting from a hosted media tour in market.

PRESSING PAUSE: A STATEMENT ON COVID-19

Visit Mesa was experiencing record achievements in all departments, tracking year-over-year gains through February 2020, and actively reporting our performance to our stakeholders. The data reflected in this annual report includes a noticeable pause in sales activity and halted in-bound FAMs and site visits as a result of COVID-19. Later in this report, we track the results of this interruption in business and our immediate response to the crisis.

SOCIAL MEDIA

VISIT MESA ACCOUNT ACTIVITY

 Facebook Lifetime Likes:	39,190	Blog Views:	78,542
 YouTube Lifetime Views:	421,045	Digital Kiosk Page Views:	794
 Twitter Followers:	8,882	Digital Visitor Guide Views:	4,563
 Instagram Followers:	9,491	Digital Visitor Guide Downloads:	126
 Instagram Engagement:	31,929	#VisitMesa (all-time views):	16,100
 Instagram Story Views:	484,536	#MesaCityLimitless (all-time views):	1,800
 Snapchat Geo-Filter Views:	61,167	#FreshFoodieTrail (all-time views):	500
 Pinterest Impressions:	324,331		

VISITMESA.COM



934,051
Visits



1,364,538
Page Views



7,961
Website
Partner
Referrals



3,803
Travel App
Lifetime
Downloads



**MESA VISITOR
CENTER TRAFFIC:**
2,466

PARTNERSHIP

Total Partners:	146	Boundless:	4
Effortless:	103	Limitless:	14
Effortless Plus:	7	Revenue Total [*] :	\$174,600
Priceless:	18		

^{*}Reflects combined trade and cash contracts for FY20

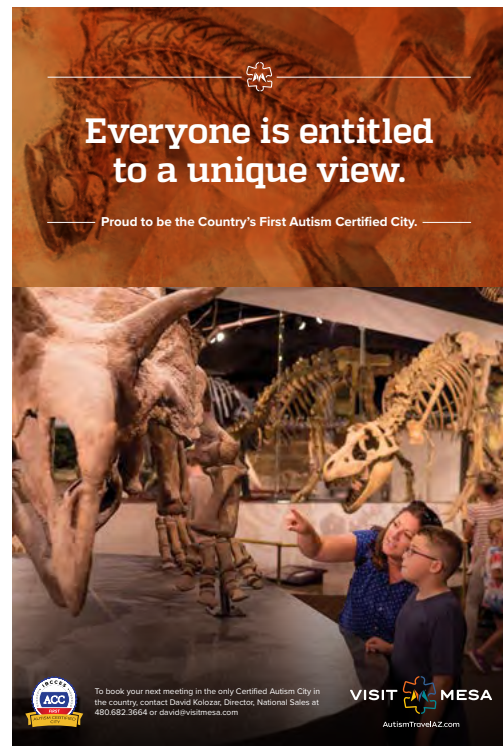
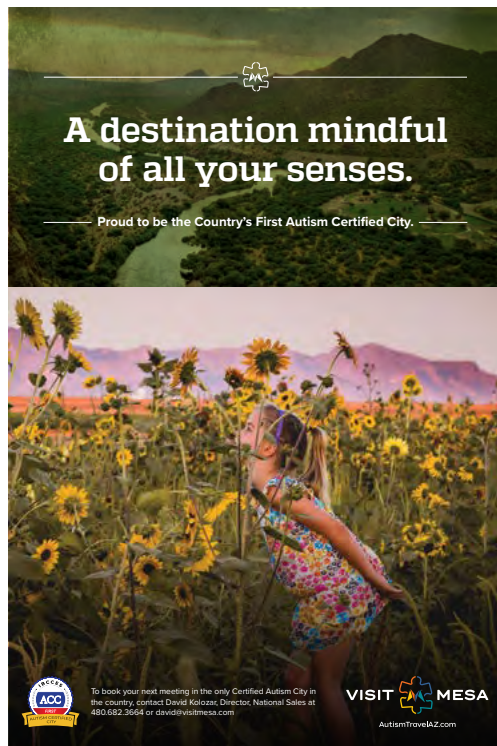
AUTISM CERTIFICATION

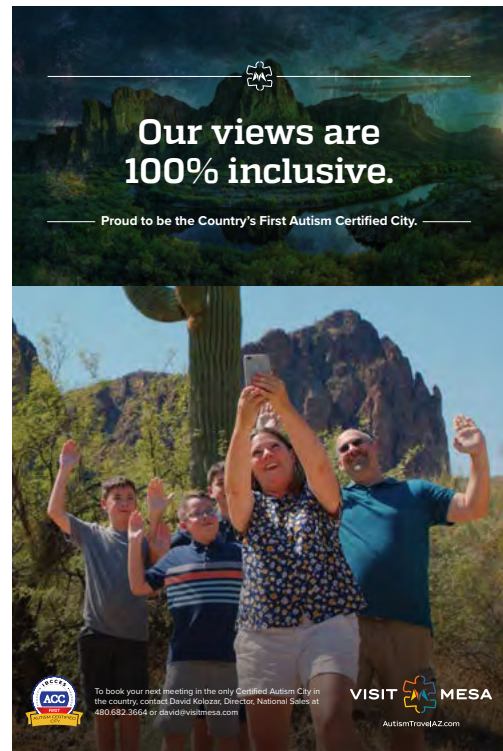
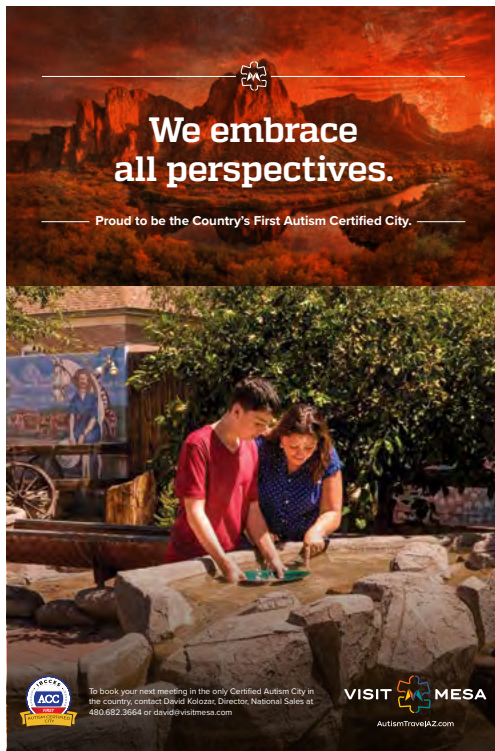


Visit Mesa continued working toward citywide Autism Certification in FY20. While the idea to better accommodate our nation's ASD travelers was spearheaded by Visit Mesa in early 2019, the FY20 campaign relied on the hard work and collaboration of multiple municipal departments, local businesses and residents, and City of Mesa leadership. In November 2019, the International Board of Credentialing and Continuing Education Standards identified Mesa, Arizona as the first-ever Autism Certified City in the United States. This bold initiative is a proud expression of the inclusiveness that is inherent to Mesa and demonstrates the powerful impact of an entire city coming together to make all visitors and residents feel welcome. Becoming America's First Autism Certified City earned Mesa, Arizona global recognition.

By fiscal year end, 60 organizations within the hospitality industry, City of Mesa, and regional communities have committed to Autism Certification, representing nearly 4,000 employees completing certification and more organizations looking to join the movement. In addition, two conferences have been booked (and rescheduled for 2021) in Mesa as a direct result of the initiative, each resulting in 100+ on-peak room-night bookings.

To view the entire Autism Certification campaign, [click here](#).





AUTISM CAMPAIGN PAID MEDIA RESULTS (NOVEMBER 2019–MARCH 2020)

21,137,189
TOTAL
IMPRESSIONS

132,848
TOTAL CLICKS

0.63%
AVERAGE
CLICK-THRU RATE

16,333,597
TOTAL VIDEO
VIEWS

99.60%
AVERAGE
VIEW-THRU RATE

5,591
TOTAL SOCIAL
ENGAGEMENT NUMBERS

01:30 HIGHEST AVERAGE SESSION DURATION ON WEBSITE FROM ADS

OVERALL CAMPAIGN EARNED MEDIA RESULTS (APRIL 2019–APRIL 2020)

334 articles reaching **180 MILLION IMPRESSIONS** (print and online) and valued at **\$643,852**

VISITMESA.COM/MESAAUTISMCERTIFIEDTRAVEL

Unique Pageviews: 61,478
Total Pageviews: 76,849

AUTISMTRAVELAZ.COM (CONSUMER VANITY URL)

Unique Pageviews: 17,901
Total Pageviews: 21,297

DIGITAL MARKETING

FEEDER MARKET CAMPAIGN TOTALS (SEPTEMBER 2019 – MARCH 2020)

	IMPRESSIONS	CLICKS	CTR	VIEWS	VTR
TOTAL	56,344,222	459,201	0.81%	1,019,739	98.22%

CALIFORNIA CAMPAIGN • SEPTEMBER – OCTOBER

MEDIA	IMPRESSIONS	CLICKS	CTR
DV360 Banners	9,482,782	65,861	0.69%
Facebook & Instagram	834,905	7,014	0.84%
TOTAL	10,317,687	72,875	0.71%

CANADA CAMPAIGN • OCTOBER – JANUARY

MEDIA	IMPRESSIONS	CLICKS	CTR
DV360 Banners	16,315,854	107,874	0.66%
Facebook & Instagram	151,797	1,563	1.03%
TOTAL	16,467,651	109,437	0.66%

GENERAL CAMPAIGN • NOVEMBER – MARCH

MEDIA	IMPRESSIONS	CLICKS	CTR	VIEWS	VTR
DV360 Banners	26,690,881	250,008	1.06%	-	-
DV360 Video	1,038,247	2,823	0.27%	1,019,739	98.22%
Google Search	1,681,389	15,898	0.95%	-	-
AccuWeather	841,367	5,584	0.66%	-	-
Expedia	2,307,000	2,576	0.11%	-	-
TOTAL	29,558,884	276,889	0.94%	1,019,739	98.22%

Expedia

(Sep. 2019 - Mar. 2020) Booked Room Nights: 18,600 Average Daily Rate (ADR): \$108.35 Total Gross Bookings: \$2,015,400

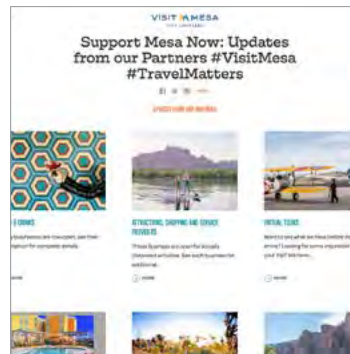
COMMUNITY ACTIVATION CAMPAIGNS IN RESPONSE TO COVID-19

Visit Mesa organized a series of local outreach campaigns in response to the COVID-19 pandemic. The strategy was to build upon each campaign with a solitary shared message of Support Mesa Now that was continually promoted over a four-month period (March – June 2020). Visit Mesa secured the URL, SupportMesaNow.com, where information on Mesa area businesses open to the public was readily available and updated hourly. The same information was cross promoted on the Visit Mesa mobile app, which was also heavily marketed to the local resident and Arizona visitor during this timeframe. The paid digital campaign with the message to turn 'Main Street into a Mile-Long Drive Thru' was immediately placed on March 16. Visit Mesa staff served as a key resource for several organizations during this time and did not allow uncertainty to delay efforts to ignite the community and react to what was taking place. Visit Mesa refused to be paralyzed by what was occurring and instead leapt into action with a layered marketing campaign focused on targeted local outreach and rallying citizens to support small business.

The Support Mesa Now effort managed by Visit Mesa was adopted and promoted by the Mesa Chamber of Commerce and the City of Mesa. Visit Mesa took advantage of the momentum to establish a steering committee that then formed an outreach effort titled For the Love of Mesa, again targeted to the residents of Mesa and shared in tandem with the Support Mesa Now messaging. Visit Mesa commissioned an original song performed and written by a Mesa native Kyle Collins and for a month leading up to National Travel & Tourism Week invited the public to 'keep the music playing' as part of the People's Playlist social media engagement. The local outreach continued with a music video fashioned out of the public love for the destination.

In addition, Visit Mesa launched a visitor industry advocacy campaign and secured the URL, VisitorsMeanBusiness.com, to educate on the importance of the visitor industry while the destination awaited Arizona's reopening on May 15. This information site featured our Community Perspectives™ survey which received 756 resident responses and the Visit Mesa 2019 Visitor Profile data, as well as an informative video illustrating the impacts of visitors on Mesa's quality of life.

To view the entire COVID-19 response campaigns, [click here](#).



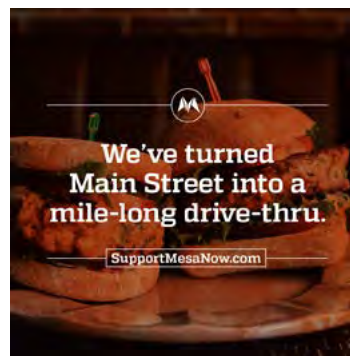
SUPPORT MESA NOW

33,226

Total Pageviews

46,849

Total Social Media Impressions



MAIN STREET CAMPAIGN

26,970

Total Pageviews

Total Social Media Impressions included in Support Mesa Now efforts



FOR THE LOVE OF MESA

1,865

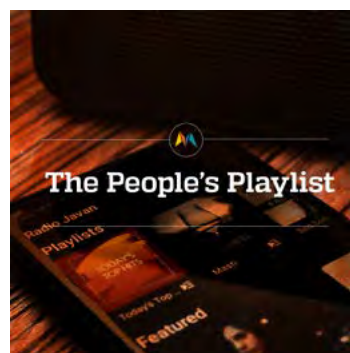
Total Pageviews

7,517

Organic Video Views

285,952

Total Social Media Impressions



PEOPLE'S PLAYLIST

6,692

Total Pageviews

55,669

Total Social Media Impressions

COMMUNITY ACTIVATION CAMPAIGNS IN RESPONSE TO COVID-19



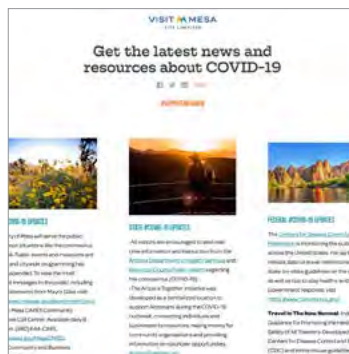
MESA FAMILY TAKE OUT NIGHT

7,052

Total Pageviews

4,960

Total Social Media Impressions



COVID-19 ALERTS

417

Total Pageviews

3,204

Total Social Media Impressions



VISITORSMEANBUSINESS.COM

888

Total Pageviews

1,814

Organic Video Views

93,010

Total Social Media Impressions

COMMUNITY ACTIVATION PAID MARKETING CAMPAIGN IN RESPONSE TO COVID-19 MAIN STREET "MILE- LONG DRIVE-THRU" CAMPAIGN

9,489,271
TOTAL
IMPRESSIONS

412,500
PRINT
IMPRESSIONS

160,000
UTILITY BILL INSERT
IMPRESSIONS

8,916,771
DIGITAL
IMPRESSIONS

28,163
DIGITAL CLICKS

0.32%
CLICK-THRU RATE

COVID-19 LOSS REPORT

28

Total Programs cancelled due to COVID-19 in FY20; of those, 23 programs were booked in FY20 and 6 were booked in a previous FY

9,061

Room Nights cancelled due to COVID-19 in FY20

4,463

Visitors cancelled due to COVID-19 in FY20

9

Cancelled Individual Media FAMs

1

Cancelled Group Media FAM

Partnership Sales halted March 16 – June 30, 2020
Mesa Visitors Center closed March 16 – May 15, 2020

2019 MESA VISITOR PROFILE

Source: Longwoods International - Travel USA® Visitor Profile



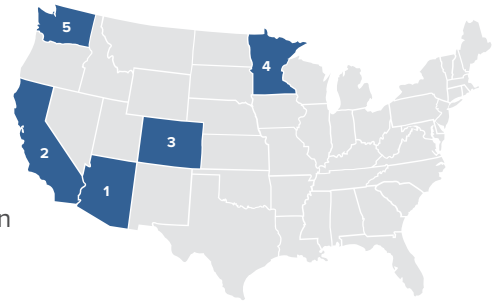
1.22 MILLION
overnight visitors
in 2019



\$486.2 MILLION
in spending day
& overnight trips

TOP FEEDER STATES FOR OVERNIGHT VISITORS

- 1 Arizona
- 2 California
- 3 Colorado
- 4 Minnesota
- 5 Washington



5% INCREASE
in visitor spending
over last year



27%
overnight trips

SEASON OF TRIP



4.5 MILLION
visitors in 2019



\$259
average spent per person
on overnight trips



30%
JAN – MAR



24%
APR – JUN



19%
JUL – SEPT



26%
OCT – DEC



\$52
average spent per
person on day trips



46%
of overnight travelers
planned their trips
2 months or less in
advance

91% OF MESA VISITORS USED A DEVICE TO PLAN THEIR STAY



46%
LAPTOP



30%
SMARTPHONE



15%
TABLET



4.5 NIGHTS
average length
of stay



2.5 PEOPLE
average party size

58% OF MESA VISITORS USED SOCIAL MEDIA FOR TRAVEL





visitmesa.com