

VISIT  MESA
CITY LIMITLESS®

Mesa West Rotary Club
9/19/24



WHO IS VISIT MESA?

Visit Mesa is a 501(c)(6) Non-Profit Destination Marketing Organization (DMO) that promotes the Mesa region for both business and leisure travel.

Visit Mesa is not a City of Mesa department, rather, the City contracts with Visit Mesa to sell, market, and promote the City.

- CVB to DMO
- Incorporated in 1986
- 17 Staff Members
- 28 Board Members
- Offices and Official Visitor Center are located in Downtown Mesa at Main & Macdonald in the US Bank Building
- Partnership Based Organization



HOW IS VISIT MESA FUNDED?

- Transient Lodging Tax (TLT, also known as the “Hotel Bed Tax”) that is collected at all Mesa hotels and short-term rentals (VRBO, AirBnB, etc.) when a guest checks out.
- Prop 302 (Maricopa County hotel bed tax)
- Prop 202 (Indian Gaming Compacts)
- Partnership (private sector revenues)



IN FY 2024, VISIT MESA BOOKED 117,595 ROOM NIGHTS AT MESA HOTELS

\$748.6 MILLION IN DIRECT VISITOR SPEND



LODGING

\$257.9 MILLION



FOOD & BEVERAGE

\$198.8 MILLION



RETAIL

\$118.5 MILLION



TRANSPORT

\$106.9 MILLION



RECREATION

\$66.5 MILLION

4.4 MILLION VISITORS IN 2023



HOW WE ATTRACT VISITORS TO MESA

NATIONAL SALES TEAM

Works to book and service national conventions, conferences, workshops, meetings and special events.

- Various Market Segmentation



TRAVEL INDUSTRY SALES TEAM

Works with tour operators and travel agents to bring leisure travelers to the region.

- Works with wholesale and receptive tour operators, as well as retail travel agents, to bring visitors to the region.
- This department works closely with the marketing team on direct-to-consumer campaigns. (OTAs)



SPORTS SALES TEAM

Works to book and service youth/amateur, collegiate, and even professional sports events from around the world in Mesa.

- Our largest and most productive group market bringing in as many as 85,000 hotel room nights per year.
- City of Mesa Facilities
- Arizona Athletic Grounds (AAG)



MARKETING/COMMUNICATIONS

Visit Mesa advertises in several mediums across the globe to drive visitors to our destination.

Visit Mesa Sales, Marketing and Communications Departments travel nationally and internationally to make presentations, as well as attend sales missions, conventions and conferences annually to position Mesa as a premier Arizona destination.

- The Visit Mesa PR/Social Media team pitch local, domestic and international writers, bloggers and influencers encouraging them to visit and promote the destination.





SOCIAL MEDIA INFLUENCERS

Annual media tour coverage from leading travel influencers.



wanderlustwalk

1,090 likes



wanderlustwalk

993 likes



trustyourtrail

940 likes



kaminskiphotography

678 likes



nativovk

152 likes



atbarringer

129 likes



wanderlustwalk

1,217 likes



visitmesa

108 likes



kr.productions

110 likes

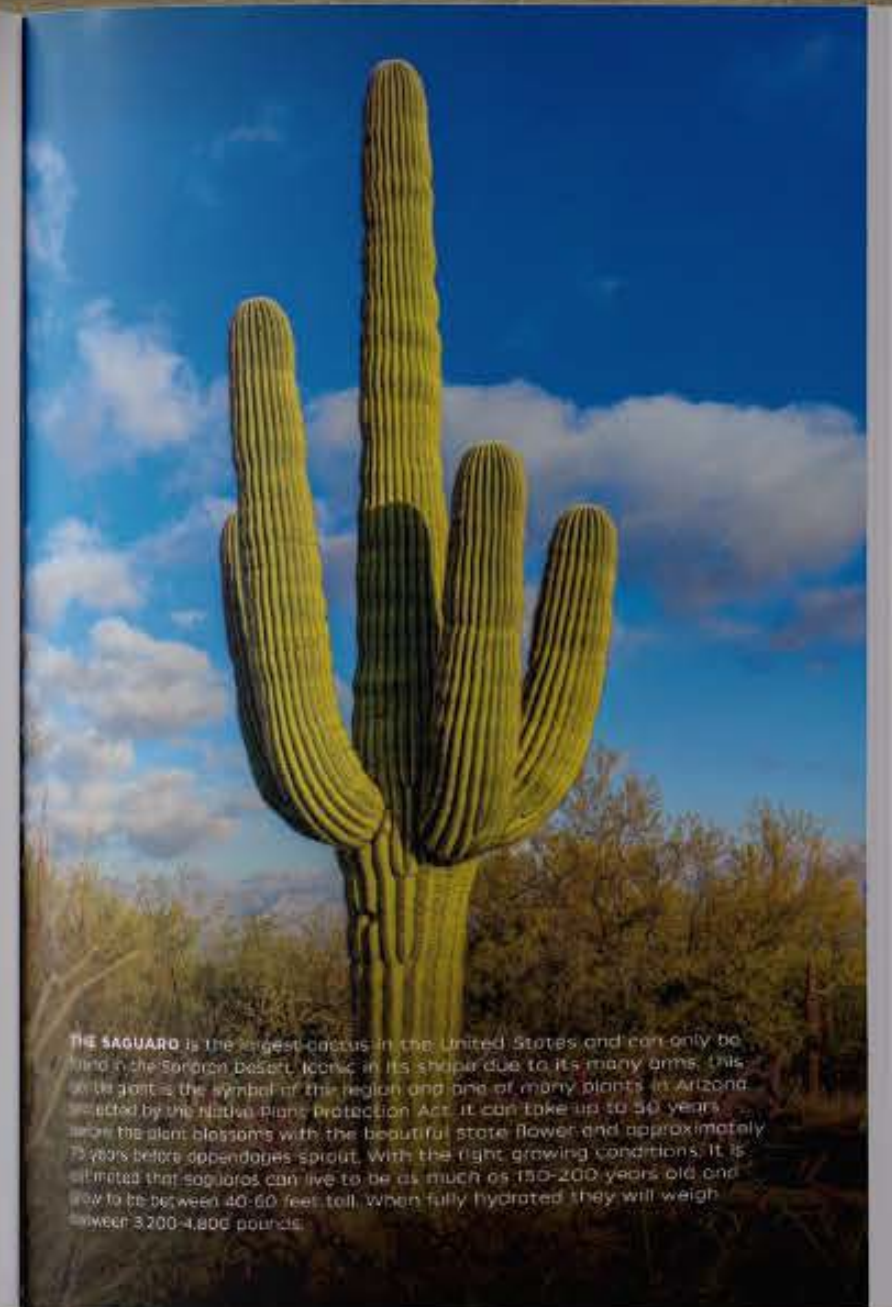


THE SONORAN DESERT

Embraced by the Sonoran Desert, Mesa is surrounded by a rich, vibrant and verdant playground for sought-after outdoor recreation. Visitors can immerse themselves into a legendary landscape - a region full of intrigue and awe that continues to inspire and amaze our guests every day. From hiking and biking to calm waters and majestic mountains, nearly every outdoor pursuit can be experienced here in the Sonoran Desert.

The Sonoran Desert is located in two states, Arizona and California, and two countries, Mexico and the United States. The entire region is approximately 120,000 square miles.

The Sonoran Desert boasts the richest diversity of plants and animals of all the world's deserts - well over 2,000 different plant species. This diversity provides habitat for an even greater richness in animal life including more than 500 species of birds that migrate and nest through the region, as well as more than 200 species of fish, reptiles, amphibians, and mammals. More rain falls on the Sonoran Desert than any other desert on earth.



THE SAGUARO is the largest cactus in the United States and not only do they grow in the Sonoran Desert, iconic in its shape due to its many arms. This cactus is the symbol of the region and one of many plants in Arizona protected by the Native Plant Protection Act. It can take up to 50 years for the plant to blossom with the beautiful state flower and approximately 75 years before appendages sprout. With the right growing conditions, it is estimated that saguaros can live to be as much as 150-200 years old and grow to be between 40-60 feet tall. When fully hydrated, they will weigh between 3,200-4,800 pounds.

ADVENTURE EXPLORER GUIDE

Features local outdoor activities and adventures.





CLICK LINK TO SEE OUR VIDEOS:
<https://www.youtube.com/visitmesa>

WHAT BETTER WAY TO CARVE OUT PERSONAL TIME THAN **with a paddle.**

If you are planning to visit Arizona, be sure to visit Mesa. Mesa has spectacular Sonoran Desert landscapes, access to rivers and lakes, biking, and hiking trails - all within minutes of our burgeoning downtown. Mesa is an inclusive, accessibility-friendly city that offers authentic Southwestern experiences for all travelers. Come create a new story.

visitmesa.com

VISIT MESA
CITY LIMITLESS

REACH NEW SUMMITS **within yourself.**

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CITY LIMITLESS

YOU CAN'T PICK A MORE **perfect dining experience.**

Mesa, Arizona has garnered national attention for their thriving collection of charming neighborhood farms and food-centric outposts, providing a year-round bounty of seasonal goods for all to enjoy. Plan your visit today. We're ready for you.

visitmesa.com

VISIT MESA
CITY LIMITLESS

PRINT ADVERTISING

**IF YOU LOST
YOUR SMILE,
WE HAVE IT.**

VISIT MESA
CITY LIMITLESS
ARIZONA

COME VISIT

**WE HAVE ALL FIVE SENSES
OF ADVENTURE.**

VISIT MESA
CITY LIMITLESS
ARIZONA

COME VISIT

**FEELING
ADVENTUROUS?
BRING THE KIDS.**

VISIT MESA
CITY LIMITLESS
ARIZONA

COME VISIT

**EVERY LIFE NEEDS A
GOOD HIGHLIGHT REEL.**

VISIT MESA
CITY LIMITLESS
ARIZONA

COME VISIT

**WE OFFER
FREE REFILLS
FOR THE SOUL.**

VISIT MESA
CITY LIMITLESS
ARIZONA

COME VISIT

DIGITAL DISPLAY ADS

Visit Mesa
Sponsored · 🌐

Come to Downtown Mesa and experience over 50 restaurants, breweries and coffee shops, along with museums and more than 40 boutique stores. And did we mention weekly live music? We've got you covered from sunrise to last call. @downtownmesa

ENERGETIC. KINETIC. MAGNETIC. AND OTHER COOL ETICS.

DOWNTOWN MESA. GET IN ON THE FUN.



VISITMESA.COM

Downtown Mesa Has It All
Nightlife, dining, shopping, live music, museums ...

[Learn more](#)

Reels

GO WHERE IT'S GOING OFF.

DOWNTOWN MESA. GET IN ON THE FUN.



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[Learn more](#)

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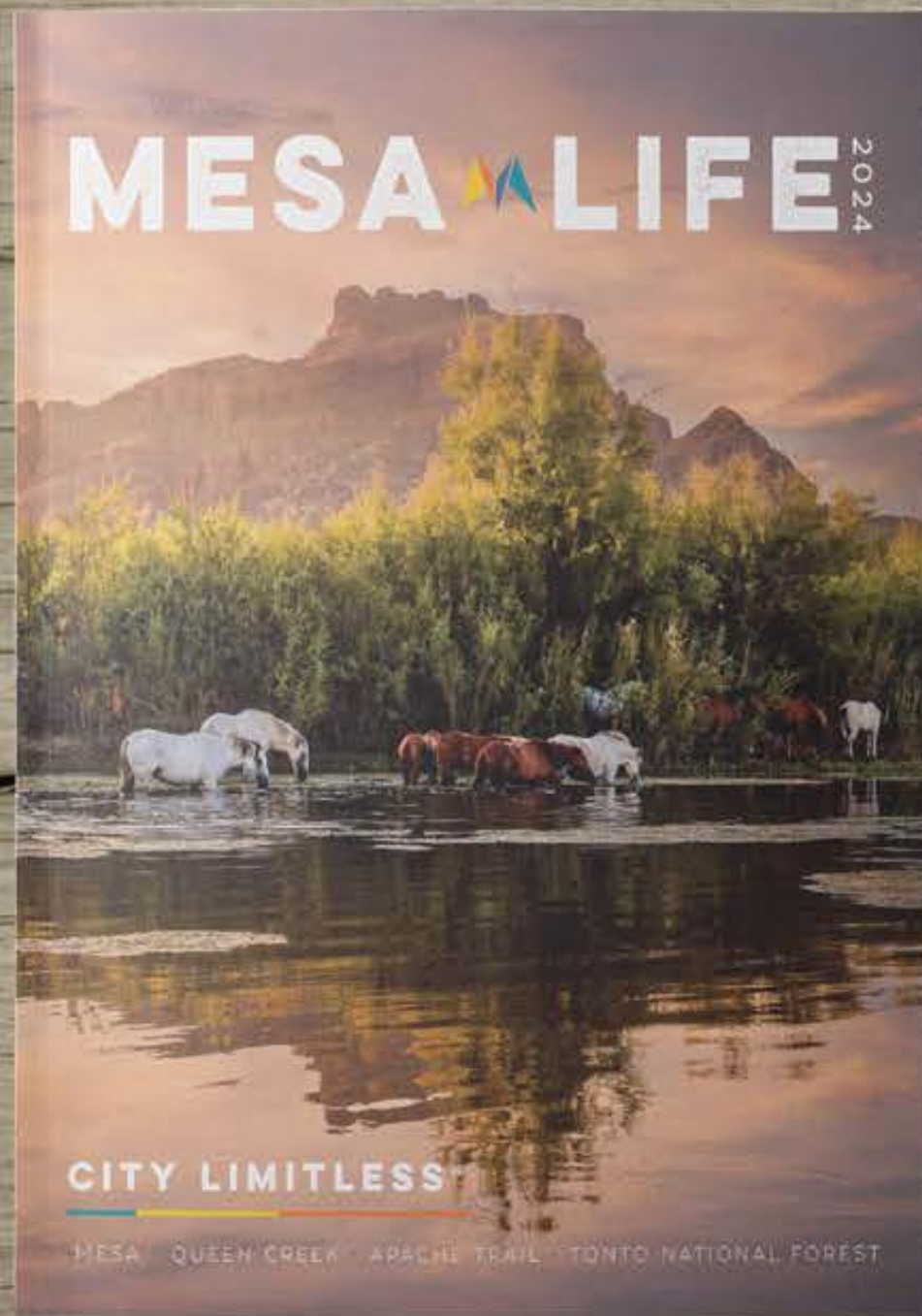


visitmesa Sponsored

[Learn more](#)

Come to Downtown Mesa and experience over 50 restaurants, breweries and co... more

PAID SOCIAL MEDIA



VISITORS GUIDE



Includes editorials and listings of everything that is city limitless.

ACCESSIBILITY & INCLUSION

- 1st Autism Certified City in the World
- We are on a mission to become one of the, if not the, most accessible cities in the country
- WheeltheWorld
- Hidden Disabilities Sunflower Program
- AIRA
- Threshold360 and AbleVu Virtual Tours (60+)
- Accessibility Campaign Network
- Food Inclusion



COMMUNITY SUPPORT

Visit Mesa actively supports and in some cases organizes, or is the title sponsor for the following:

- Mesa Music Festival
- Mesa International Film
- Downtown Mesa BBQ Classic
- Asian Festival
- Spring Training Classic
- Downtown Mesa Arts Festival
- Noon Year's Eve
- Veterans & MLK Jr. Parades
- Mesa Citizen of the Year
- Bucking Blue for Autism (PBR)
- Just to name a few...also, we financially support countless youth and amateur sporting events which drive hotel consumption to the City of Mesa.





THANK YOU

FOLLOW US:     

