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







FOOD & BEVERAGE LODGING RETAIL \$257.9 MILLION \$198.8 MILLION \$118.5 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 SALESTEAM

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.

VISIT 📐 MESA CITY LIMITLESS

DESTINATION GUIDE

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DOOR ADVENTURE / FRESH FOODIE TRAIL / HISTORY & HERITAGE / CITY LIMITLESS" / FAMILY FUN

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OUTDOOR ADVENTURE

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CANVOREEDING - THE DAY

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DAY 2 - AERIAL ADVENTURES

ABIZONA'S AVIATION HISTORY - 2 HOURS



INC. INMISSION THOURS

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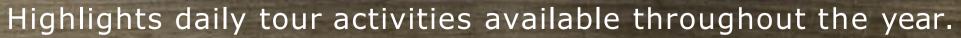
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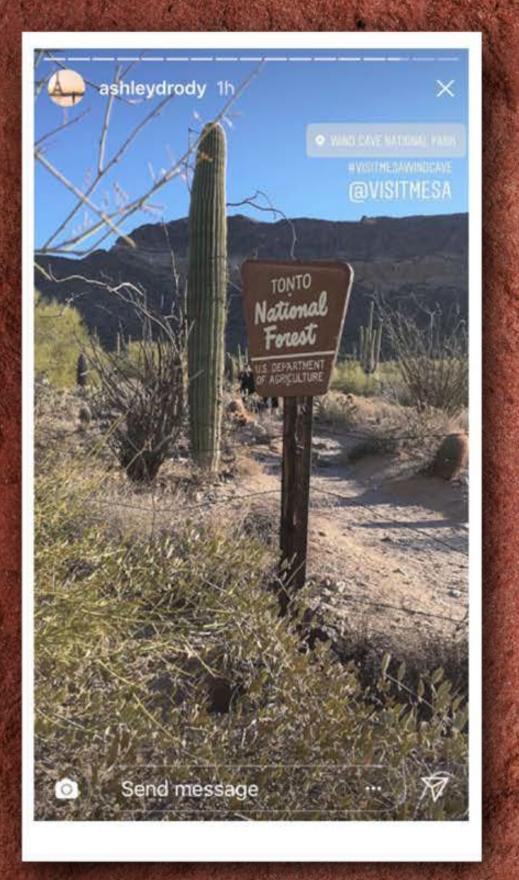
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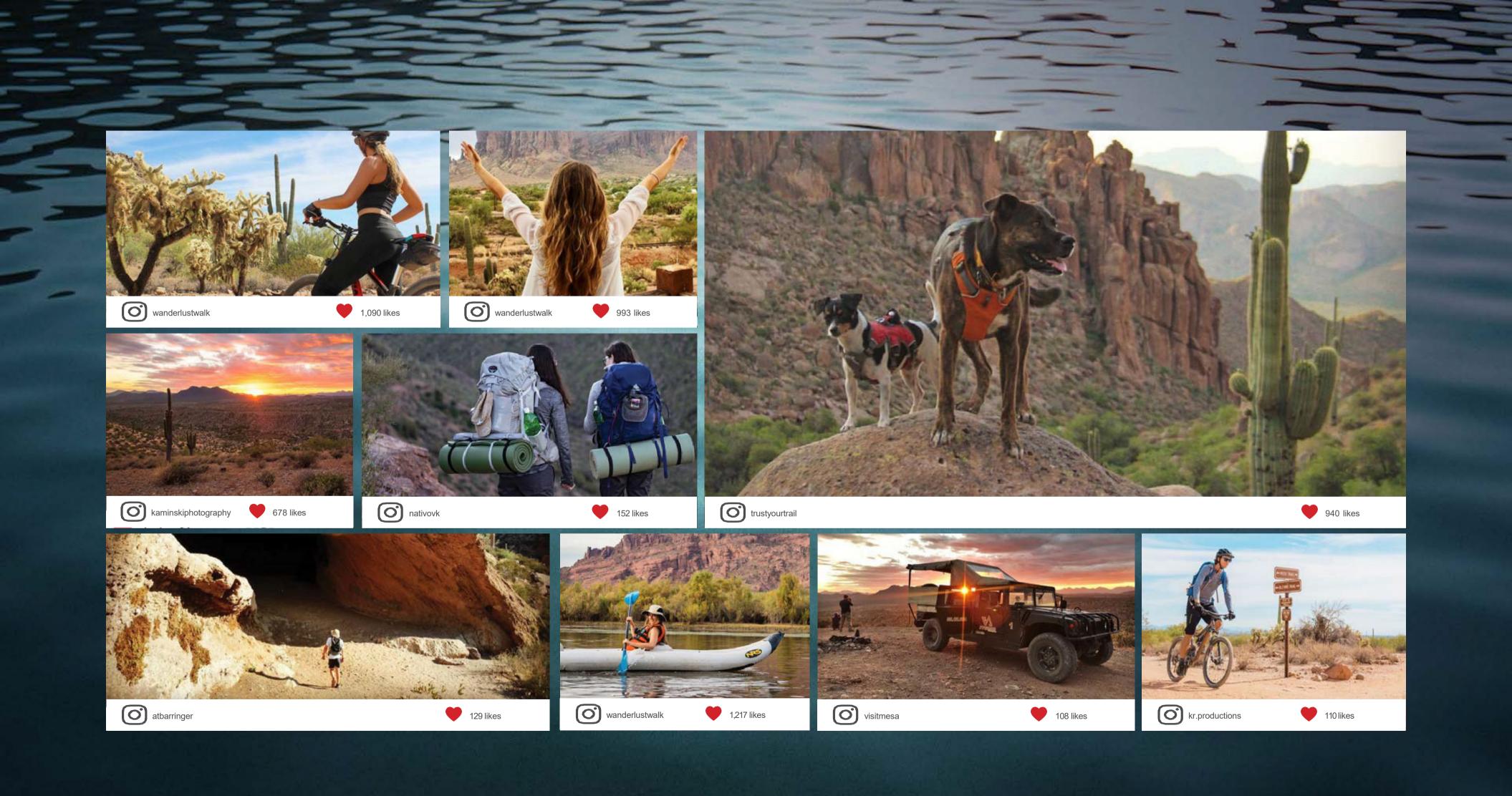




SOCIAL MEDIA INFLUENCERS

Annual media tour coverage from leading travel influencers.







ADVENTURE EXPLORER GUIDE

VISIT A MESA CITY LIMITLESS

THE SONORAN DESERT

Embraced by the Sonoran Desert, Mesa is surrounded by a rich, vibrant and verdant playground for sought-ofter autdoor 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 colm waters and majestic mountains, nearly every autdoor 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 fails on the Sonoran Desert than any other desert on earth.









MA

PADDI

ADVENTURE EXPLORER GUIDE

Features local outdoor activities and adventures.



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

REACH NEW SUMMITS Within

yourself.

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visitmesa.com

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

PRINT ADVERTISING





WE HAVE ALL FIVE SENSES OF ADVENTURE.

FEELING ADVENTUROUS? BRING THE KIDS.

CITY LIMITLESS

COME VISIT



EVERY LIFE NEEDS A GOOD HIGHLIGHT REEL.

VISIT MESA CITY LIMITLESS ARIZONA

COME VISIT



WE OFFER FREE REFILLS FOR THE SOUL.

DIGITAL DISPLAY ADS

CITY LIMITLESS' ARIZONA

COME VISIT



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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



Learn more

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

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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



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Downtown Mesa Has It All

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Nightlife, dining, shopping, live music, museums ..

Learn more

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PAID SOCIAL MEDIA

MESAMLIFE

CITY LIMITLESS



SURF'S UP OPENING SUMMER 2024

WATER WONDERLAND

VISITORS GUIDE

JUST BECAUSE MESA is in the heart of the desert doesn't mean water recreation isn't close by in fact. Meso is a gateway to the ultimate water paradise consisting of three lakes and two rivers. Visitars con enjoy a plethora of activities while splashing around In Mother Nature's swimming pools

ARIZONA'S FLOATING FICHIC

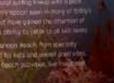
Anticona is reaching prenection with some tubing down the Lower Salt River Gather your group and head to Salt River Tubing to rent a sube, catch a shuttle and enjoy a shart float or an of-day experience in the coal water.

THESE LAKES, TERME THE FUN As the Solt River Rows from the East to the West it connects three different takes that after an addis for boots water sports and visitant looking to cool off on the pockets of bacon sharehime, built 30 minutes outside of Mesu. Seguere Lake is the closest body of water that share backets and above motorized watercent. Drive a little further and you want be disappointed by the tawering curts and sconic vices of Canyon Lake and Apache Lake which ore both along the historic Apache Troll.

No boot, no problem. Guests can rent a variety of wotescript ranging from pantoon and fishing boots to personal jet skip and even wakabootning boots to hood out on their own water-filled odventure

KEEPING IT BEEL

How the kidds take o dip in the woter while you cost a line in hopes to costsh dinner. You can find a variety of species of fish in our waterwoys and all three lokes have Largemouth Bass. Renting a boot will give you access to all the shareline and caves for the best chance of reeling in a big cotch, but there are plenty of areas to fish from the barks as well. Set up your gear along Butcher Jones Trail which keeps you right on the water at Soguare Lake or head to the Acade Recredien Site oc Canyon Lake to fetch a Yellow Bass You're sue to have lock along the Salt River as it is continuously stocked with fish Let the kids poddle dut along the eiver while you hang tight and wait for the fight to bite of Coon Bluff



WHIT HERE CITY LIMITLESS AN 13

ACOUNT ON WATER RECREATION GUIDE HERE

Includes editorials and listings of everything that is city limitless.

ACCESIBILITY & 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 Champaign 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: J 🕅 🏹 🦻 f 🖸