AUGUST
• Visit Mesa wins ESTO Destinations
• User-generated content incorporated
  of a Relocation Hotel Rate Program
  and City of Mesa for the development
  Travel for Digital Campaign
  into VisitMesa.com across more than
  FY 17/18

JULY
• National Sales secures Aerotec Inc.
• Visit Mesa awarded the April 2019
• Visit Mesa wins The Grand Pitch
  companies

OCTOBER
• Budget Travel Names Mesa's Fresh
  during the tour
  @nonstopeats features viral video
  group media FAM and brings in food
  Germany reaching 45 agents

• Visit Mesa Partnership celebrates
  • Communications team sponsors
    featuring more digital media
    of their 2018 Arizona meeting

MAY
• Sports Sales hosts WAC Baseball
• Travel Industry Sales joins Arizona Office
• Communications attended the annual U.S. Travel
  • Travel Industry Sales begins
  • Communications team hosted
    exclusive Town of
    • Communications attended the annual U.S. Travel
      • Travel Industry Sales joins Arizona Office
    • Terrie Gardner graduated the Mesa
      • State of Arizona awarded the 2023
        • Visit Mesa hosts Open House during
          • Leadership 2018 Class, joins the Mesa
            • Sports Sales attends the Connect LGBTQ
              • National Sales secures The Privilege Institute
  • Sports Sales attends the Connect LGBTQ
  • Visit Mesa Partnership celebrates
  • Visit Mesa extends support to secure Mesa
  • Travel Industry Sales begins

SEPTEMBER
• Visit Mesa earns DMA West Best
  • Travel Industry Sales begins
  • National Sales publishes new Adventure
    • TripAdvisor features Mesa in
      • Travel Industry Sales begins
  • Travel Industry Sales begins
  • Visit Mesa publishes new Adventure

APRIL
• Communications team hosts exclusive Town of
  • USA Swimming TYR Pro Swim Series returns to
    • Google loans Visit Mesa their revolutionary

JANUARY
15 Best
  • Travel Industry Sales joins Arizona Office
  • Travel Industry Sales begins
  • Communications team sponsored
    interface booking engine capable
    designing brand new consumer
    Matador Network and both
    first-ever Adventure Explorer

FEBRUARY
• National Sales hosts the Kennedy Center
  • Sports Sales welcomes two new events to
  • Visit Mesa extends support to secure Mesa
  • Sports Sales hosts WAC Baseball

NOVEMBER
• National Sales secures The Privilege Institute
  • Sports Sales attends the Connect LGBTQ
  • Sports Sales attends the Connect LGBTQ
  • Sports Sales attends the Connect LGBTQ

JUNE
• Travel Industry Sales begins
  • Travel Industry Sales joins Arizona Office
  • Travel Industry Sales joins Arizona Office

ANNUAL REPORT FY 17/18
**FY 17/18 MILESTONES**

**JULY / 2017**
- Visit Mesa wins The Grand Pitch contest at the Arizona Governor’s Conference on Tourism, earning the Marketing department $117,000 in media buys including National Geographic, Outdoor Project, Pandora Radio and TripAdvisor.
- Visit Mesa awarded the April 2019 US Masters Swimming Spring National Championship.
- Participated in the Arizona Office of Tourism Chinese Breakfast Tradeshow introducing Mesa to 35 Chinese travel and media companies.
- National Sales secures Aerotec Inc. in partnership with Phoenix Mesa Gateway Airport, representing over 2,500 room nights for August 2018.

**AUGUST / 2017**
- User-generated content incorporated into VisitMesa.com across more than 10 online galleries, part of new CrowdRiff partnership.
- Visit Mesa wins ESTO Destinations Council Destiny Award from U.S. Travel for Digital Campaign.
- Support provided to Mesa Chamber and City of Mesa for the development of a Relocation Hotel Rate Program for future residents considering job relocation to the area.

**SEPTEMBER / 2017**
- Visit Mesa earns DMA West Best Idea Program for Outstanding Achievement.
- Communications team sponsors the Association of Food Journalists annual conference in anticipation of their 2018 Arizona meeting.
- Visit Mesa Partnership celebrates fifth year of programming, launches new Partnership deliverables featuring more digital media applications.

**OCTOBER / 2017**
- Budget Travel Names Mesa’s Fresh Foodie Trail® *The Gourmet Oasis in the Arizona Desert You Have to Taste to Believe*.
- Travel Industry Sales German trade representative conducts tour operator product trainings across Germany reaching 45 agents.
- Visit Mesa hosts Fresh Foodie Trail® group media FAM and brings in food influencers, Instagrammer @nonstopeats features viral video reaching more than 24,000 views during the tour.

**DECEMBER / 2017**
- Visit Mesa hosts the US Sports Congress attended by 125 sports industry contacts who experienced Sloan Park, Longbow Golf Course, Mesa hotels, Sonoran Desert activities, craft brewery tours and more.
- National Sales secures The Privilege Institute for their March 2020 conference and signs six Mesa hotel contracts, including the Mesa Convention Center.

**NOVEMBER / 2017**
- Communications team hosted first-ever Adventure Explorer group media FAM tour bringing Matador Network and both Runner’s World and Women’s Health Magazine from China.
- Travel Industry Sales begins designing brand new consumer interface booking engine capable of providing highest-ever hotel discounts for direct bookings on VisitMesa.com.
MARCH / 2018

- Travel Industry Sales joins Arizona Office of Tourism in overseas China Mission to Shanghai, Beijing and Chengdu reaching more than 250 clients with updates on Mesa
- Launched the National Sales content activation digital campaign to 50K meeting planners across all segments in partnership with Connect Meetings, resulted in more than 1,000 pageviews with an overall average time on page of 5:29, 158% longer than the site average
- Communications attended the annual U.S. Travel Association’s Destination Capitol Hill event created to educate policymakers about the power of travel; Michelle Streeter participated in advocacy training with other industry leaders across Arizona and met with our elected officials

APRIL / 2018

- Google loans Visit Mesa their revolutionary 360-degree video camera to capture unique videography throughout Mesa
- USA Swimming TYR Pro Swim Series returns to Mesa where Olympic Gold Medalist Olivia Smoliga sets new American record in the 50-meter backstroke
- Communications team hosts exclusive Town of Queen Creek group media FAM tour launching their first overnight accommodations product, The Cozy Peach at Schnepf Farms

FEBRUARY / 2018

- Sports Sales attends the Connect LGBTQ Event Summit for the first-time, sponsored by Nike and hosted in Eugene, OR, this event introduced Mesa to 20+ rights holders
- Visit Mesa awarded the 2019 and 2020 NAIA Men’s Golf Championships
- National Sales hosts the Kennedy Center American College Theater Festival Region VIII with more than 1,500 attendees representing 1,700 room nights at three Mesa hotels, event will hold their 50th Anniversary Festival in Mesa in 2018; Mesa is the first-ever destination to host this Festival two years in a row

JUNE / 2018

- Visit Mesa extends support to secure Mesa Plays Youth & Amateur Multi-Purpose Sports Complex on the official ballot for the City of Mesa General Election, November 6
- National Sales closes the fiscal year with a new record of 20,517 total room nights; 46% increase over FY17
- Sports Sales welcomes two new events to Mesa, the American Junior Golf Association’s Superstition Springs Tournament and the USA Water Polo Mountain Zone Regionals held at Kino Aquatic Center

JANUARY / 2018

- TripAdvisor features Mesa in 15 Best Affordable, Warm Winter Vacations Right Here in the U.S.
- Communications invites Town of Queen Creek to attend International Media Marketplace, an appointment-based show in New York City that resulted in more than 30 media appointments including AOL.com, Architectural Digest, Smarter Travel and USA Today
- Visit Mesa publishes new Adventure Explorer Guide featuring outdoor map, trails, flora and fauna checklists, water recreation, the Limitless Geo Tagging campaign and more
VISITORS MEAN BUSINESS | Of the four legislative districts that include Mesa (LD 16, LD 18, LD 25 and LD 26), VISITORS SPENT $2.5B in those districts. That spending brought in $274 MILLION in local and state taxes. Visitor spending in these four districts supports 21,300 JOBS.*

Source: Dean Runyan Associates

MARICOPA COUNTY

22.7M visitors to Maricopa County in 2017 spent $14.7B and supported 108,760 jobs and contributed $1.3B in state and local tax revenue.*

22.7M VISITORS

$14.72B SPENT BY VISITORS

$1.3B CONTRIBUTED TO STATE AND LOCAL TAXES

$780 SAVED PER YEAR IN HOUSEHOLD TAXES

Visitor spending in Maricopa County saves every county household $780 in taxes per year.*

*Source: Dean Runyan Associates

STATE

43.9M domestic and international overnight visitors chose to experience Arizona in 2017.*

43.9M DOMESTIC AND INTERNATIONAL VISITORS IN 2016

$22.7B SPENT BY VISITORS

$3.37B CONTRIBUTED TO STATE AND LOCAL TAXES

These visitors generated over $22.7B in spending, which breaks down to an estimated $62M every single day or $42K every single minute.*

In 2017, travel-generated employment reached a new record of more than 187,100 direct jobs. This represents an addition of 2,900 jobs for our residents over the previous year.*

Visitor spending in Arizona led to $3.37B in local and state tax revenue, representing an annual tax savings of $1,293 for every Arizona household.*

*Source: Dean Runyan Associates

A NOTE FROM VISIT MESA PRESIDENT & CEO MARC GARCIA

It is important to note that these tax dollars generated by visitation go directly to essential services for Mesa residents such as public safety, health services and education. This is the reason why tourism and the visitor industry is one of our state’s most important economic drivers. Furthermore, travel-generated fiscal impacts employ, directly and indirectly, many residents throughout our community who, of course, move the economy along through their own purchases, investments and tax payments in Mesa.
Maricopa County Taxes in Household

Tax revenue supported 108,760 jobs and contributed $1.3B in state and local taxes. Visitor spending in these four districts supports local and state taxes. Visitor spending in Maricopa County led to $3.37B in local and state tax revenues, 22.7M visitors to Maricopa County in 2017 spent $14.7B and 2,900 jobs for our residents over the previous year.

*Source: Dean Runyan Associates*

**VISIT MESA PERFORMANCE**

**FY18 Production:**

**95,534 ROOM NIGHTS = $78,884,128** in Estimated Economic Impact

City Investment in Visit Mesa in FY 2018: $2,681,680 OR $29.41 for each dollar invested in estimated direct visitor expenditures and other economic impacts.

**ALL-TIME RECORD**

**10-YEAR HISTORY**

**NUMBER OF BOOKED ROOM NIGHTS**

<table>
<thead>
<tr>
<th>Year</th>
<th>Booked Room Nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>21,362</td>
</tr>
<tr>
<td>2010</td>
<td>17,385</td>
</tr>
<tr>
<td>2011</td>
<td>19,561</td>
</tr>
<tr>
<td>2012</td>
<td>11,244</td>
</tr>
<tr>
<td>2013</td>
<td>38,612</td>
</tr>
<tr>
<td>2014</td>
<td>48,475</td>
</tr>
<tr>
<td>2015</td>
<td>43,870</td>
</tr>
<tr>
<td>2016</td>
<td>62,867</td>
</tr>
<tr>
<td>2017</td>
<td>78,114</td>
</tr>
<tr>
<td>2018</td>
<td>95,534</td>
</tr>
</tbody>
</table>

**DEMAND GROWTH IN MESA EXCEEDED THE GREATER PHOENIX MARKET IN EACH OF THE LAST FOUR YEARS.**

**NATIONAL SALES**

<table>
<thead>
<tr>
<th>Bookings</th>
<th>Booked Room Nights</th>
<th># of Visitors</th>
<th>Estimated Economic Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>53</td>
<td>20,517</td>
<td>3,801</td>
<td>$17,841,109</td>
</tr>
</tbody>
</table>

**SPORTS SALES**

<table>
<thead>
<tr>
<th>Bookings</th>
<th>Booked Room Nights</th>
<th># of Visitors</th>
<th>Estimated Economic Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>104</td>
<td>36,958</td>
<td>19,626</td>
<td>$50,635,189</td>
</tr>
</tbody>
</table>

*Source: DMAI Impact Calculator*

Figures tallied reflect business booked by Visit Mesa sales efforts and bookings may occur in future months and years. Not factored into these totals is the consumption by leisure travelers who may have booked Mesa hotels and other Mesa travel experiences as a result of Visit Mesa’s award-winning marketing campaigns.
## Travel Industry Sales

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bookings</td>
<td>132</td>
</tr>
<tr>
<td>Booked Room Nights</td>
<td>38,059</td>
</tr>
<tr>
<td># of Visitors</td>
<td>32,463</td>
</tr>
<tr>
<td>Economic impact</td>
<td>$10,407,830</td>
</tr>
</tbody>
</table>

## Communications

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Articles Generated</td>
<td>419</td>
</tr>
<tr>
<td>Earned Media Impressions</td>
<td>647,553,664</td>
</tr>
<tr>
<td>Media Assisted</td>
<td>380</td>
</tr>
<tr>
<td>Media Hosted (FAMs)</td>
<td>106</td>
</tr>
<tr>
<td>Social Media Deliverables</td>
<td>844</td>
</tr>
<tr>
<td>Influencer Engagements*</td>
<td>142,640</td>
</tr>
</tbody>
</table>

*Engagements are tracked as a combination of unique views, likes and comments on social media posts featured on Twitter, Instagram, Snapchat and Facebook accounts of our clients.

## Social Media

### Visit Mesa Account Activity

<table>
<thead>
<tr>
<th>Platform</th>
<th>Likes</th>
<th>Views</th>
<th>Impressions</th>
<th>Clicks</th>
<th>Click Thru Rate</th>
<th>Revenue Total*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>26,735</td>
<td>25,280</td>
<td></td>
<td>258</td>
<td>0.20%</td>
<td>$150,350</td>
</tr>
<tr>
<td>YouTube</td>
<td>249,746</td>
<td>1,497</td>
<td>125,917</td>
<td></td>
<td>0.04%</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>8,956</td>
<td>2,796</td>
<td>815,556</td>
<td>99</td>
<td>0.03%</td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td>4,945</td>
<td>7,567 tags</td>
<td>560,000</td>
<td>461</td>
<td>0.06%</td>
<td></td>
</tr>
<tr>
<td>Instagram Engagement</td>
<td>23,711</td>
<td>1,448 tags</td>
<td></td>
<td>1,786</td>
<td>0.37%</td>
<td></td>
</tr>
<tr>
<td>Snapchat</td>
<td>525,119</td>
<td>565 tags</td>
<td></td>
<td>51</td>
<td>0.01%</td>
<td></td>
</tr>
</tbody>
</table>

### VisitMesa.com

- "#VisitMesa": 1,448 tags
- "#MesaCityLimitless": 1,448 tags
- "#FreshFoodieTrail": 565 tags

## Partnership

<table>
<thead>
<tr>
<th>Program</th>
<th>Total Partners</th>
<th>Boundless</th>
<th>Limitless</th>
<th>Referrals</th>
<th>Revenue Total*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Partners</td>
<td>165</td>
<td>11</td>
<td>9</td>
<td>8,570</td>
<td>$150,350</td>
</tr>
<tr>
<td>Effortless</td>
<td>115</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effortless Plus</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Priceless</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Reflects combined trade and cash contracts

## VisitMesa Hashtag Use

- #VisitMesa consumer hashtag use increased 98% in FY 17/18
# Tax Revenue

- **22.7M visitors to Maricopa County in 2017 spent $14.7B.**
- Source: Dean Runyan Associates

## Visitor Spending in 2017
- **2,900 jobs** for our residents over the previous year.
- **$274 MILLION** in taxes per year.
- Visitors generate over **$22.7B** in spending, which breaks down to an estimated **$62M** every single day or **$42K** every single minute.

## Visitor Spending in Arizona
- **$1.3B** spent by visitors.
- **$3.37B** in local and state tax revenue, representing an annual tax savings of **$1,293** for every Arizona household.

## Visitor Spending in Maricopa County
- **$22.7B** in spending.
- **21,300 JOBS** supports local and state taxes.
- Visitors mean business.

## A Note from Visit Mesa
- **VISITORS MEAN BUSINESS**
- Of the four legislative districts that include Mesa (LD 16, LD 18, LD 25 and LD 26), visitor spending in those districts supports many residents throughout our community who, of course, move the economy along through their own purchases, investments and tax payments in Mesa.
- It is important to note that these tax dollars generated by visitation go directly to essential services for Mesa residents such as public safety, health services and education.

## VISIT MESA Performance
- **95,534 ROOM NIGHTS = $78,884,128**
- FY18 Production:
  - ALL-TIME RECORD
  - 10-YEAR HISTORY

## Digital Marketing

<table>
<thead>
<tr>
<th>Platform</th>
<th>Total Campaign Impressions</th>
<th>Total Campaign Clicks</th>
<th>Average Click-Through Rate</th>
<th>Total Video Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>facebook</td>
<td>53,744,889</td>
<td>141,447</td>
<td>0.26%</td>
<td>1,655,494</td>
</tr>
<tr>
<td>AccuWeather.com</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weather Triggered Display Ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expedia</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Static Ads</td>
<td>4,579,229</td>
<td>43,821</td>
<td>0.96%</td>
<td></td>
</tr>
<tr>
<td>Video Ads</td>
<td>368,317</td>
<td>207,333</td>
<td>56.29%</td>
<td></td>
</tr>
<tr>
<td>outdoor project</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Static Ads</td>
<td>815,556</td>
<td>258</td>
<td>0.03%</td>
<td></td>
</tr>
<tr>
<td>PANDORA®</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Static Ads</td>
<td>508,817</td>
<td>879</td>
<td>0.17%</td>
<td></td>
</tr>
<tr>
<td>SAVEUR</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Static Ads</td>
<td>823,817</td>
<td>461</td>
<td>0.69%</td>
<td></td>
</tr>
<tr>
<td>tripadvisor®</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Static Ads</td>
<td>125,917</td>
<td>258</td>
<td>0.20%</td>
<td></td>
</tr>
<tr>
<td>WESTJET®</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Static Ads</td>
<td>170,979</td>
<td>1,456</td>
<td>0.85%</td>
<td></td>
</tr>
<tr>
<td>YAHOO!</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Millennial Display</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Static Ads</td>
<td>22,748,953</td>
<td>37,913</td>
<td>0.17%</td>
<td></td>
</tr>
<tr>
<td>PULSEPOINT®</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Static Ads</td>
<td>794,867</td>
<td>5,467</td>
<td>0.69%</td>
<td></td>
</tr>
<tr>
<td>SAVEUR</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Static Ads</td>
<td>823,817</td>
<td>461</td>
<td>0.69%</td>
<td></td>
</tr>
<tr>
<td>CANADIAN Traveller</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Static Ads</td>
<td>560,000</td>
<td>51</td>
<td>0.01%</td>
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