

MESA IS PART OF THE GREATER PHOENIX AREA, A REGION WITH A POPULATION OF 4 MILLION PEOPLE AND PROJECTED TO GROW TO MORE THAN 6 MILLION BY 2030. MESA OFFERS BUSINESSES VIBRANT VARIETY AND ENDLESS OPPORTUNITIES.

START YOUR JOURNEY HERE.

Arizona Visitor Summary

- Tourism is one of the top industries in Arizona.
- 37.4 million domestic and international overnight travelers visited Arizona—equal to roughly 102,000 visitors per day.
- Travelers spent \$18.5 billion in Arizona, which equates to almost \$51 million every day.
- Travel spending in Arizona generates a direct impact of 166,900 jobs with earnings of \$5.0 billion.
- Almost 80 percent of all travel spending in Arizona comes from out-of-state and international visitors.
- Domestic non-residents make up the largest share of overnight visitors (61 percent) to Arizona with 22.6 million visitors. The second largest visitor segment was Arizona residents with 9.8 million overnight visitors, representing 26 percent of the market.
- Nearly five million international visitors make up 13 percent of Arizona’s overnight visitors. Of those, 3.8 million international visitors to Arizona came from Mexico, or 76 percent of overnight visitation.

(Source: azot.gov)

A Look Ahead...

The City of Mesa has entered into an agreement with Gaylord Entertainment to bring a 1,200-room destination resort and 500,000-square-foot convention center to Mesa Proving Grounds, a 3,200-acre portion of land in the southeast quadrant of the city. The plan also calls for a 20,000-square-foot spa, Tom Fazio-designed 18-hole golf course, additional hotels and will lay the foundation for substantial ongoing private investment and development over the next decade. These one-of-a-kind, all-encompassing hospitality, convention and entertainment offerings will attract millions of new leisure and business visitors to the area.



MAJOR AREA ATTRACTIONS AND EVENTS LURE VISITORS YEAR-ROUND

Greater Phoenix always has a game going on. From the Tostitos Fiesta Bowl and Cactus League Spring Training to NASCAR and the PGA Tour, the region hosts some of the biggest sporting events in the world. Minutes away from downtown Mesa by car or light rail, visitors can enjoy the Arizona Diamondbacks at Chase Field, Phoenix Suns at US Airways Center or the Arizona Cardinals at University of Phoenix Stadium. National amateur sports tournaments are scheduled during shoulder and summer seasons including the Western Athletic Conference baseball tournament and the American Junior Golf Association (AJGA) Heather Farr Classic in Mesa.

In Mesa, signature events across the city serve as a lure to visitors—including MACFest (Oct-May), the two-month long Renaissance Festival and the seven-month season most RV parks enjoy from winter visitors (Oct-Apr). Mesa also enjoys an onslaught of Canadian visitors that boost our numbers each year with longer-term, extended stays. And, let’s not forget the world-class golf courses (more than 300 in Arizona) and premier shopping (*Ann Taylor, White House/Black Market, bebe, Brighton, Coach, Coldwater Creek*) at Dana Park Village Square, Superstition Springs Center, Mesa Riverview, Fiesta Mall, Chandler Fashion Center and San Tan Village.

World-Class Venues	Annual Attendance
Arizona Science Center	410,908
Arizona State University Sun Devil Stadium	533,356
Chase Field	2,699,178
Grand Canyon National Park (West)	700,000
Hohokam Stadium - Chicago Cubs Spring Training in Mesa	203,105
Mesa Arts Center	289,623
Phoenix International Raceway	400,000
Tempe Town Lake	2,782,000
Tostitos Fiesta Bowl	72,047
University of Phoenix Stadium	1,180,149
US Airways Center	1,392,526

(Source: The Business Journal Book of Lists)



EMPOWERED TO HELP YOU BUILD YOUR BUSINESS

The City of Mesa is committed and empowered to provide the service and real solutions to meet site selection and construction schedule. The Office of Economic Development works closely with the client throughout all phases of the development process and looks forward to helping you build and grow your business in Mesa. Contact us today.



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MAKE YOUR MARK IN MESA, AZ

Mesa, Arizona is the 38th largest city in the United States and the second largest city in the Greater Phoenix Metro Area. Situated between Scottsdale and the foothills of the legendary Superstition Mountains, Mesa offers business and leisure travelers a diverse mix of amenities, attractive accommodations and convenient, expanding air service to meet the growing demand.

TOURISM

DEVELOPING TOURISM: HOSPITALITY AND BEYOND

MESA BY THE NUMBERS

A diverse population in Mesa fosters a culture of creativity, openness and energy benefiting the area's employers and Mountain West lifestyle. Mesa's population is young with a median age of 34 years, compared to the U.S. median age of 35.3. Only 13 percent of Mesa's population is above 65 years, compared to the national average of 12.4 percent. Young, college-educated workers are attracted to Mesa because of its high-tech economic base and quality environment. Arizona had the 2nd-highest-percent growth rate between 1995 and 2005, and the Mesa area population has increased by 14 percent since 2000. The state had a net gain of over 400,000 college graduates over the age of 25 from 1990 to 2004.

DEMOGRAPHICS

Average Household Income: \$67,285
 Population: 462,286
 Median Age: 34

Age	2010
Under 5 yrs.	9%
5-17	19%
18-34	24%
35-54	25%
55-64	9%
65+	14%

(Source: Claritas – 2010)

MESA OFFERS AMAZING AMENITIES

Mesa, Arizona boasts 59 hotels and 5,183 rooms representing product in the major brand categories including Hilton, Hyatt, Holiday Inn, Marriott, Best Western, La Quinta and Choice, plus product rich in tradition and southwestern hospitality like the Arizona Golf Resort.

Mesa's unique venues offer one-of-a-kind meeting facilities that are sure to impress. In Downtown Mesa, just 20 minutes from Phoenix Sky Harbor Airport, the Mesa Convention Center is a full-service meeting and event facility. The center offers 19,000-square-feet of exhibit area with an additional 19,000-square-feet of flexible meeting space. Fifteen meeting rooms offer a wide variety of sizes and configurations and the adjacent 275 room Phoenix Marriott Mesa hotel makes accommodations easy. The Mesa Amphitheatre is part of the Center and is ideal for casual concerts, events and small or large gatherings of up to 4,200. The Mesa Convention and Visitors Bureau offers complimentary services and assistance to help streamline the planning process.

Also located in downtown, the Mesa Arts Center (MAC) is the largest arts center in Arizona and the only center offering comprehensive professional performing arts, visual arts and arts education programming on one state-of-the-art campus. The campus is comprised of three buildings (212,775-square-feet) on seven acres, four theaters seating 99 to 1,600, five galleries, meeting spaces, a lecture hall and 14 visual and performing arts studios.

When work is finished, head outside to a golfer's paradise. Practice your putt on one of Mesa's many world-renowned golf courses set against the natural beauty of rugged mountains and blue western skies. Mesa offers a setting for golf enthusiasts second to none.

Mesa's neighbor, Phoenix, is America's fifth-largest city and the gateway to the Grand Canyon. A panorama of urban sophistication, Greater Phoenix is sprinkled with resorts and spas that soothe souls, state-of-the-art stadiums and arenas worthy of the world's biggest sports spectacles, restaurants with inspired cuisine and hundreds of golf courses that beckon players year-round. The Phoenix Convention Center recently completed a \$600 million expansion with 900,000-square-feet of convention space. The new 20-mile Light Rail transportation system makes getting around fast and easy.



AIRPORTS / AIRLINES

Mesa Airports

Mesa boasts two airports—each offers a diverse portfolio of aerospace, defense, aviation and other high-tech industries, plus the operations to support those such as MRO, cargo and R&D activities.

Current activity and demand at both major employment centers in Mesa would support additional hotel properties today. Future growth in population, enhanced infrastructure and increased business development on airport and off will drive opportunities for product in or above the full-service category.

Phoenix Mesa Gateway Airport (IWA, AZA)

- Allegiant Air flies to more than 20 destinations from AZA and flew 600,000 passengers in 2009. In January 2010, Allegiant celebrated their one-millionth passenger at Gateway.
- Over 1,000,000 people live within a 30-minute drive of Gateway today with another million expected in the next decade.
- 35 aerospace and aviation companies are located at Gateway with more than 1,250 employees.
- Currently the passenger terminal is expanding to add two gates. Once complete, a third expansion will begin immediately.
- By 2020, projections are 1.5 to 2 million annual commercial passengers.
- By 2030, Phoenix Mesa Gateway Airport will have more than 100,000 high-value jobs within two miles and neighboring Arizona State University and Chandler Gilbert Community College enrollment will reach 30,000.



Falcon Field Airport (FFZ)

- Falcon Field Airport is owned and operated by the City of Mesa and is one of the largest general aviation airports in the United States in terms of based aircraft and annual aircraft operations.
- FFZ was named "Arizona Airport of the Year" in 2010 by the Arizona Airports Association.
- More than 70 businesses are based here, including The Boeing Company (Apache helicopter), MD Helicopters, Timken and CAE.
- The Falcon Field Business District employs over 10,000 people in many companies, and encompasses 7,000 acres with more than 600 acres available for business development.

PHOENIX SKY HARBOR INTERNATIONAL AIRPORT (PHX)

Just a few miles west of Mesa, PHX serves the region and state with more than 20 airlines. Most airlines offer hundreds of daily direct flights from major U.S. cities.

Aeromexico	British Airways	Midwest Airlines
Air Canada	Continental Airlines	Northwest Airlines
Alaska Airlines	Delta Air Lines	Southwest Airlines
Aloha Airlines	Frontier Airlines	Sun Country Airlines
America West Airlines	Great Lakes Aviation	United Airlines
American Airlines	Hawaiian Airlines	US Airways
American Trans Air	Jet Blue Airways	West Jet Airlines
Arizona Express	Mesa Airlines	

ECONOMIC DRIVERS BENEFIT TOURISM SECTOR

The East Valley (Mesa, Chandler, Gilbert, Tempe, Queen Creek, Apache Junction) is home to major companies that need amenities for sales staff, suppliers, contractors and visitors—creating a need for quality development geared for the business traveler. Company employees based in Arizona also create demand for accommodations, restaurants, golf, retail, attractions and other amenities. Residents in the East Valley also attract a large share of the "visiting friends and relatives" (VFR) market year-round to support the well-established hospitality industry.

Company	Arizona-based Employees
Intel Corp.	9,600
US Airways Group	9,032
The Boeing Co.	4,500
Banner Desert Medical Center	3,200
Freescale Semiconductor	3,000
Verizon Wireless	2,000
Banner Baywood Medical Center	1,971
Chandler Regional Medical Center	1,965
Sonora Quest Laboratories	1,526
Microchip Technologies, Inc.	1,485
Orbital Sciences Corp.	1,450
Insight	1,267
Mercy Gilbert Medical Center	1,120
Medtronic Microelectronics Center	1,100
Empire Southwest, LLC	800
Mountain Vista Medical Center	600

(Source: The Business Journal, based on the number of full-time employees)

Area Hospitals	No. of Beds / No. of Physicians
Banner Desert Medical Center/Cardon Children's Hospital	569 / 1,220
Banner Baywood Medical Center	442 / 800
Chandler Regional Medical Center	225 / 800
Mercy Gilbert Medical Center	206 / 670
Banner Gateway Medical Center	176 / 620
Banner MD Anderson Cancer Center opening 2011	76 / TBD
Mountain Vista Medical Center	178 / 448
Banner Baywood Heart Hospital	111 / 475

East Valley Area Higher Education	No. of Students Enrolled
Arizona State University (ASU) (ASU Polytechnic Campus in Mesa - 10,000)	68,064
Mesa Community College	25,960
Rio Salado College	20,865
Chandler-Gilbert Community College	11,058
A.T. Still University	2,884
University of Advancing Technology	1,141



MARCH MEANS EVEN MORE

Mesa is in the heart of Arizona's Cactus League Spring Training action and the Spring Training home of the Chicago Cubs—the biggest draw in the Cactus League in 13 of the past 15 years. In 2010, the Cubs drew a single game record 13,462 fans at Hohokam Stadium in Mesa and the Cubs' per game attendance averaged 10,690. The same year close to 1.46 million fans attended 217 games, a five percent increase per game. While March remains the pinnacle of Mesa's visitor season, other tournaments at Hohokam Stadium, leisure-travel events in Mesa and Greater Phoenix, along with a steady flow of business travel, promote the need for additional quality accommodations and amenities.