



## Sedona Lodging Council

January 9, 2024

### The Year Ahead – Economic Forecast

The U.S. Chamber of Commerce and Metlife indicate that 25% of the businesses believe the U.S. economy is in good health. 53% of small businesses say inflation is the top challenge they're facing, while 53% agree there is a worker shortage in their local area.

Arizona's economy is forecasted to grow by 1.6% in 2024, slower than last year, and roughly in line with Comerica's forecast for 1.4% national economic growth.

### Advertising Opportunity in Western Art & Architecture

The SCC&TB recognizes "Western Art & Architecture" as an excellent way to reach art lovers and cultural tourists – a very good target audience for Sedona. The SCC&TB has negotiated reduced advertising rates with the publisher that we are now extending to our members.

WA&A showcases interior design, architectural design and compelling art while invoking the readers' passion for art and architecture through a powerful sense of time and place.

#### APRIL | MAY

Space Deadline: February 8  
Ad Copy Due: February 10  
Newsstands: March 8

#### Ad Rates:

Full page: \$3,825  
2/3 Page: \$2,825  
1/2 Page: \$2,425  
1/3 Page: \$1,725  
1/4 Page: \$1,300

For more information, contact Communications Manager, Carol Kahn at [ckahn@sedonachamber.com](mailto:ckahn@sedonachamber.com).

### New Year Chamber Mixer – January 17

Kick off the New Year with the premier networking event! We are holding the next Chamber Mixer on January 17<sup>th</sup> at [Enchantment Resort's Village Terrace location](#).

RSVP for this wonderful event at [SedonaChamberEvents.com](http://SedonaChamberEvents.com). Registration closes on January 16.



## Digital Marketing and Social Media Consultations

Are you looking to boost your digital and social media presence?

The Sedona Chamber of Commerce & Tourism Bureau is pleased to offer personalized digital marketing and social media consultations.

Our services encompass a range of areas including audience engagement, strategy development and branding, content ideas, comprehensive website audits with actionable insights, effective utilization of social media tools like stickers and stories and expert guidance on paid advertising. These consultations are available either in person at our administrative office or online via Zoom.

Please note that availability is limited. To schedule your consultation and take a step towards elevating your business's digital impact, contact our Digital Marketing Manager, Eric Nguyen, at [enguyen@sedonachamber.com](mailto:enguyen@sedonachamber.com).

## New VisitSedona.com Advertising Program

One of your greatest benefits of membership is having access to our incredible online platforms, including VisitSedona.com. VisitSedona.com sees roughly 3.4+ million annual pageviews and continues to be a top result for Sedona searches.

Knowing its immense value to our tourism-oriented partners, we work diligently to regularly improve the site's performance for the benefit of your business' visibility.

We're thrilled to introduce Destination Signals, our new expert partners in digital advertising. This partnership is a game-changer, offering you a chance to amplify your reach to a targeted travel audience with less effort and greater impact.

- Simplified Management: Destination Signals will handle billing, tracking, and reporting, and even banner ad creative development if you'd like, freeing you to focus on your business.
- Enhanced Creatives: Enjoy unlimited updates to ad copy and images, ensuring your campaigns stay fresh and appealing.
- Expert Guidance: Get professional recommendations and optimizations to maximize your ad performance.

For more information, contact Michelle at [mkostecki@sedonachamber.com](mailto:mkostecki@sedonachamber.com) and Ashley at [Ashley.freeburg@destinationals.com](mailto:Ashley.freeburg@destinationals.com) .

