



SEDONA LODGING COUNCIL 

SLC NEWS!

February 2024

Sedona Chamber of Commerce & Tourism Bureau

Together with numerous hotel/resort properties the Chamber has formed the voluntary Greater Sedona Business Improvement District (BID). The BID is a way of funding business-focused marketing programs to help increase exposure and revenue for participating businesses in Sedona and the surrounding areas.

The BID participants pass along an assessment/fee to their guests' folios. Those collected funds are then pooled by all BID participants who, in return, receive special promotional visibility as [Sedona's Select Hotels](#) on our high-performing tourism-based Visit Sedona channels. We provide monthly reporting on the marketing, and the results thus far are great! Increased revenue is coming in and the hotels are happy with the program. We are also planning to promote BID participants in a dedicated paid outbound marketing campaign this summer – your need season.

The BID is now up to 12 participating hotels. The BID Committee this month decided to place a cap on the number of hotel participants – 18 total. We have 6 open spots. Don't miss this chance to receive free marketing for your property.

For more information on how to become a BID participant, please contact Michelle Kostecki at the Sedona Chamber of Commerce 928-204-1123 ext. 410

or mkostecki@sedonachamber.com.

In the hotel, a guest's comfort whispers your legacy, and their delight amplifies it!

CURRENT NEWS!

Please join us at the monthly SLC meeting on Tuesday, February 13th at 8AM at the Sedona Public Library. Our guest speakers will be Kim Sabow and Nicole LaSlavic of the AzLTA (Arizona Lodging and Tourism Association). They will be speaking on new legislation regarding Lodging and their role as President and Vice President of AzLTA in advocating for our industry.

The city of Sedona welcomes Anette Spickard as the new City Manager, a job she is planning to begin on April 8, 2024. Spickard comes from McCall, Idaho a tourist and outdoor recreation destination surrounded by National Forest about 100 miles north of Boise, Idaho. Spickard has a Master of Public Administration from the University of Washington and a Bachelor of Arts in Business Management from Loyola Marymount University.

The Sedona Arts Center will be presenting exhibits and a series of events featuring the works of African American artists called Vision and Sound from February 1-29, 2024 in their Special Exhibit Gallery on Art Barn Road. Join them for a free reception (including free music, food, and drink) at Celebrate Sedona on Wednesday, February 7 at 4PM.

FEATURED HOTEL: Arroyo Pinon Hotel

Arroyo Pinon Hotel located in the heart of red rock country in West Sedona, is a part of the Ascend Hotel Collection. Accommodations include 44 rooms and suites. The property features a large fire pit with sitting area and cabanas next to a sparkling pool. To celebrate a month of LOVE, they are offering their **Romance Upgrade**. Romance means different things to different people, we get it. How about making smores at the pool side fire table? Or maybe you would prefer champagne and chocolates in a King fireplace room. In-room jetted tubs can take that romantic evening to the next level!

