

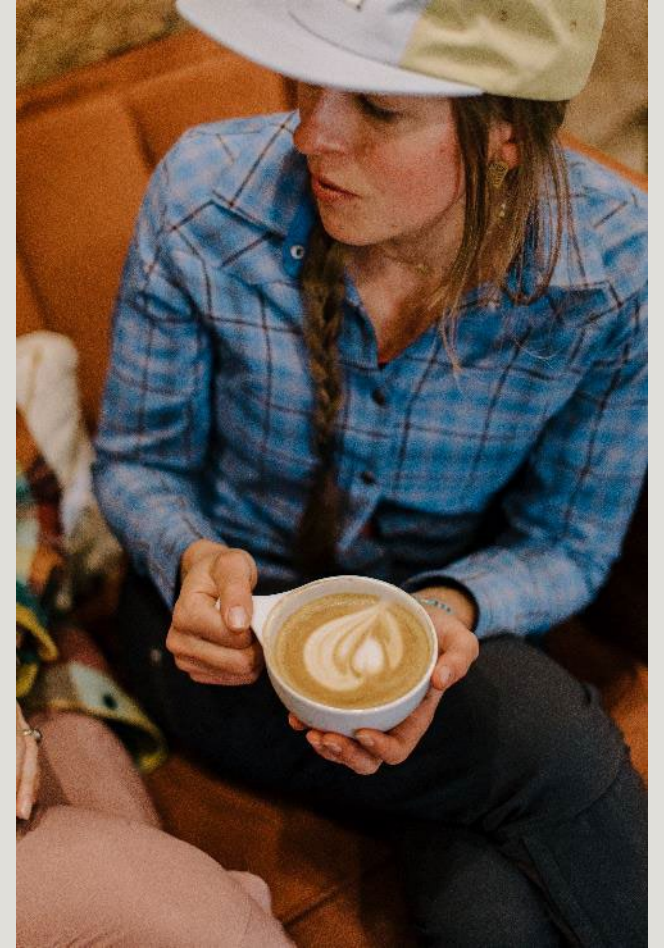


# CITY OF SEDONA **TOURISM PROGRAM**

Lodging Council Meeting  
June 10, 2025

# Agenda Items

- Summer Campaign Launch Update
- B2B Tourism Industry Development Update
- State of Sedona Tourism Research
- Partnership Opportunities



## TOURISM PROGRAM





# Summer 2025 Campaign Update



# Campaign Overview

- 1) May 15 to Aug. 31 (15 days sooner than Summer 24) for \$163,582:
  - Paid search (\$12,000)
  - Meta ads for in-market (\$14,500)
  - Meta ads out-of-market (\$21,00)
  - Attribution web ads for out-of-market (\$70,500)
  - Attribution CTV ads for out-of-market (\$45,582)
- 2) In-market Meta targeting includes:
  - 25-mile radius around Sedona and Phoenix
- 3) Out-of-market cities includes:

• Phoenix	• San Francisco	• Chicago	• Dallas
• Los Angeles	• Las Vegas	• Seattle	
• Tucson	• San Diego	• Denver	

Redefine  
Artistry



**SEDONA**  
stay inspired



## TOURISM PROGRAM



# TOURISM PROGRAM



# Summer Campaign Videos



## TOURISM PROGRAM



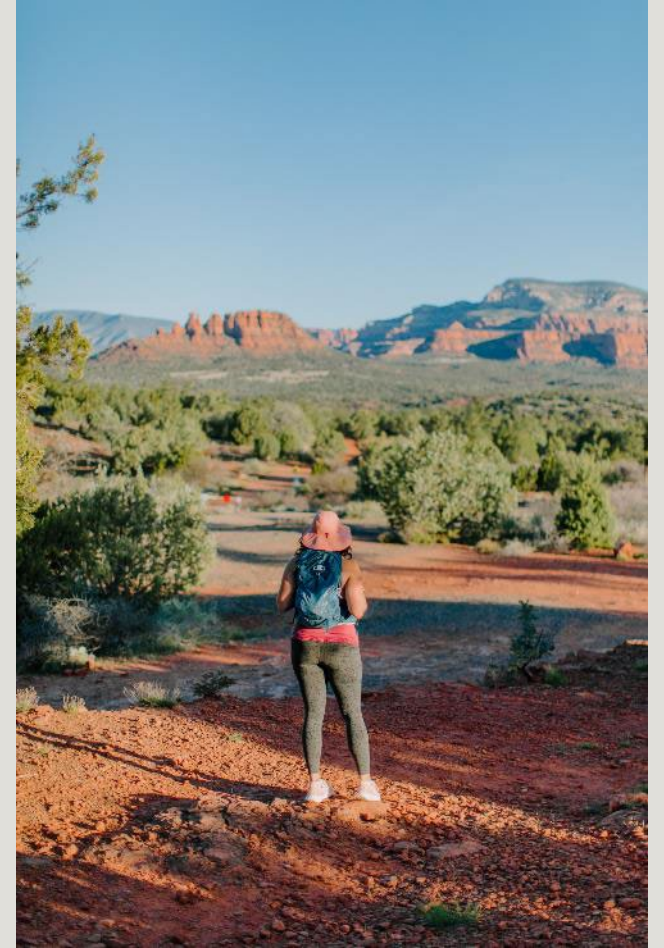


# **B2B Industry Development Updates**



# Context


- A key function for the tourism program is working directly with travel media, travel trade, and meeting planners to drive awareness and new business
- This is most often done in partnership with the Arizona Office of Tourism (AOT), but also includes partnerships with other Arizona destinations or done on our own
- This also includes trade shows like NTA Travel Exchange, Travel Classics West, GoWest Summit, AOT Sales Missions, and IPW



## TOURISM PROGRAM



# New ScenicSedona.com Landing Pages






## MEDIA REQUESTS




Thank you for considering Sedona as the next destination to highlight in your coverage. Our team welcomes the opportunity to explore a partnership with media and content creators that enhances Sedona's reputation as a leading destination.

The iconic red rock landscape is home to more than 400 miles of trails, world-class business services, and the allure of experiencing spiritual vortex energy. All this and more contributes to a unique small-town character that provides a high quality of life.

You, our media partners, can help ensure Sedona's beauty and spirit remain for generations to come by producing content through the lens of responsible and respectful visitation. Together, let's tell the story of Sedona in a way that inspires all those that experience it to leave behind a positive legacy.


### Media and Content Creator resources





### Media and Content Creator request forms

All media requests can be submitted using the form below on this page. If you are a content creator, please submit responses to the [Content Creator request form](#).



## GROUP TOURS & TRAVEL TRADE REQUESTS

Sedona captivates travelers from around the globe. Nestled within iconic red rock formations, our unique destination offers a harmonious blend of outdoor adventure, rich cultural experiences, and wellness retreats that inspire domestic and international visitors seeking regenerative experiences.




Whether you operate group tours or FIT, our team is available to assist you with promoting Sedona as a leading destination by providing example itineraries, local tips, and information about local business services and experiences.

### SEDONA'S TOURISM PRODUCT

- **Natural Beauty** - Sedona is surrounded by the Coconino National Forest, which is home to quintessential red rock formations and more than 400 miles of recreational trails.
- **Wellness & Retreats** - Reconnect with yourself at one of our numerous spas, meditation centers, yoga studios, or vortex sites.
- **Culinary Experiences** - Savor the tastes of the southwest at our fine dining locations, local hidden gems, and breweries, distillery, and wineries.
- **Vibrant Arts & Culture** - Get inspired by visiting our eclectic local galleries and museum, which offer art for purchase and classes to make your own.
- **Adventure for Every Traveler** - Sedona offers a diversity of guided experiences that include jeep tours, air tours, wine tours, hiking tours, biking tours, and stargazing tours.

### TRAVEL TRADE RESOURCES

We invite travel trade professionals to explore our resources and work with us to collectively tell Sedona's unique story to our visitors.





# TOURISM PROGRAM



# Familiarization (FAM) Tours

- The City has organized 31 FAM tours this fiscal year for 165 travel media and travel trade professionals
  - This has resulted in media coverage that showcases Sedona in a way that aligns with our values
  - This has resulted in new tour packages being sold that include Sedona and/or stronger presentation about Sedona within tour packages
- We have 5 more FAMs scheduled this month for an additional 20 industry professionals



**TOURISM PROGRAM**





SELF DRIVE TOUR

## FROM WAVES TO WONDERS

🕒 15 Days 14 Nights

💰 From £4199.00 per person

📍 United States

🔗 Boutique

### From Waves to Wonders: A Wellness Road Trip

This transformative 15-day self-drive adventure through California and Arizona is designed for those seeking stillness, inspiration, and reconnection. From beachside yoga in Santa Monica to desert stargazing in Joshua Tree and healing hikes in Sedona, every stop blends natural beauty with mindful experiences. Stay in handpicked boutique properties, enjoy spa rituals, energy healing, and outdoor adventures—all at your own pace. Whether you're recharging, reflecting, or simply escaping the noise, this carefully curated journey offers space to breathe and the freedom to explore the soulful spirit of the American Southwest.



#### Day 11: Sedona – Healing in the Red Rocks

Start your day with gentle yoga on your private villa terrace, or join a class at a local studio for a deeper connection. Head out on a vortex hike to Cathedral Rock, Bell Rock, or Boynton Canyon—all known for their spiritual energy and breathtaking views. In the afternoon, explore Sedona's healing side with a shamanic session, aura reading, or a soothing sound bath with a local practitioner. Later, browse the artisan boutiques at Tlaquepaque Arts & Shopping Village, where you'll find handmade crafts and spiritual tools. As night falls, gather for a fire circle meditation or simply sit under Sedona's dark, star-filled sky for a moment of quiet reflection.  
Stay: Adobe Grand Villas

#### Day 12: Sedona – Sunrise Clarity & Soulful Closure

Begin your day with a transformative included Sunrise Vortex Hike with Life Coaching, blending mindful movement, Sedona's powerful natural energy, and meaningful personal insight as the sun rises over the red rocks. Return to your villa for a nourishing breakfast and some well-earned relaxation. Spend the rest of your morning journaling, reflecting on your journey so far, or enjoying a peaceful stroll along the creek. If you wish, book a short Reiki session or simply soak up the serenity of your surroundings before continuing your journey south to Scottsdale.  
Stay: Adobe Grand Villas

#### Day 13: Sedona to Scottsdale – Arrive & Exhale

It's time to ease into the final chapter of your wellness journey with a gentle drive south into the Sonoran Desert, where sunshine, stillness, and healing await. Arrive at CIVANA Wellness Resort, nestled at the foot of Black Mountain, and feel the shift as you step into its calming embrace. Spend your afternoon unwinding—perhaps in the hydrotherapy circuit, herbal tea in hand, or stretched out by the pool. Choose from a wide selection of included daily wellness classes, from aerial yoga to breathwork and sound healing. In the evening, dine at Seed, the resort's signature restaurant, known for its seasonal, nourishing cuisine.  
Drive: 120 miles (2 hours)  
Stay: CIVANA Wellness Resort



# TOURISM PROGRAM



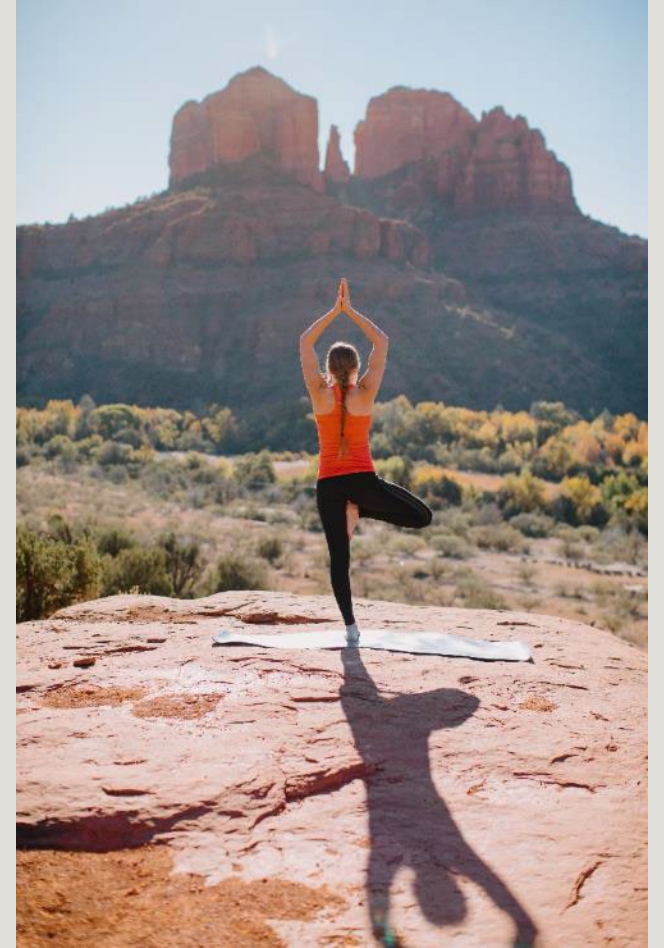


# **Meetings, Incentives, Conventions, & Exhibitions (MICE)**



# Meeting Sales Updates

- Our team is also structured to assist meeting planners to select Sedona as their next destination
- Our primary focus is luxury corporate retreats and incentive travel
  - We also focus on association events that are the right fit
- We became a HelmsBriscoe destination in September 2024
- We convened the Sales Managers at Greater Sedona hotels in February to understand destination needs and opportunities
- We hosted a HelmsBriscoe Luncheon in May



## TOURISM PROGRAM



# FY25 Meeting Sales Lead Update

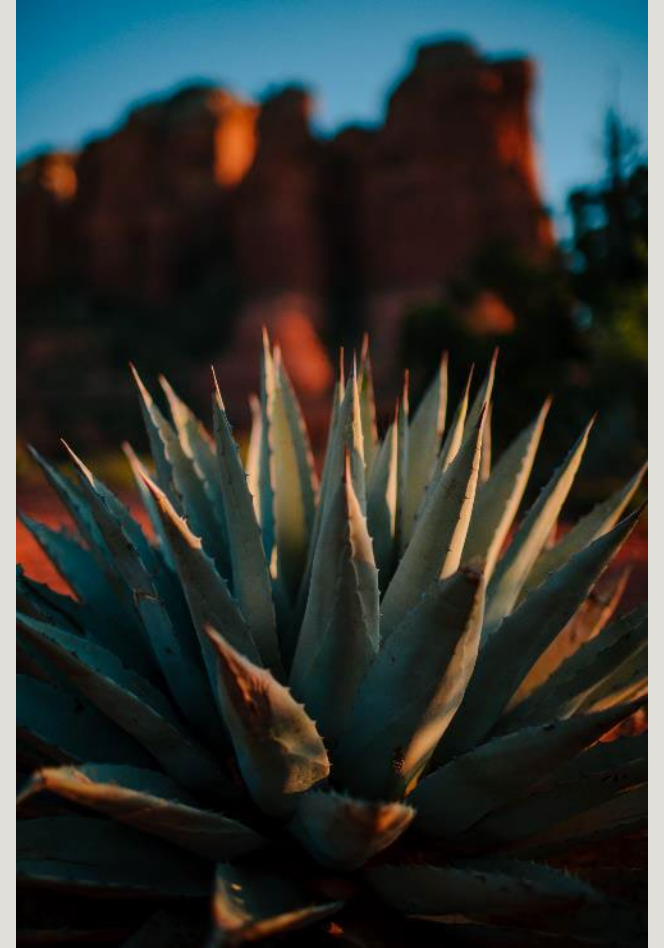
- Our team processed 36 leads this fiscal
  - 6 leads were booked in or around Sedona
  - 7 Leads remain open
  - 23 Leads were either lost to another destination, cancelled, or postponed to a later date



**TOURISM PROGRAM**

# Next Steps

- Continue to build out B2B industry landing pages on ScenicSedona.com
- Continue to work directly with travel media, travel trade, and meeting planners
  - This also includes organizing press trips, familiarization (FAM) tours, and site assessments
- Continue to attend domestic and international trade shows and missions
  - This includes adding a MICE trade show to the calendar in FY26







# Monthly Summary Report

## April 2025



# Monthly Historical Lodging

April 2025 | Sedona



## Hotel Performance

Source: STR (Sedona+)

	Occupancy	ADR	RevPAR	Revenue
Apr 2025	79.3%	\$471.63	\$373.90	\$26.2M
YOY % Change	-3.2% YOY	+12.6% YOY	+9.0% YOY	+9.0% YOY
Calendar Year-to-Date	70.3%	\$389.46	\$273.81	\$76.7M
YTD YOY % Change	+0.1% YOY	+8.1% YOY	+8.2% YOY	+8.3% YOY

## Short Term Vacation Rental Performance - Scraped AirBnB Data

Source: KeyData (Vacation Area - Residential Zone)

	Occupancy	ADR	RevPAR	Revenue
Apr 2025	61.2%	\$452.06	\$276.83	\$10.8M
YOY % Change	+4.5% YOY	+9.7% YOY	+14.7% YOY	+13.0% YOY
Calendar Year-to-Date	52.1%	\$415.08	\$216.25	\$34.2M
YTD YOY % Change	+0.6% YOY	+7.0% YOY	+7.6% YOY	+9.1% YOY

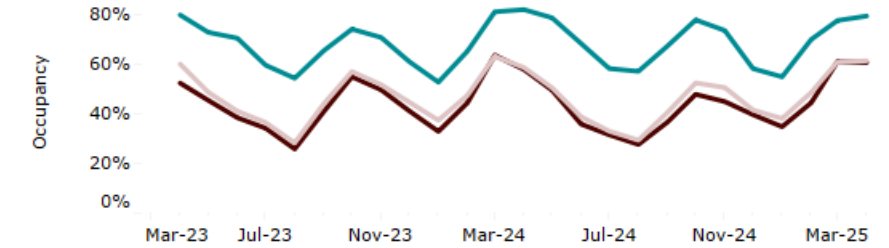
## Short Term Vacation Rental Performance - Scraped VRBO Data

Source: KeyData (Vacation Area - Residential Zone)

	Occupancy	ADR	RevPAR	Revenue
Apr 2025	60.6%	\$505.55	\$306.17	\$6.2M
YOY % Change	+4.8% YOY	+8.1% YOY	+13.2% YOY	+43.8% YOY
Calendar Year-to-Date	50.3%	\$466.27	\$234.45	\$18.9M
YTD YOY % Change	+1.6% YOY	+6.0% YOY	+7.7% YOY	+32.9% YOY

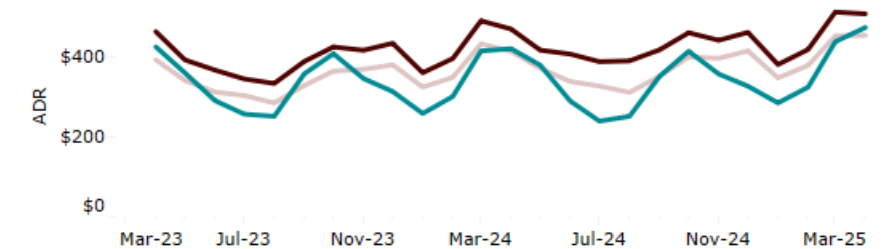
## Occupancy by Month

Hotels Short Term Vacation Rentals - Scraped VRBO Data  
Short Term Vacation Rentals - Scraped AirBnB Data



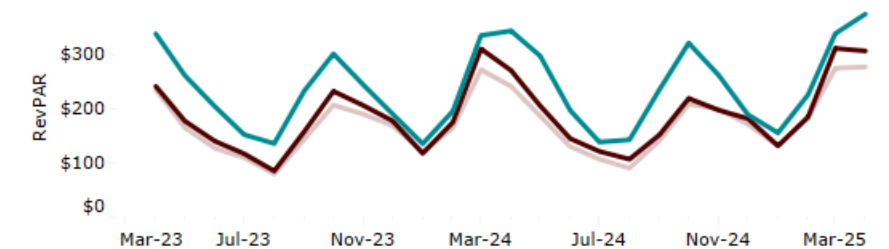
## ADR by Month

Hotels Short Term Vacation Rentals - Scraped VRBO Data  
Short Term Vacation Rentals - Scraped AirBnB Data



## RevPAR by Month

Hotels Short Term Vacation Rentals - Scraped VRBO Data  
Short Term Vacation Rentals - Scraped AirBnB Data





# Hotel Review

April 2025



## Sedona+ Hotel Performance

Calendar Year-to-Date Performance  
compared to last year

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
<b>70.3%</b>	<b>\$389</b>	<b>\$274</b>	<b>280.1K</b>	<b>197.0K</b>	<b>\$76.7M</b>
+0.1%	+8.1%	+8.2%	+0.0%	+0.2%	+8.3%

### Monthly Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Feb	69.9%	+7.2%	\$323	+7.7%	\$226	+15.4%
Mar	77.5%	-4.3%	\$436	+5.6%	\$338	+1.0%
Apr	79.3%	-3.2%	\$472	+12.6%	\$374	+9.0%

## Village of Oak Creek+ Hotel Performance

Calendar Year-to-Date Performance  
compared to last year

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
<b>67.9%</b>	<b>\$230</b>	<b>\$156</b>	<b>93.8K</b>	<b>63.7K</b>	<b>\$14.7M</b>
+7.9%	+3.6%	+11.7%		+7.9%	+11.7%

### Monthly Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Feb	65.2%	+14.5%	\$185	+0.7%	\$121	+15.2%
Mar	76.6%	+1.2%	\$258	-1.2%	\$198	+0.0%
Apr	78.6%	+6.6%	\$282	+12.9%	\$221	+20.4%



# Hotel 4 Month Outlook

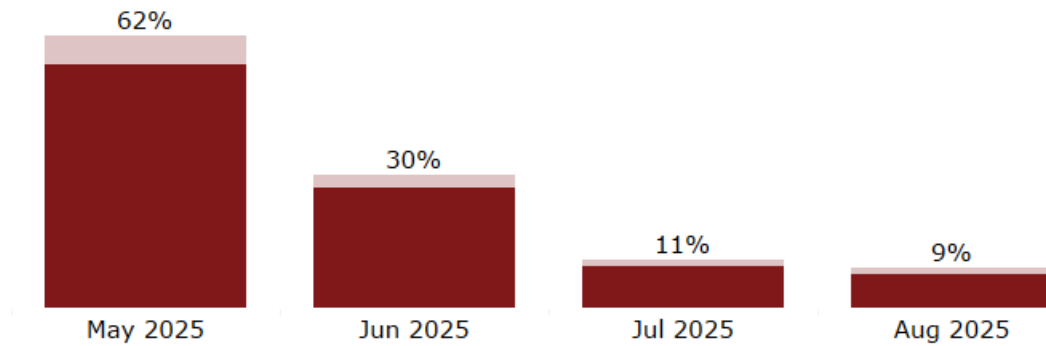
Data for zip code 86336



## Occupancy as of 5/21/2025

### Current Occupancy

Group Committed Transient



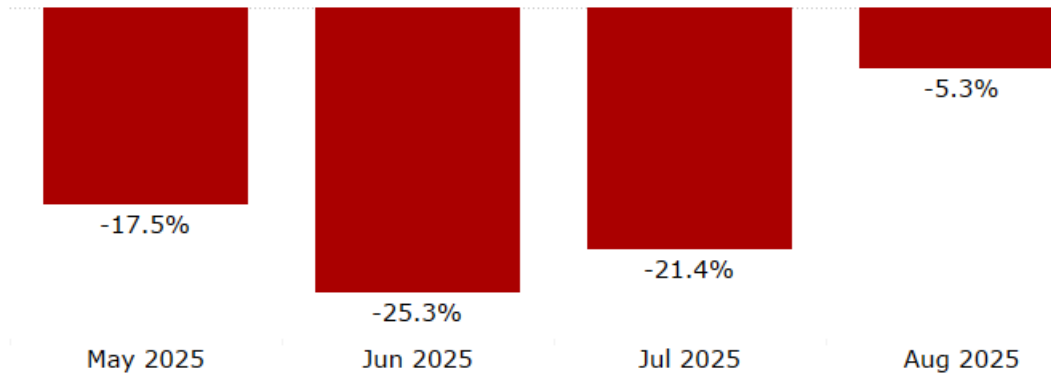
## Bookings by Segment

	May 2025	Jun 2025	Jul 2025	Aug 2025
Transient	14.6K	7.1K	2.6K	2.0K
Group Committed	1.7K	751	330	369
Total with Group Committed	16.3K	7.9K	2.9K	2.4K

Rooms  
Booked

### Booking Pace

Total Rooms Committed vs. Same-Time-Last-Year



### YOY % Change

	May 2025	Jun 2025	Jul 2025	Aug 2025
Transient	-18.9%	-28.7%	-27.3%	-8.8%
Group Committed	-2.7%	+36.5%	+110.2%	+19.4%
Total with Group Committed	-17.5%	-25.3%	-21.4%	-5.3%



# Short Term Rental Review - Residential Zone (Airbnb)

April 2025



## Residential Zone Performance

Calendar Year-to-Date Performance  
compared to last year

Occupancy  
**52.1%**  
+0.6%

ADR  
**\$415**  
+7.0%

RevPAR  
**\$216**  
+7.6%

### Monthly Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Feb	48.5%	+2.4%	\$377	+8.5%	\$183	+11.1%
Mar	60.9%	-3.4%	\$451	+4.6%	\$275	+1.1%
Apr	61.2%	+4.5%	\$452	+9.7%	\$277	+14.7%

## Monthly KPI Trends



Note: Occupancy is not reflective of overall changes in short term rental demand  
Source: KeyData (Direct Source methodology = directly submitted by property managers)

# Short Term Rental Review - Residential Zone (VRBO)

April 2025



## Residential Zone Performance

Calendar Year-to-Date Performance  
compared to last year

Occupancy  
**50.3%**  
+1.6%

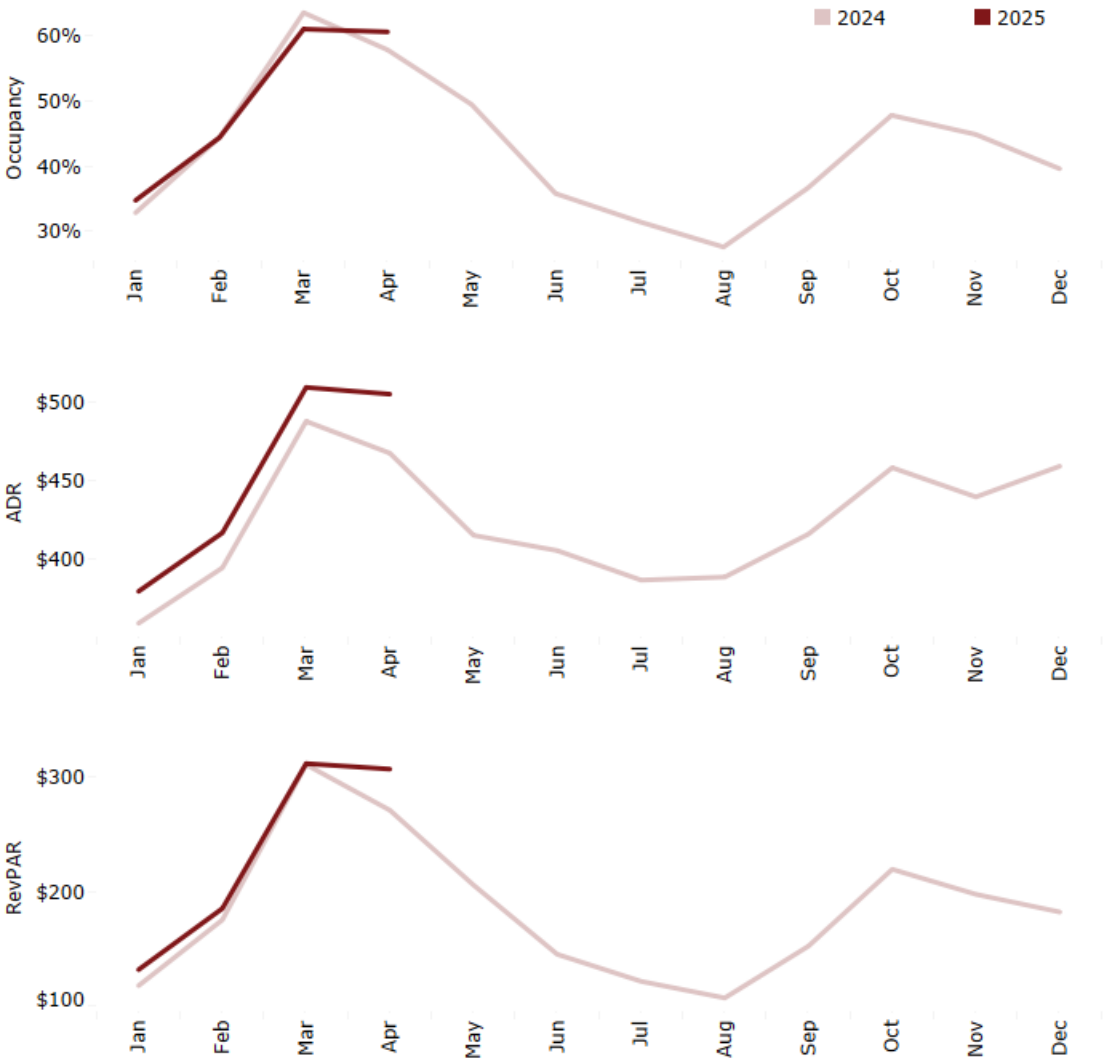
ADR  
**\$466**  
+6.0%

RevPAR  
**\$234**  
+7.7%

### Monthly Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Feb	44.4%	+0.0%	\$417	+5.7%	\$185	+5.6%
Mar	61.0%	-4.0%	\$510	+4.4%	\$311	+0.3%
Apr	60.6%	+4.8%	\$506	+8.1%	\$306	+13.2%

## Monthly KPI Trends



Note: Occupancy is not reflective of overall changes in short term rental demand  
Source: KeyData (Direct Source methodology = directly submitted by property managers)



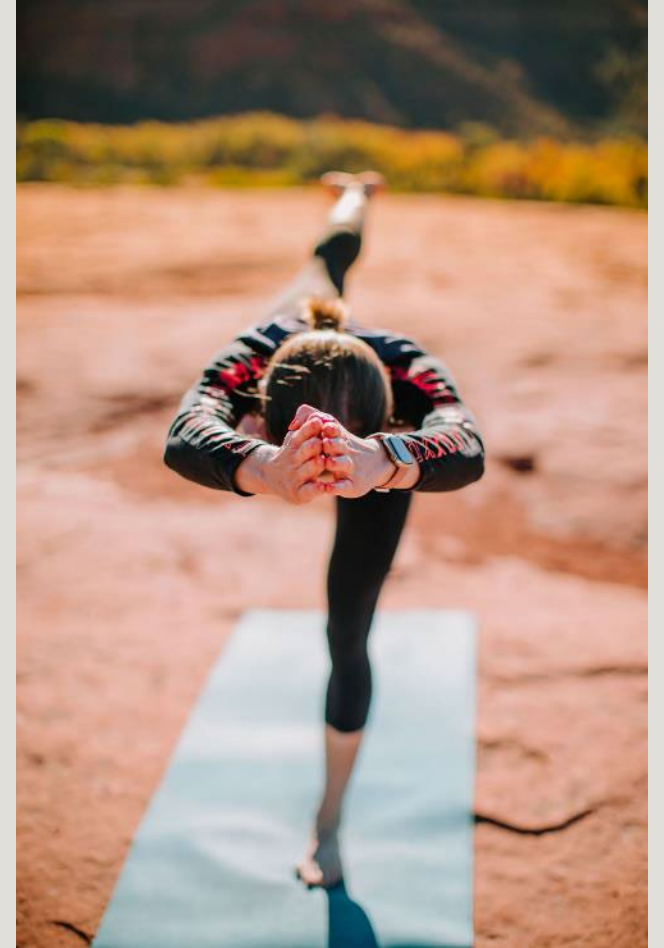
A wide-angle photograph of a desert landscape featuring prominent red rock formations. The sky is filled with soft, colorful clouds in shades of purple, pink, and blue, suggesting a sunset or sunrise. The rock formations are layered and rugged, with some green shrubs growing on the lower slopes. The text "Partnership Opportunities" is overlaid in the center in a large, white, sans-serif font.

# Partnership Opportunities



# Partner With Us

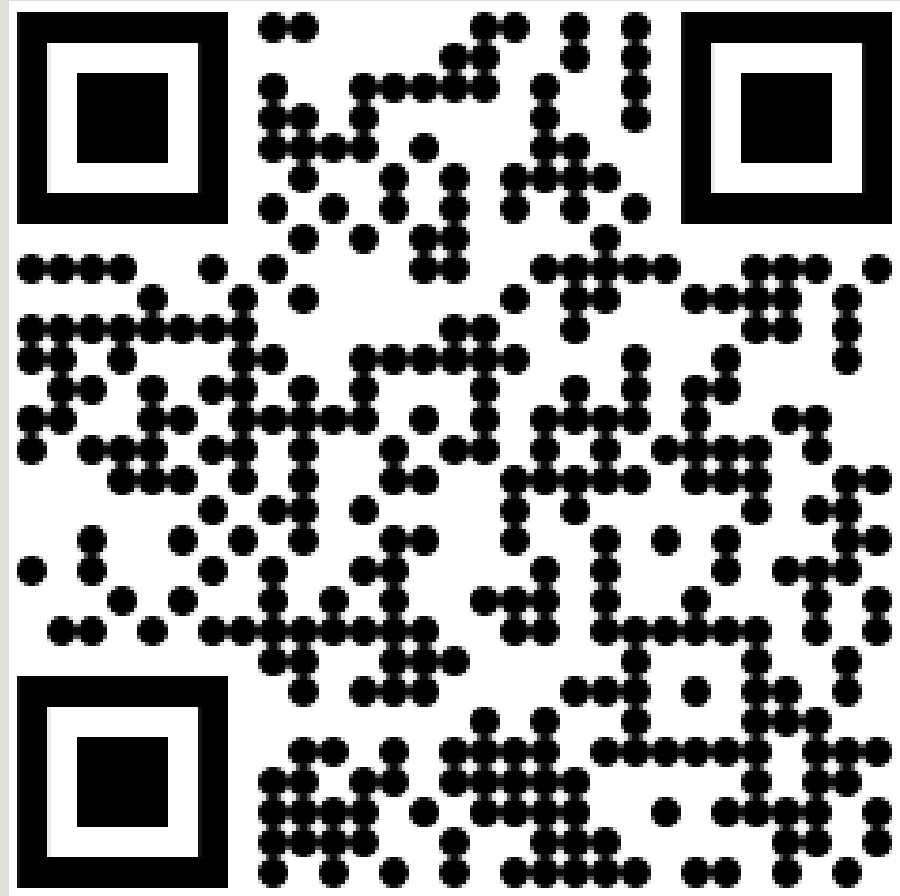
- Submit special offers for our summer campaign landing page
  - Email Rob MacMullan - [rmacmullan@sedonaaz.gov](mailto:rmacmullan@sedonaaz.gov)
- Spread the word about expanded service for Sedona Shuttle Connect
  - Extended hours from 6:30 a.m. to 8:30 p.m. on Thursday - Sunday will go through June 29
- Spread the word about Sedona Restaurant Week this year – September 19 to 28



## TOURISM PROGRAM



# Sedona Tourism Industry Newsletter



**TOURISM PROGRAM**



# THANK YOU

