

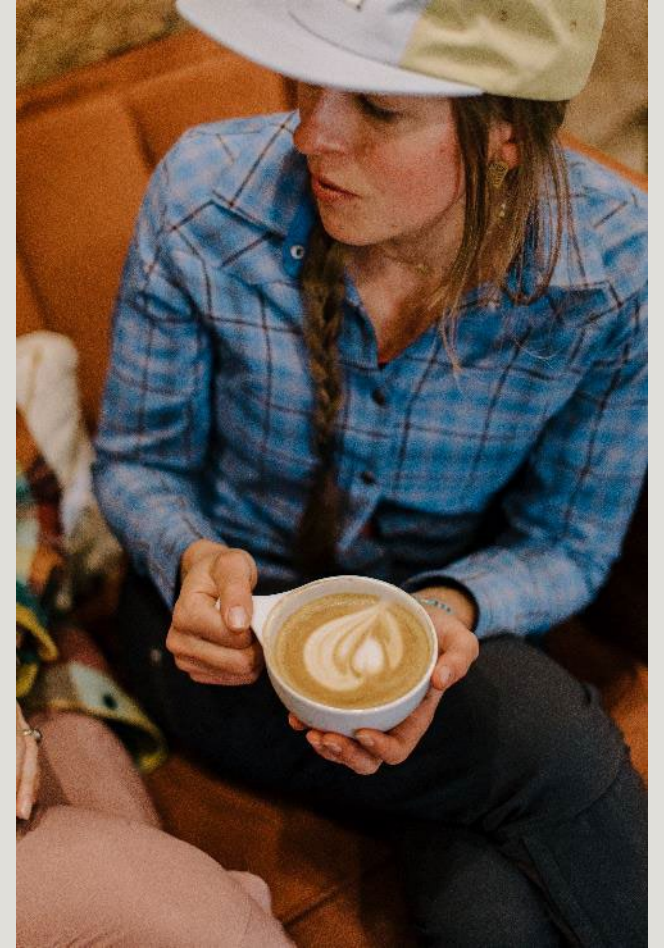


CITY OF SEDONA **TOURISM PROGRAM**

Lodging Council Meeting
September 9, 2025

Agenda Items

- National Research
- State of Sedona Tourism – Summer 2025
- Summer Campaign Update
- Partnership Opportunities

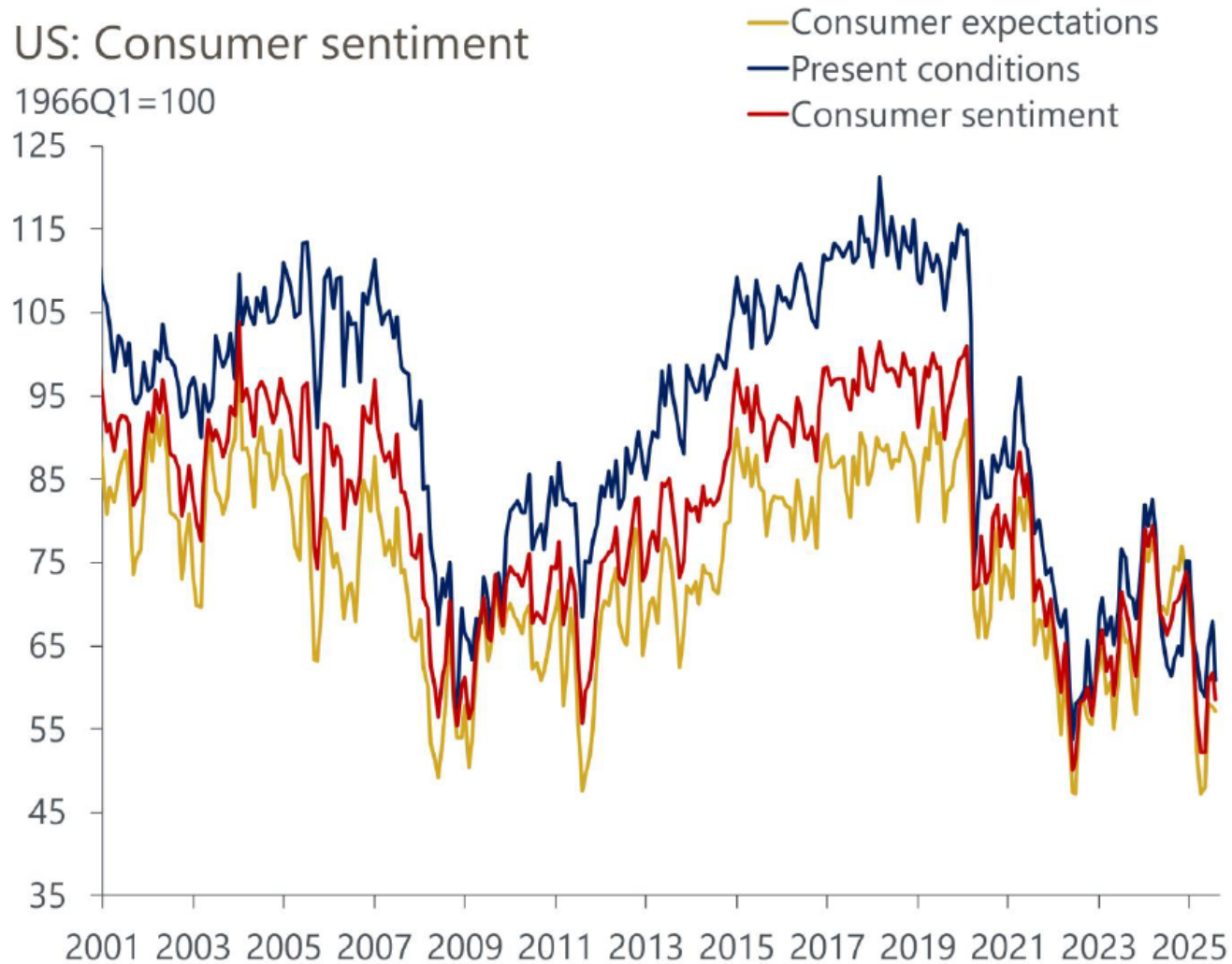


TOURISM PROGRAM



National Tourism Research

Consumer are worried

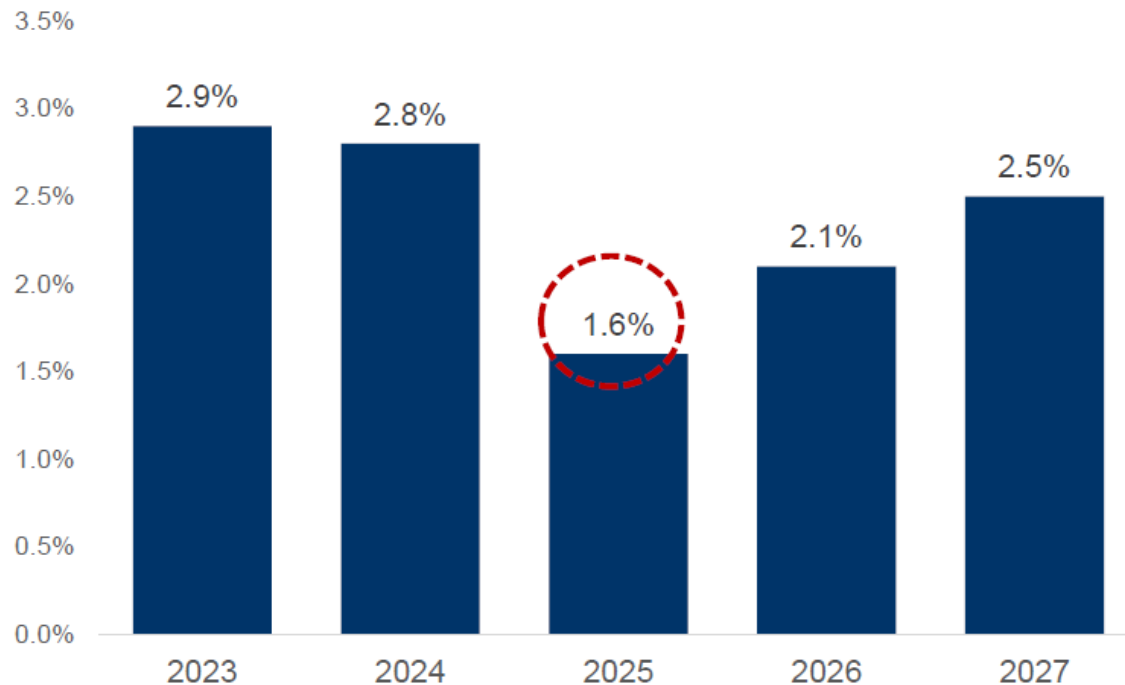


Source: University of Michigan

Economic growth will slow markedly in 2025

US Real GDP

Annual growth



Source: Oxford Economics

Unemployment will rise to 4.4% this year

The economy will improve next year, supported by tax cuts/extensions and the fading effects of tariffs on inflation.

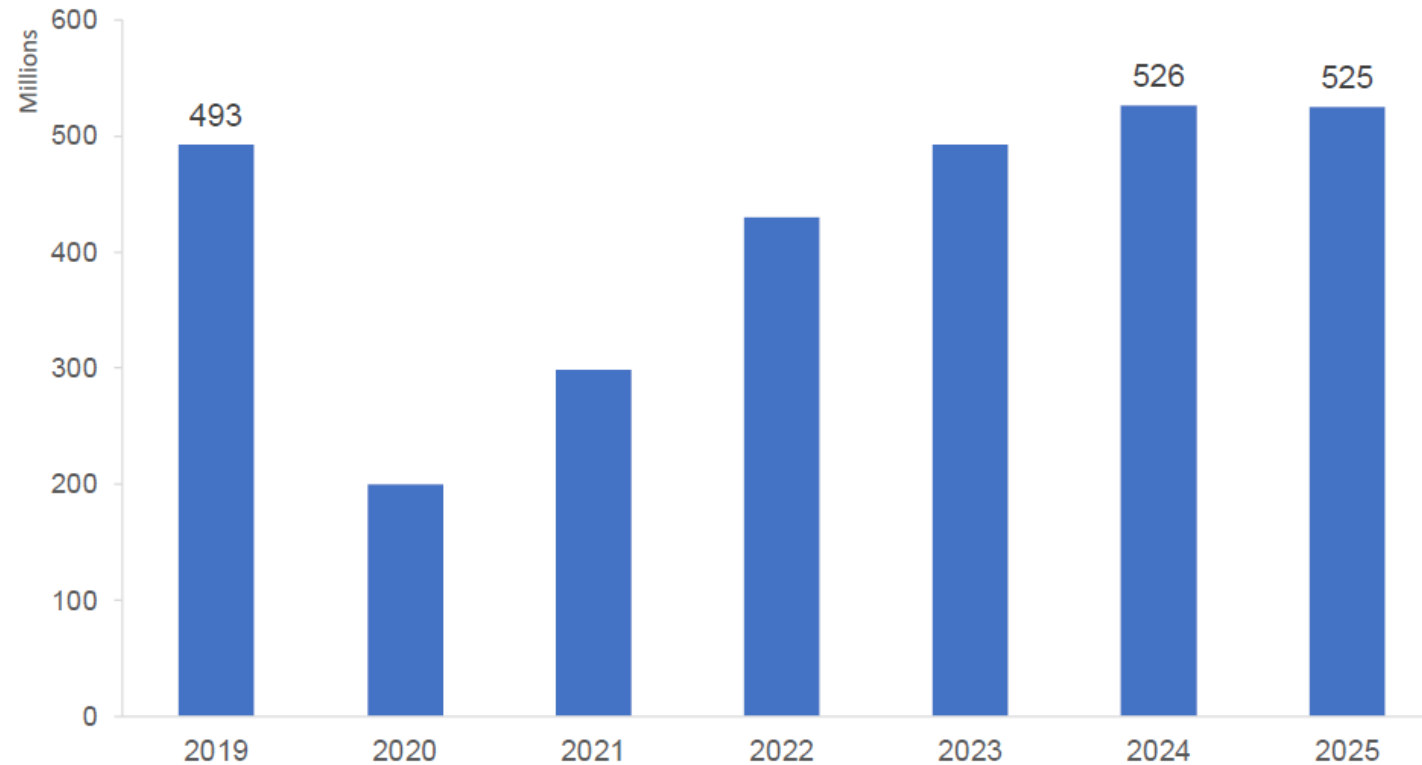
~ 35% odds of recession in the next 12 months (compared to 15% normal odds)

The economy is vulnerable and has little margin for error.

Air travel is flat compared to last year

US Airport Volume

Jan-July

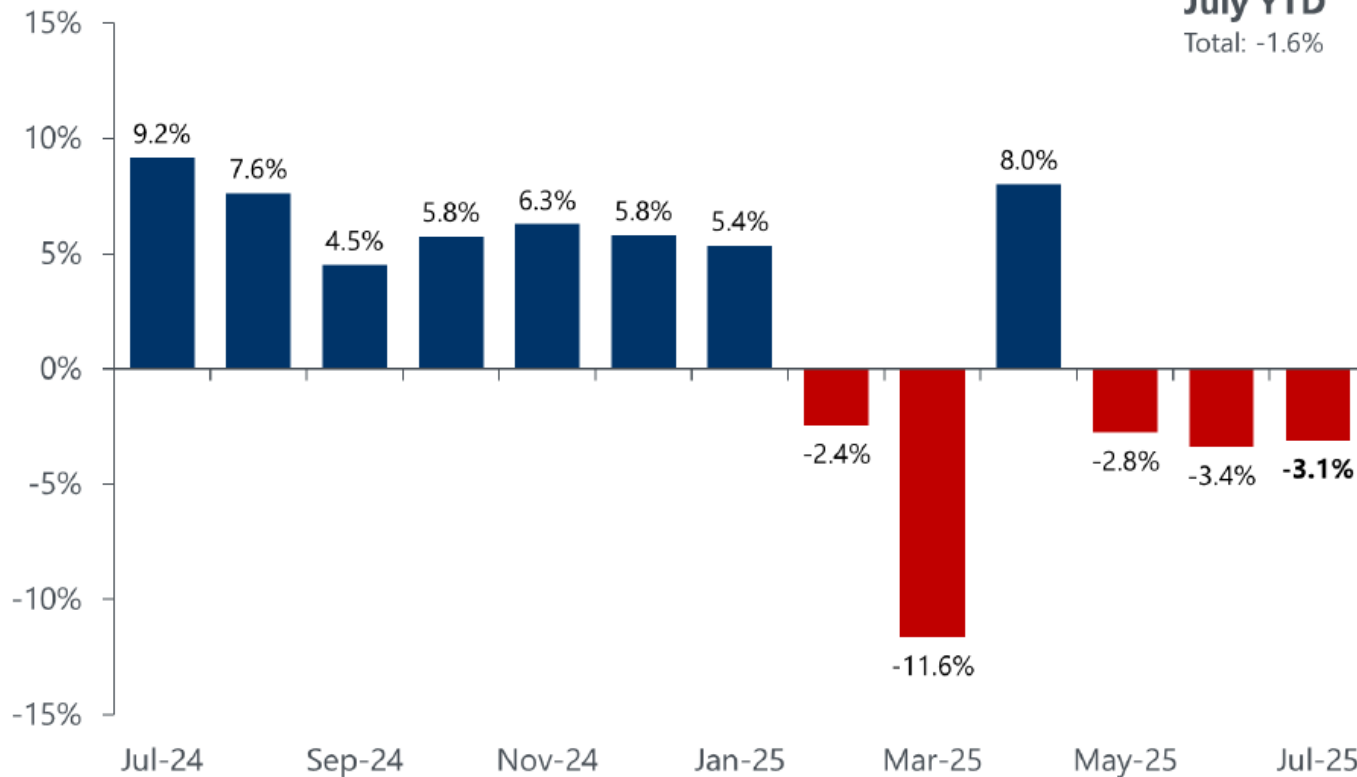


Source: TSA

Overseas markets continuing to decline

Overseas visitor arrivals to the US

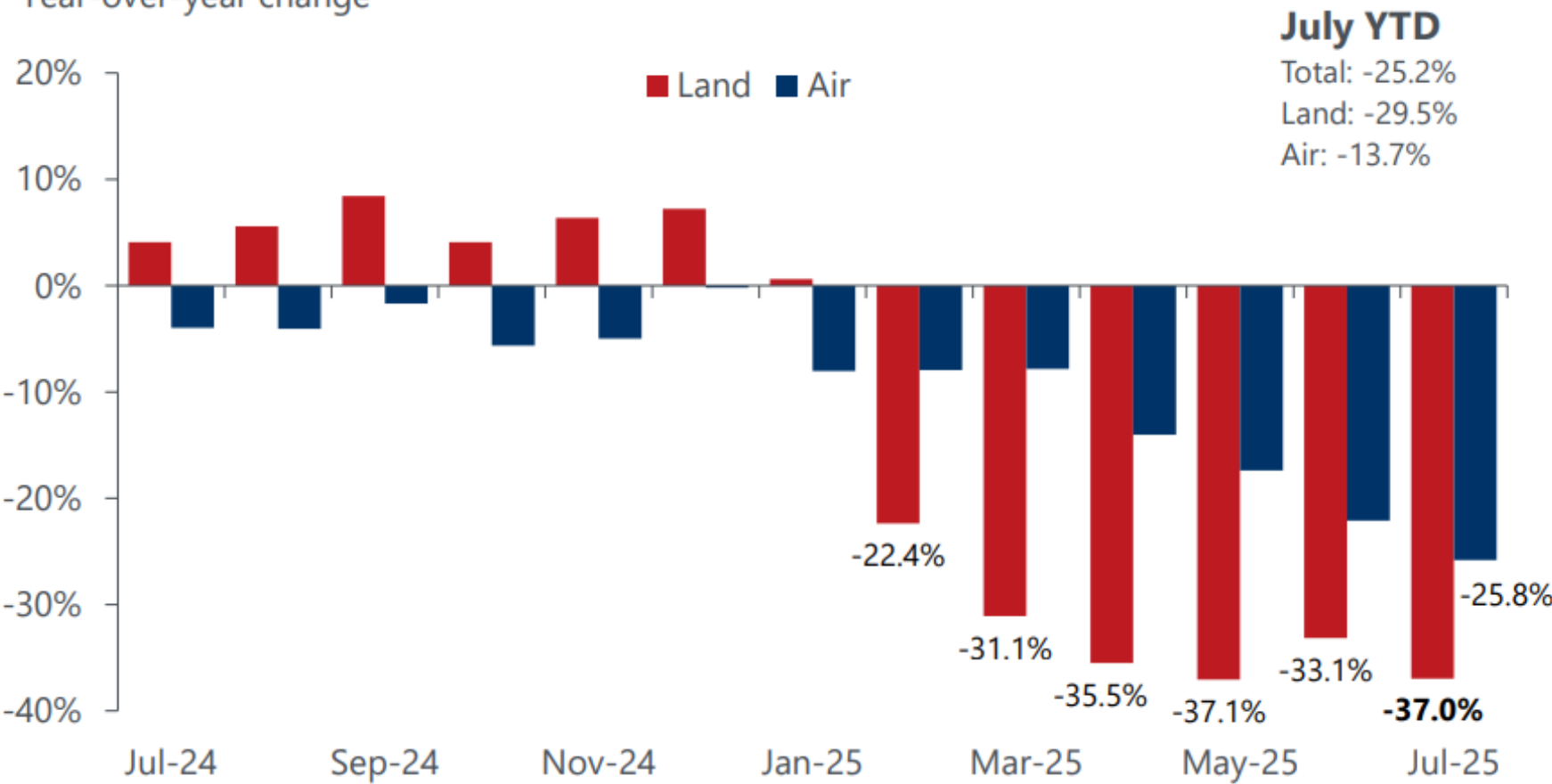
Year-over-year change



Canada land travel continues to plummet

Canadian visitor arrivals to the US

Year-over-year change

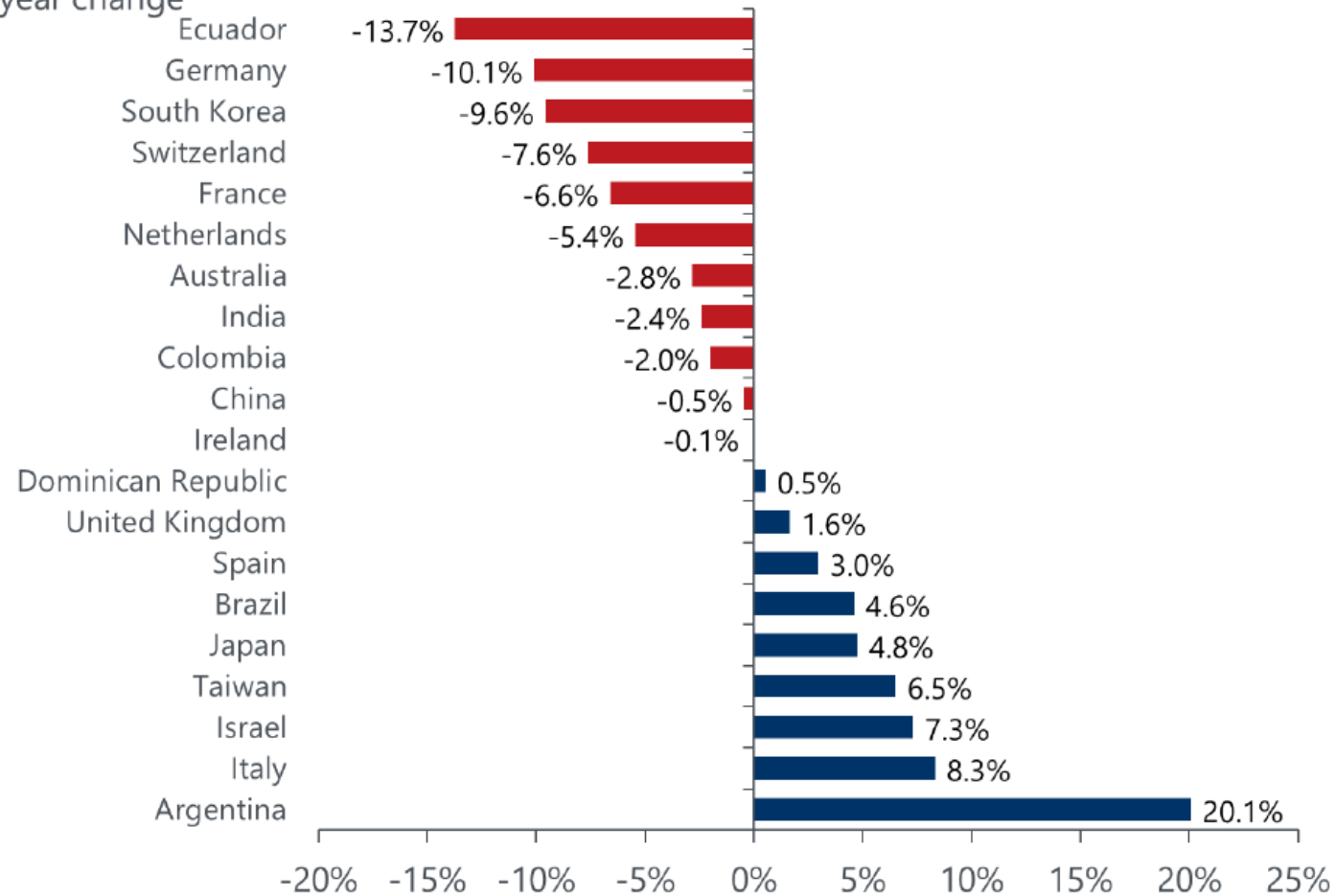


Note: Estimates show the year-over-year change in Canadian visits to the US.
June and July 2025 are based on leading indicator data measuring Canadian-resident US return trips.

Disparate performance by market!

Overseas visitor arrivals to the US by top 20 markets (July 2025 YTD)

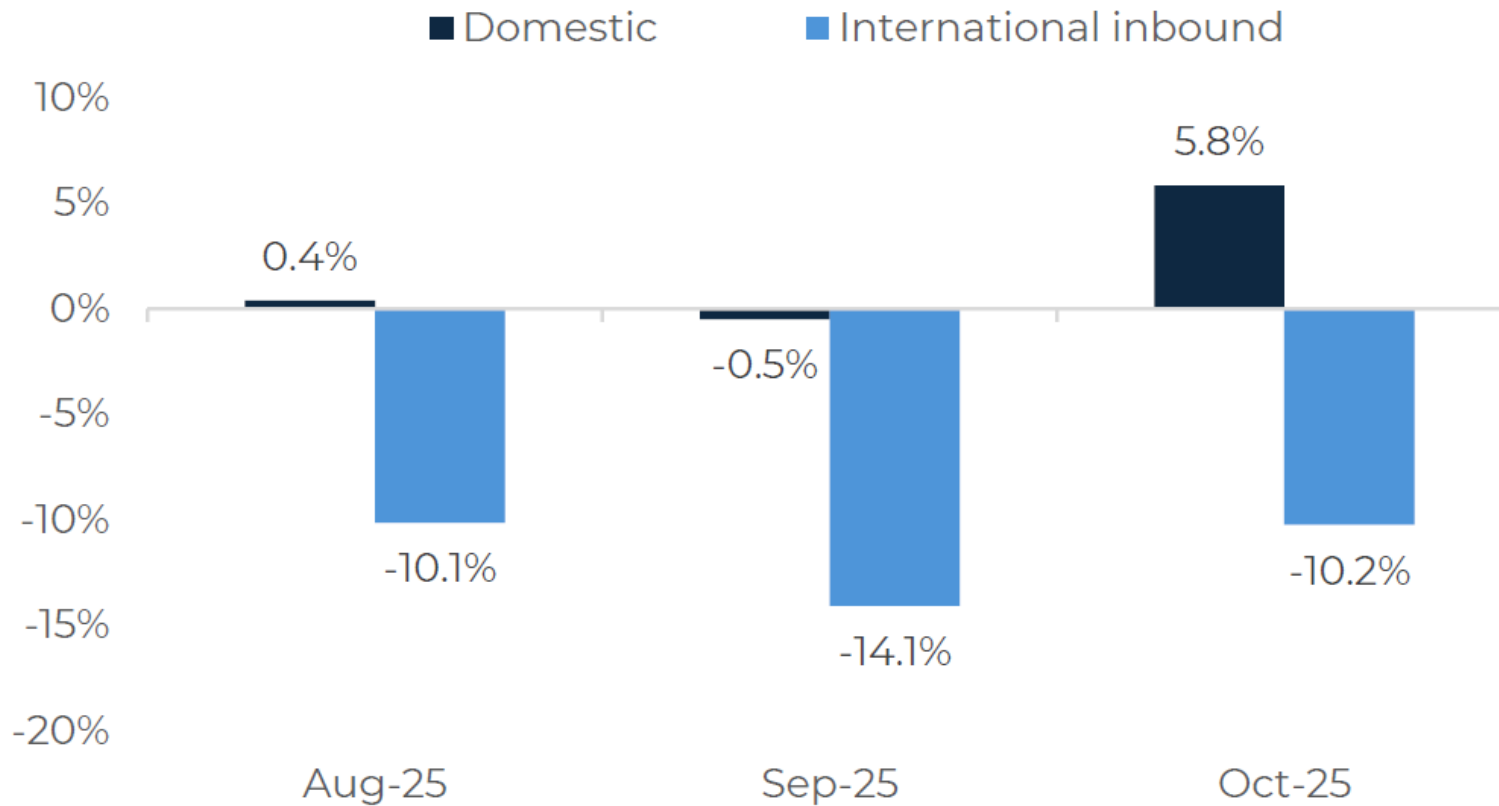
Year-over-year change



Forward bookings reinforce the story

US Air Travel Booking Pace

Year-over-year % change (as of July 2025)

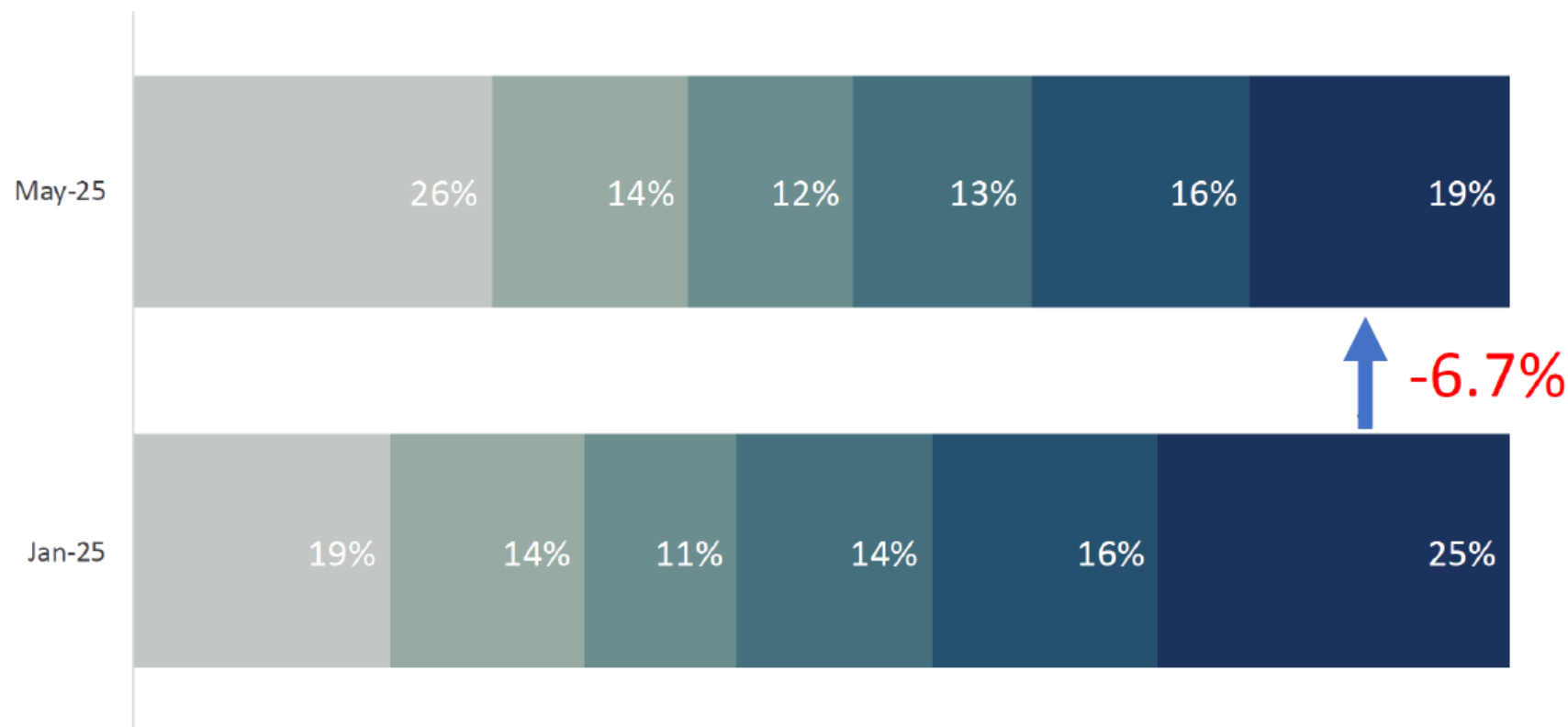


Source: OAG

Expected reductions in outbound travel will help

How likely are you to travel for an international leisure trip in the next 12 months?

■ Won't travel internationally ■ Very unlikely ■ Somewhat unlikely ■ Neither likely nor unlikely ■ Somewhat likely ■ Very likely



State of Sedona Tourism Summer 2025



FY25 City Sales & Bed Tax

Sales & Bed Tax Revenues by Month

City Sales Tax Revenues

Month	FY 24 Actuals	FY 25 Actuals	Actual Variance	FY 25 Budget	Budget Variance
July	\$ 2,248,015	\$ 2,244,162	0%	\$ 2,348,860	-4%
August	\$ 2,088,510	\$ 2,301,743	10%	2,311,730	0%
September	\$ 2,775,780	\$ 2,836,025	2%	2,670,440	6%
October	\$ 3,077,782	\$ 3,261,823	6%	2,908,240	12%
November	\$ 2,747,711	\$ 3,005,054	9%	2,721,220	10%
December	\$ 2,595,213	\$ 2,846,370	10%	2,534,670	12%
January	\$ 2,378,359	\$ 2,517,383	6%	2,286,660	10%
February	\$ 2,540,438	\$ 2,701,527	6%	2,487,950	9%
March	\$ 3,710,005	\$ 3,475,144	-6%	3,378,180	3%
April	\$ 3,297,970	\$ 3,542,595	7%	3,450,010	3%
May	\$ 3,146,692	\$ 3,170,594	1%	3,162,100	0%
June	\$ 2,835,443	\$ 2,489,089	-12%	2,926,940	-15%
Totals	\$ 33,441,918	\$ 34,391,509	3%	\$ 33,187,000	4%

Bed Tax Revenues

Month	FY 24 Actuals	FY 25 Actuals	Actual Variance	FY 25 Budget	Budget Variance
July	\$ 522,779	\$ 488,527	-7%	\$ 544,000	-10%
August	\$ 492,948	\$ 570,946	16%	\$ 566,070	1%
September	\$ 768,445	\$ 781,516	2%	\$ 706,750	11%
October	\$ 963,131	\$ 995,346	3%	\$ 899,240	11%
November	\$ 762,630	\$ 763,171	0%	\$ 764,560	0%
December	\$ 647,971	\$ 750,324	16%	\$ 626,590	20%
January	\$ 676,045	\$ 760,087	12%	\$ 600,750	27%
February	\$ 717,017	\$ 742,074	3%	\$ 713,250	4%
March	\$ 1,198,616	\$ 1,082,571	-10%	\$ 1,048,950	3%
April	\$ 916,570	\$ 1,022,271	12%	\$ 1,069,920	-4%
May	\$ 944,627	\$ 853,657	-10%	\$ 947,960	-10%
June	\$ 729,598	\$ 506,217	-31%	\$ 772,970	-35%
Totals	\$ 9,340,377	\$ 9,316,707	0%	\$ 9,261,010	1%



TOURISM PROGRAM

Lodging Summary

July 2025



Date
July 2025

Compare to
Previous Year

Location Hotels
Sedona+

Location Short Term Rentals
Vacation Area - Residential Zone

Hotel Performance (Sedona+)

Source: STR

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Jul 2025	56.4%	\$242.42	\$136.64	68.2K	38.5K	\$9.3M
YOY % Change	-3.1%	1.5%	-1.6%	-5.8%	-8.7%	-7.4%
CYTD 2025	67.7%	\$357.05	\$241.58	478.5K	323.7K	\$115.6M
CYTD YOY % Change	-2.5%	5.5%	2.9%	-3.3%	-5.8%	-0.6%

Short Term Vacation Rental Performance - Scraped Airbnb Data

Source: KeyData (Vacation Area - Residential Zone)

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Jul 2025	33.1%	\$394.12	\$130.62	42.0K	13.9K	\$5.5M
YOY % Change	0.6%	20.9%	21.6%	-0.6%	0.0%	20.8%
CYTD 2025	47.1%	\$412.41	\$194.29	280.5K	132.1K	\$54.5M
CYTD YOY % Change	0.5%	10.7%	11.3%	0.2%	0.7%	11.5%

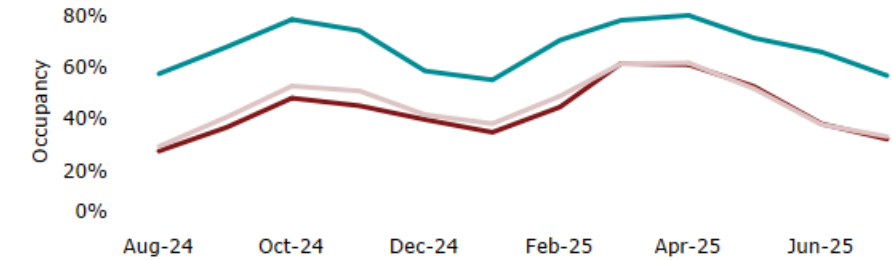
Short Term Vacation Rental Performance - Scraped VRBO Data

Source: KeyData (Vacation Area - Residential Zone)

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Jul 2025	32.2%	\$413.35	\$133.03	20.5K	6.6K	\$2.7M
YOY % Change	2.2%	6.9%	9.3%	26.8%	29.6%	38.6%
CYTD 2025	46.2%	\$451.73	\$208.74	141.4K	65.3K	\$29.5M
CYTD YOY % Change	2.6%	5.8%	8.6%	24.6%	27.8%	35.3%

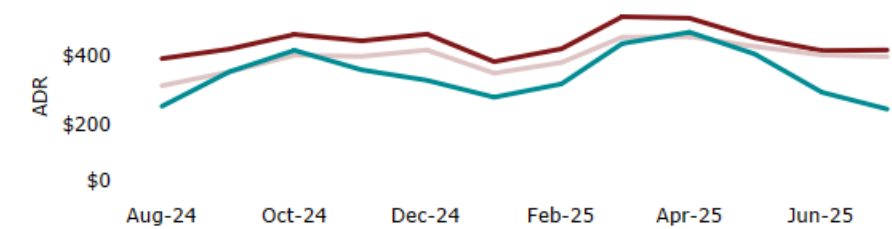
Occupancy by Month

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



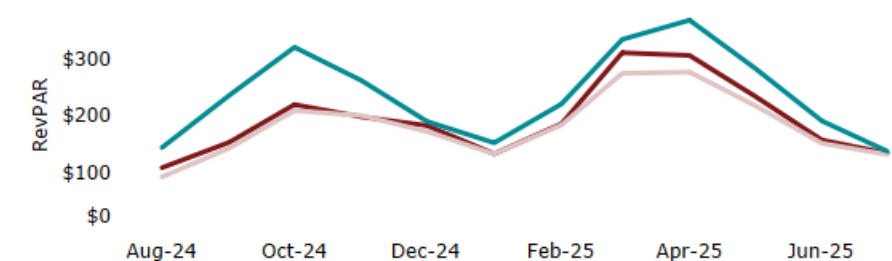
ADR by Month

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 Report Generator

Sedona+, May 2025 - July 2025

X

Report Filters

Report Region
Sedona+

From
May 2025

To
July 2025

Compare to
Previous Year

To compare to 2019 please limit date range to 12 months or less

Aggregated Hotel Performance

Period: May 2025 to July 2025

Occupancy
64.2%

▼ -6.0%

ADR
\$320

▲ 3.4%

RevPAR
\$205

▼ -2.7%

Supply
206.7K

▼ -3.8%

Demand
132.8K

▼ -9.6%

Revenue
\$42.5M

▼ -6.5%

Monthly Hotel Performance

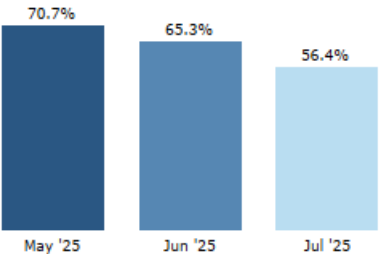
May 2025 to July 2025 compared to the same months in Previous Year

	Occ	YOY	ADR	YOY	RevPAR	YOY	Supply	YOY	Demand	YOY	Revenue	YOY
May 2025	70.7%	▼10.1%	\$402	▲6.3%	\$284	▼4.4%	72.5K	▲0.0%	51.2K	▼10.0%	\$20.6M	▼4.4%
Jun 2025	65.3%	▼4.2%	\$291	▲0.8%	\$190	▼3.4%	66.0K	▼5.8%	43.1K	▼9.8%	\$12.6M	▼9.1%
Jul 2025	56.4%	▼3.1%	\$242	▲1.5%	\$137	▼1.6%	68.2K	▼5.8%	38.5K	▼8.7%	\$9.3M	▼7.4%

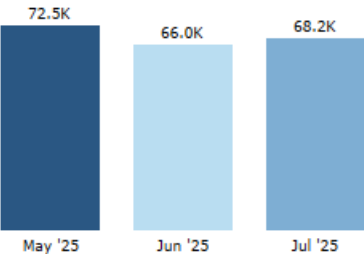
Source: STR



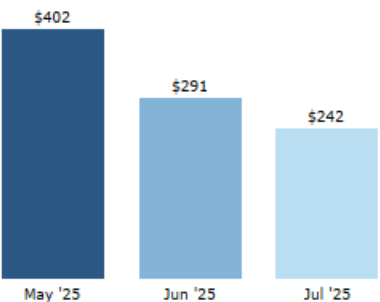
Occupancy



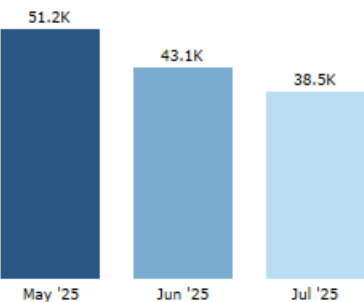
Supply



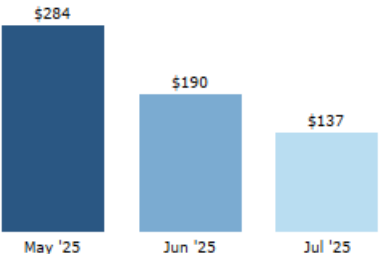
ADR



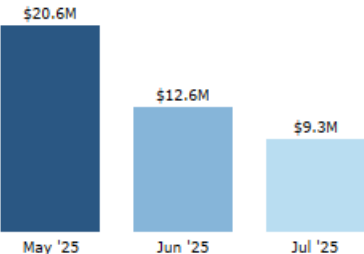
Demand



RevPAR



Revenue



Airbnb | May-July 2025

Market Snapshot

Download PDF

Day Week Month Line Chart Bar Chart Show Values

Occupancy ⓘ

40.7% ▲0% 40.7%
primary compare

ADR ⓘ

\$408 ▲17% \$348
primary compare

RevPAR ⓘ

\$166 ▲17% \$141
primary compare

Nights Available ⓘ

105.4K ▲0% 104.8K
primary compare

Guest Nights ⓘ

49.8K ▼1% 50.4K
primary compare

Revenue ⓘ

\$20.3M ▲16% \$17.5M
primary compare

Avg. Length of Stay ⓘ

3.2 ▼4% 3.4
primary compare

Avg. Booking Window ⓘ

50 ▼3% 51
primary compare

VRBO | May-July 2025

Market Snapshot

Download PDF

Day Week Month Line Chart Bar Chart Show Values

Occupancy ⓘ

40.8% ▲5% 39.0%
primary compare

ADR ⓘ

\$428 ▲6% \$405
primary compare

RevPAR ⓘ

\$175 ▲11% \$158
primary compare

Nights Available ⓘ

53.8K ▲30% 41.4K
primary compare

Guest Nights ⓘ

24.8K ▲32% 18.7K
primary compare

Revenue ⓘ

\$10.6M ▲40% \$7.5M
primary compare

Avg. Length of Stay ⓘ

3.4 ▼8% 3.6
primary compare

Avg. Booking Window ⓘ

55 ▼11% 61
primary compare



Hotel Performance Summary

Sedona+ | Week of 8/3/25 vs. Same-time-last-year

Week of 8/3



	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Week of 8/3/25 YOY % Change	58.6% +1.1%	\$244.00 +0.6%	\$143.04 +1.7%	15.4K -5.8%	9.1K -4.7%	\$2.2M -4.2%
Calendar Year-to-Date YOY % Change	66.6% -4.0%	\$350.96 +5.3%	\$233.72 +1.1%	506.8K -2.3%	337.5K -6.1%	\$118.4M -1.2%

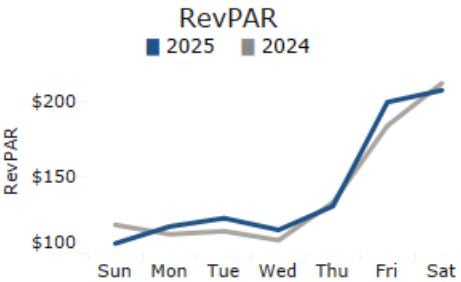
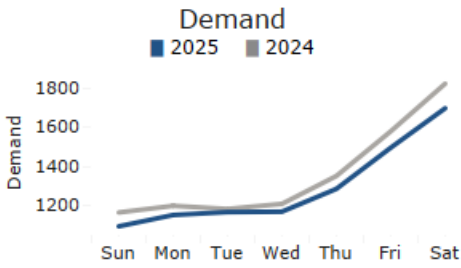
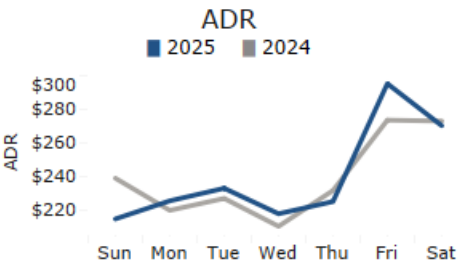
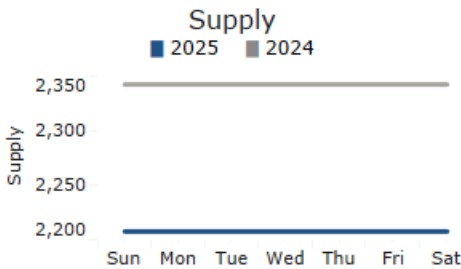
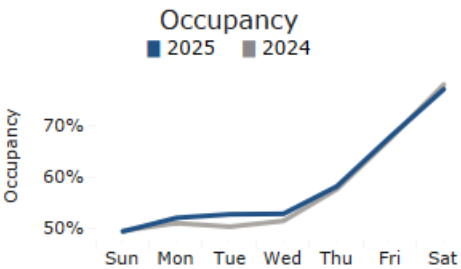
Performance by Day-of-Week

	Sun Aug 3	Mon Aug 4	Tue Aug 5	Wed Aug 6	Thu Aug 7	Fri Aug 8	Sat Aug 9	WD	WE	Total
Occupancy	49.5%	52.2%	52.8%	52.9%	58.2%	67.8%	76.9%	53.1%	72.4%	58.6%
ADR	\$214.89	\$225.59	\$233.04	\$217.95	\$225.16	\$294.91	\$270.05	\$223.46	\$281.69	\$244.00
RevPAR	\$106.42	\$117.65	\$123.12	\$115.34	\$131.10	\$199.90	\$207.77	\$118.73	\$203.83	\$143.04
Supply	2.2K	2.2K	2.2K	2.2K	2.2K	2.2K	2.2K	11.0K	4.4K	15.4K
Demand	1.1K	1.2K	1.2K	1.2K	1.3K	1.5K	1.7K	5.9K	3.2K	9.1K
Revenue	\$234.9K	\$259.7K	\$271.7K	\$254.6K	\$289.3K	\$441.2K	\$458.5K	\$1.3M	\$899.7K	\$2.2M

% Change by Day-of-Week

vs. Same-time-last-year

	Sun	Mon	Tue	Wed	Thu	Fri	Sat	WD	WE	Total
Occupancy	-0.3%	+2.0%	+4.7%	+2.6%	+1.0%	+0.5%	-1.2%	+2.0%	-0.4%	+1.1%
ADR	-10.1%	+2.6%	+2.6%	+3.5%	-2.8%	+7.9%	-1.0%	-1.0%	+3.2%	+0.6%
RevPAR	-10.4%	+4.6%	+7.5%	+6.3%	-1.9%	+8.4%	-2.2%	+1.0%	+2.8%	+1.7%
Supply	-5.8%	-5.8%	-5.8%	-5.8%	-5.8%	-5.8%	-5.8%	-5.8%	-5.8%	-5.8%
Demand	-6.1%	-3.9%	-1.4%	-3.3%	-4.9%	-5.3%	-6.9%	-3.9%	-6.2%	-4.7%
Revenue	-15.6%	-1.5%	+1.3%	+0.1%	-7.6%	+2.2%	-7.8%	-4.9%	-3.2%	-4.2%





Hotel Performance Summary

Sedona+ | Week of 8/10/25 vs. Same-time-last-year

Week of 8/10



	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Week of 8/10/25 YOY % Change	57.3% +4.2%	\$235.95 -4.7%	\$135.10 -0.7%	15.4K -5.8%	8.8K -1.8%	\$2.1M -6.5%
Calendar Year-to-Date YOY % Change	66.3% -3.8%	\$348.02 +5.0%	\$230.80 +1.1%	522.2K -2.4%	346.3K -6.0%	\$120.5M -1.3%

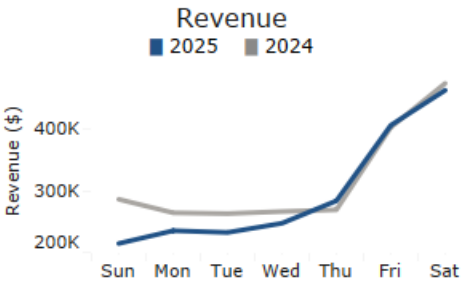
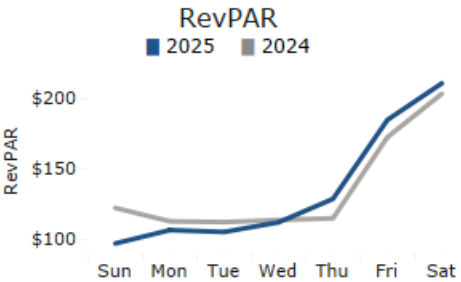
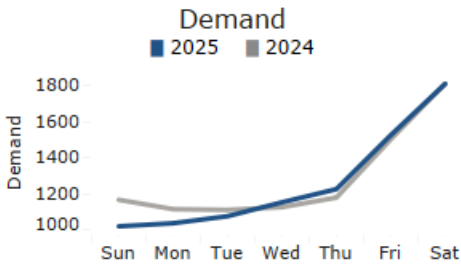
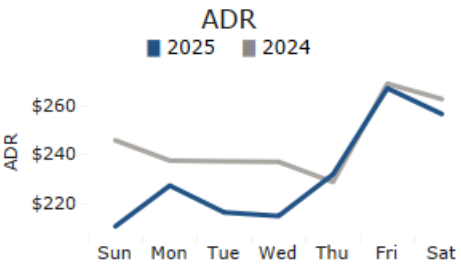
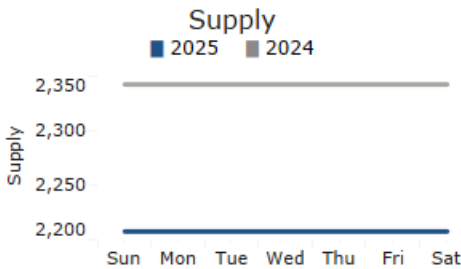
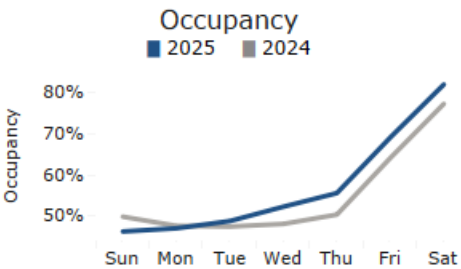
Performance by Day-of-Week

	Sun Aug 10	Mon Aug 11	Tue Aug 12	Wed Aug 13	Thu Aug 14	Fri Aug 15	Sat Aug 16	WD	WE	Total
Occupancy	46.2%	47.0%	48.8%	52.2%	55.6%	69.1%	82.0%	50.0%	75.5%	57.3%
ADR	\$210.78	\$227.37	\$216.46	\$214.97	\$231.94	\$267.03	\$256.55	\$220.59	\$261.34	\$235.95
RevPAR	\$97.41	\$106.83	\$105.53	\$112.31	\$128.85	\$184.51	\$210.28	\$110.19	\$197.40	\$135.10
Supply	2.2K	2.2K	2.2K	2.2K	2.2K	2.2K	2.2K	11.0K	4.4K	15.4K
Demand	1.0K	1.0K	1.1K	1.2K	1.2K	1.5K	1.8K	5.5K	3.3K	8.8K
Revenue	\$215.0K	\$235.8K	\$232.9K	\$247.9K	\$284.4K	\$407.2K	\$464.1K	\$1.2M	\$871.3K	\$2.1M

% Change by Day-of-Week

vs. Same-time-last-year

	Sun	Mon	Tue	Wed	Thu	Fri	Sat	WD	WE	Total
Occupancy	-7.2%	-1.3%	+2.8%	+8.7%	+10.4%	+7.8%	+6.1%	+2.7%	+6.9%	+4.2%
ADR	-14.2%	-4.3%	-8.8%	-9.3%	+1.4%	-0.7%	-2.3%	-7.0%	-1.6%	-4.7%
RevPAR	-20.4%	-5.5%	-6.2%	-1.4%	+11.9%	+7.0%	+3.6%	-4.5%	+5.2%	-0.7%
Supply	-5.8%	-5.8%	-5.8%	-5.8%	-5.8%	-5.8%	-5.8%	-5.8%	-5.8%	-5.8%
Demand	-12.6%	-7.0%	-3.2%	+2.4%	+4.0%	+1.5%	-0.1%	-3.3%	+0.7%	-1.8%
Revenue	-25.0%	-11.0%	-11.6%	-7.1%	+5.4%	+0.8%	-2.4%	-10.1%	-0.9%	-6.5%





Hotel Performance Summary

Week of 8/17

Sedona+ | Week of 8/17/25 vs. Same-time-last-year



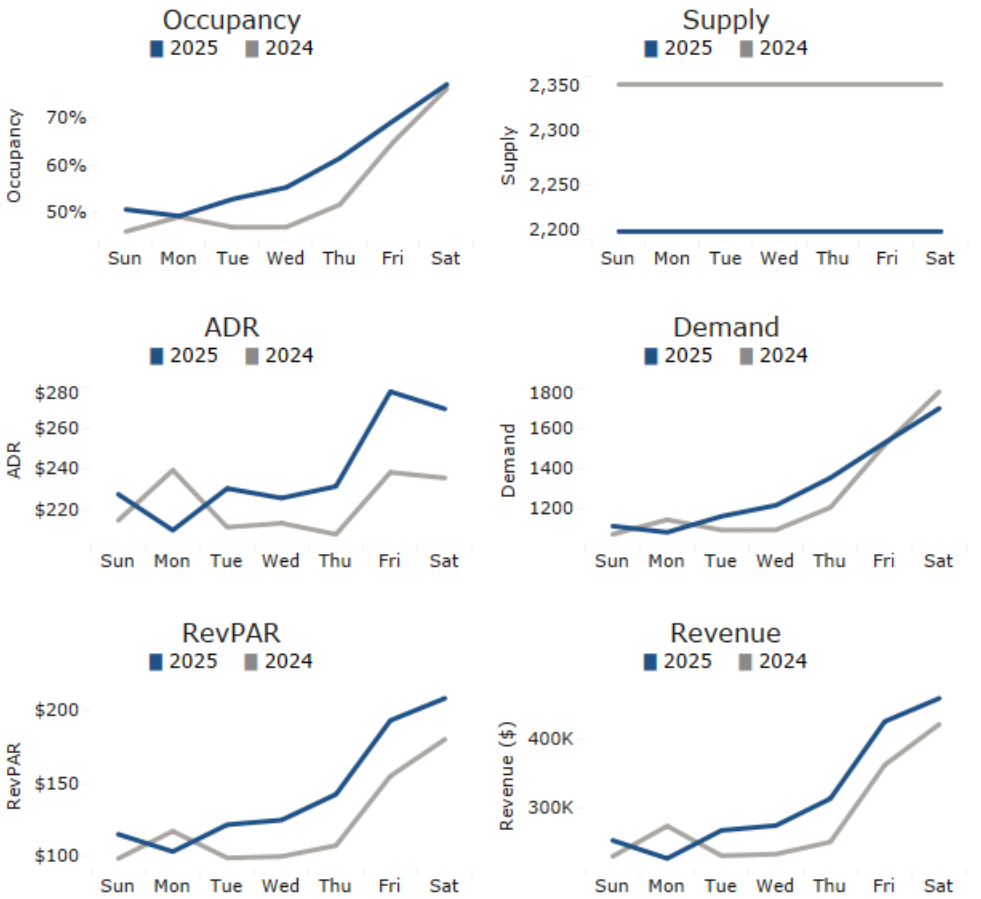
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Week of 8/17/25 YOY % Change	59.4% +9.1%	\$242.48 +7.8%	\$144.08 +17.6%	15.4K -5.8%	9.2K +2.7%	\$2.2M +10.8%
Calendar Year-to-Date YOY % Change	66.1% -3.5%	\$345.30 +5.0%	\$228.31 +1.3%	537.7K -2.5%	355.5K -5.8%	\$122.8M -1.2%

Performance by Day-of-Week

	Sun Aug 17	Mon Aug 18	Tue Aug 19	Wed Aug 20	Thu Aug 21	Fri Aug 22	Sat Aug 23	WD	WE	Total
Occupancy	50.6%	49.2%	52.8%	55.3%	61.5%	69.5%	77.2%	53.9%	73.3%	59.4%
ADR	\$227.82	\$210.41	\$230.68	\$226.02	\$231.70	\$277.62	\$269.30	\$225.72	\$273.24	\$242.48
RevPAR	\$115.20	\$103.44	\$121.77	\$124.94	\$142.46	\$192.84	\$207.92	\$121.56	\$200.38	\$144.08
Supply	2.2K	2.2K	2.2K	2.2K	2.2K	2.2K	2.2K	11.0K	4.4K	15.4K
Demand	1.1K	1.1K	1.2K	1.2K	1.4K	1.5K	1.7K	5.9K	3.2K	9.2K
Revenue	\$254.2K	\$228.3K	\$268.7K	\$275.7K	\$314.4K	\$425.6K	\$458.9K	\$1.3M	\$884.5K	\$2.2M

% Change by Day-of-Week vs. Same-time-last-year

	Sun	Mon	Tue	Wed	Thu	Fri	Sat	WD	WE	Total
Occupancy	+10.2%	+0.3%	+12.8%	+18.1%	+19.2%	+6.9%	+1.2%	+12.2%	+3.8%	+9.1%
ADR	+5.9%	-12.2%	+8.9%	+5.7%	+11.2%	+16.4%	+14.2%	+3.6%	+15.3%	+7.8%
RevPAR	+16.7%	-11.9%	+22.9%	+24.8%	+32.4%	+24.5%	+15.6%	+16.2%	+19.7%	+17.6%
Supply	-5.8%	-5.8%	-5.8%	-5.8%	-5.8%	-5.8%	-5.8%	-5.8%	-5.8%	-5.8%
Demand	+3.8%	-5.5%	+6.3%	+11.2%	+12.2%	+0.7%	-4.7%	+5.7%	-2.2%	+2.7%
Revenue	+9.9%	-17.0%	+15.7%	+17.6%	+24.8%	+17.2%	+8.9%	+9.5%	+12.7%	+10.8%





Hotel Performance Summary

Week of 8/24

Sedona+ | Week of 8/24/25 vs. Same-time-last-year



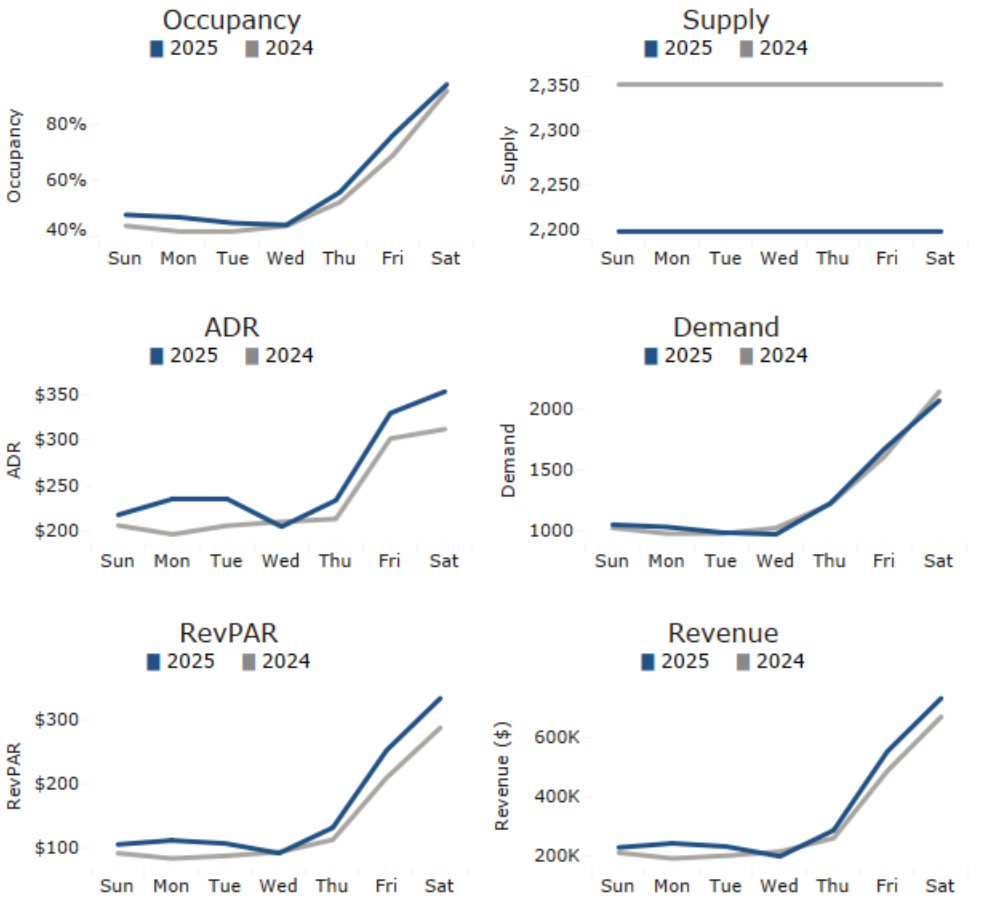
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Week of 8/24/25 YOY % Change	58.6% +6.5%	\$274.59 +10.2%	\$161.02 +17.4%	15.4K -5.8%	9.1K +0.4%	\$2.5M +10.6%
Calendar Year-to-Date YOY % Change	65.9% -3.1%	\$343.54 +5.1%	\$226.43 +1.9%	553.1K -2.6%	364.6K -5.6%	\$125.2M -0.7%

Performance by Day-of-Week

	Sun Aug 24	Mon Aug 25	Tue Aug 26	Wed Aug 27	Thu Aug 28	Fri Aug 29	Sat Aug 30	WD	WE	Total
Occupancy	47.9%	47.0%	45.0%	44.3%	55.9%	76.3%	94.1%	48.0%	85.2%	58.6%
ADR	\$218.20	\$235.69	\$235.66	\$205.20	\$234.16	\$329.77	\$353.32	\$226.21	\$342.78	\$274.59
RevPAR	\$104.50	\$110.85	\$106.03	\$90.93	\$130.82	\$251.47	\$332.51	\$108.63	\$291.99	\$161.02
Supply	2.2K	2.2K	2.2K	2.2K	2.2K	2.2K	2.2K	11.0K	4.4K	15.4K
Demand	1.1K	1.0K	993	978	1.2K	1.7K	2.1K	5.3K	3.8K	9.1K
Revenue	\$230.6K	\$244.6K	\$234.0K	\$200.7K	\$288.7K	\$555.0K	\$733.8K	\$1.2M	\$1.3M	\$2.5M

% Change by Day-of-Week vs. Same-time-last-year

	Sun	Mon	Tue	Wed	Thu	Fri	Sat	WD	WE	Total
Occupancy	+8.8%	+12.0%	+7.1%	+0.8%	+6.7%	+10.3%	+2.5%	+7.0%	+5.9%	+6.5%
ADR	+5.7%	+19.7%	+14.2%	-2.5%	+9.5%	+9.3%	+13.2%	+9.2%	+11.4%	+10.2%
RevPAR	+15.0%	+34.1%	+22.4%	-1.7%	+16.9%	+20.5%	+16.0%	+16.9%	+17.9%	+17.4%
Supply	-5.8%	-5.8%	-5.8%	-5.8%	-5.8%	-5.8%	-5.8%	-5.8%	-5.8%	-5.8%
Demand	+2.5%	+5.5%	+0.9%	-5.0%	+0.5%	+3.9%	-3.4%	+0.8%	-0.3%	+0.4%
Revenue	+8.3%	+26.3%	+15.3%	-7.4%	+10.1%	+13.5%	+9.3%	+10.1%	+11.1%	+10.6%



Sedona Traffic Data

Month	179 North			89A North			89A South			Total		
	2024	2025	%	2024	2025	%	2024	2025	%	2024	2025	%
May	62,002	74,230	16%	77,764	142,069	45%	93,377	101,668	8%	233,143	317,967	27%
June	69,673	55,501	-26%	87,540	104,312	16%	107,573	77,737	-38%	264,786	237,550	-11%
July	55,898	54,716	-2%	62,917	104,310	40%	84,371	77,010	-10%	203,186	236,036	14%
August	69,468	67,721	-3%	91,848	127,940	28%	98,236	94,363	-4%	259,552	290,024	11%
TOTAL	257,041	252,168	-2%	320,069	478,631	33%	383,557	350,778	-9%	960,667	1,081,577	11%



TOURISM PROGRAM

Sedona Business Performance + Outlook

- In July, our team administered an anonymous survey that received responses from 15 business owners from different sectors indicated that:
 - In May 2025, compared to May 2024, 6 were up, 2 were flat, and 7 were down in revenue
 - In June 2025, compared to June 2024, 3 were up, and 12 were down in revenue
 - In May 2025, compared to May 2024, 4 were up, 1 was flat, and 6 were down in profit
 - In June 2025, compared to June 2024, 2 were up, 1 was flat, and 8 were down in profit
 - Year to date for June 2025, compared to the same time period in 2024, 5 were up and 9 were down in revenue
 - Year to date for June 2025, compared to the same time period in 2024, 3 were up, 2 were flat, and 6 were down in profit

**Note: the questions in the survey weren't mandatory so the total responses to each question don't always add up to 15*



TOURISM PROGRAM



Summer 2025 Campaign Update



TOURISM PROGRAM

Initial Campaign Overview

1) Four initial advertising lanes, May 15 to Aug. 31, \$163,582 :

- Paid search (\$12,000)
- Meta ads for in-market – 25-mile radius of Sedona and the Phoenix area (\$14,500)
- Meta ads out of market (\$21,000)
- Attribution web ads for out-of-market (\$70,500)
- Attribution CTV ads for out-of-market (\$45,582)

2) Out-of-market cities included:

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



TOURISM PROGRAM

Secondary Campaign Overview

3) Secondary advertising, July 25 to Aug. 31:

- Turn off spend in lowest performing markets (Seattle, Chicago and Denver) and reallocate spend to all drive markets
- Keep ad spend for San Francisco and Dallas the same as the original strategy
- Spend an extra \$50,000 in:
 - Paid search (\$3,000)
 - Meta ads (\$20,000)
 - Attribution web and CTV ads for out-of-market (\$20,000)
 - Banner at PHX (\$15,000)



TOURISM PROGRAM

Airport banner

- 105,734 plays
- 4,200,000 impressions

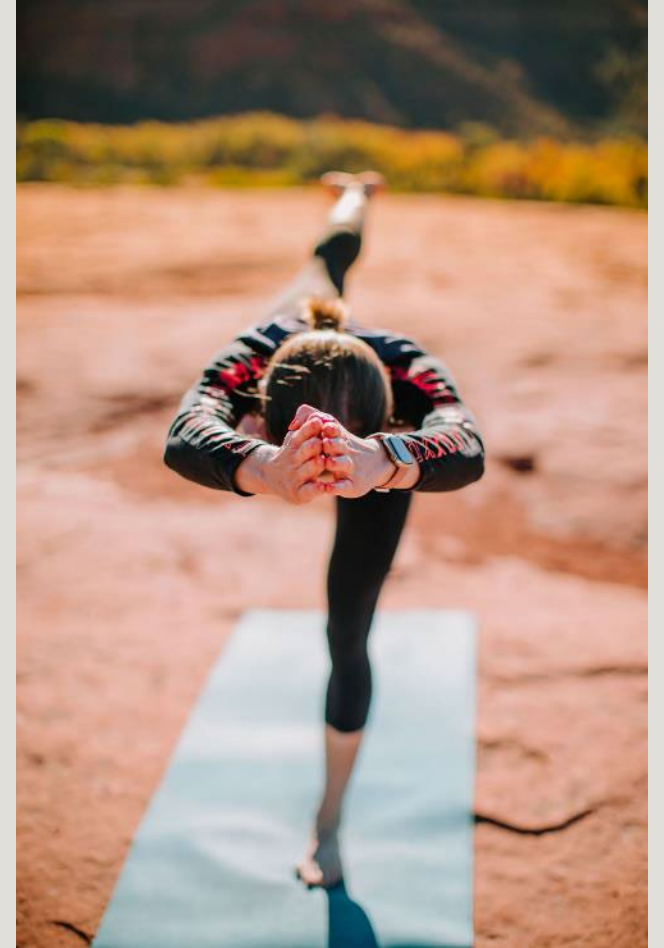


A scenic landscape photograph featuring a river or stream flowing through a dense forest. On the right side, a prominent, layered rock formation or cliff face rises from the water's edge. The water is calm, reflecting the surrounding greenery and the rock face. The forest is composed of various types of trees, including tall evergreens and deciduous trees with vibrant green foliage. The lighting suggests a bright, sunny day, with sunlight filtering through the trees. The overall atmosphere is peaceful and natural.

Group Discussion

Group Discussion

- How can we create stronger feedback loops between the hotels and the City related to business performance?
 - We are planning on conducting a quarterly business performance & outlook survey
- How can we work better together during the slower months to drive demand for overnight stays at hotels?

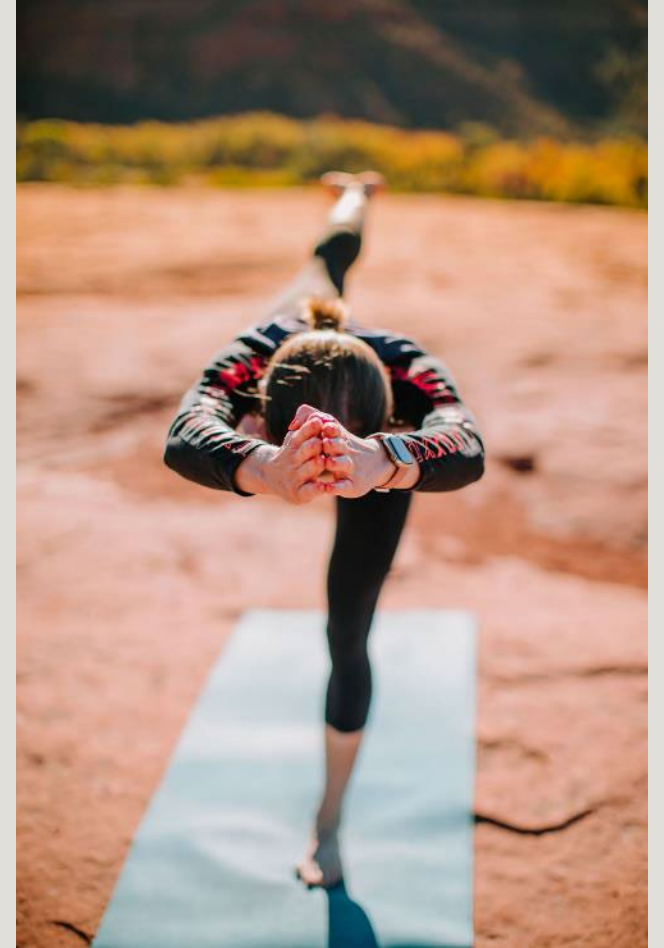


Partnership Opportunities



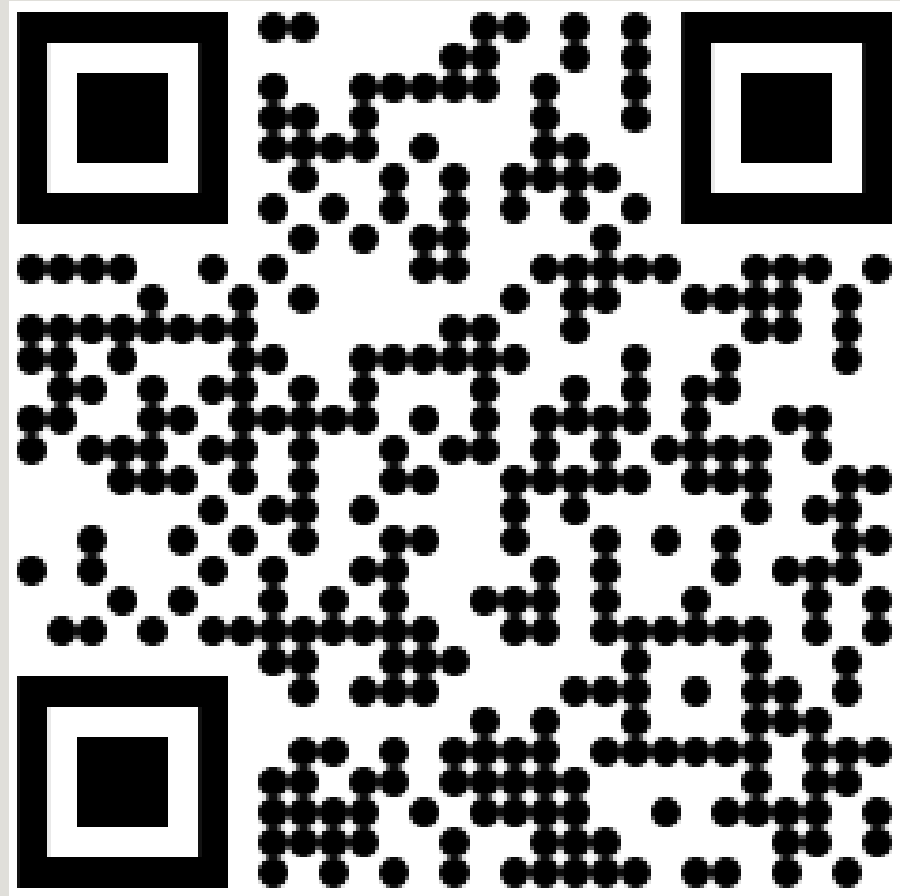
Partner With Us

- SBA loans are available for Yavapai and Coconino County businesses that were impacted by the wildfires this summer (i.e. Economic Injury Disaster Loans)
- Spread the word about Sedona Restaurant Week this year – September 19 to 28



TOURISM PROGRAM

Sedona Tourism Industry Newsletter



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THANK YOU

