

Sedona Lodging Council: Chamber Update

Q1 2025 Performance Review & Legislative Priorities



BID Campaign Continues to Promote Sedona

Campaign Performance

23:1

Return on Ad Spend

Every dollar invested generates
\$23 in booking revenue

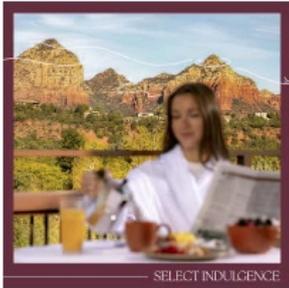
3.7M+

Impressions

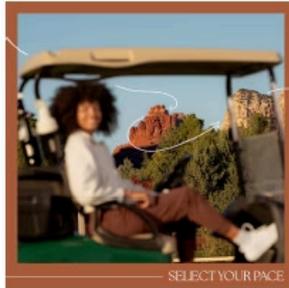
On our display and video ads.



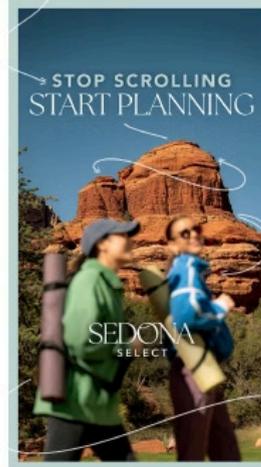
Meta



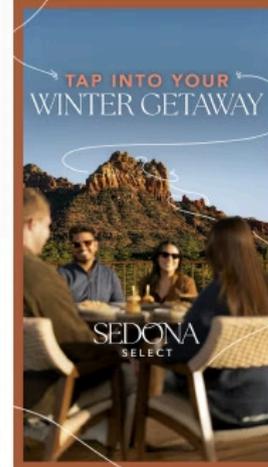
In-Feed



Video

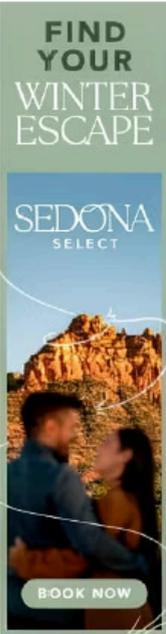
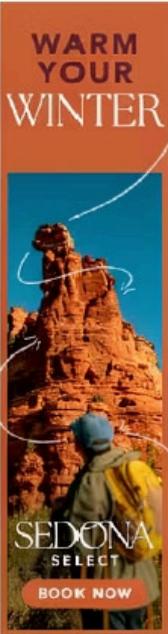


Stories



Carousels

Implemented Video Ads



[Click Here to Watch](#)

Hospitality Industry Trends: 2025 vs 2026

Mergers & Acquisitions

Consolidation continues across the hospitality sector as brands seek economies of scale and expanded market presence

Lower Interest Rates

Declining rates create favorable conditions for property investments and capital improvements

Spontaneous Travel

Shorter booking windows will continue to challenge your projections, putting pressure on staffing, inventory, etc.

These macroeconomic trends position Sedona's lodging market for sustained growth and increased investment opportunities throughout 2026.

Legislative Advocacy: Protecting Local Interests



Critical Issues Under Review

- **Governor's STR Tax Proposal:** \$3.50 per night tax on short-term rentals designated for utility assistance programs
- **Municipal Authority Restoration:** League of Arizona Cities and Towns introducing bipartisan legislation to return STR regulatory control to local governments
- **HB2950 - Tourism Improvement Areas:** Scheduled for Rural Economic Development Committee review this Thursday



Get Involved: Your Voice Matters

Meeting with Rep. Selina Bliss

Scheduled for Thursday to discuss tourism and STR legislation impacts on Sedona

Join Government Affairs Committee

Next Meeting: February 12th, 10:00 AM

Recurring: 2nd Thursday monthly at 9:00 AM

Your participation in advocacy efforts directly shapes policies affecting Sedona's lodging industry. Join us to ensure our community's voice is heard at the state level.