



CITY OF SEDONA

TOURISM PROGRAM

Lodging Council Update

DATA

Monthly Reports

At a high level:

- Lodging performance
- Booking pace trend report
- Credit card spend report



TOURISM PROGRAM

Hotel Performance Summary

Sedona+ | February 2024



Month
February 2024

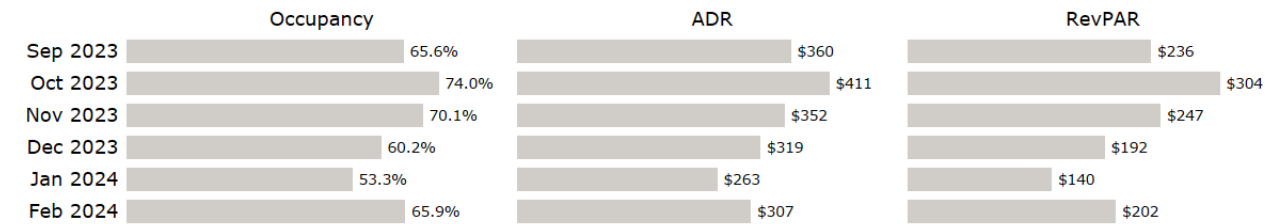
Location
Sedona+

Compare to
Previous Year

Year Type
Calendar Year

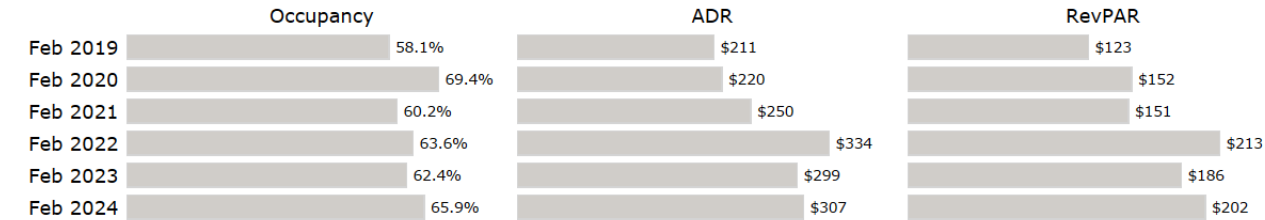
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	65.9%	\$307.02	\$202.46	60.1K	39.6K	\$12.2M
Change vs. Previous Year	▲ 5.8%	▲ 2.7%	▲ 8.6%	▲ 0.0%	▲ 5.8%	▲ 8.6%
YTD Calendar Year	59.3%	\$286.39	\$169.72	127.1K	75.3K	\$21.6M
YTD Change vs. Previous Year	▲ 5.0%	▲ 5.3%	▲ 10.6%	▲ 1.6%	▲ 6.7%	▲ 12.3%

Last Six Months Performance

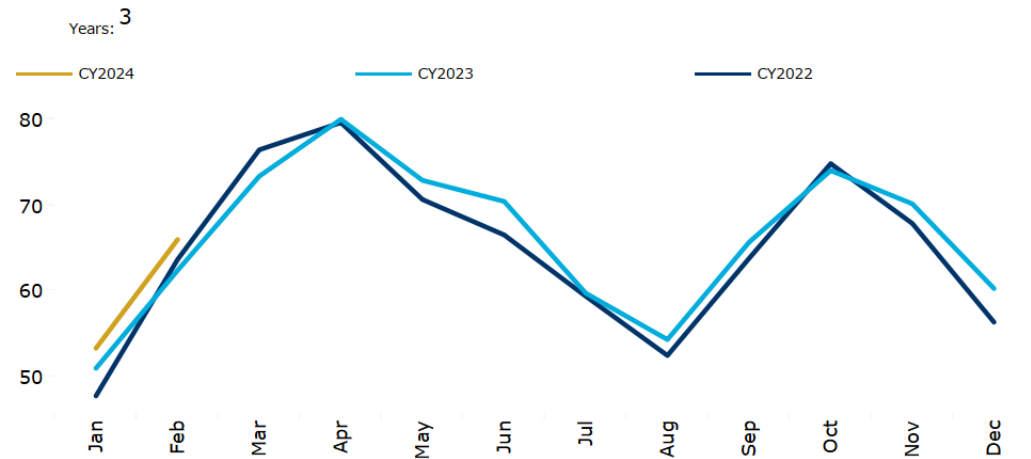


February Performance by Year

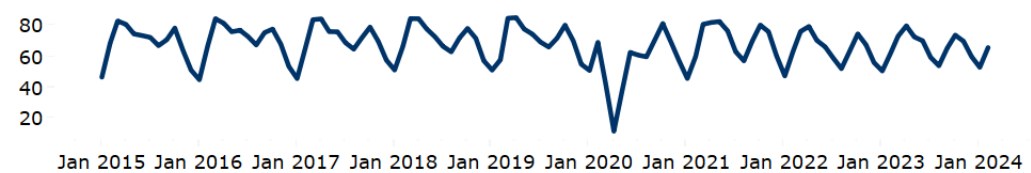
Sedona+



Occupancy YOY Comparison



Occupancy Long Term Trend



Hotel Performance Summary

Sedona+ | March 2024



Month
March 2024

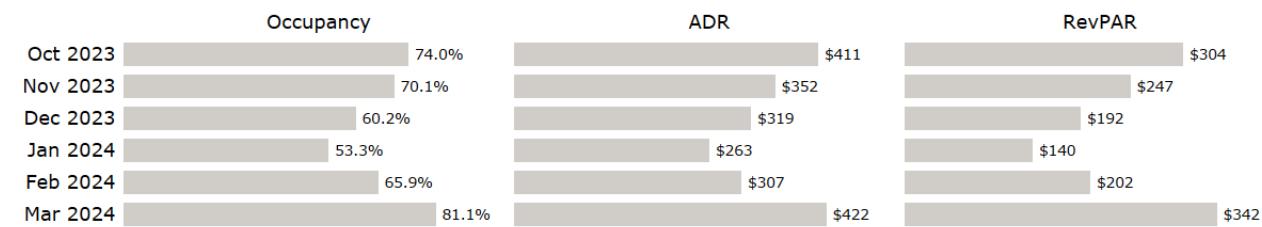
Location
Sedona+

Compare to
Previous Year

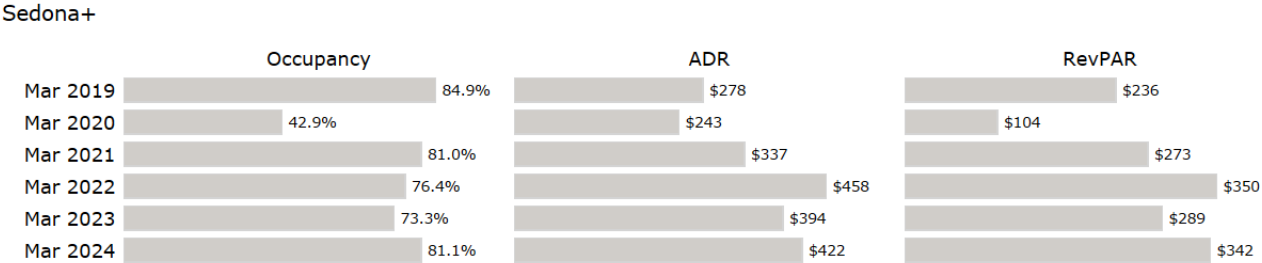
Year Type
Calendar Year

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	81.1%	\$422.23	\$342.22	67.0K	54.3K	\$22.9M
Change vs. Previous Year	▲ 10.5%	▲ 7.2%	▲ 18.5%	▲ 0.0%	▲ 10.5%	▲ 18.5%
YTD Calendar Year	66.8%	\$343.30	\$229.27	194.1K	129.6K	\$44.5M
YTD Change vs. Previous Year	▲ 7.2%	▲ 6.6%	▲ 14.3%	▲ 1.0%	▲ 8.3%	▲ 15.4%

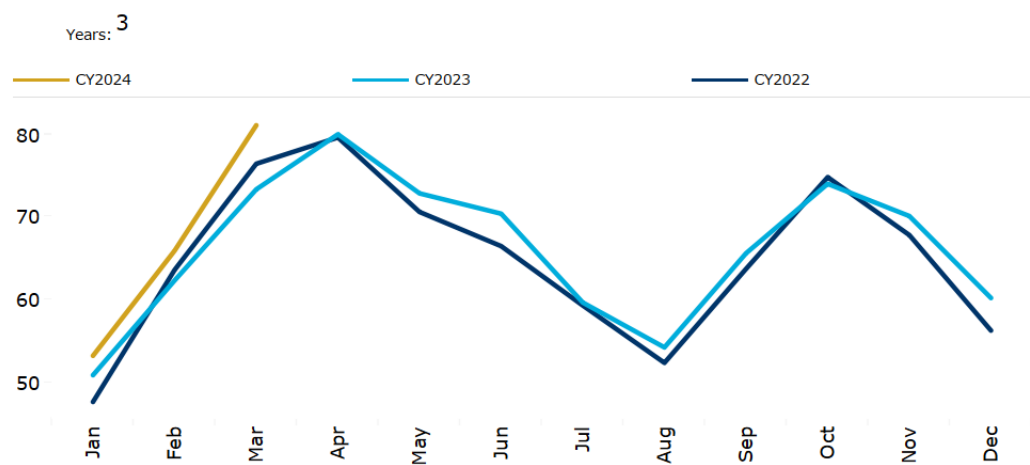
Last Six Months Performance



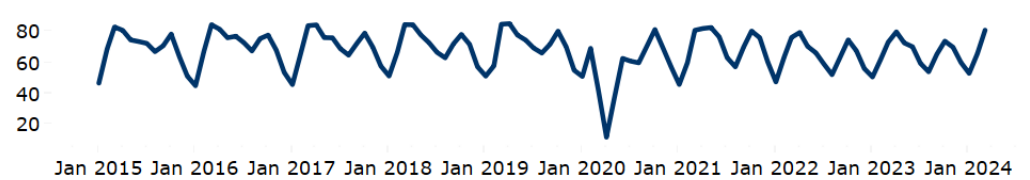
March Performance by Year



Occupancy YOY Comparison



Occupancy Long Term Trend





Sedona+ Lodging Summary

March 2024



Aggregated Lodging Summary

Source: STR & KeyData

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Mar 2024	67.7%	\$408.15	\$276.51	179.7K	121.8K	\$49.7M
% Change vs. Mar 2023	14.9%	7.8%	23.8%	8.2%	24.3%	34.0%
% Change vs. Feb 2024	31.5%	29.1%	69.8%	9.8%	44.4%	86.4%
CYTD 2024	53.1%	\$347.68	\$184.48	521.8K	276.8K	\$96.3M
% Change vs. CYTD 2023	7.0%	6.9%	14.4%	12.7%	20.6%	28.9%

Hotel Performance (Sedona+)

Source: STR

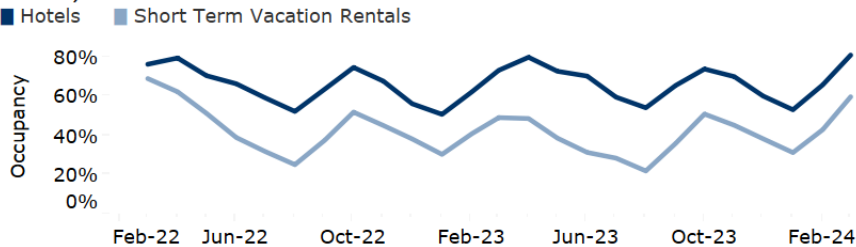
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Mar 2024	81.1%	\$422.23	\$342.22	67.0K	54.3K	\$22.9M
% Change vs. Mar 2023	10.5%	7.2%	18.5%	0.0%	10.5%	18.5%
% Change vs. Feb 2024	22.9%	37.5%	69.0%	11.5%	37.0%	88.4%
CYTD 2024	66.8%	\$343.30	\$229.27	194.1K	129.6K	\$44.5M
% Change vs. CYTD 2023	7.2%	6.6%	14.3%	1.0%	8.3%	15.4%

Short Term Lodging (Vacation Area - City of Sedona)

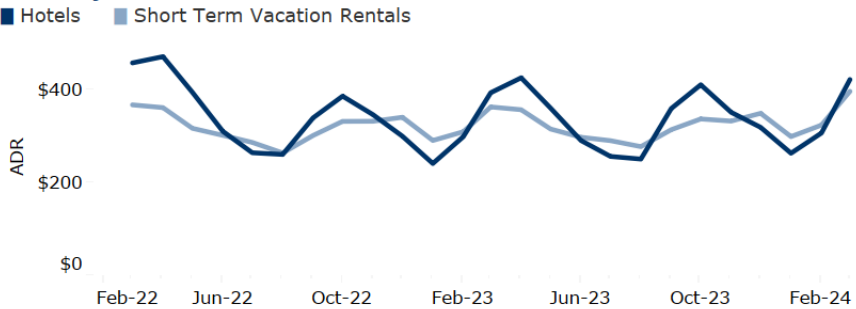
Source: KeyData

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Mar 2024	59.8%	\$396.81	\$237.46	112.7K	67.5K	\$26.8M
% Change vs. Mar 2023	21.5%	9.2%	32.7%	13.8%	38.2%	51.0%
% Change vs. Feb 2024	38.7%	22.4%	69.8%	8.8%	50.9%	84.7%
CYTD 2024	44.9%	\$351.54	\$157.95	327.7K	147.2K	\$51.8M
% Change vs. CYTD 2023	10.8%	6.9%	18.5%	21.0%	34.1%	43.3%

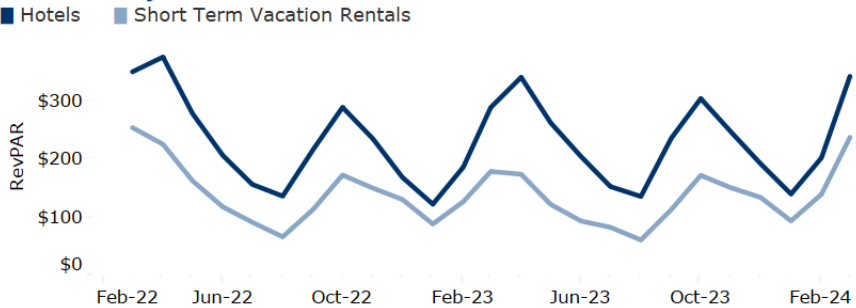
Occupancy by Month (Hotels: Sedona+; KeyData: Vacation Area - City of Sedona)



ADR by Month



RevPAR by Month



Domestic Visitors: Sedona



Study Geography
Sedona

Start Date
March 01, 2023

End Date
March 31, 2023

Trip Type
Overnight

Weekend/Weekday Trips
All

Sample Size: 10,789



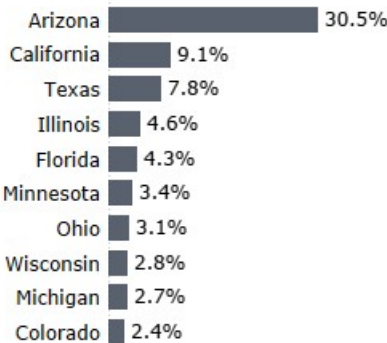
2.0 days
Avg Length of Stay



100.0%
Overnight

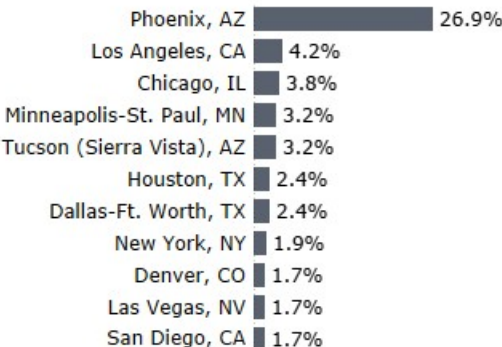
Top Visitor Origin States

% share of total

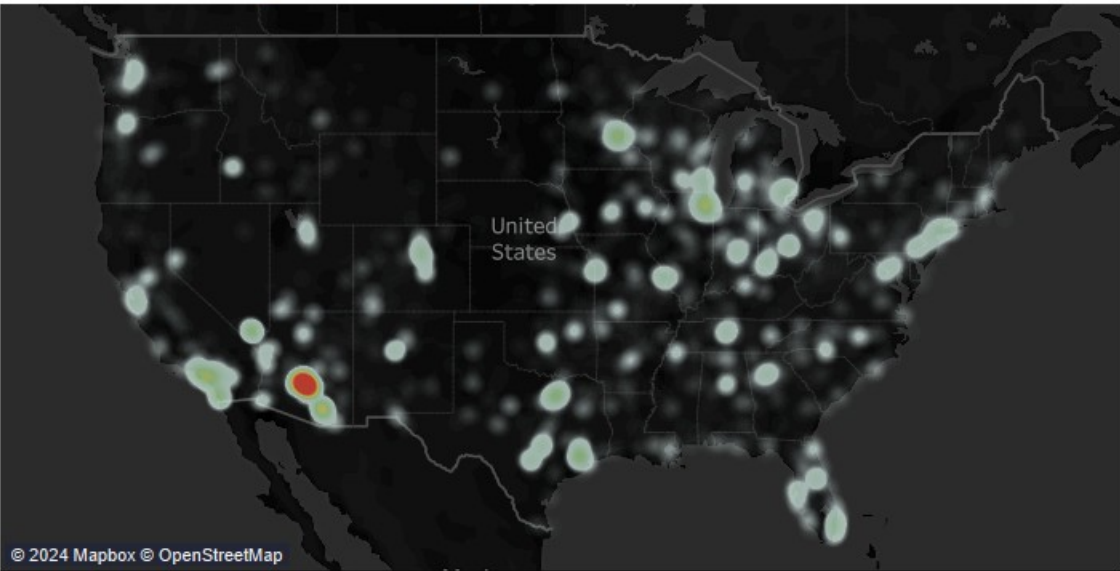


Top Visitor Origin DMAs

% share of total

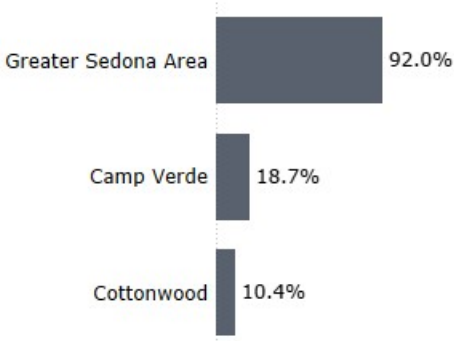


US Mainland Origin Heat Map



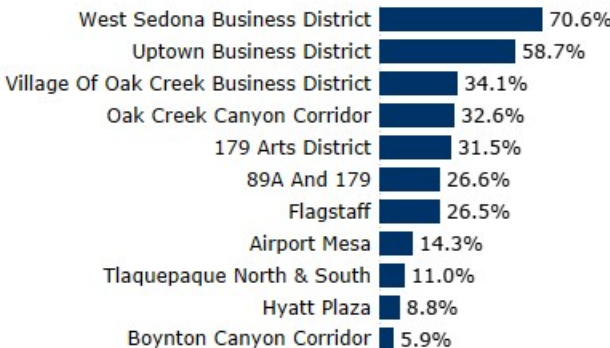
Cross Visits

% share of visitors



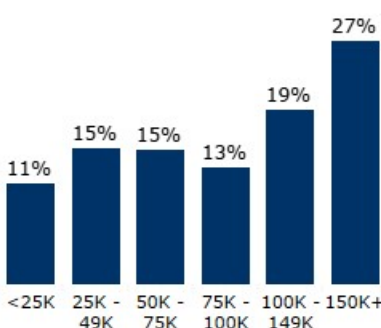
Top POIs Visited

% share of trips

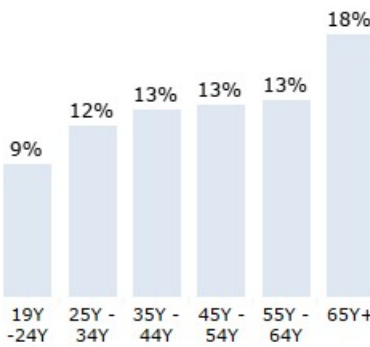


Demographic Estimates

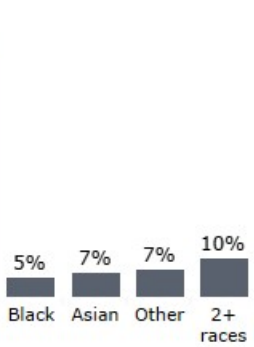
Household Income
Median: \$103.0K



Age Groups



Race



Domestic Visitors: Sedona



Study Geography
Sedona

Start Date
March 01, 2024

End Date
March 31, 2024

Trip Type
Overnight

Weekend/Weekday Trips
All

Sample Size: 20,750



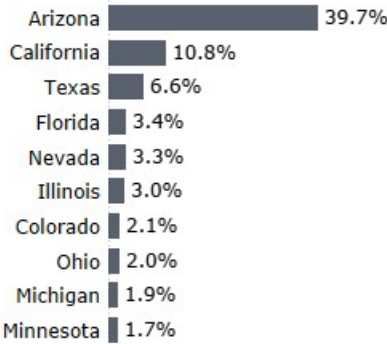
2.6 days
Avg Length of Stay



100.0%
Overnight

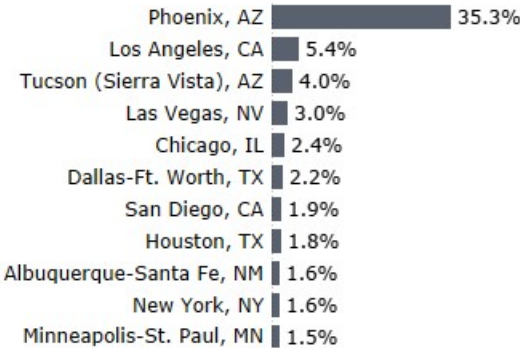
Top Visitor Origin States

% share of total

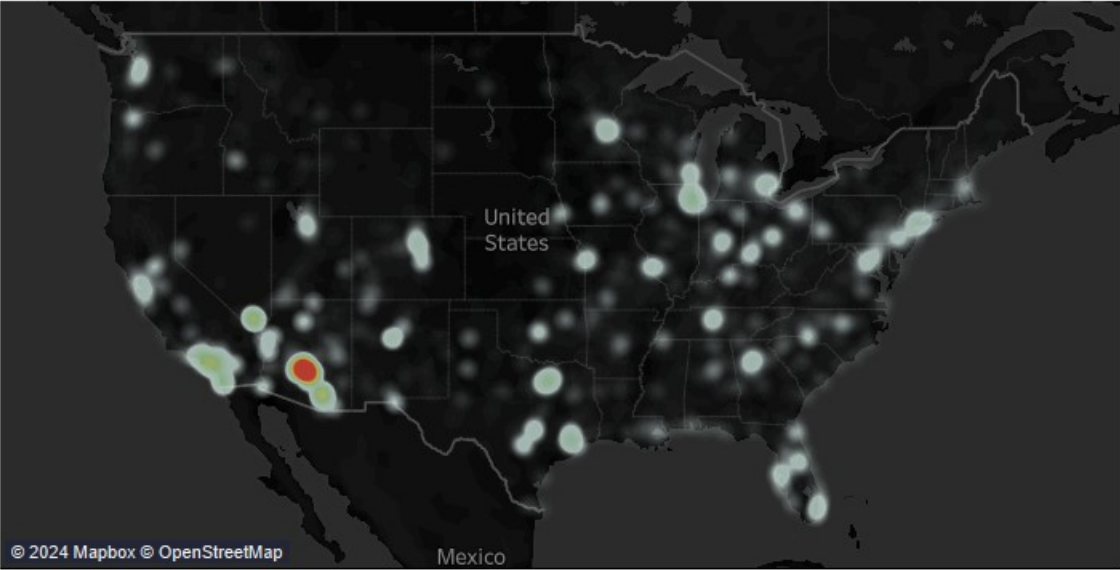


Top Visitor Origin DMAs

% share of total

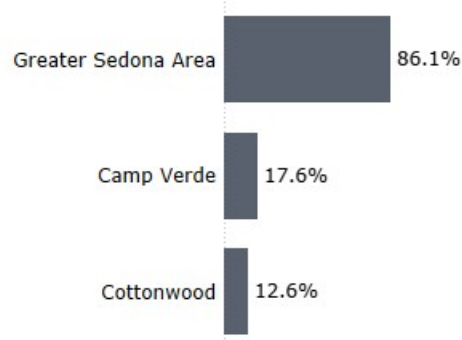


US Mainland Origin Heat Map



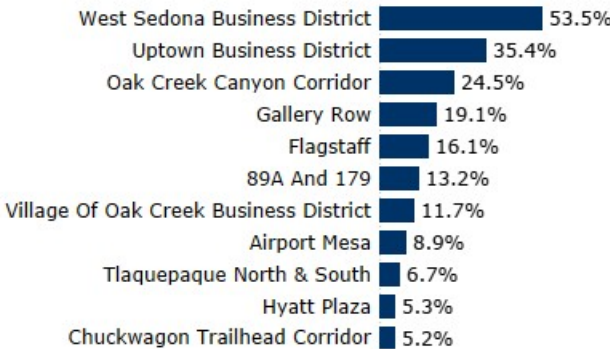
Cross Visits

% share of visitors

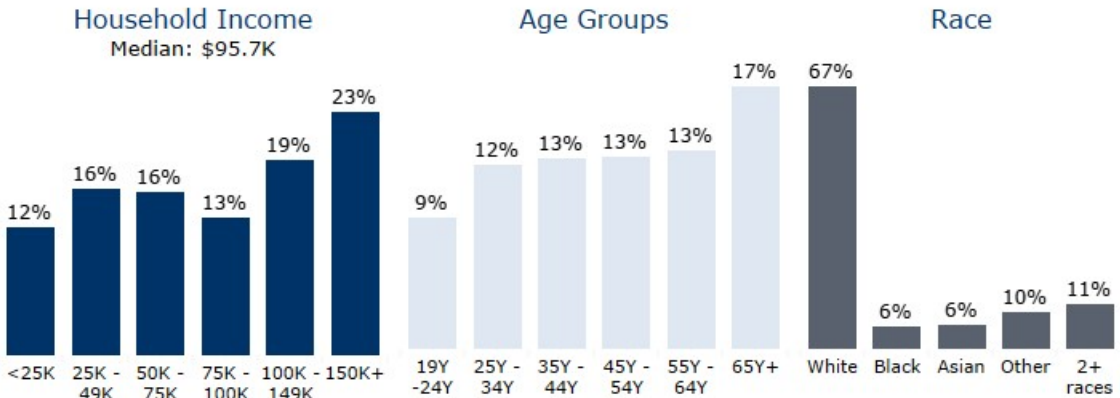


Top POIs Visited

% share of trips

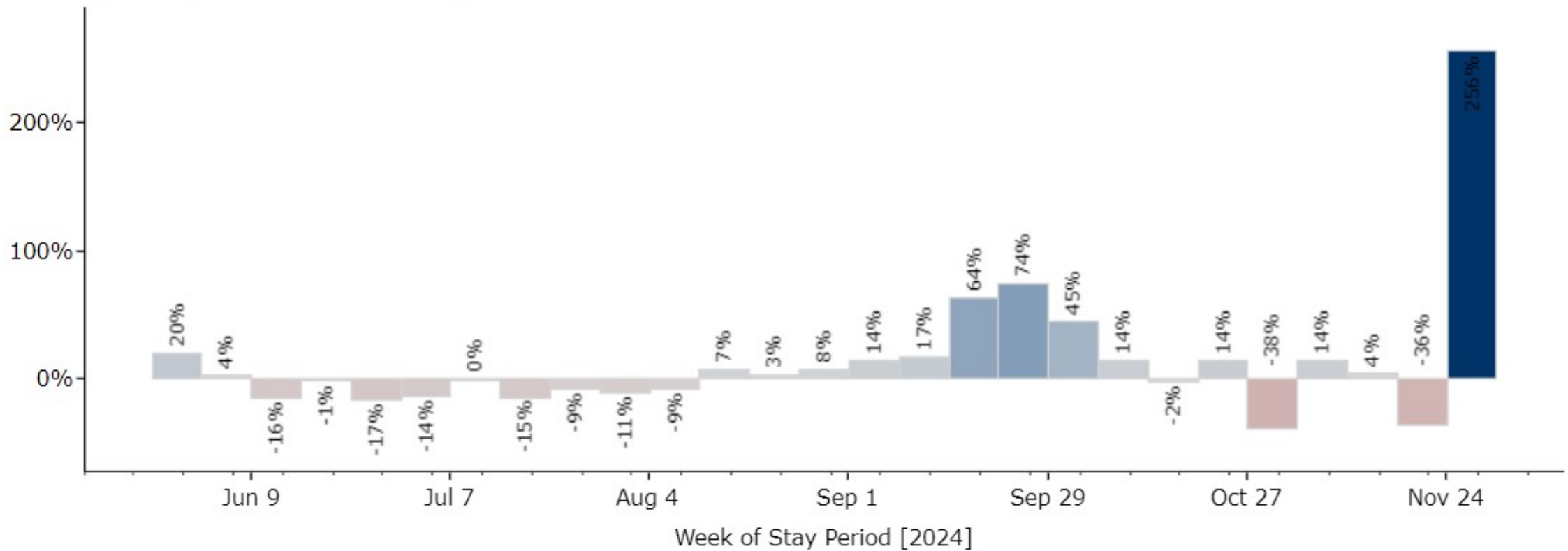


Demographic Estimates



Future hotel demand looks soft for summer

Occupancy Outlook Compared to Same Time Last Year



Sedona Spending Summary

Period: March 2024



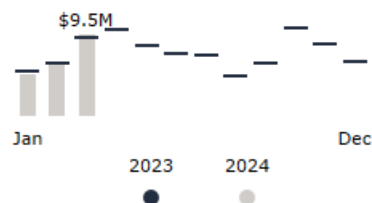
Month
March 2024

Report Type
Month



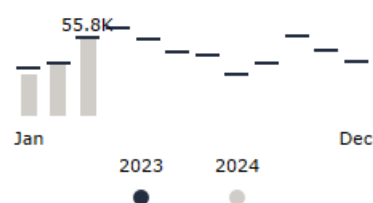
\$9.5M
Card Spend

+2.1% vs. Previous Year



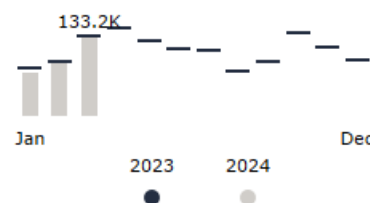
55.8K
Cardholders

-4.1% vs. Previous Year



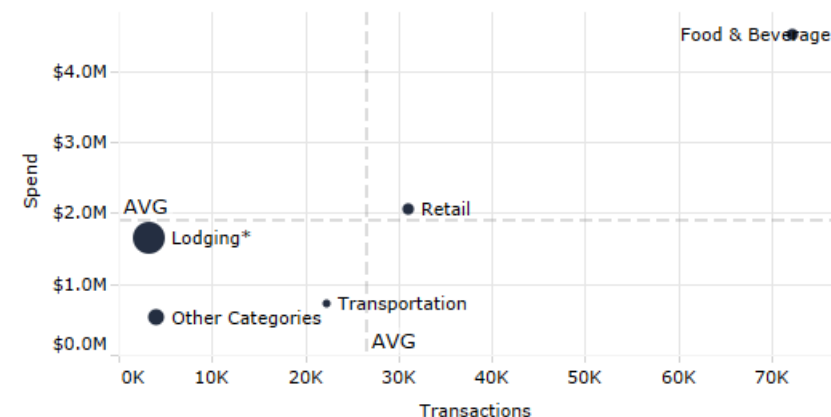
133.2K
Transactions

-1.2% vs. Previous Year



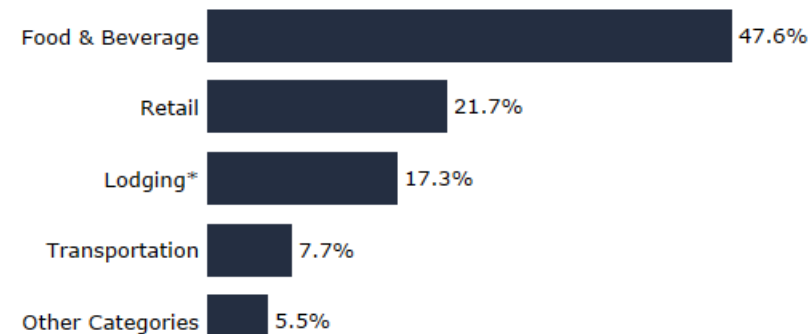
Transactions vs. Spend Amount

Size of bubble denotes spend per transaction

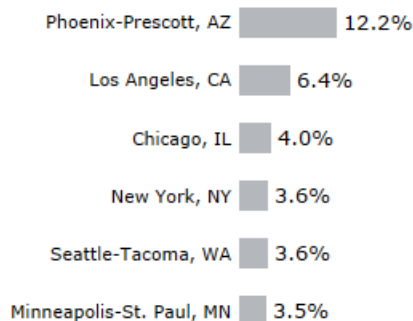


Spending Categories

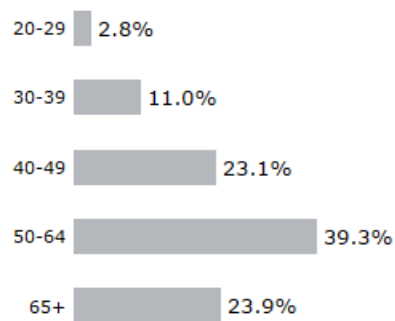
% Share of total in-market credit card spend



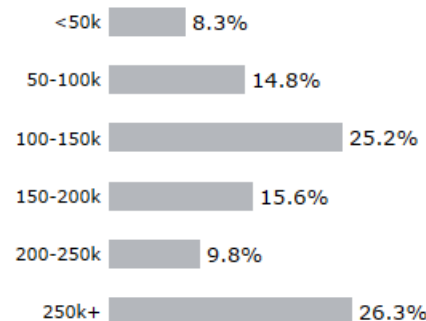
Top Origin DMAs



Spend Share by Age**



Spend Share by Income**



Sedona Spending Summary

Period: January - March 2024



Month
March 2024

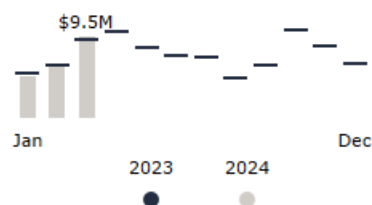
Report Type
Calendar Year-to-Date



\$20.2M

Card Spend

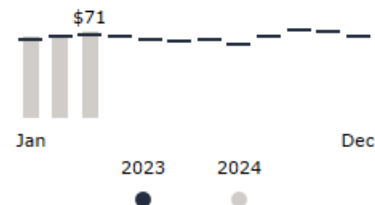
-3.6% vs. Previous Year



\$69

Spend per Transaction

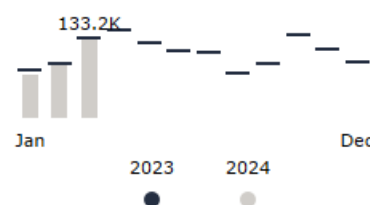
+2.4% vs. Previous Year



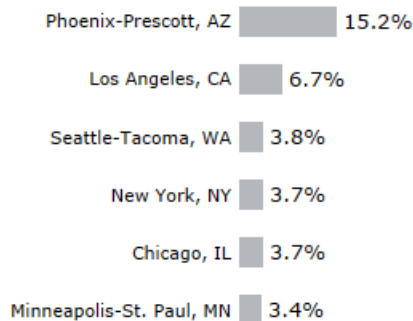
292.1K

Transactions

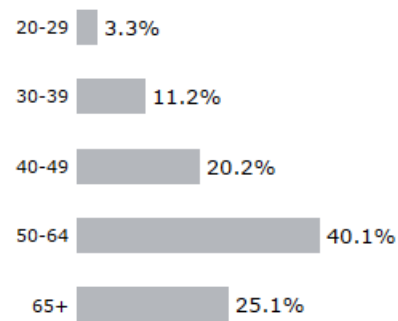
-5.8% vs. Previous Year



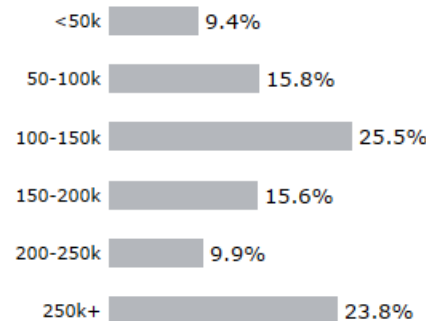
Top Origin DMAs



Spend Share by Age**

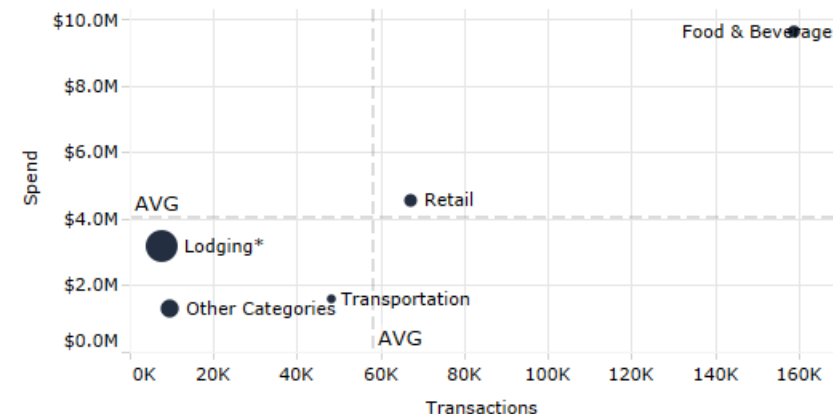


Spend Share by Income**



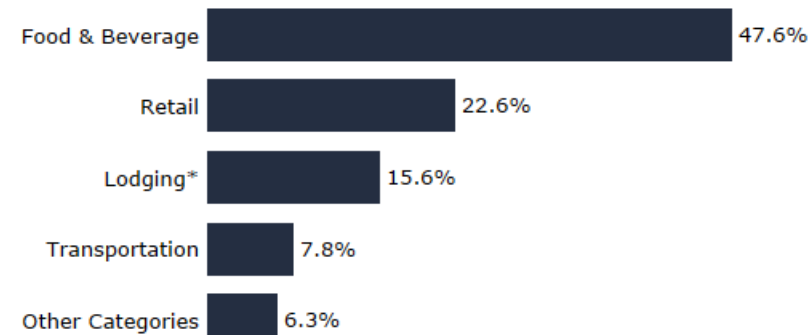
Transactions vs. Spend Amount

Size of bubble denotes spend per transaction



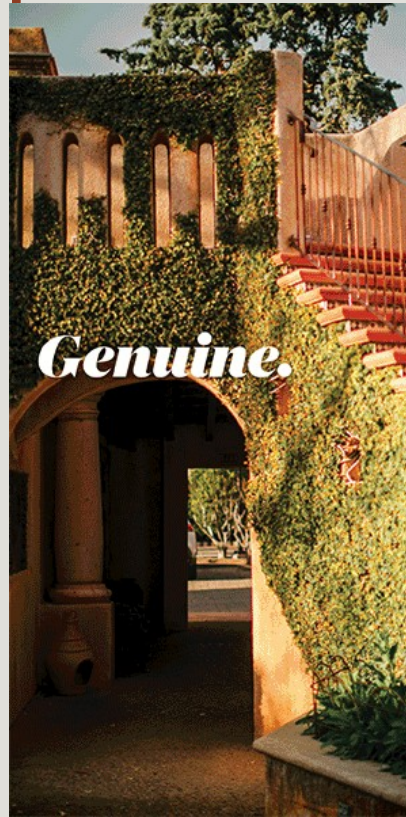
Spending Categories

% Share of total in-market credit card spend



SUMMER STEWARDSHIP CAMPAIGN

Launch week



TOURISM PROGRAM

