CITY OF SEDONA

TOURISM OFFICE

Lodging Council Meeting

November 10, 2026 Meeting

November 1 Flooding | Recovery Actions

- Partnered with the Chamber of Commerce to conduct business outreach
- Connected impacted businesses to relevant City departments
- Partnered with local entities on a Sedona.biz article
- Published an alert banner and alerts page on ScenicSedona.com
- Boosted social media posts that Sedona is open
- Relayed closures to frontline staff in Sedona

Agenda

- Tourism Office Updates
- Meeting Sales Update
- Monthly Tourism Research




Tourism Office Updates

2026 SEDONA TOURISM PLAN

PILLARS AND INITIATIVES

Manage And Steward The Destination

- Set expectations for responsible and respectful use of Sedona throughout the year
- Advance destination management strategies that balance visitor demand, community needs, and destination capacity
- Develop a Tourism Crisis Communication Plan
- Explore ways to broaden the Sedona Tourism Office's role in supporting the local visitor economy

Optimize Economic Impact

- Conduct integrated, year-round marketing that is aligned with Sedona's community values and destination management priorities
- Increase visitor demand during priority periods to support a balanced, year-round tourism economy
- Leverage earned media, travel trade, and meeting sales to bolster Sedona's reputation as a leading national destination
- Strengthen partnerships with Sedona's tourism industry

Enhance The Sedona Experience

- Develop and enhance signature visitor experiences that reflect Sedona's natural, cultural, creative, and wellness assets
- Provide robust visitor services throughout Sedona
- Partner with regional economic development organizations, government entities, and non-profits on strategies that create a more resilient Sedona economy
- Partner with other City departments to represent the voice of tourism and bolster the success of legacy projects

Enhance Community Engagement With Tourism

- Communicate the role of tourism within the Sedona community
- Provide public access to tourism-related research
- Engage the community in the future of tourism

SEDONA stay inspired

Destination Marketing Campaigns Update

- The Winter 2026/2027 destination marketing campaign and high-net-worth campaigns launched on October 1
- New campaign videos:
  - Standard Audience
  - High-Net-Worth Audience



Submit Your Special Winter Offers

- We are currently accepting special winter offers for the Deals page on ScenicSedona.com
- Submissions from businesses located outside of the City of Sedona will be relayed to the Chamber
- You can submit special offers throughout the year



Arizona Office of Tourism Photo/Video Shoot

- This is a free service offered to Arizona destinations
- Everyone receives full rights to all assets
- All assets are in our public image library
- We are looking to further leverage this resource






Meeting Sales Update

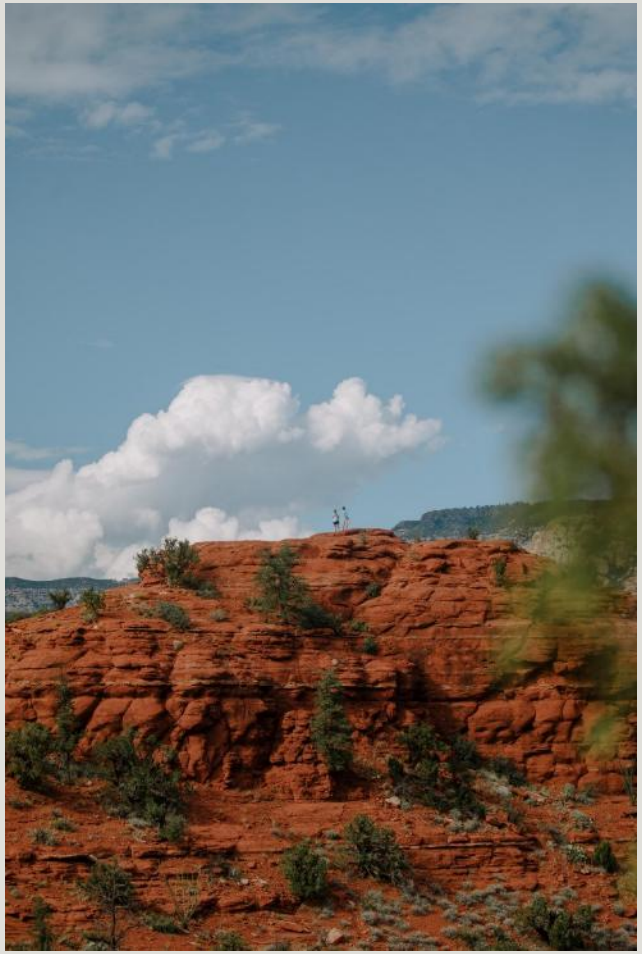
Core Functions

- Convene Greater Sedona Sales Managers
- Attend hosted buyer events
- Conduct B2B marketing
- Respond to inquires and distribute RFPs



Trade Show Updates

- FY26
  - IPEC
  - HelmsBriscoe ABC
- FY27
  - MPI Hosted Buyer Event | December 2026
  - Small & Boutique Meetings | April 2027



HelmsBriscoe Strategies

- Destination Partner since 2024
- HelmsBriscoe Luncheons 2025 & 2026
- HelmsBriscoe Sales Manager Lunch 2026



FY26 Meeting Sales Lead Report

- We assisted 138 clients and/or meeting planners
- We processed 33 leads representing 4,349 room nights
  - 7 leads won within City of Sedona
  - 2 leads won within Greater Sedona
    - 587 room nights won throughout Greater Sedona area
  - 14 leads lost
    - The majority of these were simply due to a different destination being selected (e.g. Miami or Ashville)
  - 3 leads were postponed
  - 1 lead was cancelled



FY26 Meeting Sales Lead Report

- Most leads came from ScenicSedona.com
- Top 3 market segments are:
  - Educational Services
  - Health – General and Rehabilitative
  - Arts, Entertainment, and Recreation



FY27 Status Report

- 32 RFPs were submitted through CVENT
  - 20 came from HelmsBriscoe Associates
- 6 ScenicSedona.com RFP submissions
  - 1 was won within the City of Sedona





Monthly Summary Report

September 2026

Powered by SYMPHONY | TOURISM ECONOMICS

Monthly Historical Lodging

September 2026 | Sedona

Hotel Performance

Source: STR (Sedona+)

	Occupancy	ADR	RevPAR	Revenue
Sep 2026	69.1%	$387.90	$268.11	$19.0M
YOY % Change	+7.8% YOY	+9.3% YOY	+17.8% YOY	+25.2% YOY
Calendar Year-to-Date	66.5%	$368.31	$244.86	$153.4M
YTD YOY % Change	+0.2% YOY	+5.9% YOY	+6.1% YOY	+7.7% YOY

Short Term Vacation Rental Performance - Scraped AirBnB Data

Source: KeyData (Vacation Area - Residential Zone)

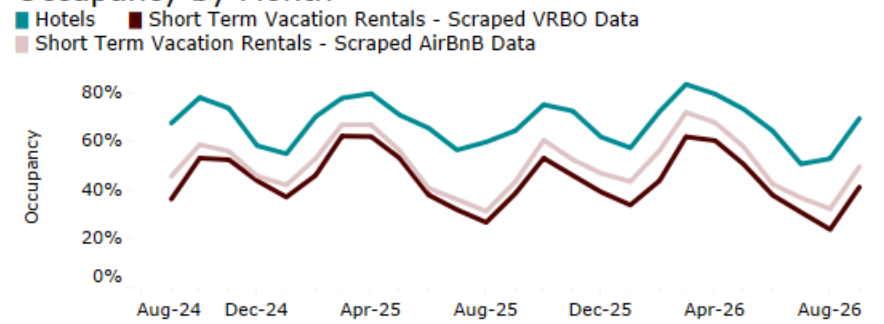
	Occupancy	ADR	RevPAR	Revenue
Sep 2026	49.4%	$479.27	$236.95	$8.8M
YOY % Change	+14.1% YOY	+0.1% YOY	+14.3% YOY	+20.7% YOY
Calendar Year-to-Date	50.6%	$507.52	$256.89	$86.7M
YTD YOY % Change	+5.0% YOY	+5.4% YOY	+10.7% YOY	+14.3% YOY

Short Term Vacation Rental Performance - Scraped VRBO Data

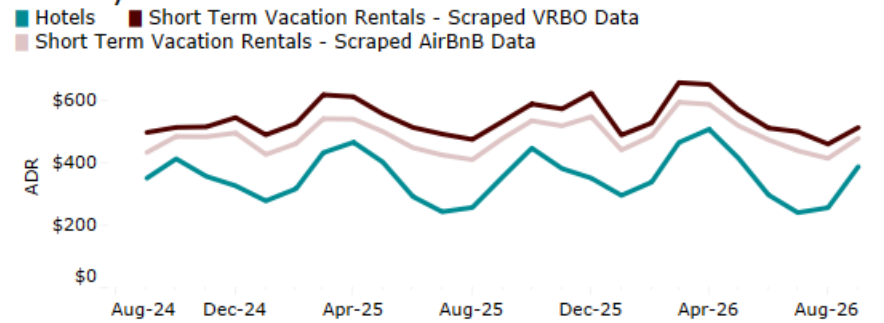
Source: KeyData (Vacation Area - Residential Zone)

	Occupancy	ADR	RevPAR	Revenue
Sep 2026	41.1%	$513.53	$210.95	$3.7M
YOY % Change	+6.7% YOY	-3.6% YOY	+2.8% YOY	-8.8% YOY
Calendar Year-to-Date	42.6%	$561.44	$238.98	$39.8M
YTD YOY % Change	-3.3% YOY	+2.2% YOY	-1.2% YOY	-11.6% YOY

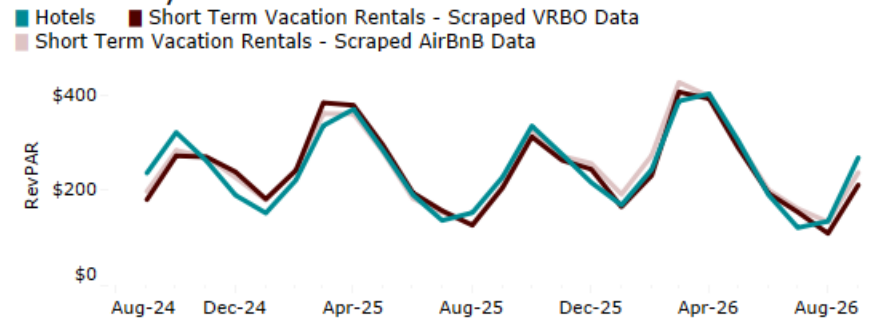
Occupancy by Month



ADR by Month



RevPAR by Month



Powered by SYMPHONY | TOURISM ECONOMICS


THANK YOU
CITY OF SEDONA
SEDONA
stay inspired