



Sedona Mountain Bike Festival

lodging council 2026

- 6,000 Total Visitors
- Over 950 Demo Passes
- Over 150 Volunteers
- 108 Vendors (Sold Out)
- 6 bands
- 15 Shuttle Vans
- 9 Food Trucks
- 4 Breweries
- 1 Film Festival
- Tons of good times!



WHAT IS THE SEDONA MOUNTAIN BIKE FESTIVAL?

3-Day MTB Celebration In Sedona, Arizona!

The Sedona Mountain Bike Festival is the must-visit MTB event of the year, featuring a main Expo/Festival, bike demos, shuttled rides, gear vendors, a beer garden, great bands, food trucks, skills clinics, and a whole lotta sweet RED SINGLETRACK!

What Others Say About Us:

- [Best Mountain Bike Festivals In The World - RedBull.com](#)
- [#1 Sedona Mountain Bike Festival - Outside Magazine](#)
- [Top 10 Places To Ride In the World - Mountain Bike Action](#)
- [#2 Mountain Bike Destinations in the US - Single Tracks.com](#)
- [Sedona Is The New Mountain Bike Mecca - Outside Magazine](#)
- [Outside Magazine - Why We Love Mountain Bike Festivals](#)



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Why does this matter to you?

WHO ARE MOUNTAIN BIKERS?

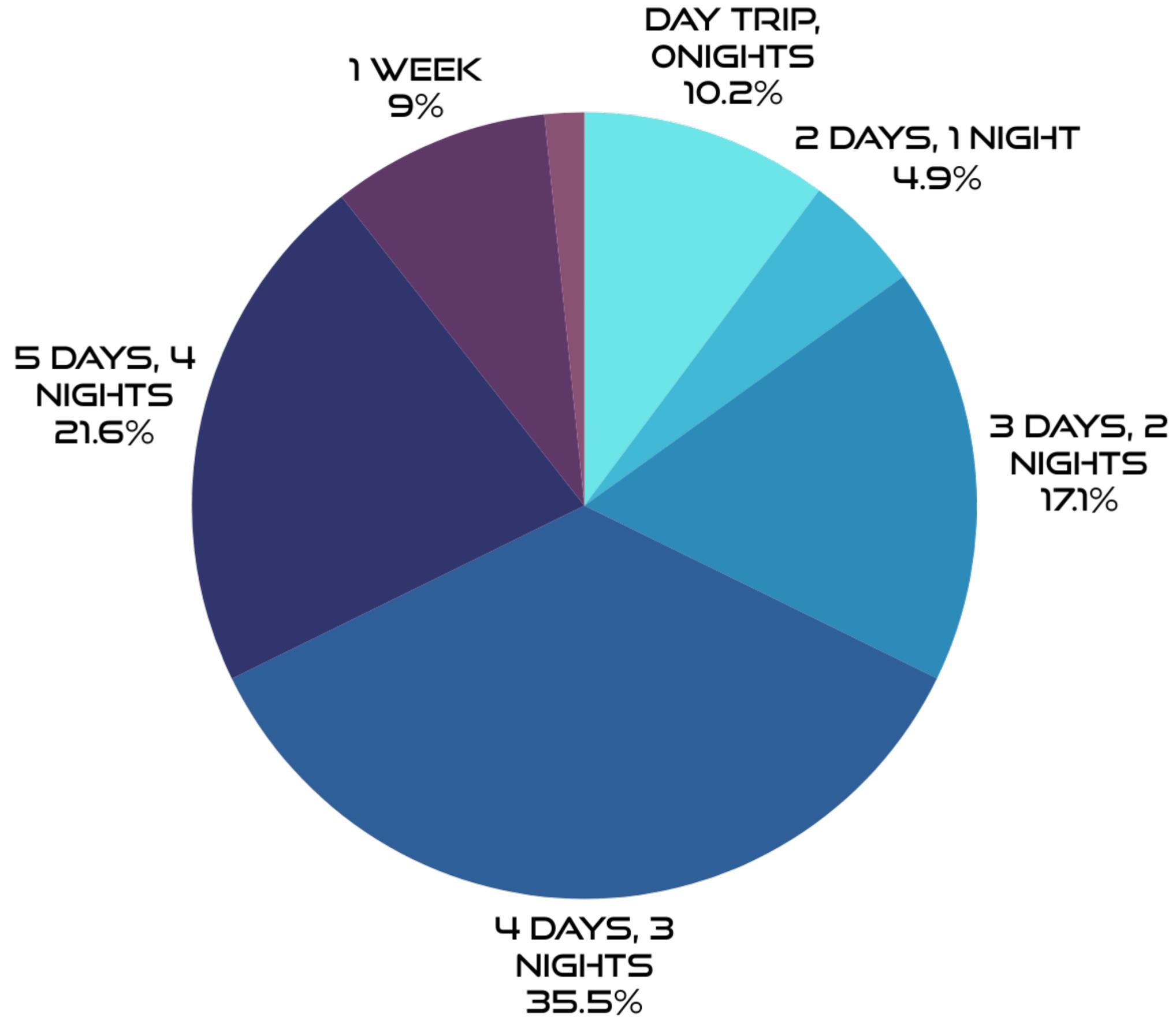


- **Average age 39-42 - SMBF is 48**
- **Annual Household income - 175k-204k**
- **61% have a college degree**
- **65% claim to be involved with the fine arts**
- **Spends \$3,400 on outdoor gear per year**
- **Average cost of bike owned \$5,300**
- **Average number of bikes owned 2.5**
- **40% will buy a bike this year**
- **80% traveled to a cycling event within the last year**

* data from Outside, Pinkbike, Trailforks and Vital MTB

Visitors

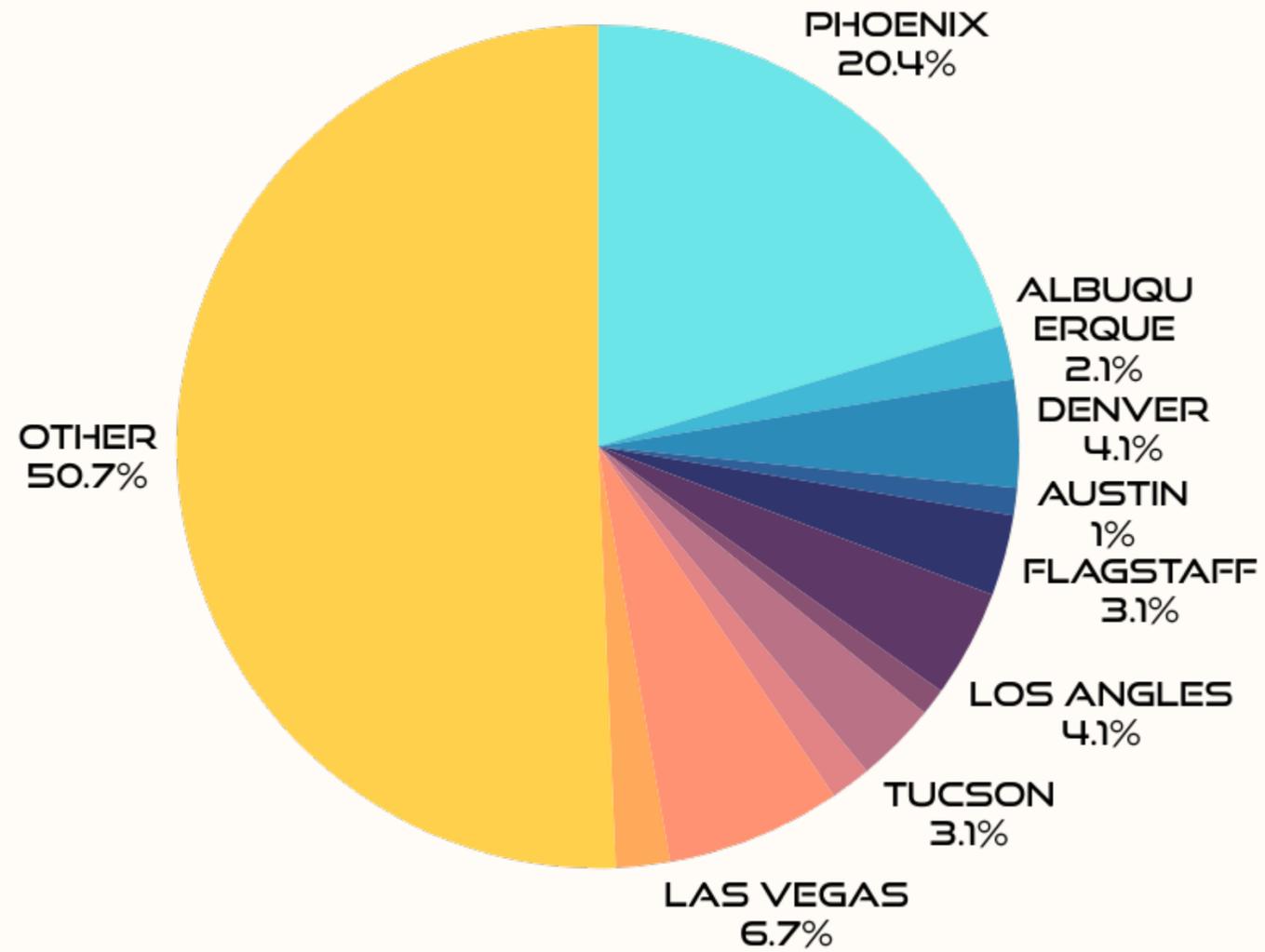
How long do people stay?



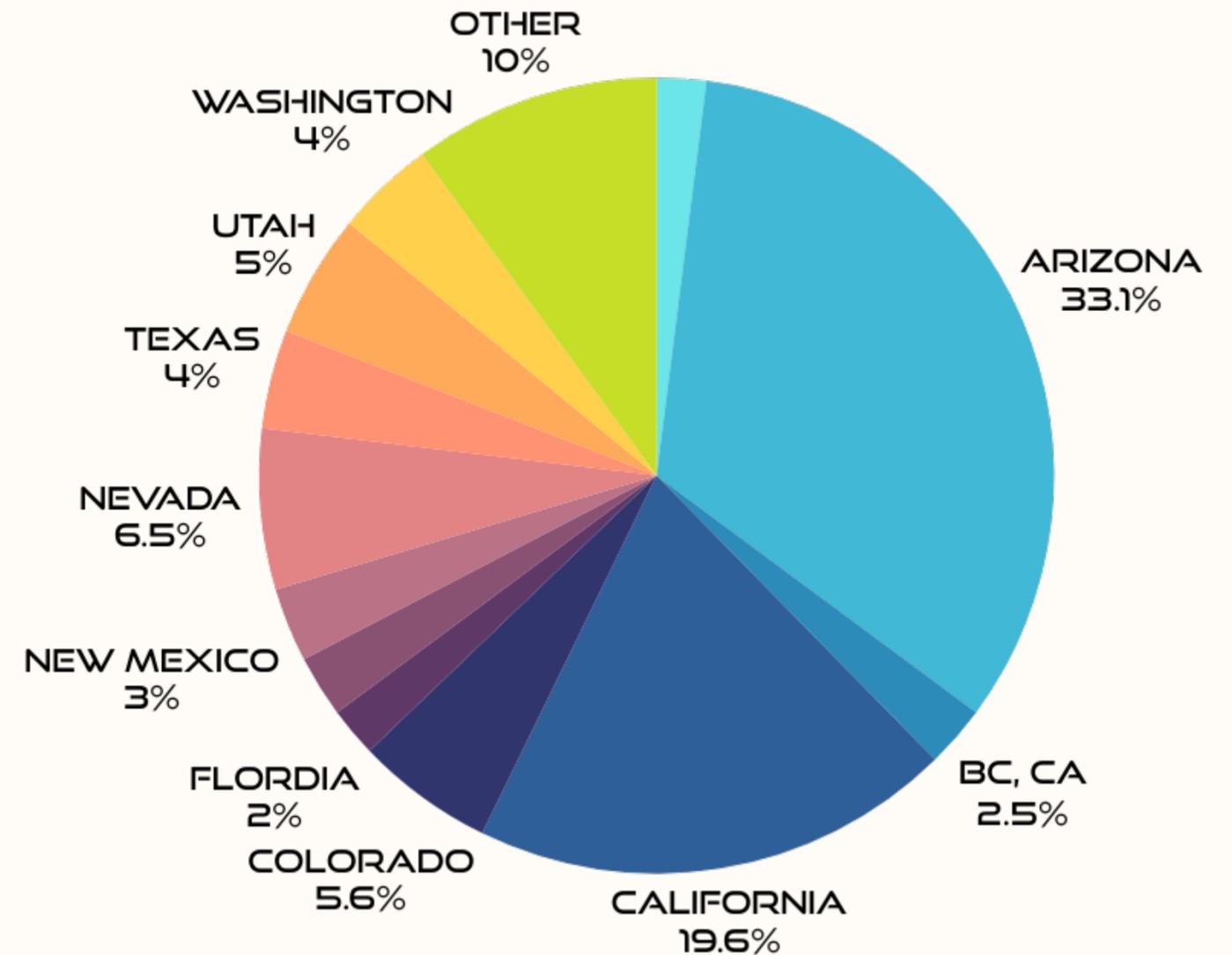
Visitors

Where did everyone come from?

Top Cities:



Top Regions:



*why is other so huge? Because people come internationally from all over in small percentages

Booking Pace Trend

Sedona as of 1/14/2026

Month of Stay February 2026

Additional Months
4

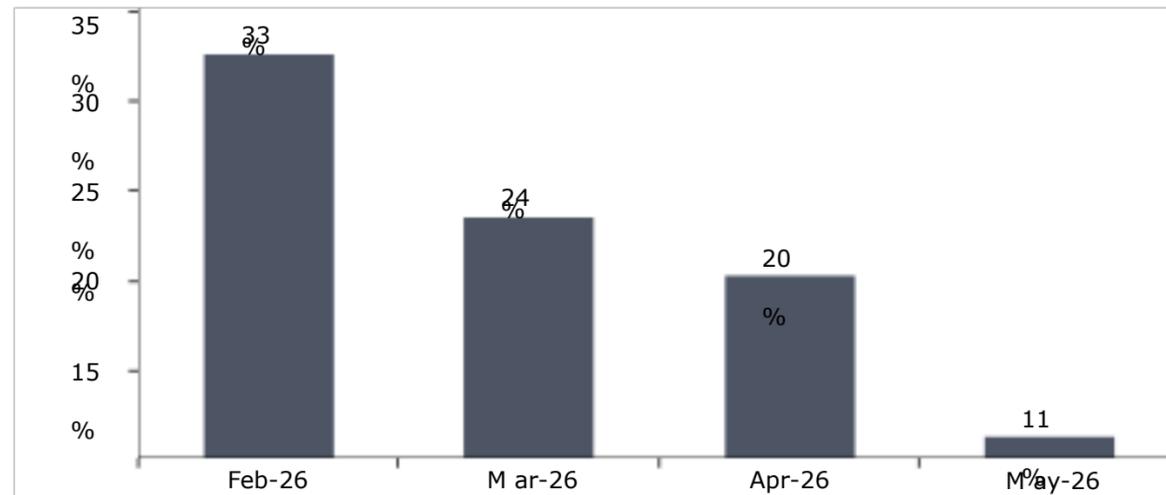
Total Segment
Total with Group Committed

Focus Market
Sedona

As Of Date
1/14/2026

Future Occupancy Outlook

Occupancy for Sedona as of 1/14/2026 | Segment: Total with Group Committed



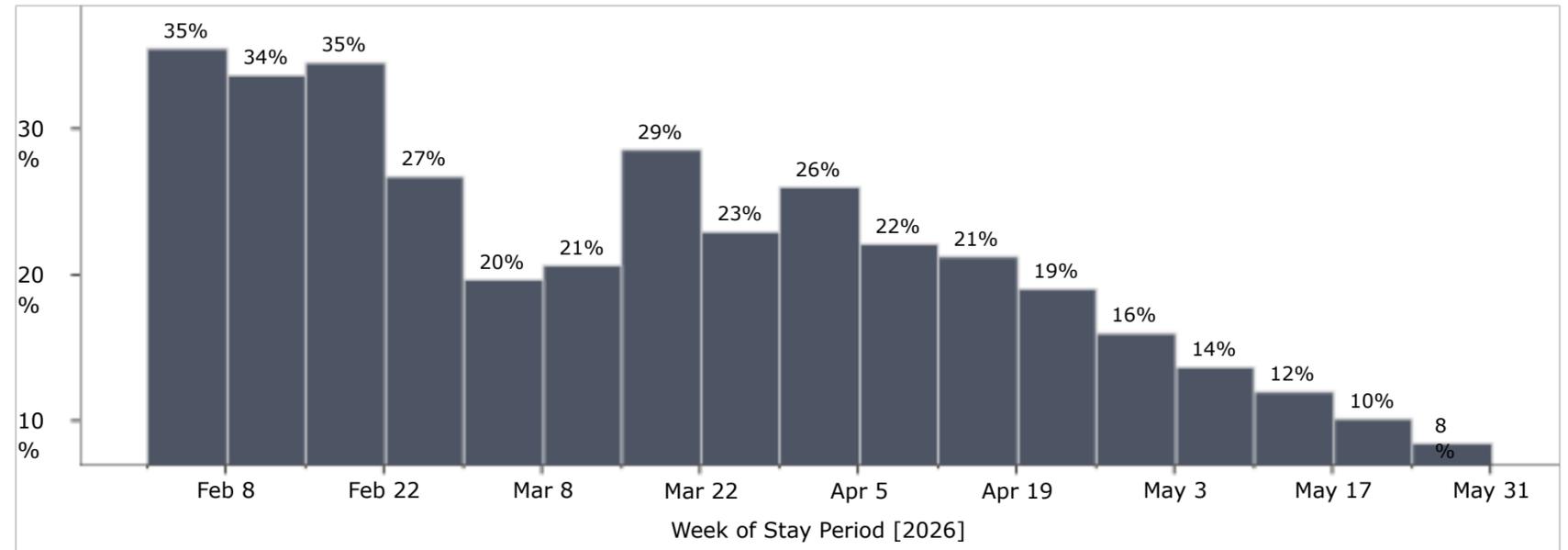
Bookings

Segment	Feb-26	Mar-26	Apr-26	May-26
Transient	8.9K	6.3K	4.7K	2.4K
Group	444	538	373	247
Group Committed	788	1.4K	1.8K	1.4K
Total	9.4K	6.9K	5.1K	2.6K
Total with Group Committed	9.7K	7.8K	6.5K	3.7K

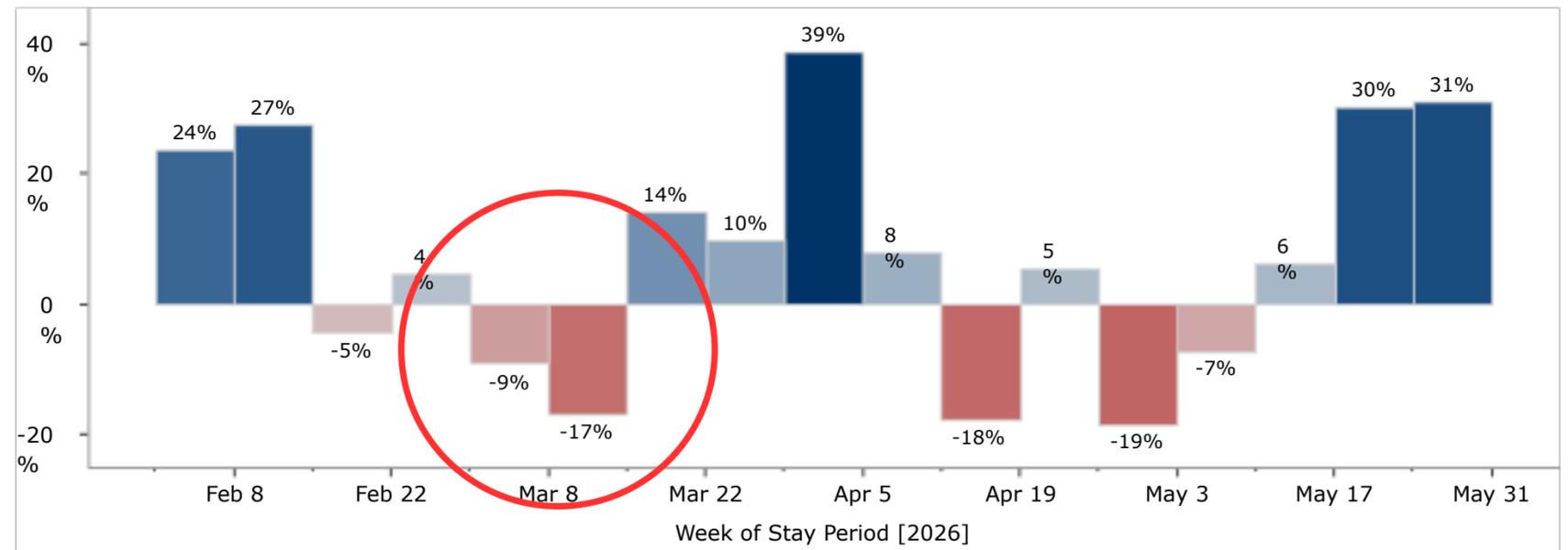
Bookings Compared to Same Time Last Year

Segment	Feb-26	Mar-26	Apr-26	May-26
Transient	12.7%	-1.0%	-5.3%	3.4%
Group	21.3%	62.5%	-7.0%	-34.0%
Group Committed	1.5%	32.7%	16.4%	0.7%
Total	13.0%	1.8%	-5.4%	-2.0%
Total with Group Committed	11.6%	3.6%	-0.1%	2.3%

Occupancy Outlook by Week



Occupancy Outlook Compared to Same Time Last Year



ECONOMIC IMPACT

We have been tracking key metrics since 2015. Below is the economic impact that we calculated for the 2020 MTB Festival. Since 2020 the festival has remained steady with incremental growth.

Hotel average daily spending is \$420 (\$200 for lodging) = \$22 per day

Length of Overnight Stay		Estimated Registrants in this Category	Total spending not including lodging	3.5% Sales Tax
1 night	\$ 412.00	400	\$ 164,800.00	\$ 5,768
2 nights	\$ 824.00	1500	\$ 1,236,000.00	\$ 43,260
3 nights	\$ 1,236.00	1650	\$ 2,039,400.00	\$ 71,379
4 nights	\$ 1,648.00	550	\$ 906,400.00	\$ 31,724
5 nights	\$ 2,060.00	500	\$ 1,030,000.00	\$ 36,050
			\$ 5,376,600.00	\$ 188,181
D	Total Impact to Sales Collections			\$ 376,362
E	Total Direct Spending Generated			\$ 8,182,100

The ASK:

Three ways you can help:

1. Let people know about mountain bikers as an important group for Sedona.

This could be friends, staff ect. Share what you learned today.

1. Promote Mountain Biking in your advertising with our free image library.

Use our free profesioally shot images in your social media and other palces and drive mountain bikers to your property Sign up for our email list and we will send you a link to free images you can use. We can also provide rack cards and onesheets for bike rentals and tours year round.

1. Become a Sedona Mountain Bike Festival Lodging Partner

We are looking for 2 rooms with 3 room nights each for VIPs and Media attending the event.

- Listing on Sedona Mountain Bike Festival website
- Emails that encourage our attendees to stay in sponsored hotels to our email list of 50k past attendees
- Emails to vendors attending the event with special offers



Scan to sign up the Lodging Partner email list:

CONTACT

Want more info? Contact us at:

EMAIL

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WEBSITE

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SOCIALS

[@sedonamtbfestival](https://www.instagram.com/sedonamtbfestival)

