



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

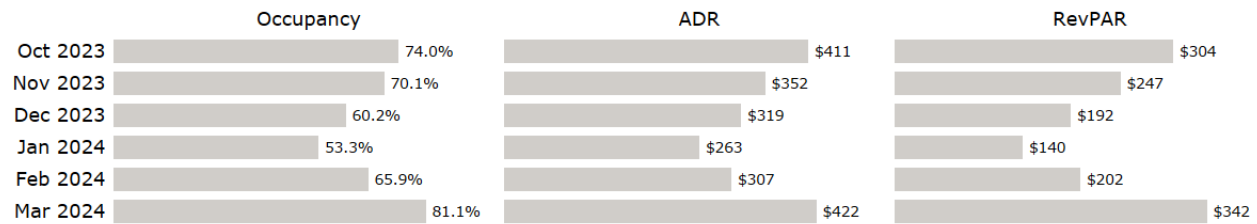
Sedona+ | March 2024



Month: March 2024 | Location: Sedona+ | Compare to: Previous Year | Year Type: Calendar Year

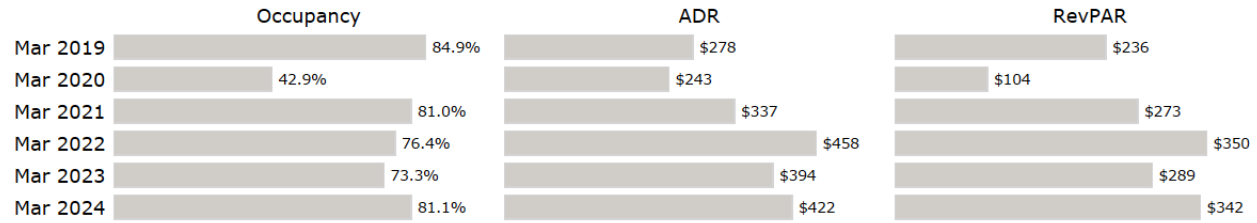
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	81.1%	\$422.23	\$342.22	67.0K	54.3K	\$22.9M
Change vs. Previous Year	▲ 10.5%	▲ 7.2%	▲ 18.5%	▲ 0.0%	▲ 10.5%	▲ 18.5%
YTD Calendar Year	66.8%	\$343.30	\$229.27	194.1K	129.6K	\$44.5M
YTD Change vs. Previous Year	▲ 7.2%	▲ 6.6%	▲ 14.3%	▲ 1.0%	▲ 8.3%	▲ 15.4%

Last Six Months Performance

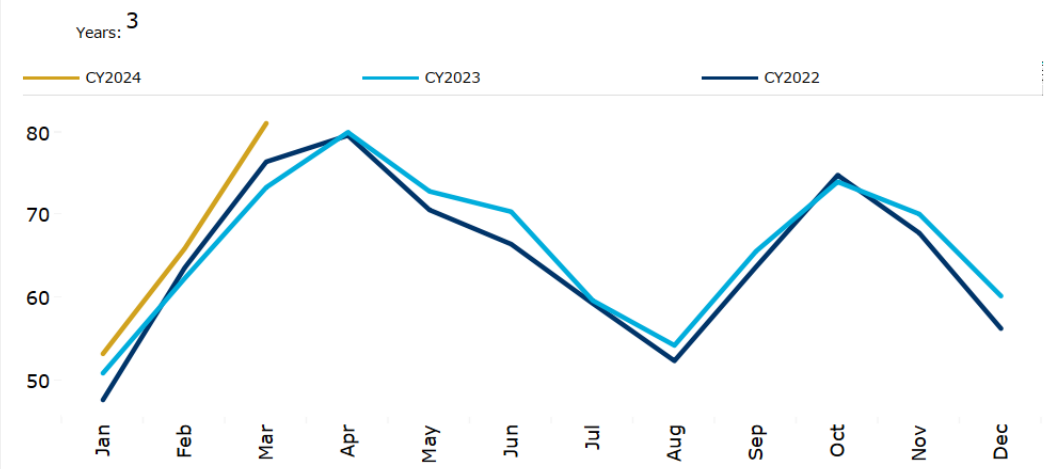


March Performance by Year

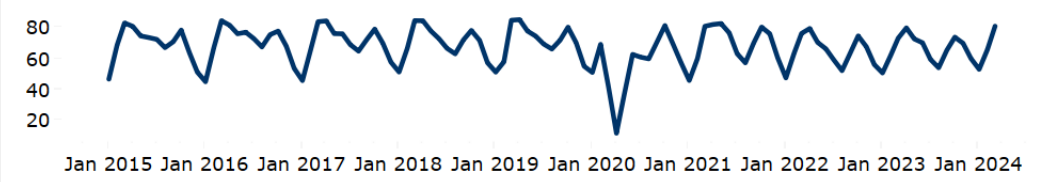
Sedona+



Occupancy YOY Comparison



Occupancy Long Term Trend



Source: STR

Hotel Performance Summary

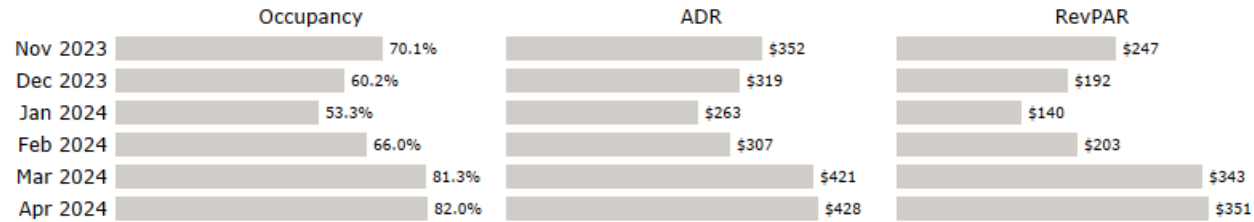
Sedona+ | April 2024



Month: April 2024 | Location: Sedona+ | Compare to: Previous Year | Year Type: Calendar Year

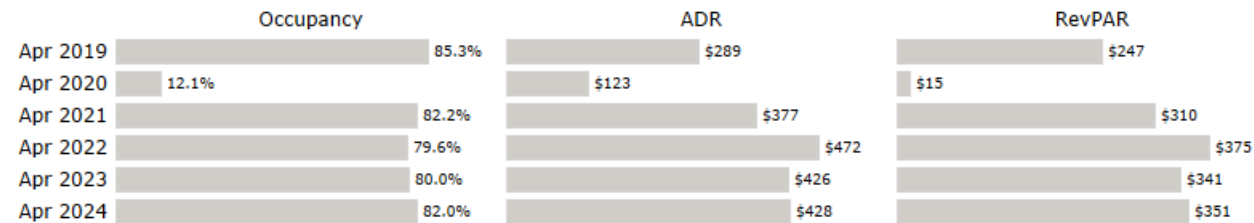
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	82.0%	\$428.12	\$350.89	64.8K	53.1K	\$22.7M
Change vs. Previous Year	▲ 2.5%	▲ 0.5%	▲ 3.0%	▲ 0.0%	▲ 2.5%	▲ 3.0%
YTD Calendar Year	70.7%	\$367.70	\$259.86	258.9K	183.0K	\$67.3M
YTD Change vs. Previous Year	▲ 5.8%	▲ 4.0%	▲ 10.1%	▲ 0.8%	▲ 6.7%	▲ 11.0%

Last Six Months Performance

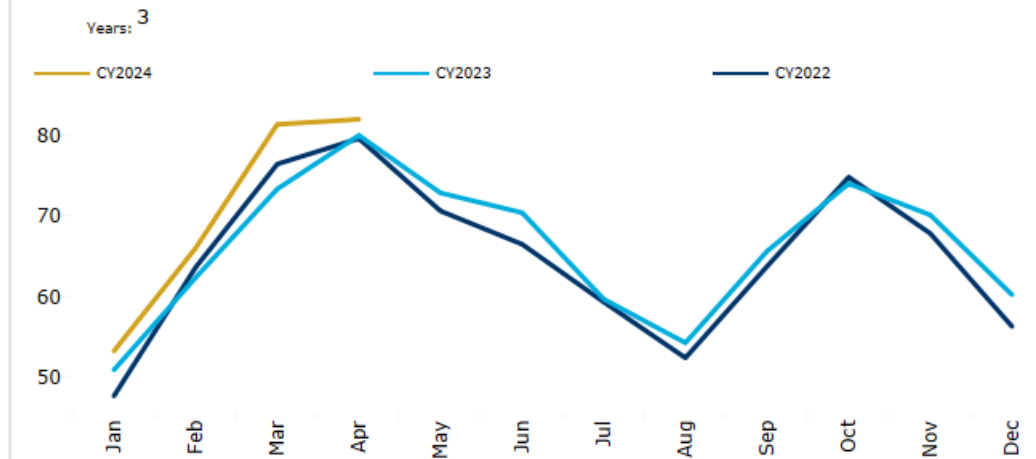


April Performance by Year

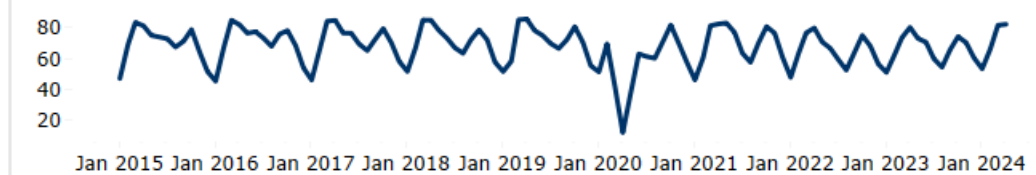
Sedona+



Occupancy YOY Comparison



Occupancy Long Term Trend



Sedona+ Lodging Summary

April 2024



Aggregated Lodging Summary

Source: STR & KeyData

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Apr 2024	70.7%	\$393.60	\$278.14	167.3K	118.2K	\$46.5M
% Change vs. Apr 2023	15.7%	0.2%	15.9%	1.7%	17.6%	17.9%
% Change vs. Mar 2024	0.7%	-0.6%	0.1%	-7.9%	-7.3%	-7.8%
CYTD 2024	59.2%	\$353.01	\$209.07	693.9K	410.9K	\$145.1M
% Change vs. CYTD 2023	12.6%	2.1%	15.0%	10.6%	24.5%	27.1%

Hotel Performance (Sedona+)

Source: STR

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Apr 2024	82.0%	\$428.12	\$350.89	64.8K	53.1K	\$22.7M
% Change vs. Apr 2023	2.5%	0.5%	3.0%	0.0%	2.5%	3.0%
% Change vs. Mar 2024	0.8%	1.6%	2.4%	-3.2%	-2.5%	-0.9%
CYTD 2024	70.7%	\$367.70	\$259.86	258.9K	183.0K	\$67.3M
% Change vs. CYTD 2023	5.8%	4.0%	10.1%	0.8%	6.7%	11.0%

Short Term Lodging (Vacation Area - City of Sedona)

Source: KeyData

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Apr 2024	63.5%	\$365.43	\$232.13	102.5K	65.1K	\$23.8M
% Change vs. Apr 2023	30.2%	2.3%	33.1%	2.7%	33.7%	36.8%
% Change vs. Mar 2024	-0.2%	-3.0%	-3.2%	-10.6%	-10.8%	-13.5%
CYTD 2024	52.4%	\$341.22	\$178.84	435.0K	228.0K	\$77.8M
% Change vs. CYTD 2023	22.6%	1.1%	23.9%	17.4%	43.8%	45.4%

Sources: STR and KeyData

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



ADR by Month



RevPAR by Month



Hotel Report Generator

Sedona+, March 2024 - April 2024



×

Report Filters

Report Region: Sedona+ From: March 2024 To: April 2024 Compare to: Previous Year

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

Aggregated Hotel Performance

Period: March 2024 to April 2024

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
81.6%	\$425	\$347	131.8K	107.6K	\$45.7M
▲ 6.6%	▲ 3.5%	▲ 10.3%	▲ 0.0%	▲ 6.6%	▲ 10.3%

Monthly Hotel Performance

March 2024 to April 2024 compared to the same months in Previous Year

	Occ	YOY	ADR	YOY	RevPAR	YOY	Supply	YOY	Demand	YOY	Revenue	YOY
Mar 2024	81.3%	▲10.9%	\$421	▲6.9%	\$343	▲18.6%	67.0K	▲0.0%	54.5K	▲10.9%	\$23.0M	▲18.6%
Apr 2024	82.0%	▲2.5%	\$428	▲0.5%	\$351	▲3.0%	64.8K	▲0.0%	53.1K	▲2.5%	\$22.7M	▲3.0%

Occupancy



Supply



ADR



Demand



RevPAR



Revenue



Hotel Performance by Period

Sedona+ (3/28/2024 - 3/31/2024)

Location: Sedona+ | Segment: Total | Measure Selector: Occupancy

Selected Period
From: 3/28/2024
To: 3/31/2024

Comparison Period
From: 4/6/2023
To: 4/9/2023



Weekend (Blue) | Weekday (Red)

Selected Period - 3/28/2024 - 3/31/2024



Comparison Period - 4/6/2023 - 4/9/2023



	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Selected Period (3/28/2024 - 3/31/2024)	84.5%	\$455.80	\$385.19	8.6K	7.3K	\$3.3M
Comparison Period (4/6/2023 - 4/9/2023)	79.5%	\$478.66	\$380.48	8.6K	6.9K	\$3.3M
% Change (3/28/2024 - 3/31/2024) vs. (4/6/2023 - 4/9/2023)	+6.3%	-4.6%	+1.2%	--	+6.3%	+1.2%

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



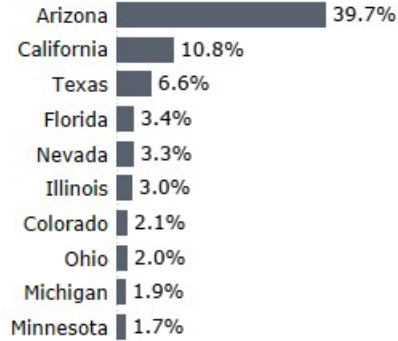
2.6 days
Avg Length of Stay



100.0%
Overnight

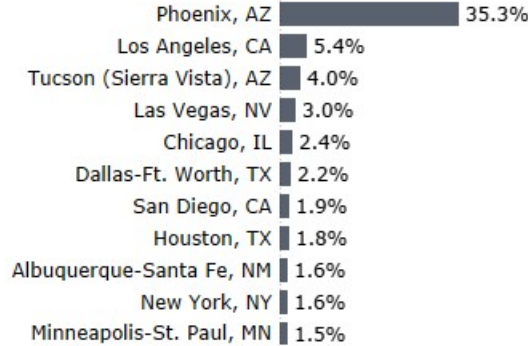
Top Visitor Origin States

% share of total

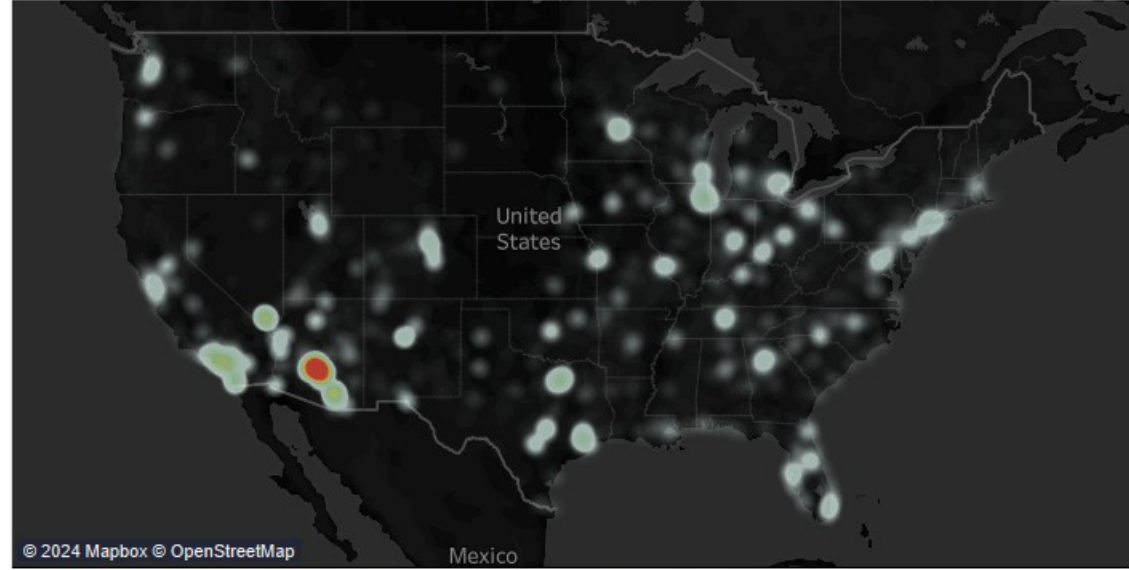


Top Visitor Origin DMAs

% share of total

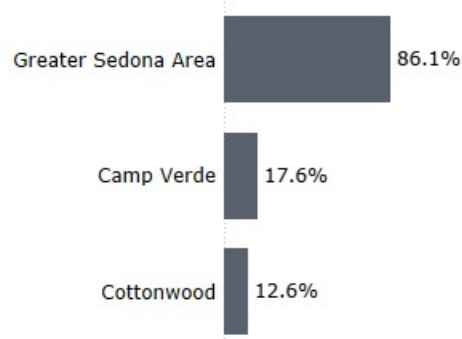


US Mainland Origin Heat Map



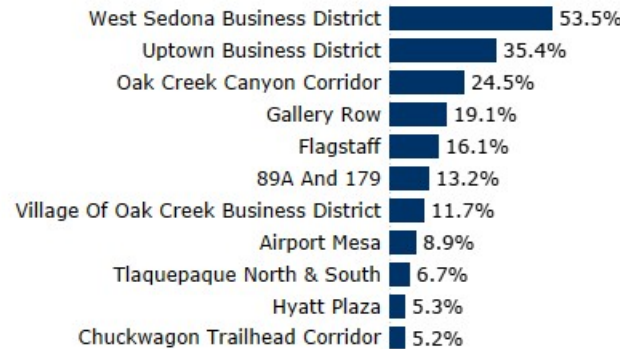
Cross Visits

% share of visitors



Top POIs Visited

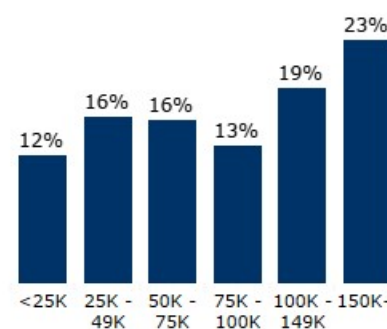
% share of trips



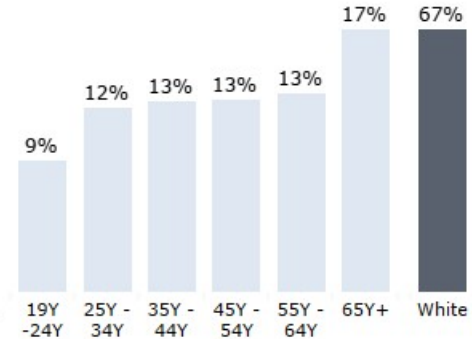
Demographic Estimates

Household Income

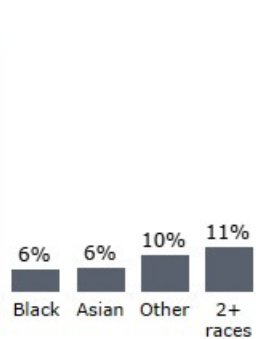
Median: \$95.7K



Age Groups



Race



Domestic Visitors: Sedona



Study Geography
Sedona

Start Date
April 01, 2024

End Date
April 30, 2024

Trip Type
Overnight

Weekend/Weekday Trips
All

Sample Size: 18,555



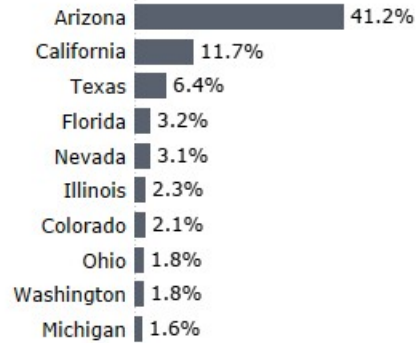
2.7 days
Avg Length of Stay



100.0%
Overnight

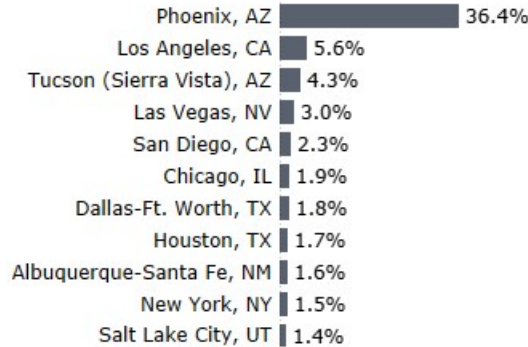
Top Visitor Origin States

% share of total

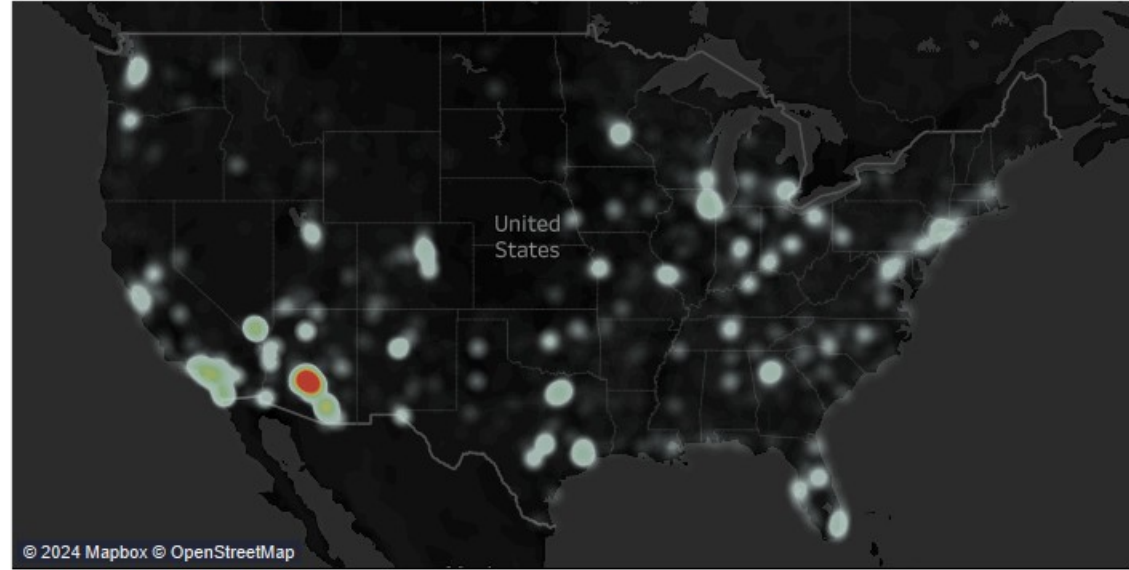


Top Visitor Origin DMAs

% share of total

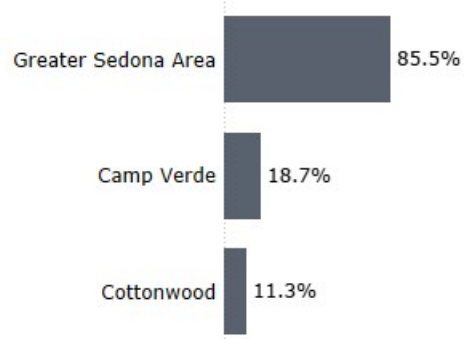


US Mainland Origin Heat Map



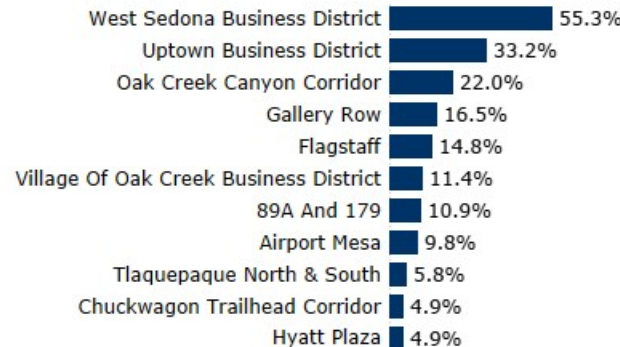
Cross Visits

% share of visitors



Top POIs Visited

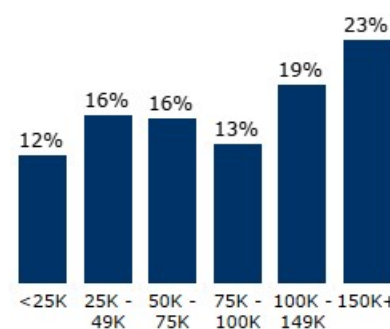
% share of trips



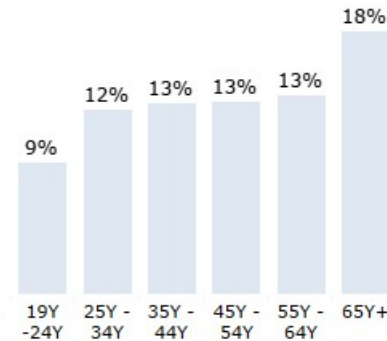
Demographic Estimates

Household Income

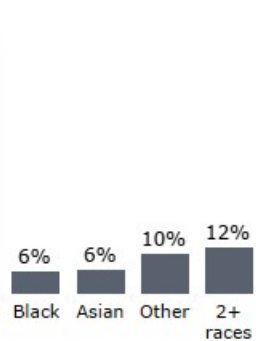
Median: \$95.1K



Age Groups

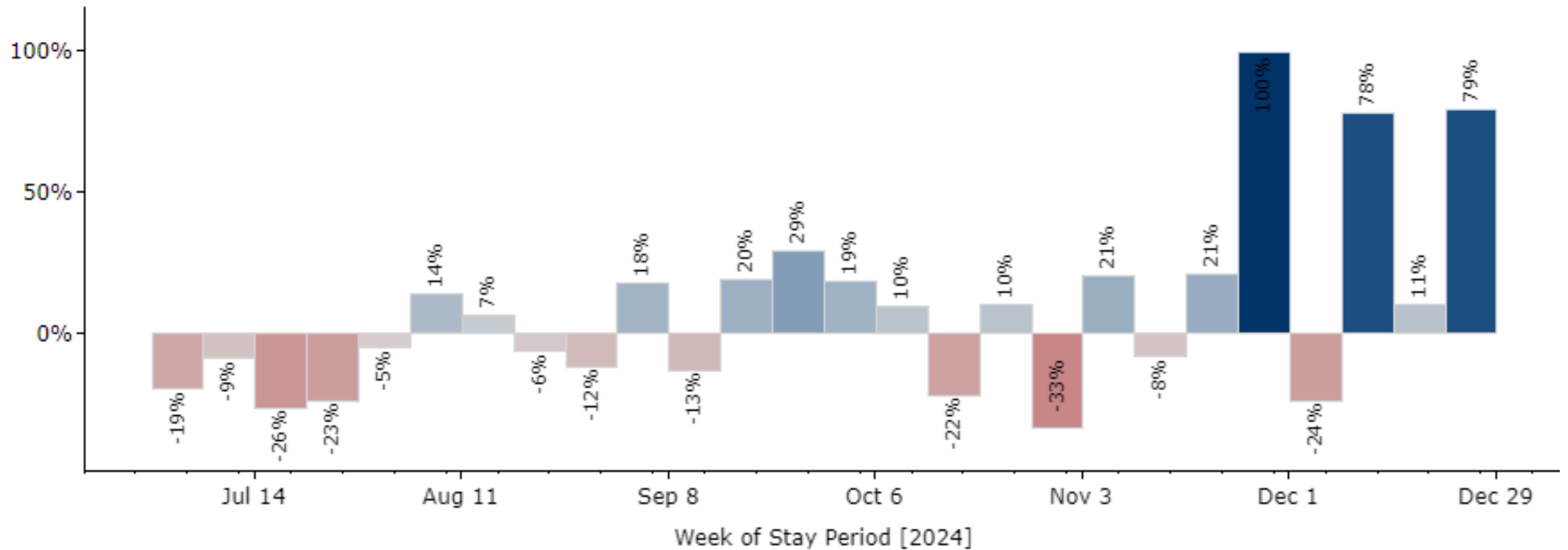


Race



Future hotel demand looks soft for summer

Occupancy Outlook Compared to Same Time Last Year



Visit Sedona Spending Summary



Period: April 2024

Date
April 2024



\$9.0M
Card Spend

+13.6%
vs. Previous Year



52.7K
Cardholders

+0.4%
vs. Previous Year



\$170
Avg. Spend per
Cardholder

+13.2%
vs. Previous Year



126.8K
Transactions

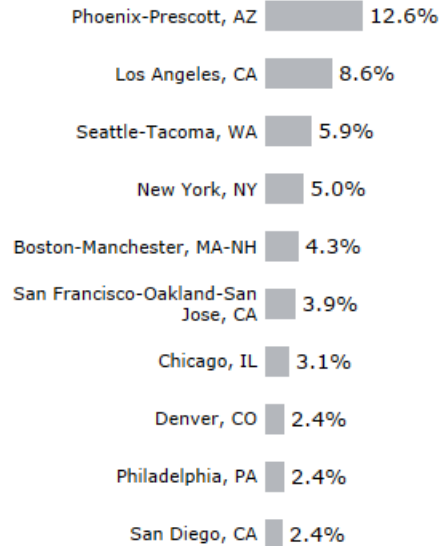
+8.3%
vs. Previous Year



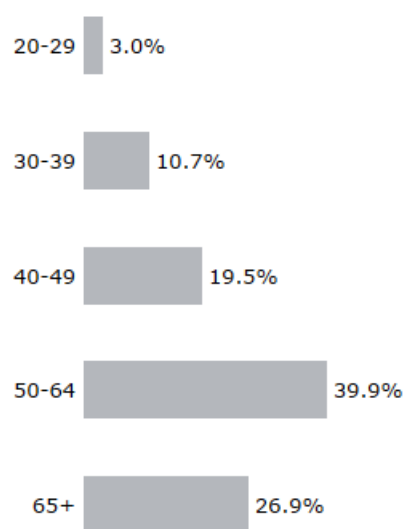
\$71
Avg. Spend per
Transaction

+4.9%
vs. Previous Year

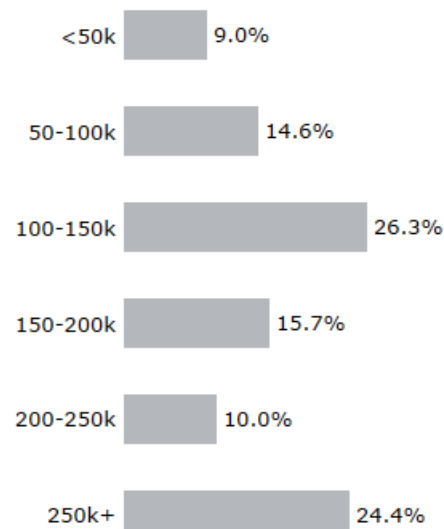
Top Origin DMAs



Spend Share by Age**

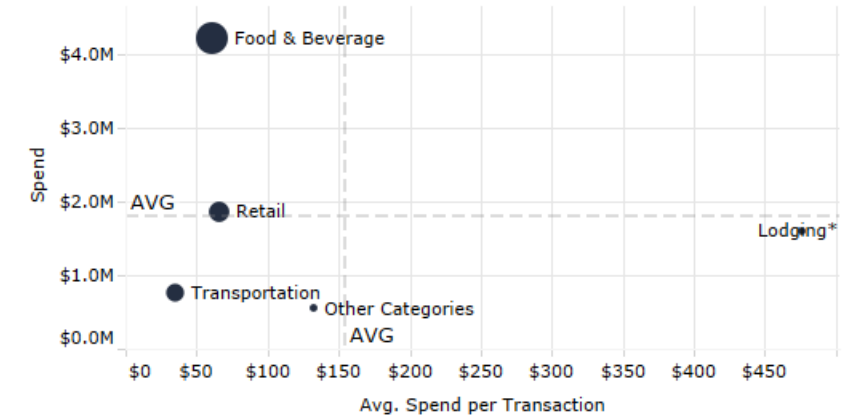


Spend Share by Income**



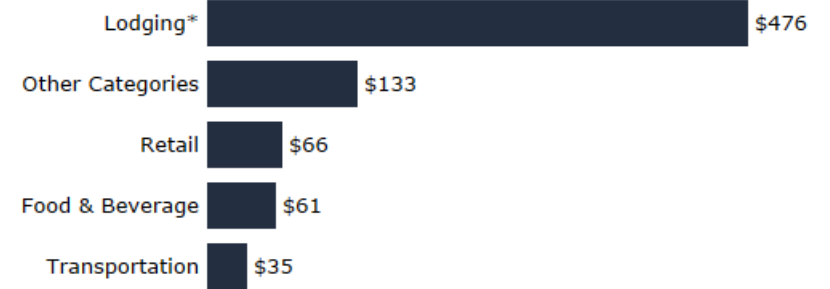
Spending vs. Avg. Spend per Transaction

Size of bubble denotes number of transactions



Spending Categories

Average spend per transaction



Avg. Spend per Transaction

Source: TransUnion/Commerce Signals; *Lodging spend represents in-market spend only; **Sample with unspecified age/income excluded

SUMMER STEWARDSHIP CAMPAIGN

Launched Tuesday, May 1st



TOURISM PROGRAM - links [1](#) and [2](#)

