



CITY OF SEDONA

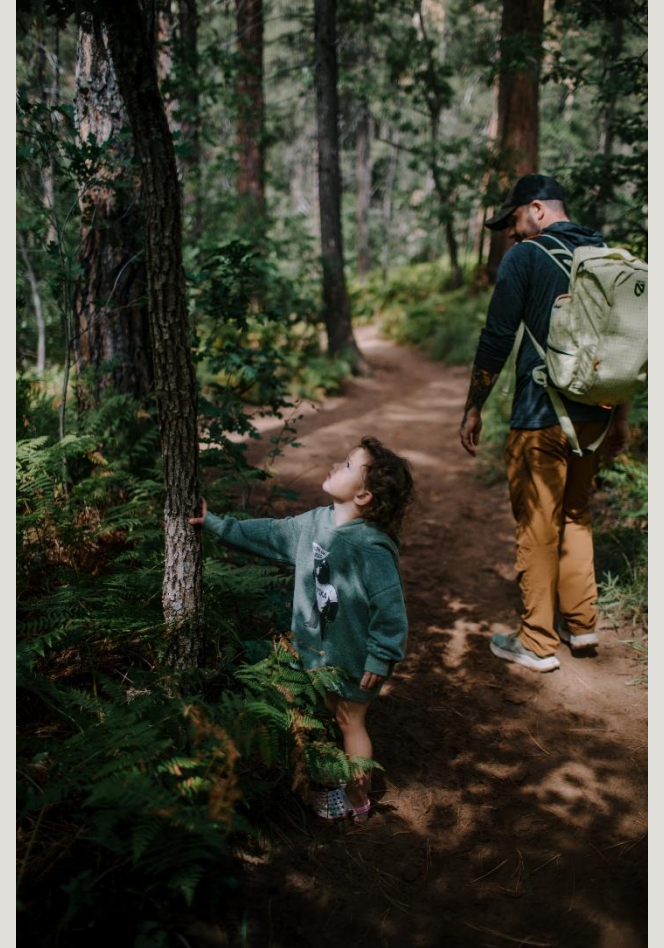
TOURISM PROGRAM

Lodging Council Meeting

May 12, 2026 Meeting

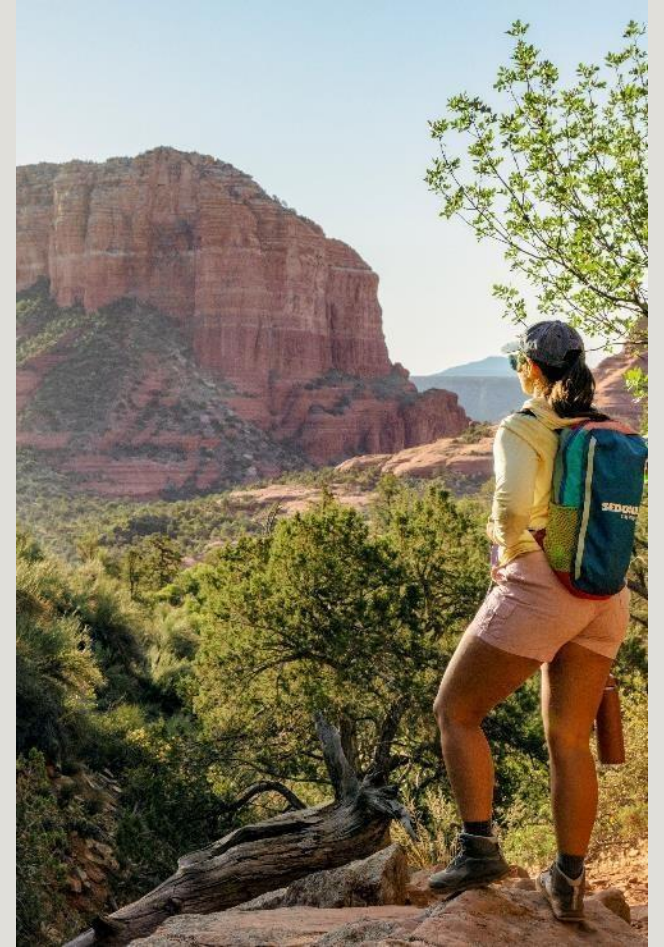
Destination Development Coordinator Update

- We are actively hiring a new Destination Development Coordinator
- We hope to have a new person on board by July
- This has impacted staff capacity during the transition



FY26 Trade Show Calendar

- AAA Routz Conference – December 2025
- IMM NYC – January 2026
- IPEC – February 2026
- AOT Sales & Media Mission – February 2026
- Go West Summit – April 2026
- HelmsBriscoe Annual Conference – April 2026
- IPW – May 2026



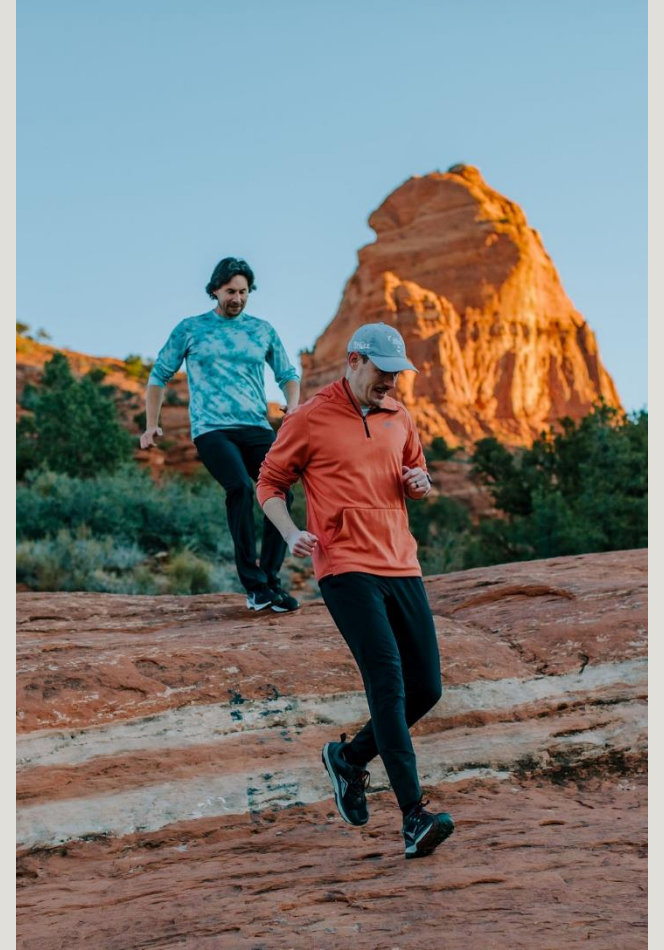
HelmsBriscoe ABC Recap

- I conducted 34 appointments with HelmsBriscoe Associates
- There was a lot of interest in the new Outbound Sedona property
- We'll meet with many of the Phoenix Associates during a June 2 HelmsBriscoe luncheon with local hotels



FY26 FAM & Press Trip Update

- We've conducted 42 FAMs and Press Trips for 204 industry professionals through April 2026
 - We have another 6 scheduled for 30 industry professionals through the end of June
- These investments result in earned media that highlights Sedona as a leading destination and the increased presence of Sedona in domestic and international travel packages





Sedona In The News

The curious reason travellers flock to this red-rock town in Arizona

The place is said to have a mystical pull.

Save Share 0



Feeling the energy at Bell Rock. Picture by Arizona Office of Tourism

The most scenic venues in the Southwest

March 10, 2026

Arizona

Beauty stretches across Arizona from the Colorado Plateau in the north to the Transition Zone in the middle and the Basin and Range regions in the south.

Known as "Red Rock Country," the northern half of Arizona is a land of stunning sandstone buttes, tree-covered mesas, and deep canyons, including the Grand Canyon. With such natural beauty, it's easy for planners to find scenic locations for conferences, conventions, and meetings.



Known as "Red Rock Country," the northern half of Arizona is a land of dramatic sandstone buttes, tree-covered mesas, and deep canyons—providing stunning backdrops for conventions, conferences, and meetings. Courtesy City of Sedona

Approximately two hours north of Phoenix and an hour south of Flagstaff, the city of Sedona is surrounded on three sides by dozens of monumental buttes striped in lines of red, yellow, and brown. Canyons, such as Oak Creek and Sycamore, cut between them. Coconino National Forest nestles the city on the east and is home to Cathedral Rock; its multiple spire-like formations are among the most-photographed sites in the state.

"Sedona offers meeting planners something truly rare: the ability to pair productive, well-equipped meeting spaces with some of the most inspiring natural scenery in the country," says Andrew Grossmann, tourism manager for the City of Sedona. "Our red-rock landscapes set the stage for unforgettable outdoor recreation, while our vibrant dining scene and group tours make it easy to design an event that feels both seamless and extraordinary."



top / Lifestyle / Going out / abroad / The memory of the land, the contours of light, the body's reboot, the memory of color. Feeling...

LIFESTYLE

2026.04.18

The memory of the land, the contours of light, the reactivation of the body, the memory of color. A journey through the American Southwest that opens up the senses. <Travel columnist Manoo Yamashita>



The light and shadow of the desert sharpen the senses. Manoo Yamashita's destination this time is the American Southwest, a land where the "four layers of sensibility" are most vividly expressed. His journey through Phoenix, Sedona, Scottsdale, and Santa Fe quietly, yet surely, stirs the traveler's senses with the colors of the earth, the contours of light, the pace of his body, and the aromas of food. Do you remember a trip where you felt your senses were "sharpened"? This is one such trip.

Going out Yamashita Manoo Travel Column Journey abroad

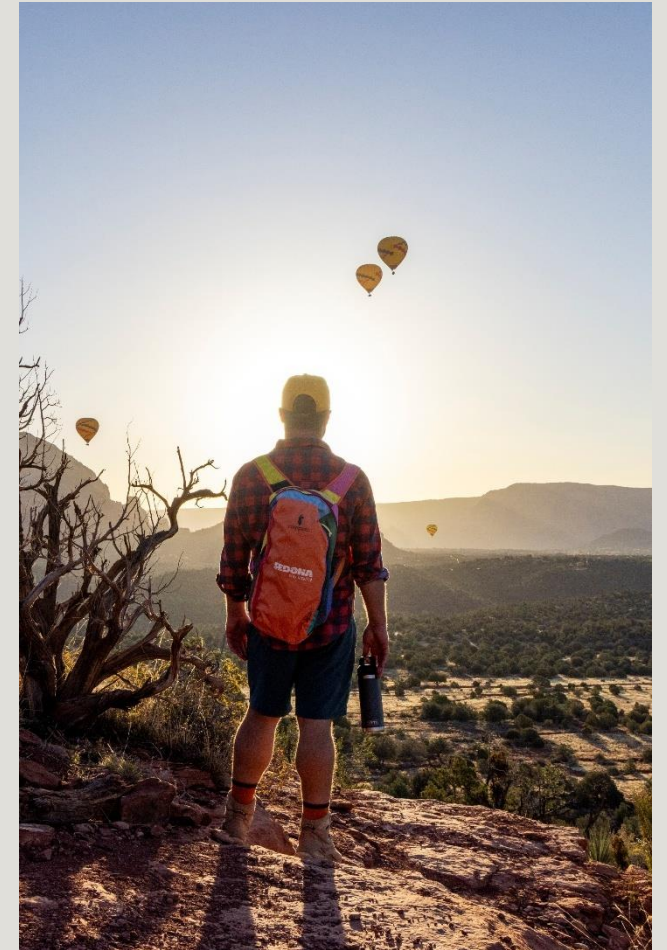
Manoue Yamashita

Summer 2026 Campaign Update



Summer 2026 Campaign Proposal

- Campaign timeline:
 - Flight markets: May 1, 2026 to August 15, 2026
 - Drive markets: May 15, 2026 to August 31, 2026
- Advertising strategies include:
 - Paid Google Search: \$12,000 **\$11,280**
 - Meta ads in-market: \$12,000 **\$14,000**
 - Meta ads out-of-market: \$20,000 **\$26,620**
 - Attribution web: \$40,340 **\$68,000**
 - Attribution CTV: \$40,000 **\$32,000**
 - TOTAL BUDGET: **\$124,340 \$151,900**



Summer 2026 Campaign Proposal

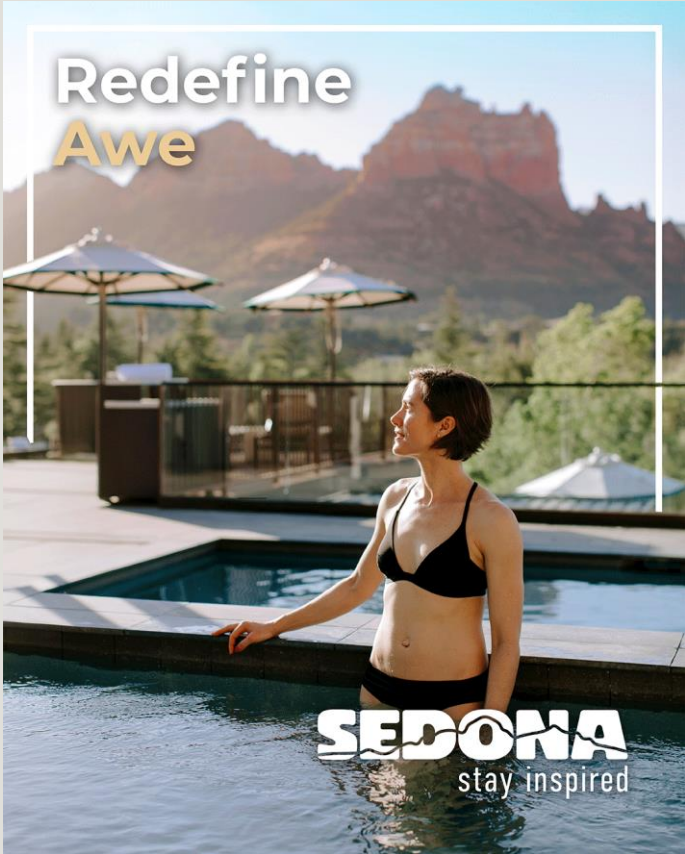
- Drive Markets:
 - Phoenix
 - Tucson
 - Los Angeles
 - San Diego
 - Las Vegas
- Flight Markets
 - Denver
 - Seattle*
 - San Francisco*
 - Dallas*
 - Chicago*
 - Houston**

*Spend will be limited to past visitors and HHI \$250K+

**This is a pilot market with spend limited to HHI \$250k+



Example Creative



TOURISM PROGRAM

Campaign Videos



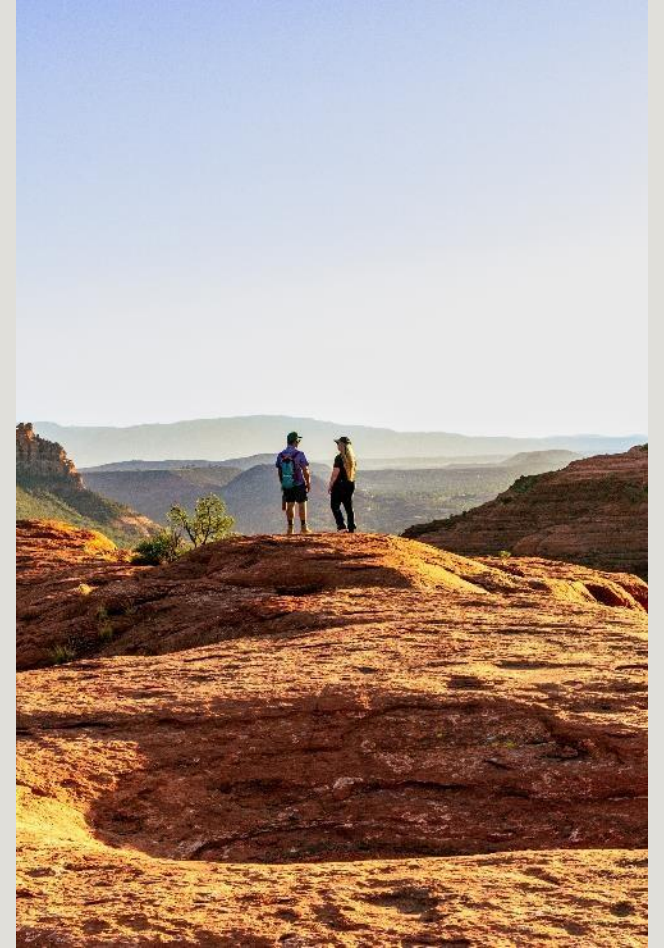
TOURISM PROGRAM



FY27 Budget Update

Update

- We presented the FY27 Tourism Program budget and Decision Package to City Council last month
- The Decision Package was a \$300k request for a Tourism Program contingency fund that included:
 - \$150k for winter and summer destination marketing campaigns if business performance is flat or down
 - \$100k for year-round advertising to high-net-worth individuals
 - \$50k for paid advertising in conjunction with high-impact events in Phoenix during off-peak times of year



Results & Next Steps

- City Council gave direction to move \$150k into the FY27 Tourism Program budget for year-round advertising and strategic event marketing
- City Staff will need to meet with City Council to discuss the business performance threshold for accessing the remaining \$150k of the Decision Package to boost the summer and winter destination marketing campaigns
- City Council will formally approve the FY27 budget in June





Future Of Tourism & Sedona Experience Input Sessions

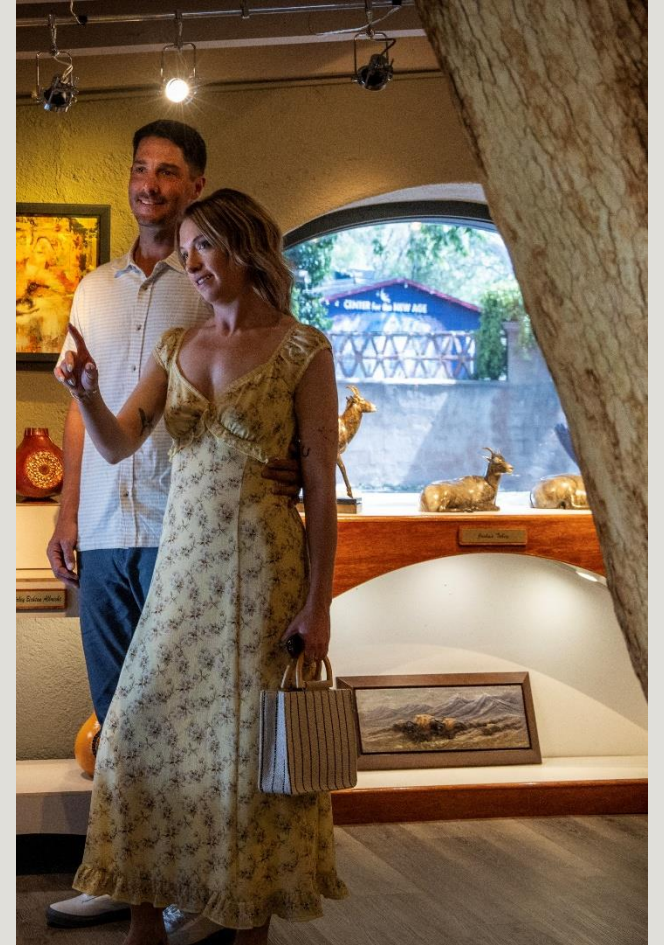
April 21 Input Session Update



TOURISM PROGRAM

Next Steps

- The next input session is **tomorrow Wednesday, May 13 from 10 a.m. to noon** at The HUB at Posse Grounds
- All feedback will be compiled for City Council and presented to them during a joint session with the TAB



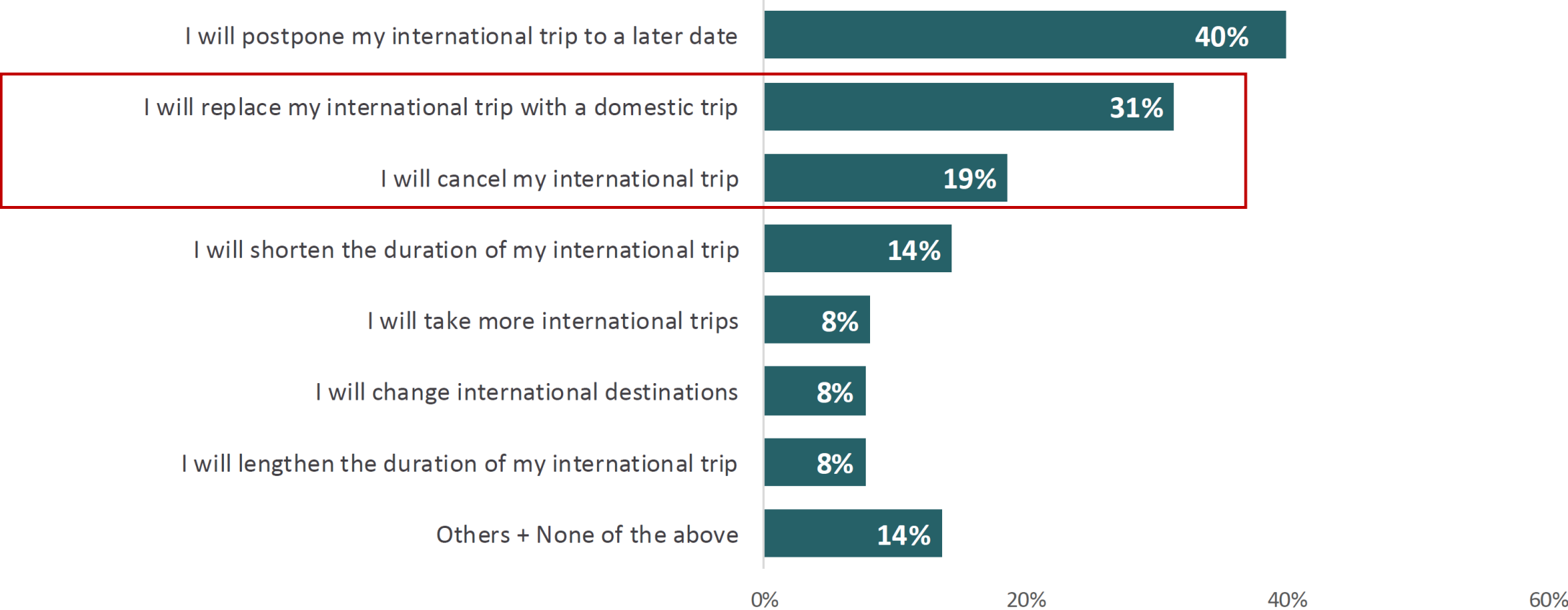


Monthly Summary Report

March 2026

Almost 20% of outbound trips may be canceled

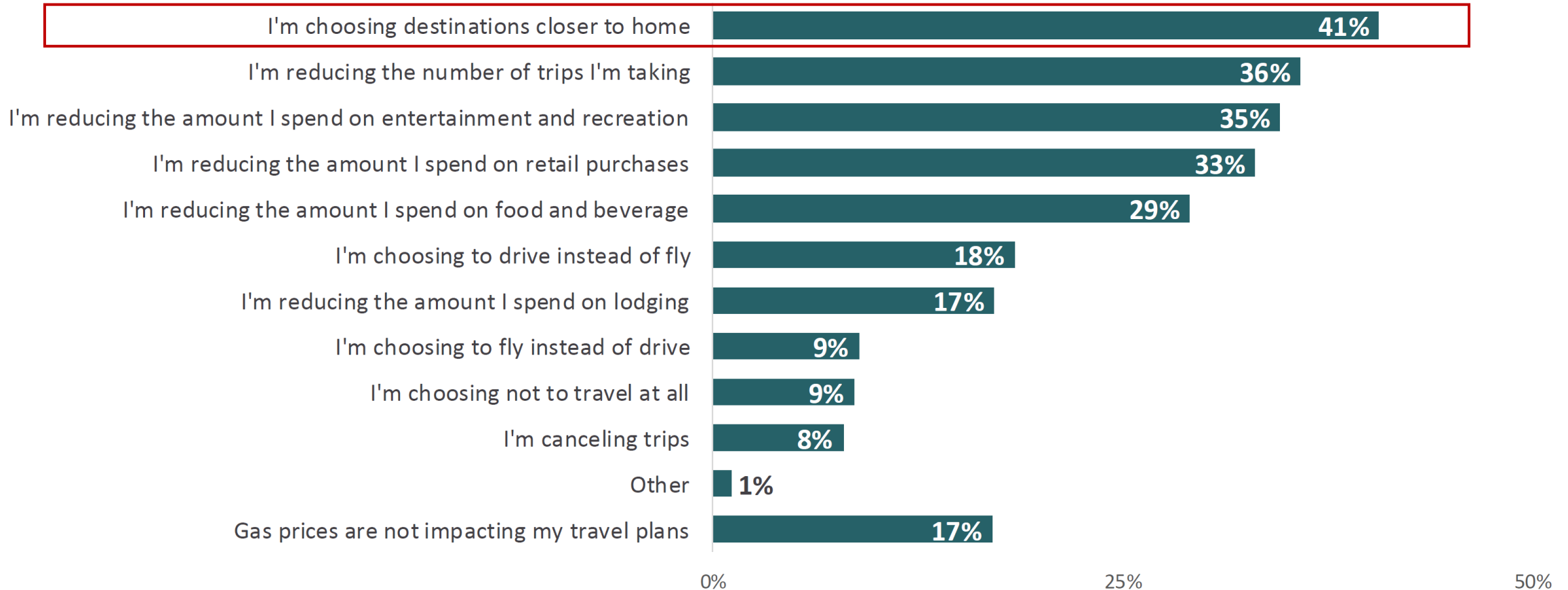
You indicated that the Iran war is influencing your international travel plans. How will you change your international travel plans in the next 12 months?



Source: Longwoods International ATS Wave 106
Percentages are based only on respondents who are confirmed travelers and indicated the Iran war is influencing their international travel plans

Higher gas prices could benefit local tourism

During the next six months, how are gas prices impacting your travel plans?



Monthly Historical Lodging

March 2026 | Sedona



Hotel Performance

Source: STR (Sedona+)

	Occupancy	ADR	RevPAR	Revenue
Mar 2026	83.0%	\$463.87	\$385.12	\$26.4M
YOY % Change	+7.2% YOY	+7.3% YOY	+15.1% YOY	+11.8% YOY
Calendar Year-to-Date	70.7%	\$376.89	\$266.34	\$52.8M
YTD YOY % Change	+5.1% YOY	+7.3% YOY	+12.8% YOY	+9.5% YOY

Short Term Vacation Rental Performance - Scraped AirBnB Data

Source: KeyData (Vacation Area - Residential Zone)

	Occupancy	ADR	RevPAR	Revenue
Mar 2026	71.6%	\$594.27	\$425.65	\$16.0M
YOY % Change	+7.6% YOY	+9.7% YOY	+18.1% YOY	+20.8% YOY
Calendar Year-to-Date	57.0%	\$521.34	\$297.29	\$32.5M
YTD YOY % Change	+6.1% YOY	+7.2% YOY	+13.7% YOY	+15.9% YOY

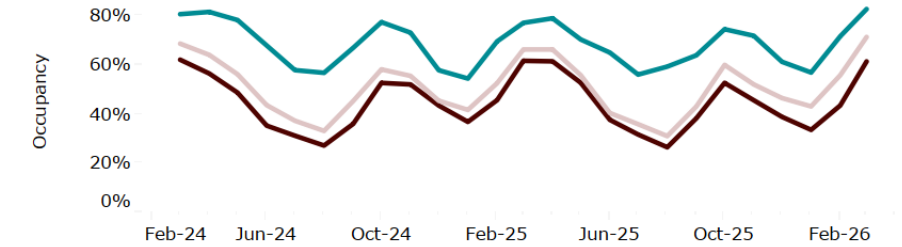
Short Term Vacation Rental Performance - Scraped VRBO Data

Source: KeyData (Vacation Area - Residential Zone)

	Occupancy	ADR	RevPAR	Revenue
Mar 2026	61.7%	\$657.85	\$405.59	\$7.7M
YOY % Change	-0.4% YOY	+6.3% YOY	+5.8% YOY	-7.2% YOY
Calendar Year-to-Date	46.3%	\$576.57	\$266.87	\$15.1M
YTD YOY % Change	-4.4% YOY	+3.4% YOY	-1.2% YOY	-11.1% YOY

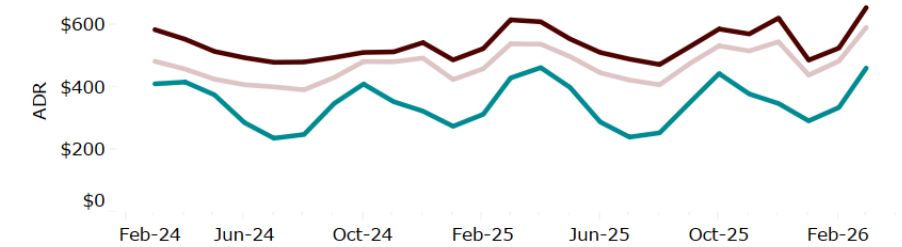
Occupancy by Month

Hotels Short Term Vacation Rentals - Scraped VRBO Data
Short Term Vacation Rentals - Scraped AirBnB Data



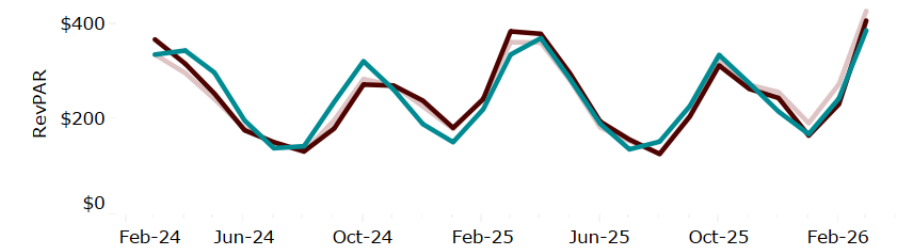
ADR by Month

Hotels Short Term Vacation Rentals - Scraped VRBO Data
Short Term Vacation Rentals - Scraped AirBnB Data



RevPAR by Month

Hotels Short Term Vacation Rentals - Scraped VRBO Data
Short Term Vacation Rentals - Scraped AirBnB Data





Sedona+ Hotel Performance

Calendar Year-to-Date Performance
compared to last year

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
70.7% +5.1%	\$377 +7.3%	\$266 +12.8%	198.4K -2.9%	140.2K +2.0%	\$52.8M +9.5%

Monthly Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Jan	57.2%	+4.5%	\$295	+6.3%	\$169	+11.1%
Feb	71.9%	+3.0%	\$338	+6.9%	\$243	+10.1%
Mar	83.0%	+7.2%	\$464	+7.3%	\$385	+15.1%

Village of Oak Creek+ Hotel Performance

Calendar Year-to-Date Performance
compared to last year

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
65.8% +2.2%	\$231 +10.7%	\$152 +13.1%	70.4K	46.3K +2.2%	\$10.7M +13.1%

Monthly Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Jan	50.4%	-1.8%	\$171	+4.5%	\$86	+2.6%
Feb	65.7%	+0.8%	\$201	+8.6%	\$132	+9.5%
Mar	81.2%	+6.0%	\$291	+12.8%	\$236	+19.6%

Hotel 4 Month Outlook

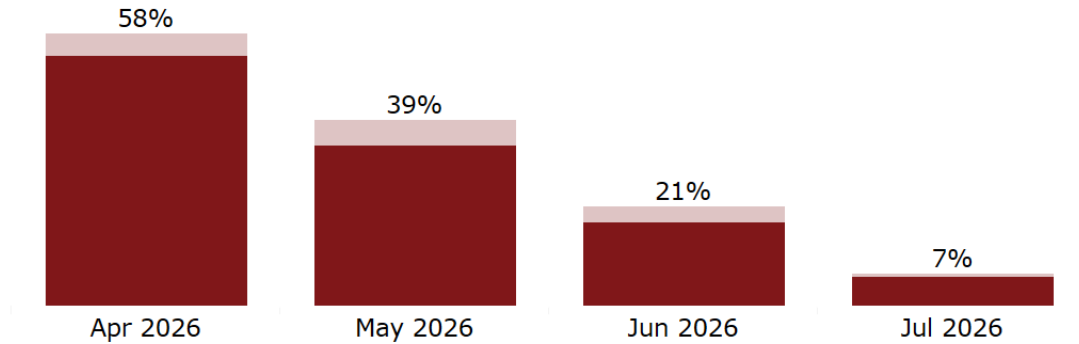
Data for zip code 86336



Occupancy as of 4/22/2026

Current Occupancy

■ Group Committed ■ Transient



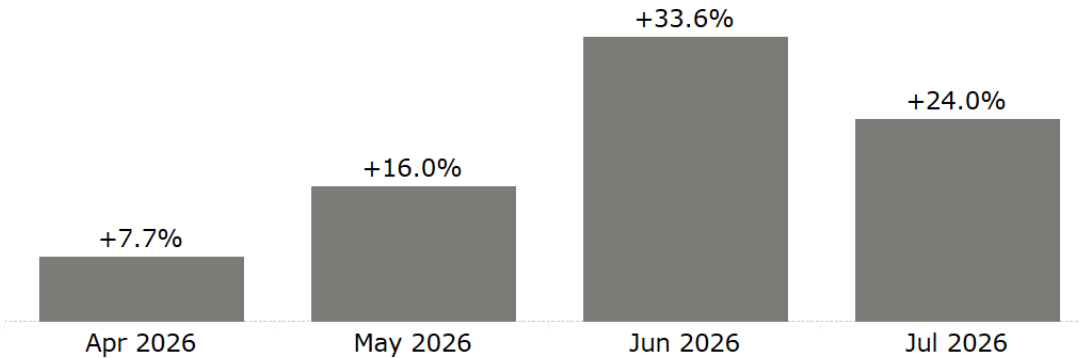
Bookings by Segment

	Apr 2026	May 2026	Jun 2026	Jul 2026
Transient	19.3K	12.8K	6.4K	2.3K
Group Committed	1.8K	2.0K	1.3K	323
Total with Group Committed	21.2K	14.8K	7.7K	2.6K

Rooms Booked

Booking Pace

Total Rooms Committed vs. Same-Time-Last-Year



YOY % Change

	Apr 2026	May 2026	Jun 2026	Jul 2026
Transient	+8.2%	+15.0%	+28.7%	+22.8%
Group Committed	+2.4%	+22.7%	+66.1%	+32.9%
Total with Group Committed	+7.7%	+16.0%	+33.6%	+24.0%

THANK YOU

