

Redefine Desert Campaign Toolkit

Winter 2026/27



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Redefine Desert Campaign Overview

The Redefine Desert campaign encourages visitors to let go of their preconceived notions of a vacation and allow the unexpected elements of Sedona to surprise and delight them while here. Although we are a high-desert community, our lush green landscape, flowing Oak Creek waters and stunning red rock formations are unexpected to many visitors who imagine all of Arizona is like the Phoenix area. By letting Sedona redefine expectations of travel, we invite visitors to redefine themselves at the same time.

CAMPAIGN GOAL: Drive increased demand for overnight visitation in winter 2026/27 by inviting visitors to redefine their perfect Sedona winter day through unique, immersive experiences.

CAMPAIGN TIMING: The Redefine Sedona winter campaign is live now through February 28, 2027.

CAMPAIGN STRATEGY: Ads run across digital channels, including paid search, Meta, website banners, ChatGPT, and Connected TV to engage target audiences in Phoenix, and key out-of-market cities like Los Angeles, Chicago, San Francisco, Denver and others.



Example winter campaign messages

CAMPAIGN MESSAGING: The ads encourage visitors to rethink their idea of a vacation to Sedona by highlighting unique lifestyle experiences including outdoor adventure, rejuvenating mind and body through wellness activities, organizing an unforgettable girls' trip, embarking on a soul-searching adventure and as always, visiting Sedona responsibly.

CAMPAIGN LANDING PAGE: The [campaign landing page](#) is optimized to drive overnight stays, promote responsible visitation, showcase local tips, highlight winter deals, and feature a curated four-day itinerary for the ultimate Sedona winter experience.

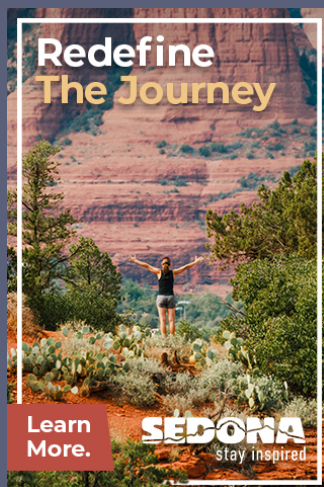
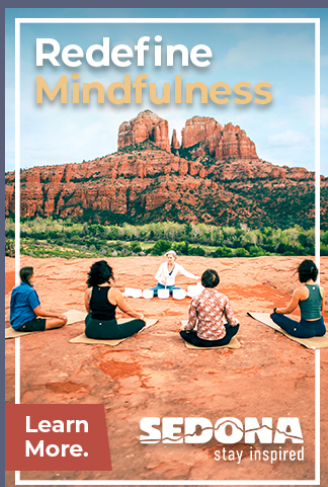
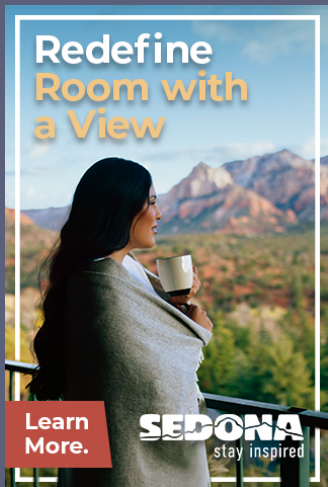
[Access Image Assets Here](#)

Photo Credit: Sedona Tourism Office

For video assets, please contact the City of Sedona Tourism Manager, Andrew Grossmann.
AGrossmann@Sedonaaz.gov

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Winter 2026/27 Campaign Examples



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How to Use this Toolkit

As a local Sedona business owner and valued partner, you're invited to use this campaign toolkit to help inspire winter visitation by redefining what it means to experience Sedona during the winter months.

SHARE WINTER CAMPAIGN ASSETS: By sharing campaign images, videos and key messages, you're helping potential visitors consider visiting Sedona this winter. Share the creative assets and campaign key messages on your social media channels, websites and in newsletters.

Access Campaign Assets Here

SHARE THE WINTER CAMPAIGN LANDING PAGE HYPERLINK:

<https://www.scenicsezona.com/redefine-winter>

INVITE VISITORS TO REDEFINE THEIR WINTER IN SEDONA:

Does your lodging property offer stargazing and cozy fire pits? Encourage visitors to redefine their Sedona evening by gazing up into the majestic Milky Way.

Does your business offer wellness experiences? Invite visitors to redefine their morning routine by mindfully engaging in the moment with yoga among the red rocks at sunrise.



Preview of the winter campaign landing page.

EDUCATE VISITORS ON WAYS TO VISIT SEDONA RESPONSIBLY: Share information and tips from our new **Appreciate Sedona** webpage.

ENGAGE WITH SCENIC SEDONA SOCIAL MEDIA CHANNELS AND POSTS: By engaging with the official City of Sedona Tourism Office's social media accounts and posts, you're increasing potential audience reach and helping amplify both of our messages.

Follow and engage with Scenic Sedona social media channels:

@Scenicsezona on Facebook

@Scenicsezona on Instagram

Best ways to engage with Scenic Sedona social media posts:

- React to our posts
- Comment on our posts
- Reshare our posts to your social media channels

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Example Social Media Posts and Email Copy

SAMPLE SOCIAL MEDIA POSTS: Below are three sample social media posts you can share directly on your social channels or customize them specifically for your individual business.

SOCIAL MEDIA POST COPY:

1. This winter, give new meaning to high-desert adventures, relaxation, and connection. ❄️ Sedona invites you to redefine what winter feels like—with world-class red rock trails, Instagram-worthy sunsets and unforgettable moments.

Example CTA: Plan your journey today.

Hyperlink to use: <https://www.scenicsezona.com/redefine-winter>

Hashtags to use: #WinterInSedona #RedefineDesert #ScenicSedona

2. Sedona isn't just a place—it's a feeling. 🌌 Redefine your winter vacation by connecting with awe-inspiring landscapes, gazing up at dark skies bursting with starlight and experiencing the transformative energy that makes Sedona one-of-a-kind.

Example CTA: Explore more.

Hyperlink to use: <https://www.scenicsezona.com/redefine-winter>

Hashtags to use: #WinterInSedona #RedefineDesert #ScenicSedona

3. Take the hassle out of driving this winter, by ditching the car and riding the free Sedona Shuttle Trailhead Routes to popular trailheads like Cathedral Rock. 🚌 Or, for just \$2 per ride, the Sedona Shuttle Connect gets you to your favorite restaurant or select trailheads with ease. Shuttle services available Thursday–Sunday.

Example CTA: Plan your ride.

Hyperlink to use: <https://www.scenicsezona.com/getting-around>

Hashtags to use: #WinterInSedona #RedefineDesert #SedonaShuttle

SAMPLE NEWSLETTER AND EMAIL CONFIRMATION COPY: Does your business send newsletters or email confirmations to consumers? Update your templates to highlight the winter campaign using example copy below.

NEWSLETTER COPY:

Looking for the perfect winter getaway? Let Sedona redefine your sense of wonder, relaxation and your connection nature. Explore the **curated winter itinerary** filled with insider tips from locals and exclusive winter deals to help you make the most of every moment.

EMAIL CONFIRMATION COPY:

Thank you for booking your stay in Sedona! Plan your red rock adventure with this **curated winter itinerary**, complete with insider winter tips from Sedona locals.

Social Media Posting Best Practices

SOCIAL MEDIA POSTING BEST PRACTICES: Here are five social media best practices to help optimize your posts to increase audience reach and potential engagement.

SOCIAL MEDIA POST COPY:

1. USE ENGAGING PHOTOS OR VIDEOS WITH ALL SOCIAL MEDIA POSTS

Whenever posting on Facebook or Instagram, include thumb-stopping photos or videos that encourage followers to watch the video or engage with the photo. Text-heavy graphics like flyers don't perform as well in posts and should always be avoided.

2. USE ENGAGING PHOTOS OR VIDEOS WITH ALL SOCIAL MEDIA POSTS

Tagging other pages in Facebook posts can increase the potential number of people a post can reach. When posting winter campaign content, follow **these steps** to tag **@ScenicSedona** on Facebook.

3. TAG @SCENICSEDONA AS A COLLABORATOR ON INSTAGRAM POSTS

When you use the collaborator tag on Instagram, the post will appear on your profile and the **@ScenicSedona** profile, increasing shared audience reach and engagement. Follow **these steps** on the Instagram mobile app. Instagram collaborator invites will be accepted at the discretion of the City of Sedona Tourism Office team.

4. USE THE OFFICIAL CAMPAIGN HASHTAG ON INSTAGRAM: #REDEFINEDESERT

When sharing the winter campaign on Instagram, use the official campaign hashtag #RedefineDesert and brand hashtag #ScenicSedona. Using these hashtags will strengthen brand consistency and help us track campaign engagement. While you can also include them in Facebook posts, their impact tends to be more limited on that platform.

5. ALWAYS INCLUDE A CALL-TO-ACTION IN SOCIAL MEDIA POSTS

Since people scroll quickly through social media feeds, it's important to include a clear call-to-action (CTA) in each post to guide them toward the next best step. Example CTAs could be:

- Learn more about visiting Sedona this winter.
- Discover your perfect Sedona wintertime adventure.
- Book now and let Sedona redefine your winter vacation.

Contact Information

QUESTIONS OR FEEDBACK: Please share them with us by emailing City of Sedona Tourism Manager Andrew Grossmann at **agrossmann@sedonaaz.gov**.

STAY IN THE LOOP: **Sign up** for our monthly Sedona Tourism Business Newsletter today!

