



# Sedona

Lodging Council 3.12.24



DVA ADVERTISING & PUBLIC RELATIONS

WINTER CAMPAIGN  
2023-24

# Campaign Results Summary

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We specifically targeted winter visitation from key historic flight markets:

- NYC
- Chicago
- Minneapolis

And worked to build awareness in new/emerging markets:

- Seattle
- San Diego
- Las Vegas
- San Francisco
- Denver
- Santa Fe
- Durango
- Park City

- There is an estimated \$409,171 of total economic impact from this campaign to date. This is an 8.7:1 return on ad spend of \$50K.
- Note: During the campaign we saw more than 19,000 new users to [ScenicSedona.com](http://ScenicSedona.com).

# Attribution Results - Destination

## Destination



**Total Trips/Visits**

1,043



**Total Visitor Days Observed**

1,744



**Est. Average Length of Visit**

1.7 Days



**Est. Campaign Impact**

\$198,170

## Top DMAs



## Share

**San Diego**

27%

**Chicago**

12%

**Minneapolis-St. Paul**

11%

**San Francisco-Oak-San Jose**

11%

**New York**

10%

**Las Vegas**

9%

Top DMA's for visitation to the destination aligns with the top delivery markets. We are seeing direct correlation to those that were served our ads showing up in the destination.

This data is through Feb 10, 2024. It will continue to be updated, typically with a three-week lag in reporting.

# Attribution Results - Hotels

## Hotels



**Total Trips/Visits**

326



**Est. Room Nights Observed**

701



**Est. Average Length of Visit**

2.2 Days



**Est. Campaign Impact**

\$211,001

## Top DMAs



## Share

**San Diego**

33%

**Chicago**

15%

**San Francisco-Oak-San Jose**

13%

**Denver**

10%

**New York**

9%

**Seattle-Tacoma**

7%

Overnight stays in hotels also align with top delivery markets and audience targeting.

More than 67% of all visitors that came from our advertising stayed in a hotel.

SUMMER CAMPAIGN  
CONCEPT 2

# IN THE MOMENT

In a world where the focus often lies on capturing images for social media validation, the essence of living in the present moment is often overshadowed. This concept emphasizes the importance of the small things we can do that have big impact. This in turn can create a deeper respect for natural places and the local community while encouraging better habits.

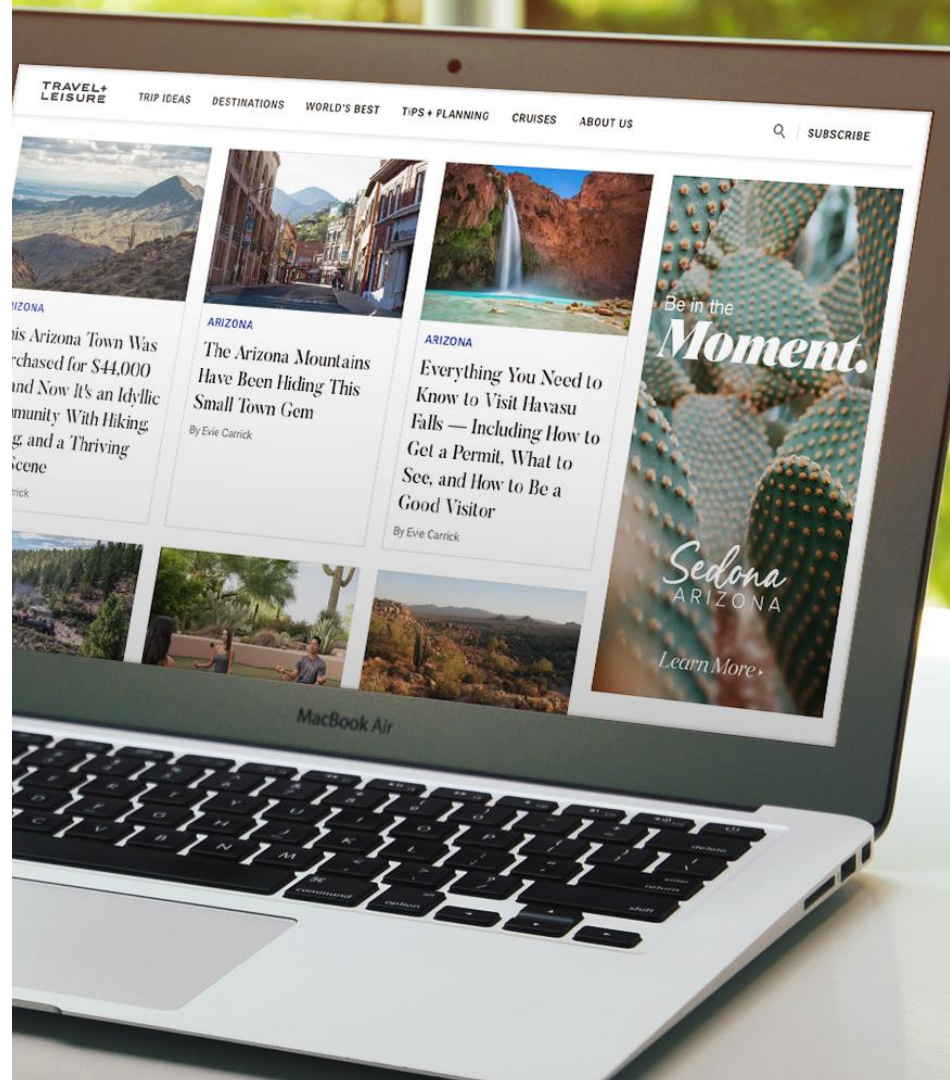
This idea also lends itself to creating more educational videos where we can focus on some of the detailed ways that people can be responsible and effect change; for example, picking up trash, staying on marked trails, avoiding areas of overuse, being polite and courteous to others, etc.



# DIGITAL ADS

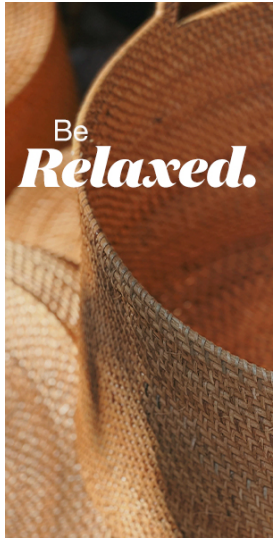


3 frame Animated ad

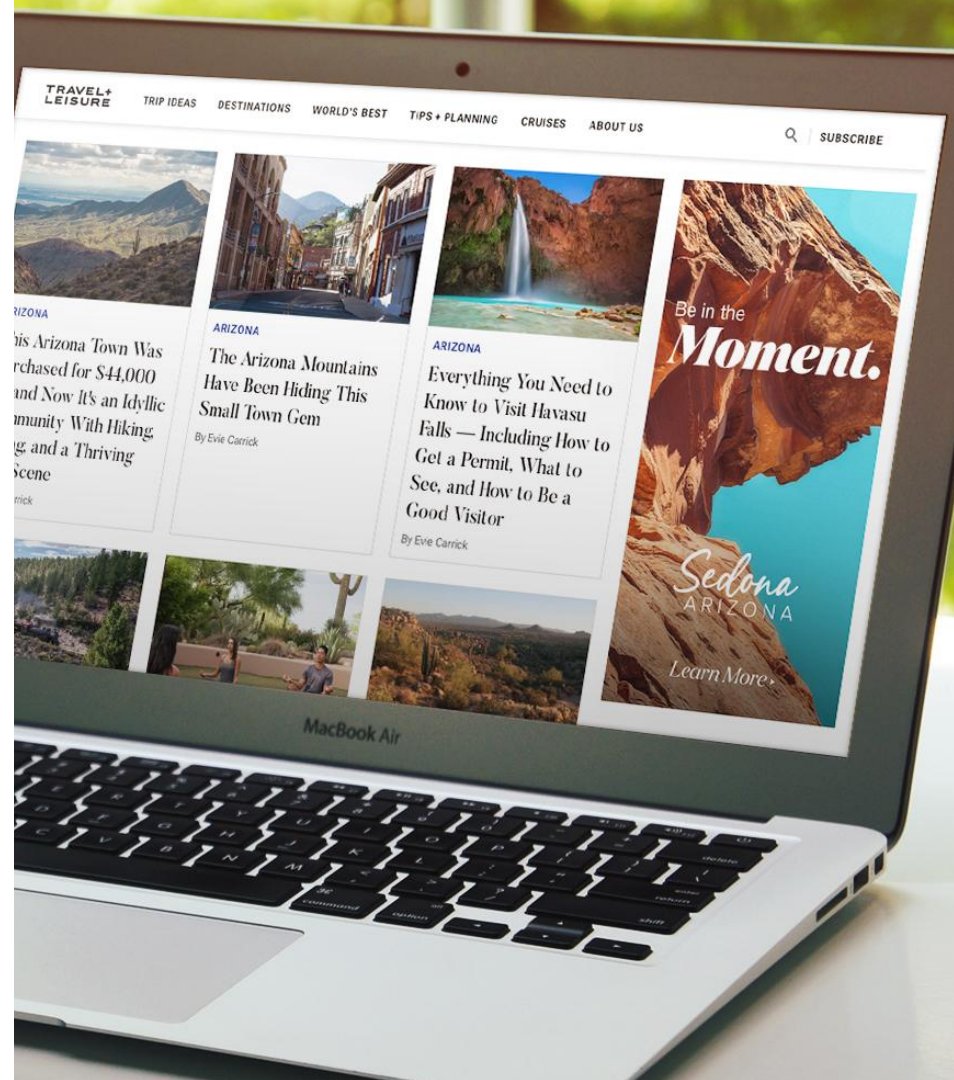




# DIGITAL ADS



3 frame Animated ad



# PRINT ADS

## Body Copy

### It's in the details.

In Sedona there are plenty of big moments, but it's the small actions that count. Staying on trail, packing out trash, and being respectful make all the difference. And, as stewards of this land, it's nice to slow down and appreciate the details.

Join us and embrace the moment.  
*Learn more at [ScenicSedona.com](http://ScenicSedona.com)*



## In the *Moment.*

*It's in the details.  
From towering vistas and breathtaking scenic beauty—  
in Sedona, there are plenty of big moments. Yet as stewards  
of this land, we like to slow down and appreciate the finer  
details. Join us and embrace the present moment.*

*Learn more at [ScenicSedona.com](http://ScenicSedona.com).*

| *Sedona*  
ARIZONA

# PRINT ADS

## Body Copy

### It's in the details.

Discover the connection that comes from engaging with the desert's beauty. Embrace each moment with mindfulness, where simple acts of care nurture a culture of respect and conservation for our natural wonders.

Join us and embrace the moment.  
*Learn more at [ScenicSedona.com](http://ScenicSedona.com)*



In the  
**Moment.**

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| **Sedona**  
ARIZONA

# VIDEO



Fade in. Quiet and still except natural ambient sounds (birds, wind) and movement (breeze moving cacti, insect flying/landing)  
VO: "In Sedona, there are lots of big moments"



BE  
*Tolerant*

Slow pan from left to right. Quiet and still except natural ambient sounds (birds, wind) and movement (breeze rustling flowers)  
VO: "but often it's the small actions that count."



BE  
*Present*

Stationary shot. Dynamic movement of fabric flowing and bodies in motion, across frame. Sounds of people, music, festival.  
VO: "staying on trail, packing out trash, and..."



BE  
*Respectful*

Camera slowly moving forward over items in a marketplace. Ambient sounds of market place (people talking, yet subdued).  
VO: "being respectful can make all the difference."



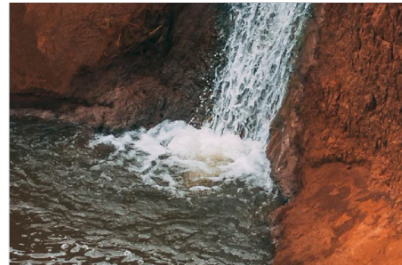
BE  
*Aware*

Stationary shot. Small movements from animal. Animal making sounds (drinking, eating etc).  
VO: "As stewards of this land, we tend..."



BE  
*Relaxed*

Camera slowly moving forward over items in a marketplace. Ambient sounds of market place (people talking etc).  
VO: "...to slow down and appreciate the finer details"



Slow zoom. Quiet and still except natural ambient sounds of water flowing.  
VO - "Join us - In the moment..."



In the  
*Moment.*

*Sedona*  
ARIZONA

Slow pan from left to right. Quiet and still except natural ambient sounds (birds, wind) and movement (breeze rustling flowers).  
VO - "...Sedona Arizona"

# TAB RECOMMENDATIONS

Officially recommended by TAB, will be presented to City Council on March 27, 2024:

- Go forward with “In the Moment”
- Build a more education-forward in-market execution
- Soften the out-of-market executions slightly (take away the imperative of “be”)
- Remove all references to trash throughout intro and in copy
- Look at options with carousel ads to start with a wider, scenic shot, then move into detail
- Look at options with carousel ads to include people (note need for diversity in terms of age, race, families) and then zoom into detail
- Add the “because we love it line” into the In the Moment campaign
- Look at adding a line about “staying longer”, particularly when targeting Phoenix
- Coordinate with hotels, shuttle signage, trailhead signage, etc. on the in-market education messaging

# SUMMER MEDIA PLAN

# Top Summer Markets Summary

## Top Markets by 4-Year Avg. % Visitation

Phoenix	40%
Los Angeles	8.24%
Tucson	4.20%
New York	3.75%
Chicago	2.33%
Dallas	2.08%
Las Vegas	2.01%
San Diego	1.70%
Houston	1.47%
Atlanta	1.35%

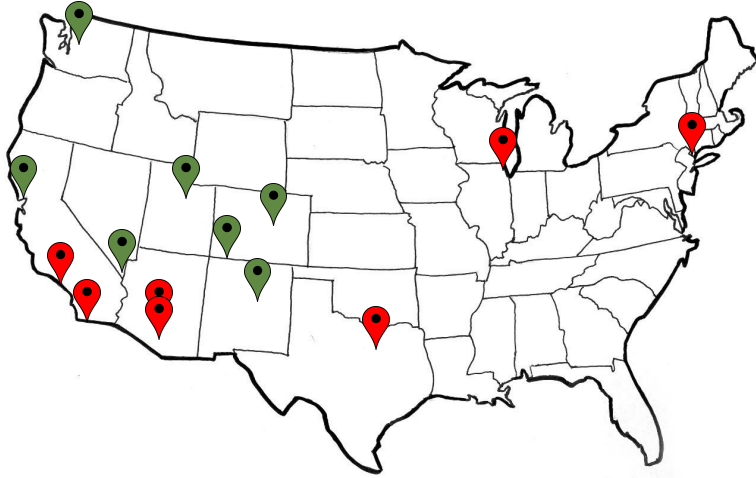
## Top Market by Avg. Spend

Phoenix	\$1.63M
Los Angeles	\$694,000
Tucson	\$224,000
San Fran.	\$195,000
Dallas	\$176,000
Seattle	\$169,000
Chicago	\$167,000
Denver	\$165,000
New York	\$128,000
San Diego	\$124,000

Green highlighted markets showed up in both data sets. These would be the recommended target markets for the summer campaign. Recent awareness and perception research also showed that residents of Phoenix are 20% more likely to visit Sedona during the months of May-August, making them not only an appropriate target for summer visitation, but the prime audience for stewardship messaging.

With an increased budget for summer, DVA would also recommend continuing the marketing efforts in Seattle, Las Vegas, Denver, and San Francisco.

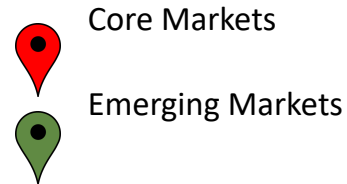
# Audience Mix & Target Markets



A mix of social media, paid search and Datafy's programmatic ad service. We will target:

- Past-visitors, new visitors with a propensity for outdoor adventure/travel, unique shopping, and dining experiences.
- Include Household Incomes (HHI) above \$100K and households with 1-2 and 3-5 members.

Additionally, since the campaign will be equally developed for educational purposes, we will target in-market visitors, with sustainability messaging, as well.





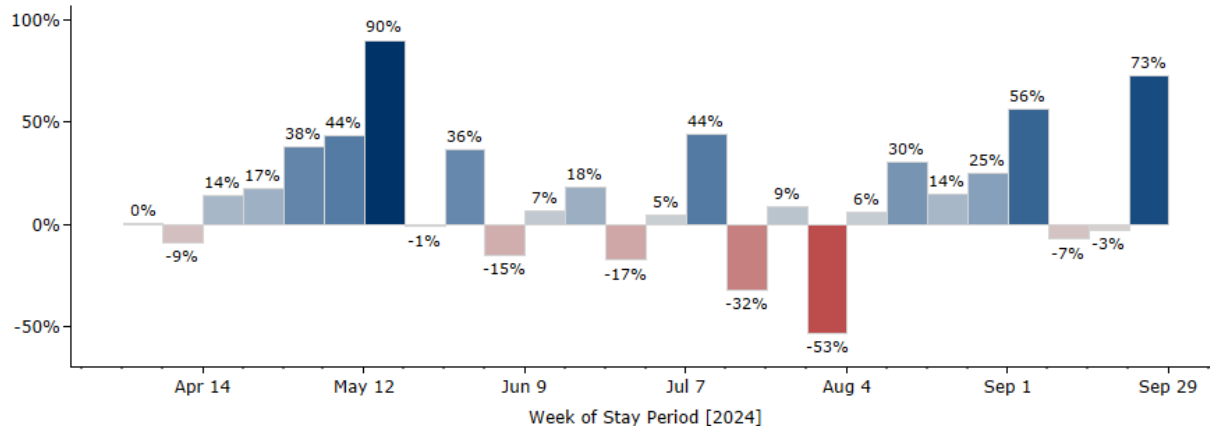
# Campaign Details

- Media spend: \$100,000+ but final amount TBD
- Flight: May 1 to August 15, 2024
- Tactics: Paid social media; native, display, video, and retargeting; paid search
- Target Markets
- In-Market

Depending on the Chamber's BID summer marketing campaign this campaign could pivot to:

- Exclude the overlapping markets
- Focus only on in-market marketing

## Occupancy Outlook Compared to Same Time Last Year as of 3-6-24



THANK YOU