



CITY OF SEDONA
TOURISM PROGRAM
SLC March Update

DATA

Monthly Reports

At a high level:

- Executive Summary with lodging performance
- Booking pace trend report
- Credit card spend report



TOURISM PROGRAM

Hotel Performance Summary

Sedona+ | January 2024



Month

January 2024

Location

Sedona+

Compare to

Previous Year

Year Type

Calendar Year

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	53.3%	\$263.47	\$140.35	67.0K	35.7K	\$9.4M
Change vs. Previous Year	▲ 4.6%	▲ 9.2%	▲ 14.2%	▲ 3.0%	▲ 7.7%	▲ 17.6%
YTD Calendar Year	53.3%	\$263.47	\$140.35	67.0K	35.7K	\$9.4M
YTD Change vs. Previous Year	▲ 4.6%	▲ 9.2%	▲ 14.2%	▲ 3.0%	▲ 7.7%	▲ 17.6%

Last Six Months Performance

	Occupancy	ADR	RevPAR
Aug 2023	54.3%	\$251	\$136
Sep 2023	65.6%	\$360	\$236
Oct 2023	74.0%	\$411	\$304
Nov 2023	70.1%	\$352	\$247
Dec 2023	60.2%	\$319	\$192
Jan 2024	53.3%	\$263	\$140

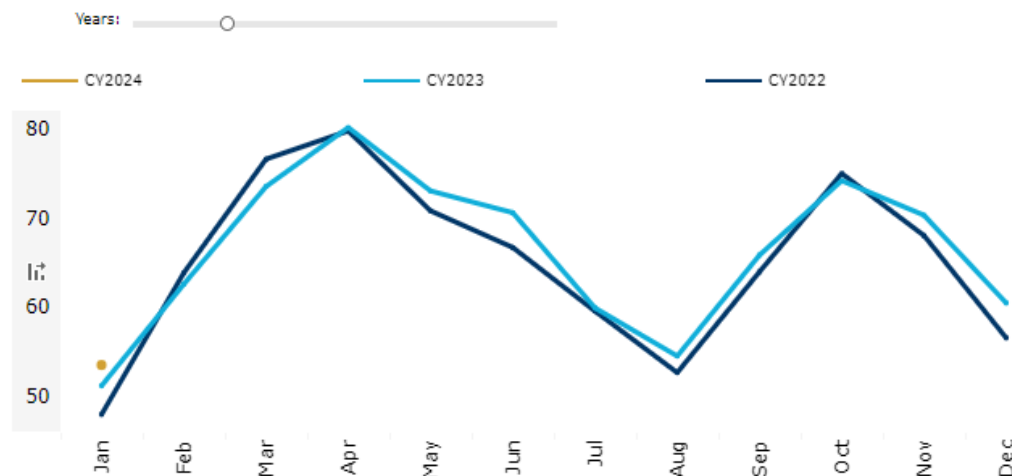
January Performance by Year

Sedona+

	Occupancy	ADR	RevPAR
Jan 2019	51.5%	\$187	\$96
Jan 2020	51.2%	\$195	\$100
Jan 2021	46.1%	\$225	\$104
Jan 2022	47.7%	\$277	\$132
Jan 2023	50.9%	\$241	\$123
Jan 2024	53.3%	\$263	\$140

Occupancy YOY Comparison

Occupancy



Occupancy Long Term Trend



Hotel Performance Summary

Sedona+ | December 2023



Month
December 2023

Location
Sedona+

Compare to
Previous Year

Year Type
Calendar Year

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	60.0%	\$319.55	\$191.58	67.0K	40.2K	\$12.8M
Change vs. Previous Year	▲ 6.5%	▲ 6.5%	▲ 13.3%	▲ 3.0%	▲ 9.7%	▲ 16.7%
YTD Calendar Year	66.1%	\$337.27	\$223.05	786.4K	520.1K	\$175.4M
YTD Change vs. Previous Year	▲ 2.0%	▼ -4.8%	▼ -2.9%	▲ 2.7%	▲ 4.8%	▼ -0.3%

Last Six Months Performance

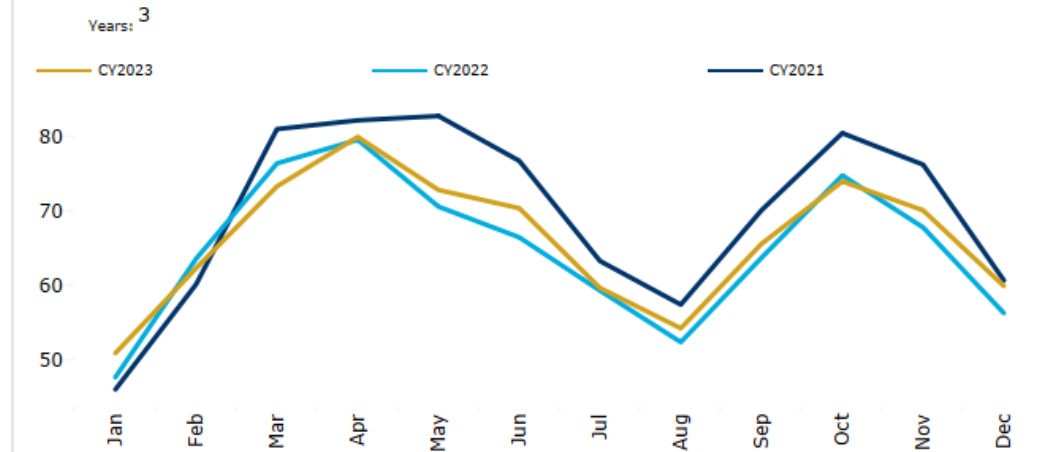
	Occupancy	ADR	RevPAR
Jul 2023	59.7%	\$257	\$153
Aug 2023	54.3%	\$251	\$136
Sep 2023	65.6%	\$360	\$236
Oct 2023	74.0%	\$411	\$304
Nov 2023	70.1%	\$352	\$247
Dec 2023	60.0%	\$320	\$192

December Performance by Year

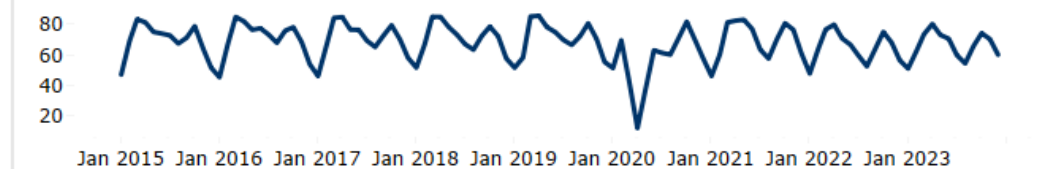
Sedona+

	Occupancy	ADR	RevPAR
Dec 2018	57.5%	\$243	\$140
Dec 2019	55.2%	\$238	\$131
Dec 2020	57.6%	\$277	\$159
Dec 2021	60.7%	\$337	\$204
Dec 2022	56.3%	\$300	\$169
Dec 2023	60.0%	\$320	\$192

Occupancy YOY Comparison



Occupancy Long Term Trend





Sedona+ Lodging Summary

January 2024



Aggregated Lodging Summary

Source: STR & KeyData

	Occupancy	ADR	RevPAR
Jan 2024	39.7%	\$284.95	\$113.10
% Change vs. Jan 2023	-4.4%	3.8%	-0.8%
% Change vs. Dec 2023	-20.9%	-14.2%	-32.2%
CYTD 2024	39.7%	\$284.95	\$113.10
% Change vs. CYTD 2023	-4.4%	3.8%	-0.8%

Hotel Performance (Sedona+)

Source: STR

	Occupancy	ADR	RevPAR
Jan 2024	53.3%	\$263.47	\$140.35
% Change vs. Jan 2023	4.6%	9.2%	14.2%
% Change vs. Dec 2023	-11.6%	-17.5%	-27.0%
CYTD 2024	53.3%	\$263.47	\$140.35
% Change vs. CYTD 2023	4.6%	9.2%	14.2%

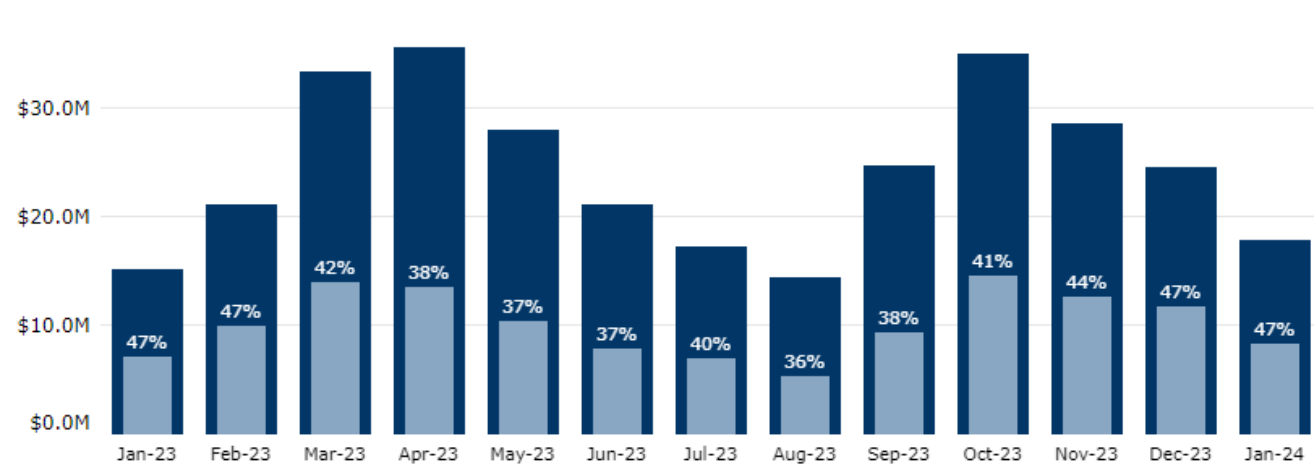
Short Term Lodging (Vacation Area - Greater Sedona)

Source: KeyData

	Occupancy	ADR	RevPAR
Jan 2024	29.5%	\$314.08	\$92.64
% Change vs. Jan 2023	-0.7%	1.7%	1.0%
% Change vs. Dec 2023	-16.1%	-15.6%	-29.2%
CYTD 2024	29.5%	\$314.08	\$92.64
% Change vs. CYTD 2023	-0.7%	1.7%	1.0%

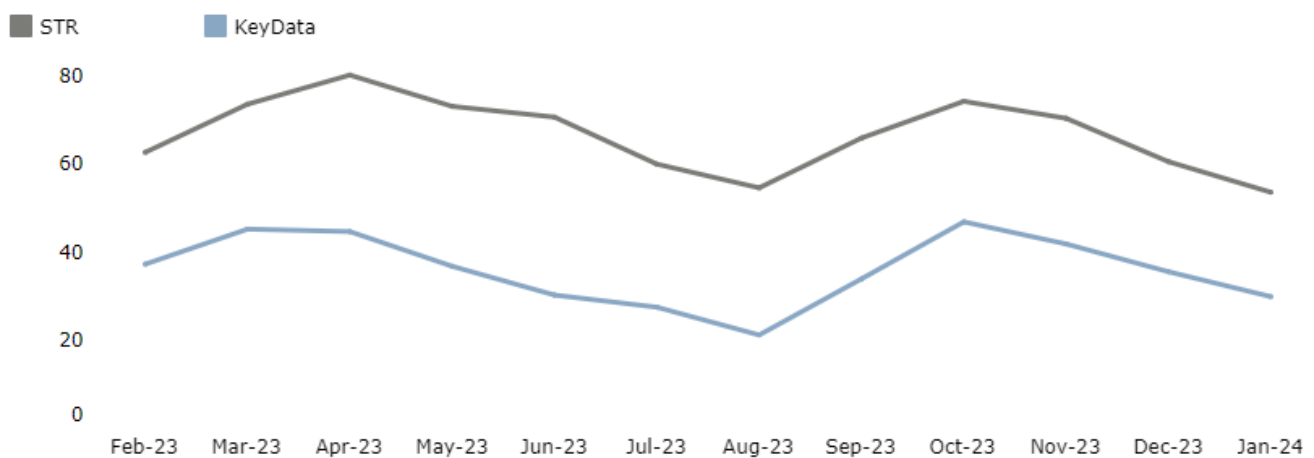
Lodging Revenue & Contribution (Hotels: Sedona+; KeyData: Vacation Area - Greater Sedona)

■ Aggregate Revenue ■ KeyData Share



Occupancy (Hotels: Sedona+; KeyData: Vacation Area - Greater Sedona)

Last 12 Months





Sedona+ Lodging Summary

December 2023



Aggregated Lodging Summary

Source: STR & KeyData

	Occupancy	ADR	RevPAR
Dec 2023	42.2%	\$330.34	\$139.55
% Change vs. Dec 2022	-2.8%	2.0%	-0.8%
% Change vs. Nov 2023	-7.2%	1.4%	-5.9%
CYTD 2023	45.5%	\$328.86	\$149.69
% Change vs. CYTD 2022	-10.0%	0.1%	-10.0%

Hotel Performance (Sedona+)

Source: STR

	Occupancy	ADR	RevPAR
Dec 2023	60.0%	\$319.55	\$191.58
% Change vs. Dec 2022	6.5%	6.5%	13.3%
% Change vs. Nov 2023	-14.5%	-9.1%	-22.3%
CYTD 2023	66.1%	\$337.27	\$223.05
% Change vs. CYTD 2022	2.0%	-4.8%	-2.9%

Short Term Lodging (Vacation Area - City of Sedona)

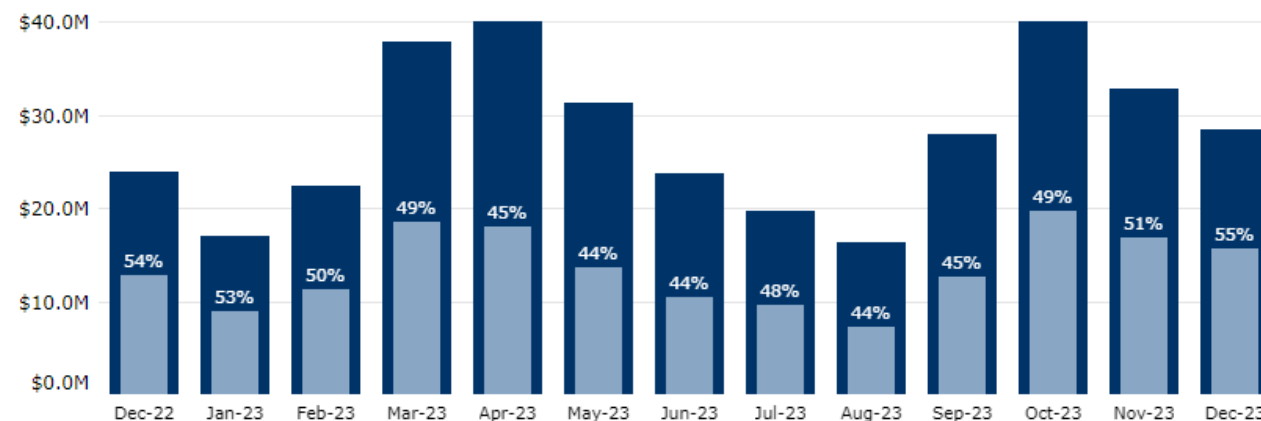
Source: KeyData

	Occupancy	ADR	RevPAR
Dec 2023	33.6%	\$339.75	\$114.14
% Change vs. Dec 2022	-1.7%	1.0%	-0.6%
% Change vs. Nov 2023	-13.9%	3.8%	-10.7%
CYTD 2023	34.5%	\$320.23	\$110.42
% Change vs. CYTD 2022	-11.5%	1.2%	-10.4%

Sources: STR and KeyData

Lodging Revenue & Contribution (Hotels: Sedona+; KeyData: Vacation Area - City of Sedona)

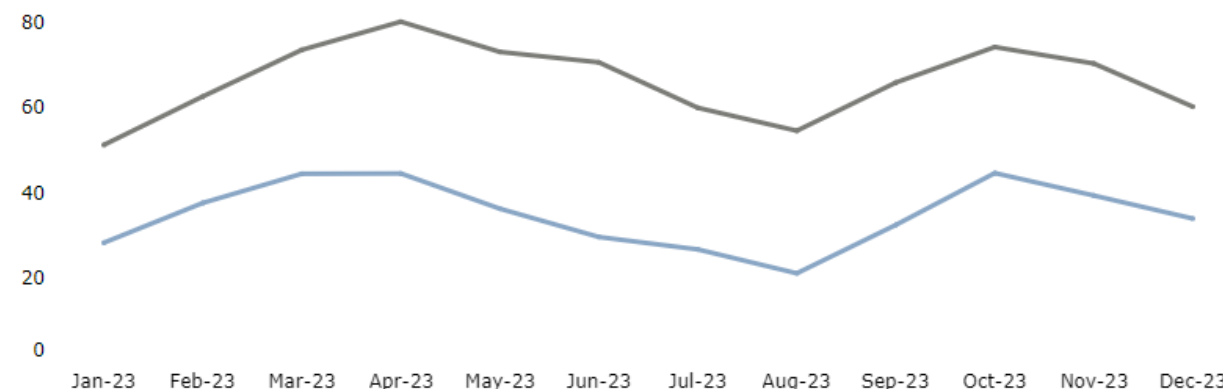
■ Aggregate Revenue ■ KeyData Share



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

Last 12 Months

■ STR ■ KeyData



Lodging Performance
January 2024

Hotels: Sedona+

Occupancy	ADR	RevPAR
53.3%	\$263	\$140
YOY	YOY	YOY
▲ 4.6%	▲ 9.2%	▲ 14.2%

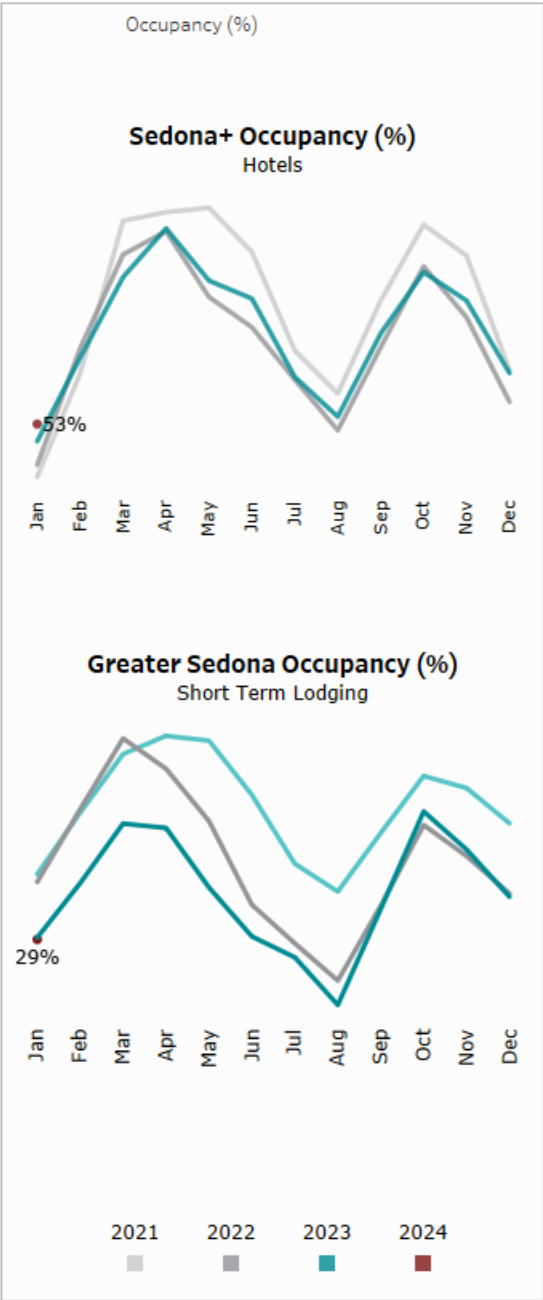
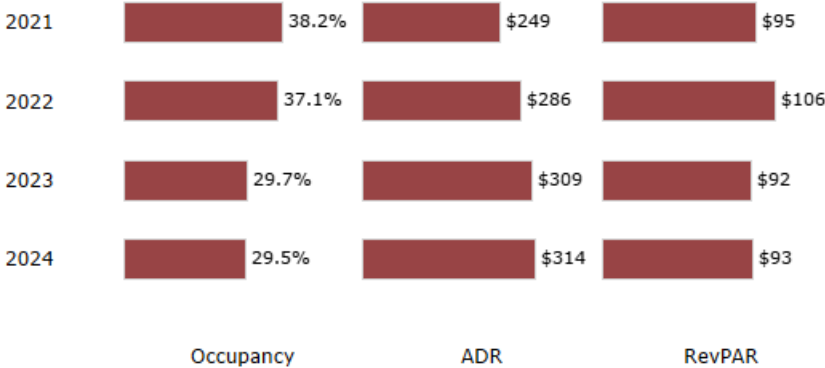
Short Term Lodging: Greater Sedona

Occupancy	ADR	RevPAR
29.5%	\$314	\$93
YOY	YOY	YOY
▼ -0.8%	▲ 1.8%	▲ 0.9%

Monthly Hotel Performance



January Short Term Lodging Performance
Historical over years



Domestic Visitors: Greater Sedona Area



Study Geography
Greater Sedona Area

Start Date
January 01, 2024

End Date
January 31, 2024

Trip Type
Overnight

Weekend/Weekday Trips
(All)

Sample Size: 22,242



2.8 days

Avg Length of Stay



100.0%

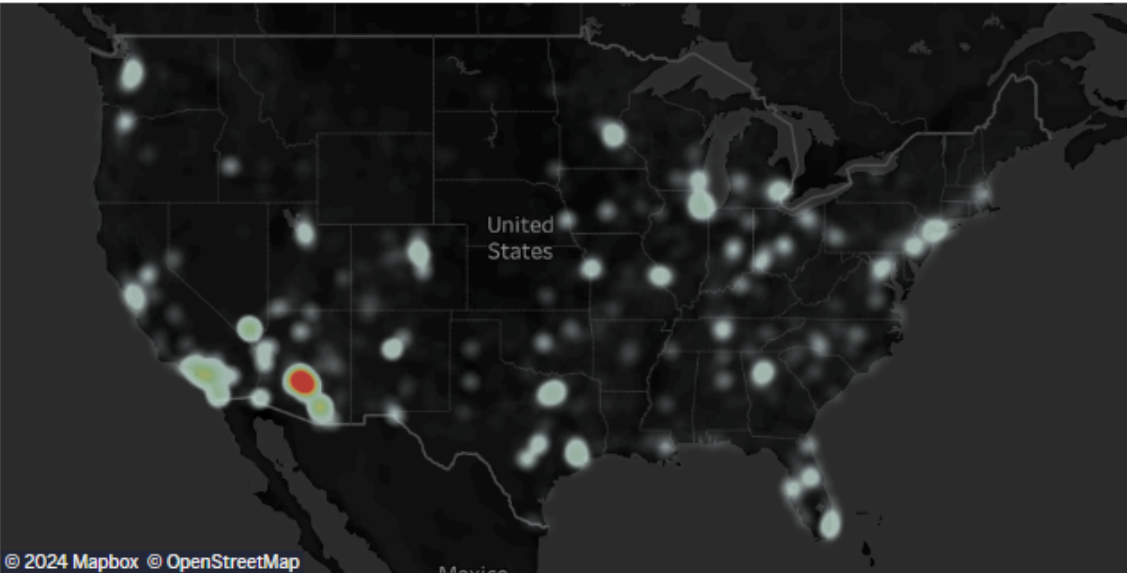
Overnight



77.0%

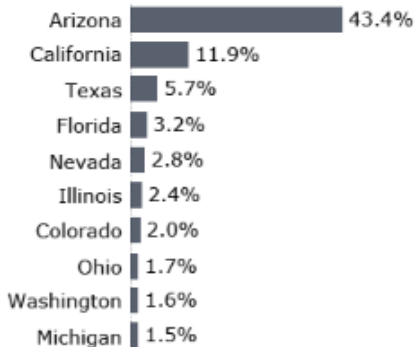
Repeat

US Mainland Origin Heat Map



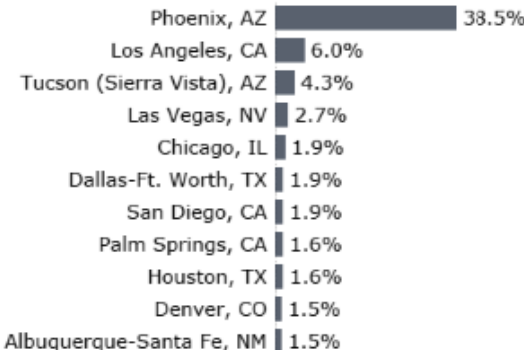
Top Visitor Origin States

% share of total



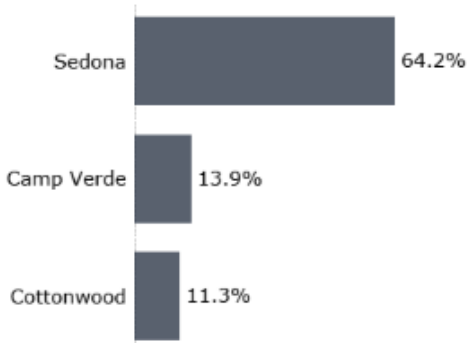
Top Visitor Origin DMAs

% share of total



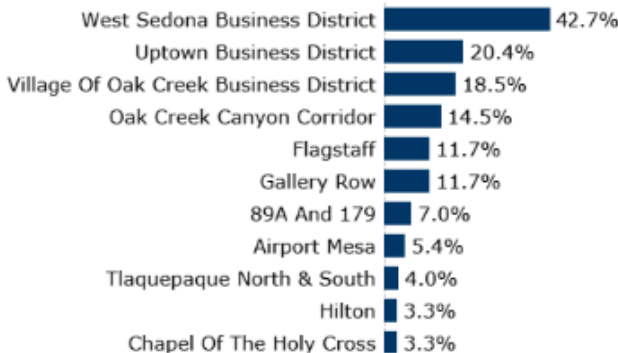
Cross Visits

% share of visitors

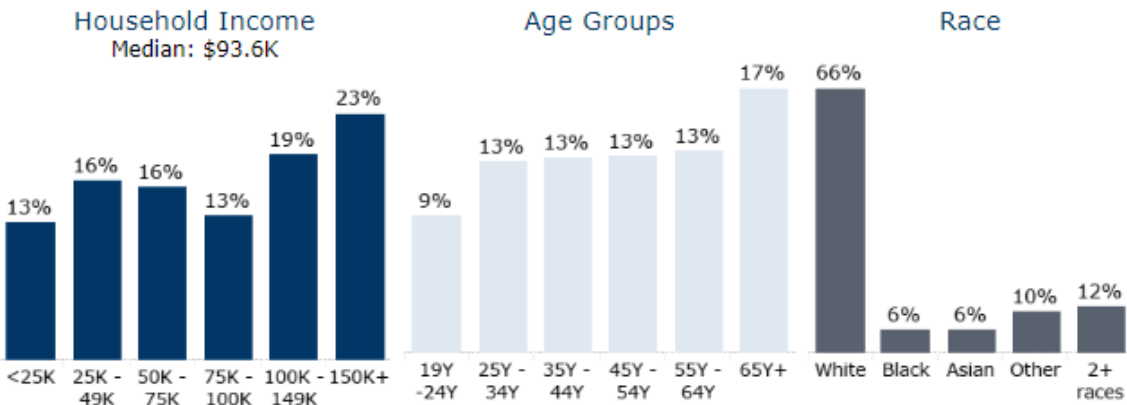


Top POIs Visited

% share of trips



Demographic Estimates



Domestic Visitors: Greater Sedona Area



Study Geography

Greater Sedona Area

Start Date

December 01, 2023

End Date

December 31, 2023

Trip Type

Overnight

Weekend/Weekday Trips

(All)

Sample Size: 25,687



2.5 days

Avg Length of Stay



100.0%

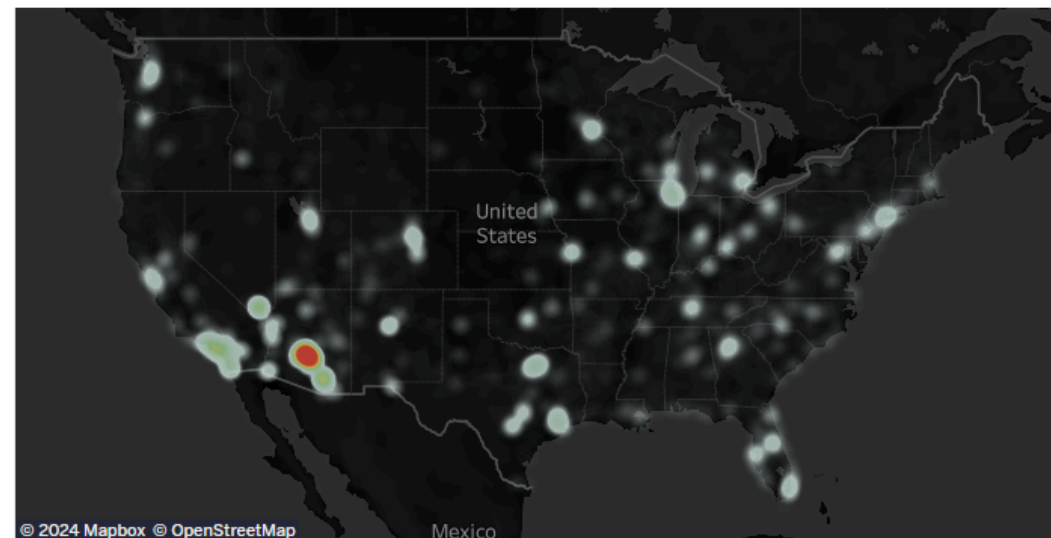
Overnight



62.2%

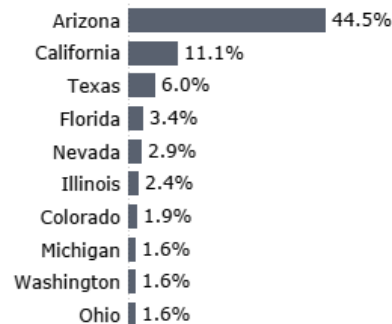
Repeat

US Mainland Origin Heat Map



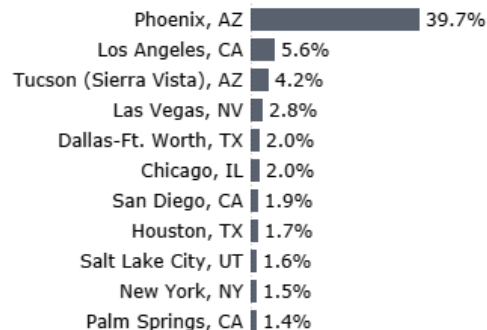
Top Visitor Origin States

% share of total



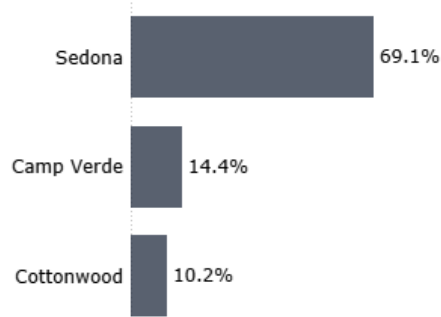
Top Visitor Origin DMAs

% share of total



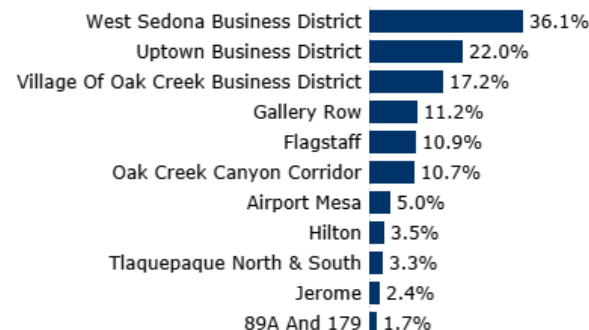
Cross Visits

% share of visitors



Top POIs Visited

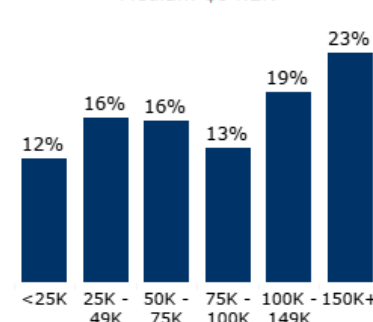
% share of trips



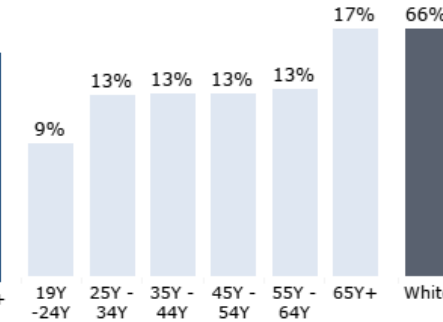
Demographic Estimates

Household Income

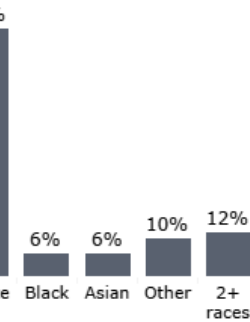
Median: \$94.2K



Age Groups



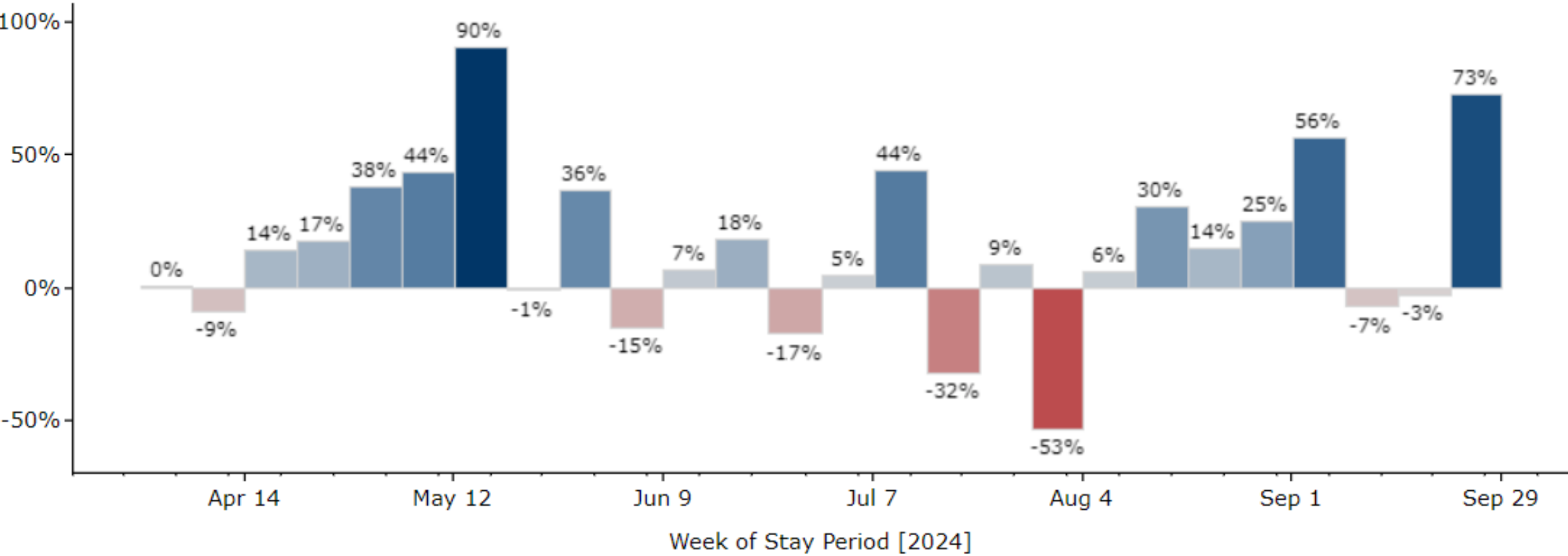
Race



Source: Near & US Census Bureau

SYMPHONY TOURISM ECONOMICS

Occupancy Outlook Compared to Same Time Last Year



Visit Sedona Spending Summary

Period: January 2024



Month
January 2024

Report Type
Month



\$4.8M
Card Spend

-12.2% vs. Previous Year



30.9K
Cardholders

-14.7% vs. Previous Year



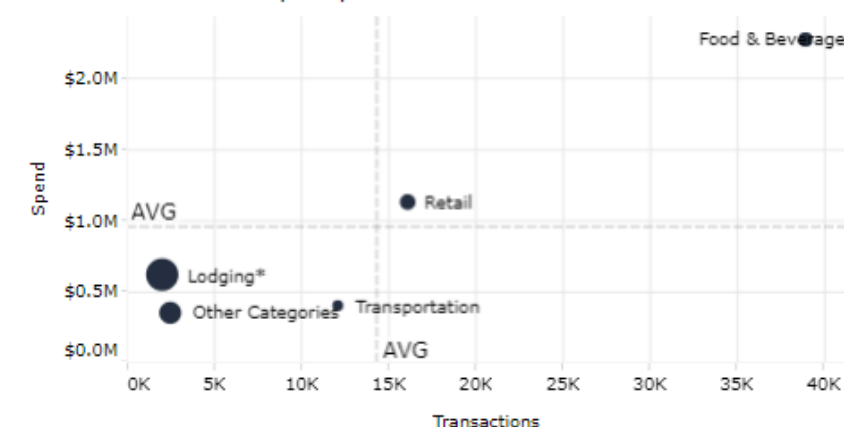
71.8K
Transactions

-13.6% vs. Previous Year

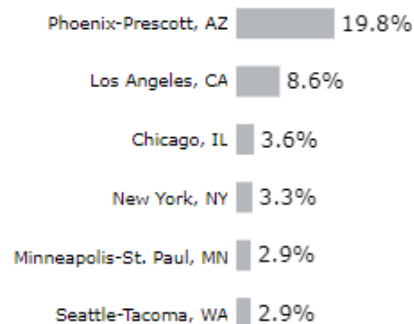


Transactions vs. Spend Amount

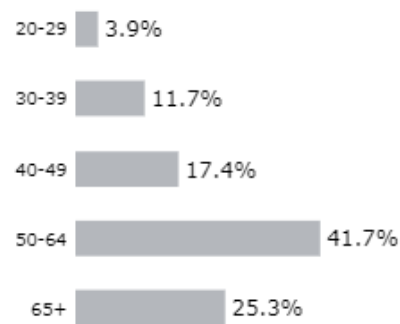
Size of bubble denotes spend per transaction



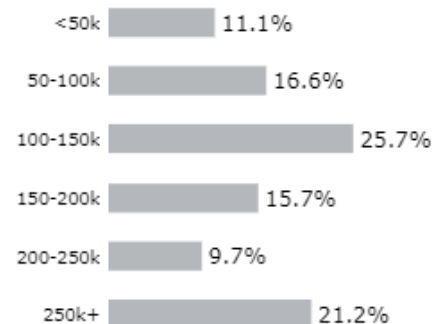
Top Origin DMAs



Spend Share by Age**



Spend Share by Income**



Spending Categories

% Share of total in-market credit card spend

