

JANUARY, 2023



Sedona

Destination Marketing Campaign

ohpartners.com

State of Economy & Tourism Research

DESTINATION ANALYSTS

TRAVELER SENTIMENT INDEX

Thinking about the current coronavirus situation, in general,

HOW CONCERNED ARE YOU PERSONALLY ABOUT CONTRACTING THE VIRUS?



- The percent of American travelers “unconcerned about contracting Covid” exceeding those concerned finally occurred in the Fall of 2022 signaling positive signs about continued improved health in the U.S. travel market.

Figure 1: Changes over time in levels of American travelers' personal concern about contracting the virus, starting March 2020.

Source: Destination Analysts

While moderated Covid concerns is good news, American travelers expect that the U.S. will enter a recession soon, with two-thirds now believing this economic outcome to be imminent (interestingly, this belief spans generations, geographic regions and income levels). As such, **68% of American travelers say they are being careful with their money as a result of recessionary fears. Of this group tightening their wallets, 79% said this includes reducing expenditures on travel.**

- Destination Analysts

The **top deterrents to travel Americans report continue to center around financial and cost issues**, with gas being too expensive, travel in general being too expensive, personal financial reasons and airfare being too expensive topping the list as reasons that have kept Americans from traveling more than they would have preferred. **This is concerning, particularly for higher cost destinations like Sedona.**

- Destination Analysts

Strong Dollars opens more International Interest - The U.S. dollar is stronger than it has been in a long time, making international travel look especially attractive. As of early December 2022, the dollar and euro are almost 1-to-1 and currency exchange rates to many other popular destinations are also favorable. Travelers have been heading to lower-cost countries for years as a way to get more for their money. **This will likely negatively impact Sedona who had benefited from high-end travelers putting off international travel in 2021 and 2022 opting for high quality domestic destinations.**

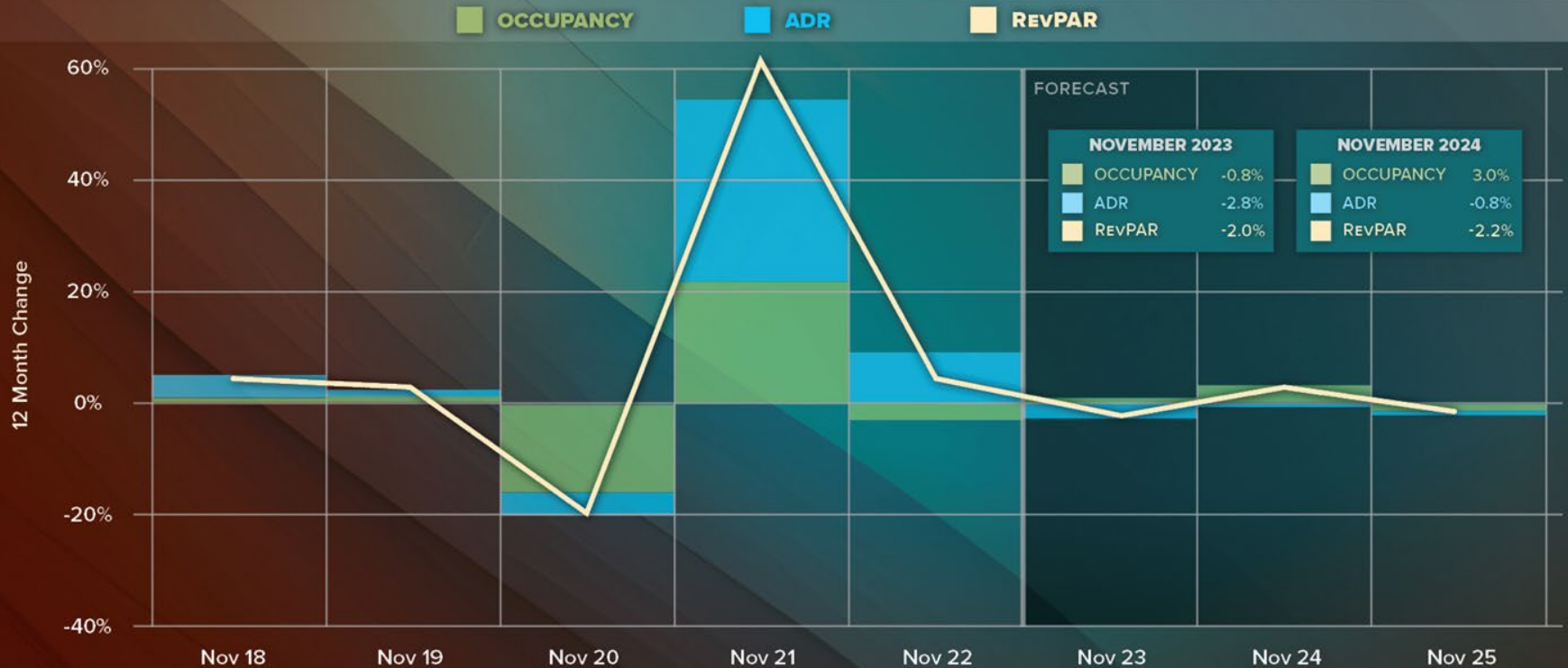
- Forbes Advisor

NATIONAL FACTORS THAT COULD NEGATIVELY IMPACT SEDONA:

- Recessionary concerns damping travel activity – potential for overall slowing.
- Return to Urban Destinations – lack of high-end urban interest benefited Sedona over the last couple of years
- Strong Dollars opens more International Interest – more high-end travelers choosing international options – again the lack of international travel in 2021 and 2022 benefited Sedona
- “Work from roam” and continuing Short-Term Rental usage increasing whole house demand by leisure travelers - only becoming more of an issue for Sedona

REGIONAL TRAVEL FORECAST

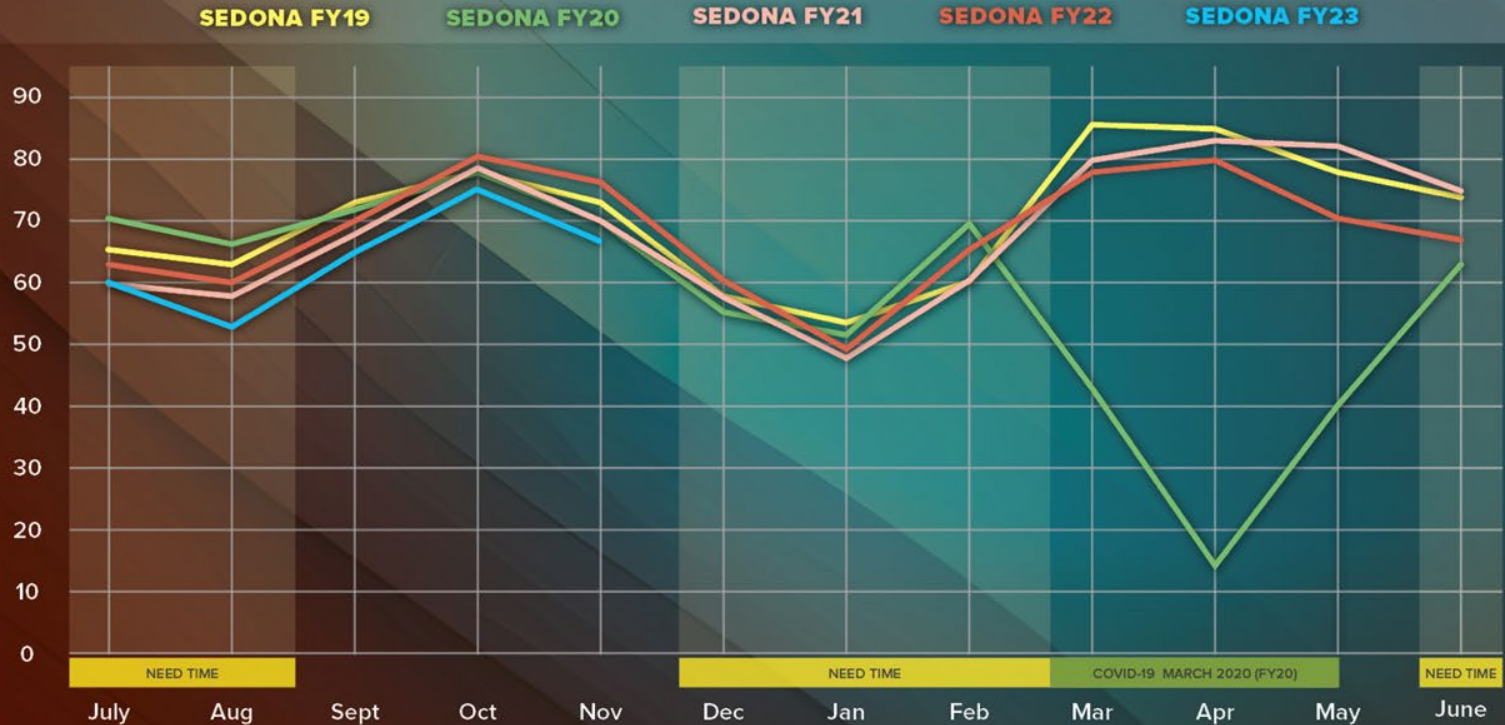
PRESCOTT AND SEDONA RevPAR GROWTH DRIVEN PRIMARILY FROM ADR



Source: Smith Travel Research

SEDONA AREA TRADITIONAL LODGING PERFORMANCE

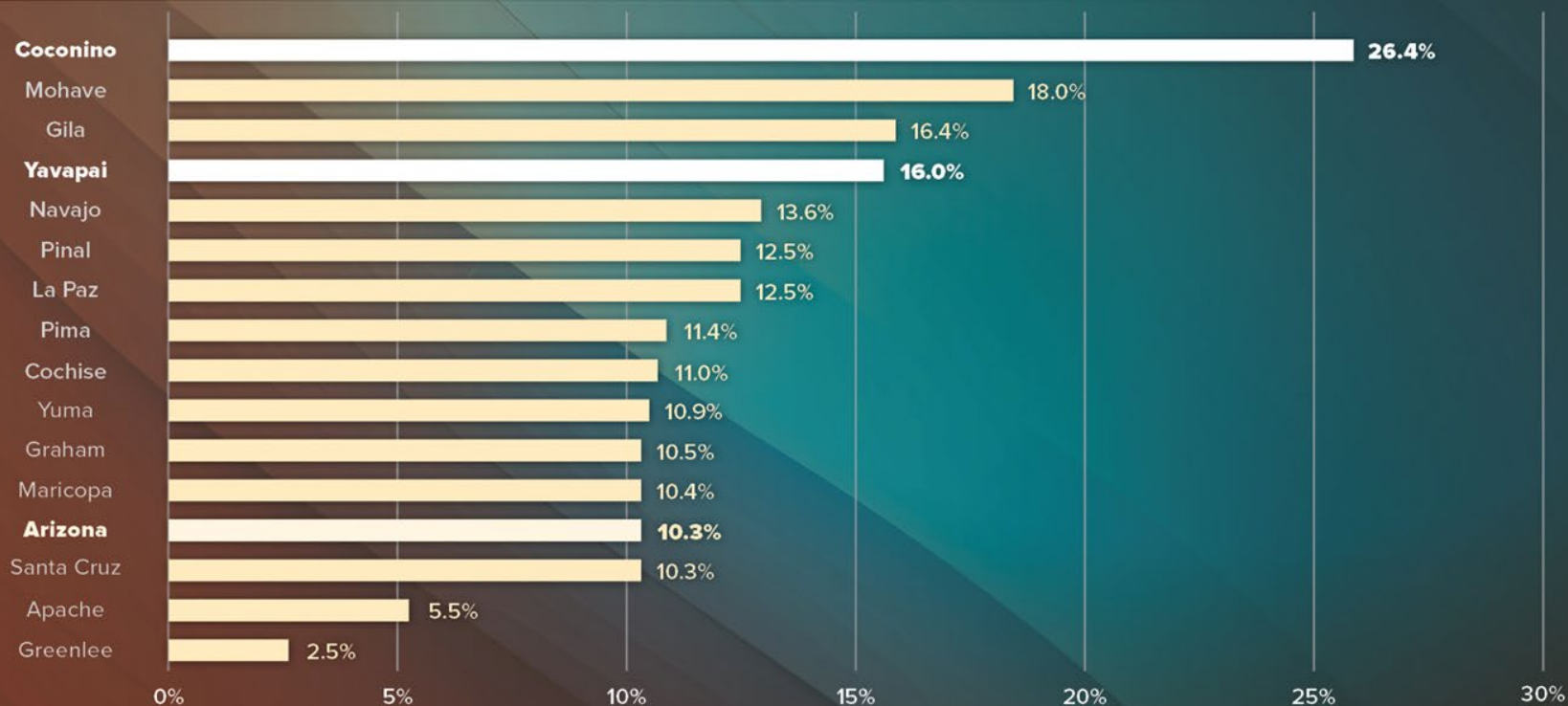
OCCUPANCY % COMPARISON FY23 YTD (JULY – NOVEMBER 2022)



Source: Smith Travel Research

TOURISM INDUSTRY IS CRITICAL TO RURAL ARIZONA

TOURISM EMPLOYMENT BY COUNTY

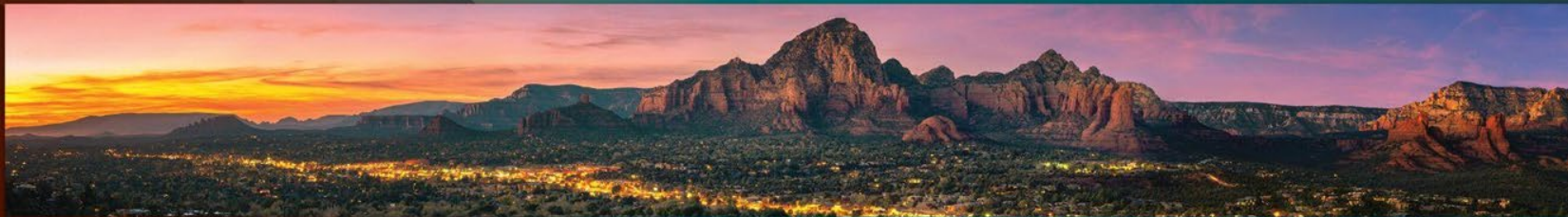


Source: U.S. Bureau of Labor Statistics via Jim Rounds Consulting Group

SEDONA'S TOURISM INDUSTRY

Tourism is a
 **\$1B**
Industry in Sedona

Visitors Generate
 **77%** =  **\$32M**
of the City's Sales and Bed Tax Revenues in Local Tax Dollars (FY22)

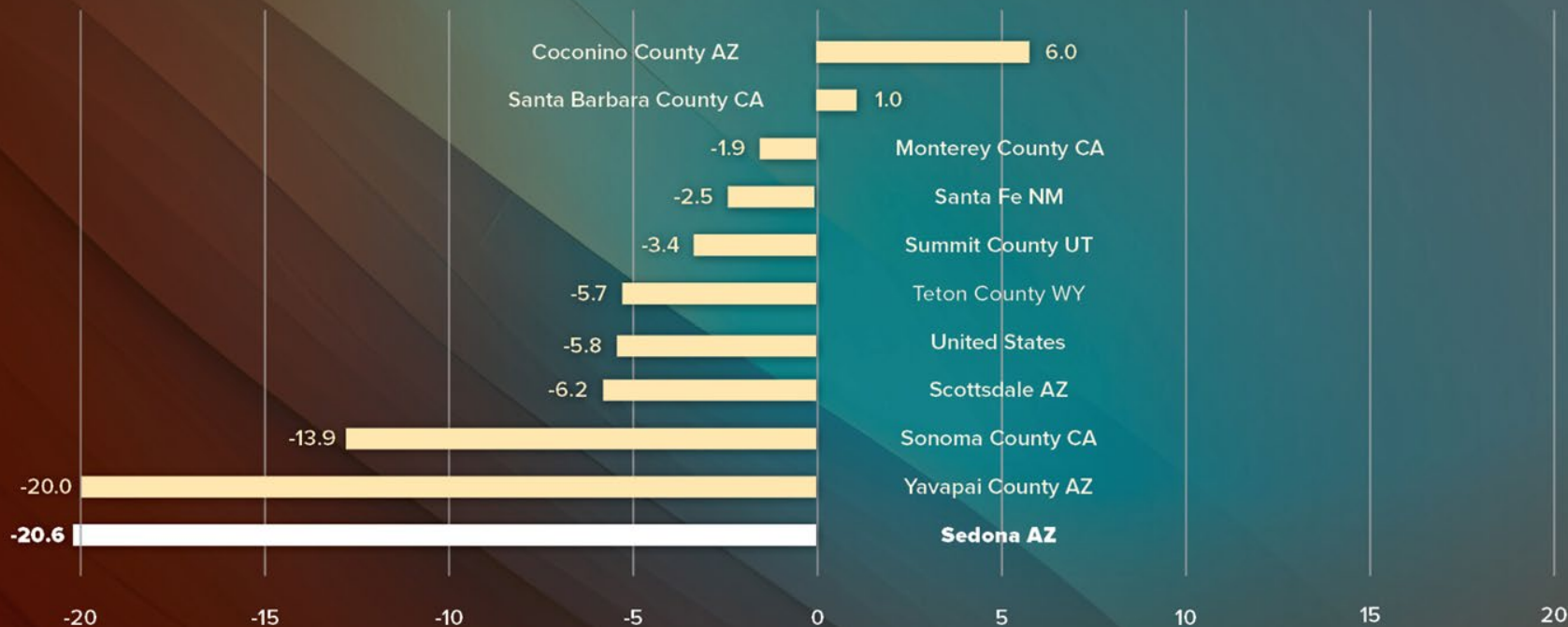


Tourism Supports Over
 **10,000** Jobs in Sedona

Sedona Tourism Generates Over
 **\$240** Million in Wages

COMPETITIVE DESTINATIONS

FY23 OCCUPANCY % CHANGE FROM FY19 (JULY - NOVEMBER)



Source: Nichols Tourism Group



Situation

During the COVID-19 outbreak, the number of visitors vastly increased. However, this came at a great cost.

While the city garnered record breaking tax collections during this very busy period, it was challenging on natural resources and the community.

But now, as the COVID-19 virus is under control, competing destinations have invested in heavy marketing efforts to welcome visitors back. Meanwhile, Sedona is still in a marketing pause and is losing market share.



Owning the Message

To invite the right target audience to Sedona, it is important to own our message. If we don't, someone else will.

Specific, detailed messaging will enable Sedona to communicate and highlight the value that the city has to offer and to attract the correct, highly-valued traveler.

By defining Sedona as an art and cultural destination, we can focus on the quality of visitors vs. the quantity that visit Sedona.

Strategy

Define Sedona as a high-end destination to bring affluent tourists by highlighting the arts and cultural aspects that the city has to offer.

Known for its hiking trails, majestic red rock landscape, tours and sunsets, Sedona is not just an outdoor destination.

It is time to invite travelers to return to Sedona, by featuring the “Great Indoors.”

Target Audience

Target Audience

We will need to focus not only on age, but on lifestyle factors. Some key descriptors for that target market are those who are affluent, interested in arts and culture, have disposable income to stay for 4-5 days, and are interested in going out to dinner, shopping, staying at the hotels/resorts, etc.

BASE AUDIENCE

- Adults 35+
- HHI \$150k+, Or High Net Worth
- In-Market for Resort or 4 star hotel stay

PRIMARY INTERESTS

- Fine Dining
- High spenders
- Luxury shoppers
- Art collectors
- Museums
- Art Galleries
- Arts & Culture
- Performing Arts

Target Audience

WHO THEY ARE:

- Children are grown, Own a home, Employed full time, and are College Graduates
- Family and friends are the most important things in their life
- Prefers a small group of close friends
- Enjoy attending music performances, dining out, dancing, going to bars/nightclubs
- Enjoy participating in and attending sporting events
- Prefers to research vacation destinations online themselves vs using travel agents
- Like to try local cuisine when traveling
- High quality is the expectation

Source: MRI



Recommendation



Recommendation

Develop a bridge campaign that will reintroduce Sedona as a cultural destination.

THE CAMPAIGN WILL:

- Include heavy digital media, targeting affluent consumers from Phoenix and Southern California
- Encourage indoor exploration during summer months
- Allow for highly targeted and customized messaging
- Incorporate key partners and members within the community

What this is:



What this isn't:





CAMPAIGN

Meet Sedona Again.

When you think of Sedona, you think of the beautiful red rock formations, vortexes, and the turquoise McDonald's sign. But first impressions aren't everything. In this direction, we're re-introducing people to the wonders of this incredible city—the people, the culture, and the vibrant sights and sounds that can only be found if you just take a second look. The Sedona Red Rocks serve as a backdrop for the wonders that can be found on the inside.

Category: GALLERIES & DINING

HEADLINE: Discover

SUBHEAD: A world of one-of-a-kind art.

SUBHEAD: Meet Sedona Again.

COPY: Sedona's beauty is unmatched. So is the art and sculpture in the over 80 art galleries throughout the city.

While you're here, we're sure you'll find the cuisine is just as beautiful as it is delectable.

Meet Sedona again at VisitSedona.com.



Category: DINING & GALLERIES

HEADLINE: Experience

SUBHEAD: Cultural culinary delights.

SUBHEAD: Meet Sedona Again.

COPY: Nothing can compare to the beauty of Sedona. But it also is home to some of finest restaurant and bistros in the country.

And make sure to satisfy your appetite for art in the over 80 galleries.

Meet Sedona again at VisitSedona.com.



Category: RETAIL

HEADLINE: Lose yourself

SUBHEAD: And find yourself on boutique row.

HEADLINE: Meet Sedona Again.

COPY: Sedona's Red Rocks are iconic and known the world over. But it is also home to some of the most unique clothing boutiques..

And don't forget to lose yourself in the more than 80 art galleries while you're here.

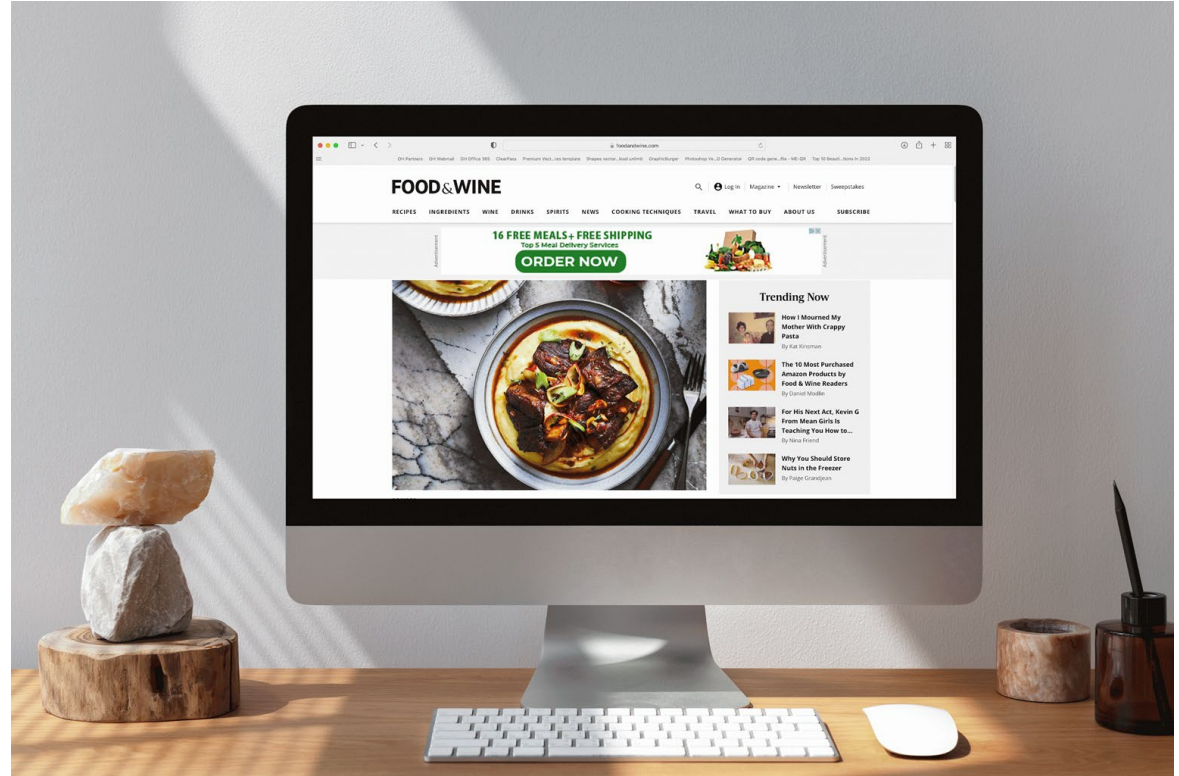
Meet Sedona again at VisitSedona.com.



LANDING PAGE TAKEOVER

Animated

When consumers most likely to visit Sedona, in this case, Food and Wine lovers, land on a website that specializes on Food and Wine, our communication “Takes over” the landing page and delivers our message to the correct consumer.

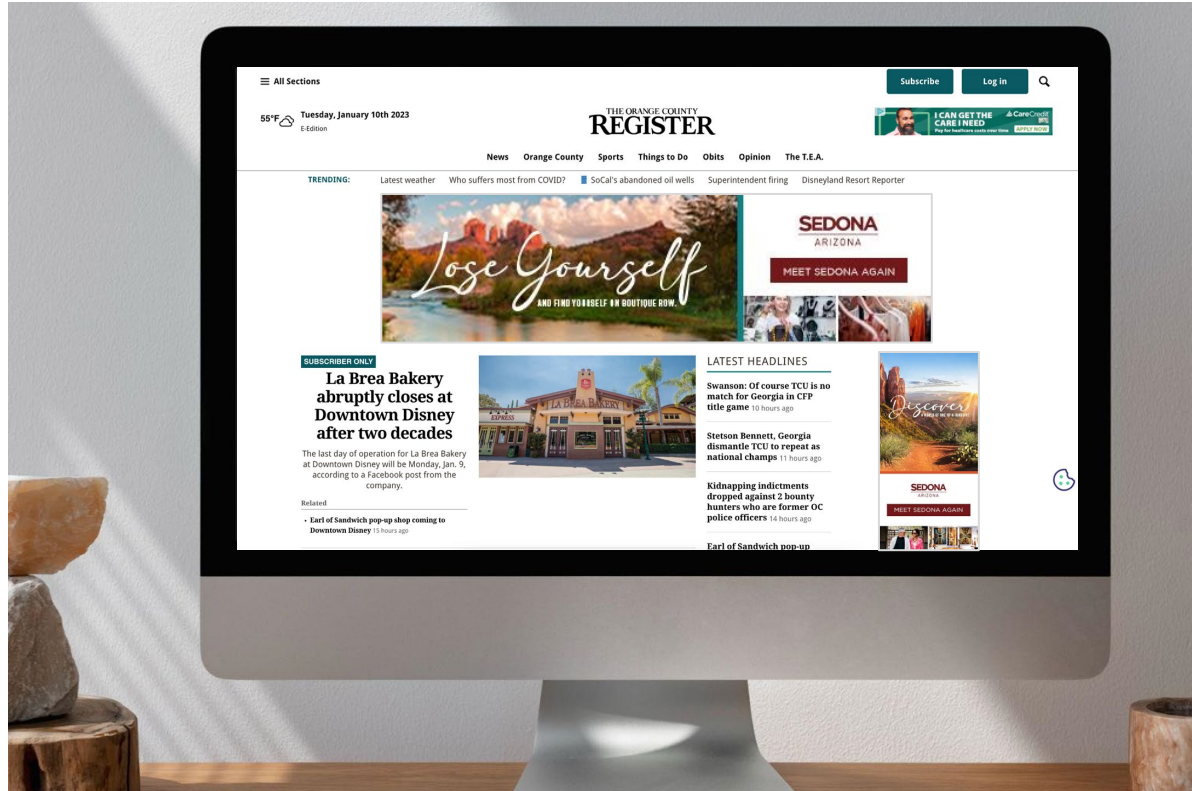


LANDING PAGE TAKEOVER

Static

Targeting likely travelers to Sedona can be done by “taking over” a landing page they are most likely to visit.

A large banner ad on top, and monument banner ads on the side will attract attention and deliver multiple messages at one time.

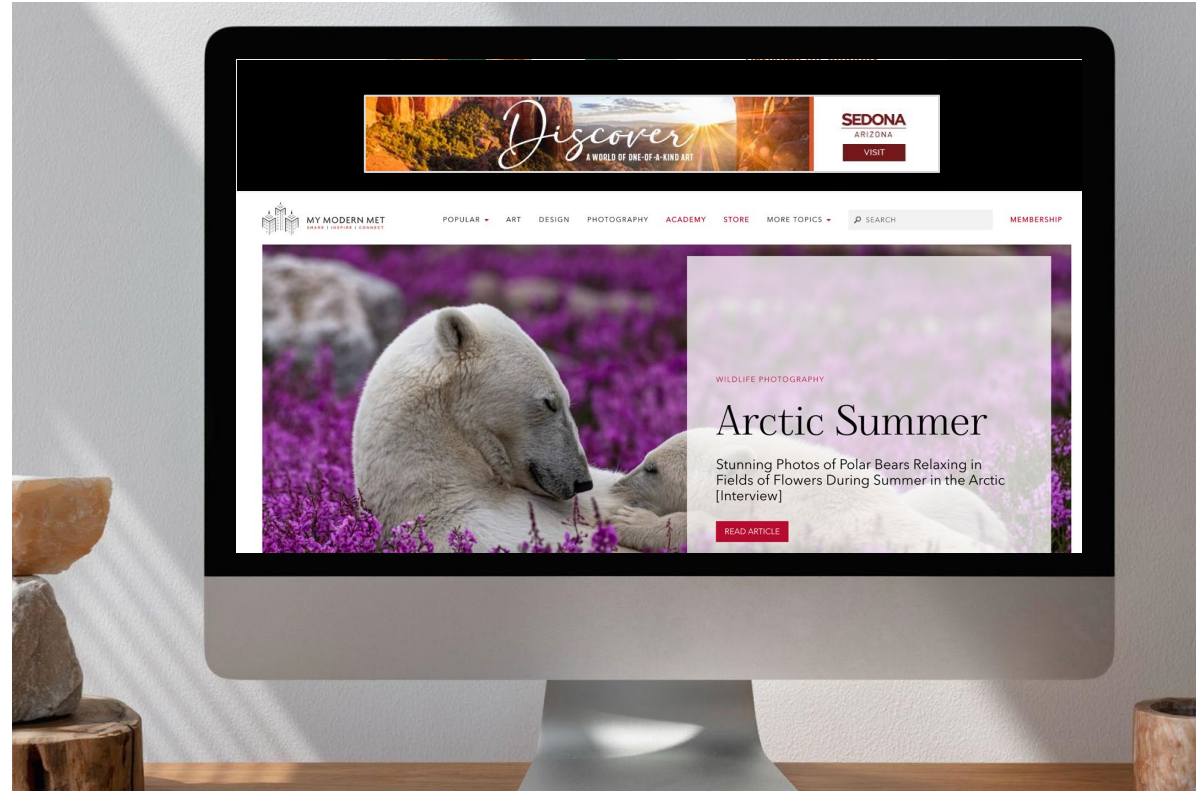


BANNER ADS

Animated

Banner ads that are animated are proven to be very effective to attract the attention of consumers.

Strategically placed on pages that are visited by consumers who are most likely to travel to Sedona increases engagement.



INSTAGRAM POST

HEADLINE: Discover

SUBHEAD: World of one-of-a-kind art.

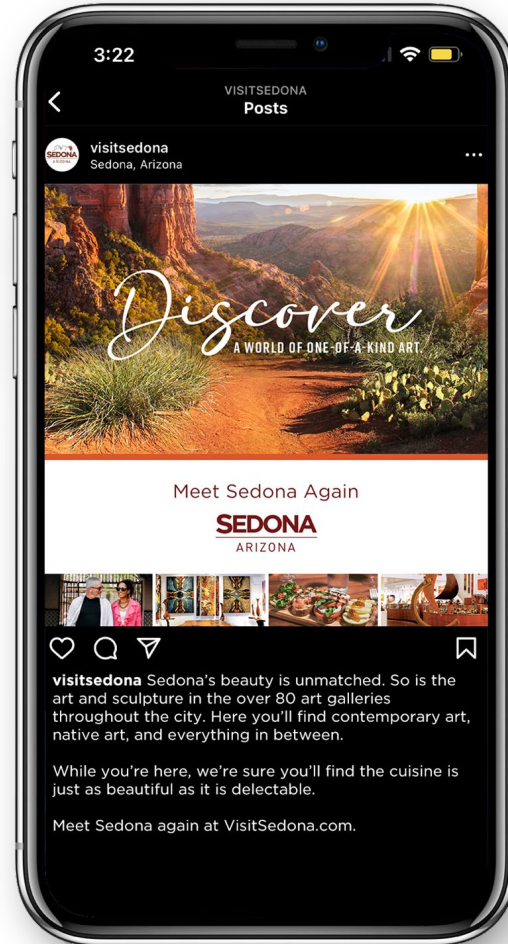
HEADLINE: Meet Sedona Again

VISUAL: ART / PAINTINGS / SCULPTURE

POST COPY: Sedona's beauty is unmatched. So is the art and sculpture in the over 80 art galleries throughout the city. Here you'll find contemporary art, native art, and everything in between.

While you're here, we're sure you'll find the cuisine is just as beautiful as it is delectable.

Meet Sedona again at VisitSedona.com.



FACEBOOK POST

HEADLINE: Lose yourself

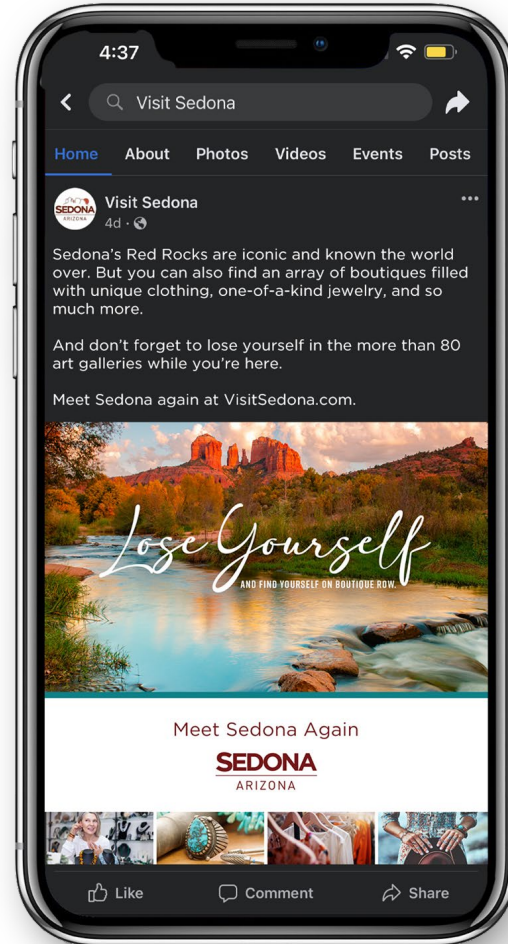
SUBHEAD: And find yourself on boutique row.

HEADLINE: Meet Sedona Again.

POST COPY: Sedona's Red Rocks are iconic and known the world over. But you can also find an array of boutiques filled with unique clothing, one-of-a-kind jewelry, and so much more.

And don't forget to lose yourself in the more than 80 art galleries while you're here.

Meet Sedona again at VisitSedona.com.





SEDONA INSIDERS

Who doesn't love to be an insider? In the know. Visiting places that only the locals have knowledge of.

Our insiders will create content that will showcase the "inside" of Sedona. Art galleries, restaurants, boutiques, and much more.

Then, they will post their videos to their social media channels for all their followers to see.

Then they will sign off with our campaign line, "Meet Sedona Again."



LANDING PAGE – MeetSedonaAgain.com

All investors will receive exposure on a designated landing page -- MeetSedonaAgain.com -- with business description and direct links to their websites.



Office: 928-284-9268
Cell: 928-202-0339
Carm: 908-208812 Fax: 908-208811

[Biermann Construction & Development Inc](#)

Commercial and residential construction with over 36 years experience. Proven track record of completing projects on time and on budget with ultimate customer satisfaction. We will foster the relationship between the owner, architect and builder.



[Canyon Outfitters](#)

Since 1993 Canyon Outfitters is Sedona's original outdoor store offering men and women's recreational and technical clothing, hiking boots and gear from the best brands. Backpacks, tents, sleeping bags, climbing gear and accessories for your red rock day hiking adventure or extended expedition.



COURTYARD®
Marriott®

[Courtyard by Marriott Sedona](#)

A world-class view of Sedona's magnificent red rocks, hiking trails off property, an innovative lobby space, contemporary guestroom design, exceptional breakfast-lunch-dinner experience at the Bistro, and a location close to all the attractions for which Sedona is known.





Media Research & Insights

Competitive Spend – Online

Pathmatics Jan-Dec 2022

TOTAL SPEND

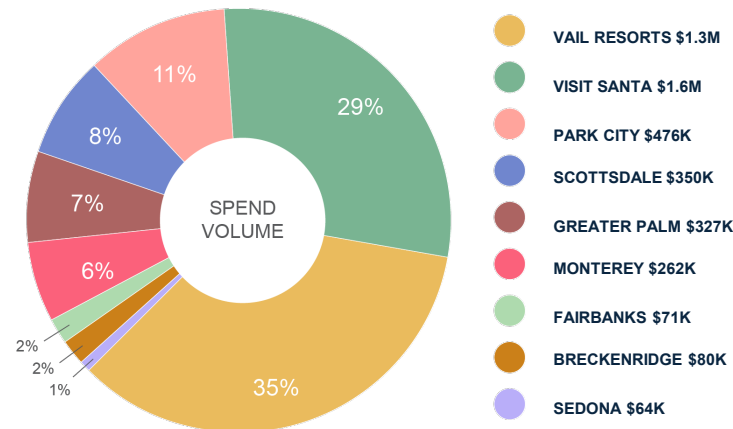
- Vail \$1.6M, primarily on Facebook/Instagram
- Visit Santa Barbara with \$1.3M on Facebook/Instagram
- Park City, UT. \$476K
 - \$260k on Social (FB/IG)
 - \$158k TripAdvisor
- Scottsdale \$350k
 - \$290k on Display, \$60k on Social
- Sedona Ranked 9th with \$64k on TripAdvisor

SPEND BY DEVICE/PLATFORM

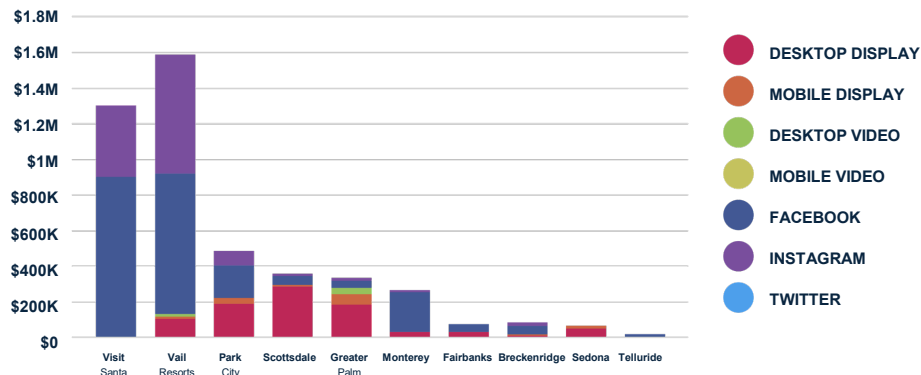
- 3.4M Facebook/Instagram
- 985k Display

MONTHLY SPEND

- Top months were Feb.-Mar. and Sept.



SPEND BY DEVICE

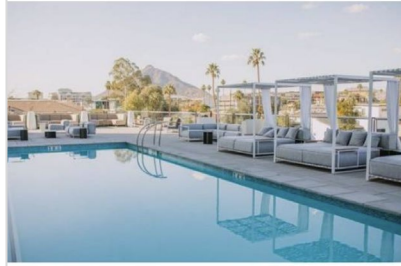


*Pathmatics provides an estimate to be used for directional purposes only.

Online Competitive Creative

Adintel Jan-Dec 2022

Get ready to experience pure vacation inspiration! From the stirring beauty of the Sonoran Desert to luxury resorts, award-winning restaurants and exciting attractions, Scottsdale has everything you need for a memorable getaway. Start planning today!



WWW.EXPERIENCESCOTTSDALE.COM
Plan A Scottsdale Getaway
Discover all the ways a trip to Scottsdale will leave you feeling effortlessly revitalized.

Learn More



\$278,598 Banner GREATER PALM SPRINGS AREA OF TOURISM



Plan your trip
to Indian Wells,
in Greater
Palm Springs.

Plan Now

INDIAN WELLS
CALIFORNIA

We're a
QUALITY TIME
kinda town

YOU WITH US?




What if you could
IN GREATER PALM SPRINGS

California
dream
Big
visit greater
palm springs

Target Audience Media Usage

INFORMATION SOURCES:

- Rely on advertising to keep up-to-date on products and services
- Internet is the most used information source
- Rely on the internet for:
 - News and current events
 - Sports news and events
 - Entertainment or celebrities
 - Planning travel
- Social media used regularly:
 - Facebook/Instagram (50% / 246 Index)

MEDIA	QUINTILE I (HEAVY)	QUINTILE II	QUINTILE III (MODERATE)	QUINTILE IV	QUINTILE V (LIGHT)
INTERNET	36%	30%	9%	18%	5%
NEWSPAPERS	8%	20%	17%	38%	15%
TV	22%	33%	14%	25%	3%
RADIO	15%	20%	20%	22%	20%
OOH	16%	26%	22%	22%	11%

Source: MRI



Media

Media Strategy

Focus on Digital and Social sites to **hyper target affluent tourists** and showcase the unique Arts, Culture, and Heritage that Sedona has to offer.

Using digital and social channels allows us to maximize **reach and frequency** to the desired audiences and highlight the specific amenities Sedona offers that would be of interest.



Digital Media Targeting Capabilities

FIRST PARTY DATA & LOOKALIKES:

- First-party data is information collected directly from customers via email lists, lead forms, or from CRM Data. Usually a list of names, email address, phone numbers, or device ids. Used to retarget specific individuals with verified customer data.
- Can utilize customer lists to create lookalike audiences that share attributes with your proven customers.

MEASUREMENT & REPORTING:

- Unique persons reached, Impressions, Video Views, Clicks/Engagements, CTR (click through rate), landing page views, ROAS (return on ad spend)
- Foot Traffic Attribution
- Actions taken on-site through Google Analytics

IDENTITY & BEHAVIORAL:

- Location, Age, Income, Intent, and Interests.

CONTEXTUAL TARGETING:

- Placing ads on websites with relevant content through Keywords or Phrases(extracted text content from websites matched with user-declared keywords), Categories(ex. Travel, Art, Food & Drink etc) or Site-lists.

Paid Social

OBJECTIVE: Target audiences through their social feeds while scrolling through content and interacting with friends.

RATIONALE: Social platforms offer granular targeting abilities; and a variety of objectives; such as drive site traffic, engagement, and conversions.

90% of the ideal audience uses Social media regularly.

PLATFORMS: Facebook/Instagram

CREATIVE: Images, & Video

PRIMARY KPIs AND BENCHMARKS: Impressions, Video Views, Engagements, CTR (click through rate), landing page views, ROAS (return on ad spend)

BUDGET: \$48,750 Apr-Jun

Los Angeles = \$37,500

Phoenix = \$11,250

Los Angeles Estimated Audience Size: 860,800

Phoenix Estimated Audience Size: 256,700



Display

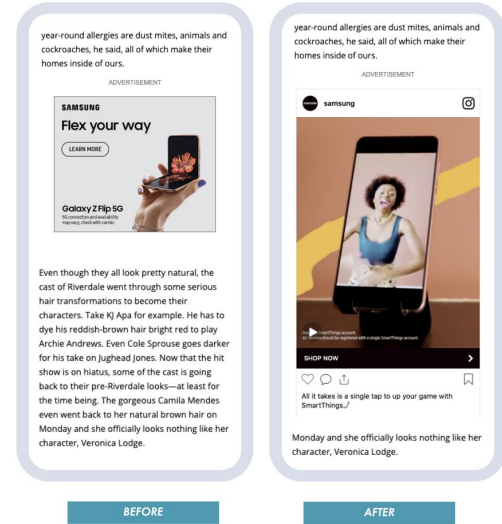
OBJECTIVE: Reach ideal visitors as they surf the web consuming content.

RATIONALE: Informs, persuades, and reminds target audiences to take action. Retargeting creates frequency of message and drives users down funnel.

CREATIVE: Desktop & Mobile banners
Option to use Social Ads within Display Placements.

PRIMARY KPI's: Impressions, CTR (click through rate), Landing page views, Foot Traffic Attribution

BUDGET: \$51,250 Apr-June
Los Angeles = \$38,250
Phoenix = \$12,000



Social Ad for Display Ad Examples

Measurement Plan

Measurement Plan

- Landing Page Views
- Lodging Performance Metrics (Occupancy, ADR, RevPAR)
- Paid media metrics
- Earned media exposure, placements and value
- Reference: AOT (Arizona Office of Tourism) quotes their advertising return of \$390 in visitor spending for each \$1 invested in destination marketing campaigns. In terms of total tax revenue, the ROI is \$30 for each \$1 invested.

Participation

“A rising tide lifts all boats” is an aphorism associated with the idea that an improved economy will benefit all participants and that economic policy, particularly government economic policy, should therefore focus on broad economic efforts.

Participation

PHASE 1

Timeframe: April – June to help impact summer

Markets: Phoenix and Southern California

Budget: \$225,000

Monthly Invoicing by SCC&TB

50% of Total – Due to SCC&TB by March 1

50% Balance – Due to SCC&TB by April 1

Participation

PHASE 2

Timeframe: Year-round Branding + Seasonal Pushes

Budget: \$60,000/month = \$720,000

Funding Mechanism to be determined, ie, \$1/room night, \$xx/restaurant seat

Questions & Comments

SEDONA
ARIZONA

Thank You!

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