



# CITY OF SEDONA

## **TOURISM PROGRAM**

April 9, 2024

# Hotel Performance Summary

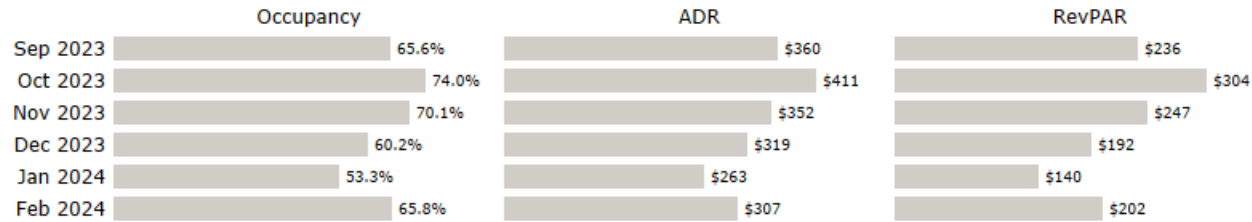
Sedona+ | February 2024



Month: February 2024 | Location: Sedona+ | Compare to: Previous Year | Year Type: Calendar Year

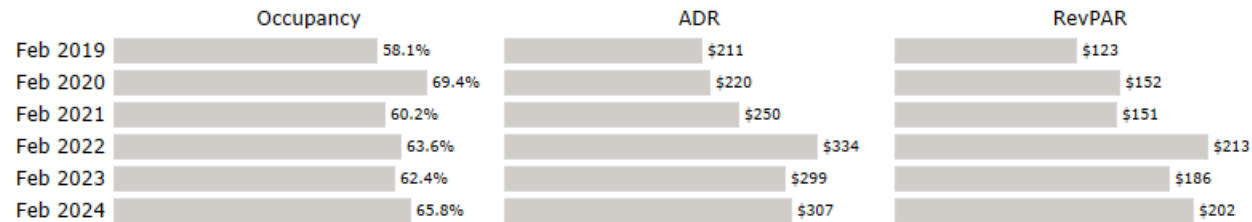
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	65.8%	\$307.21	\$202.16	60.1K	39.5K	\$12.1M
Change vs. Previous Year	▲ 5.5%	▲ 2.7%	▲ 8.4%	▲ 0.0%	▲ 5.5%	▲ 8.4%
YTD Calendar Year	59.2%	\$286.46	\$169.58	127.1K	75.2K	\$21.5M
YTD Change vs. Previous Year	▲ 4.9%	▲ 5.3%	▲ 10.5%	▲ 1.6%	▲ 6.6%	▲ 12.3%

## Last Six Months Performance



## February Performance by Year

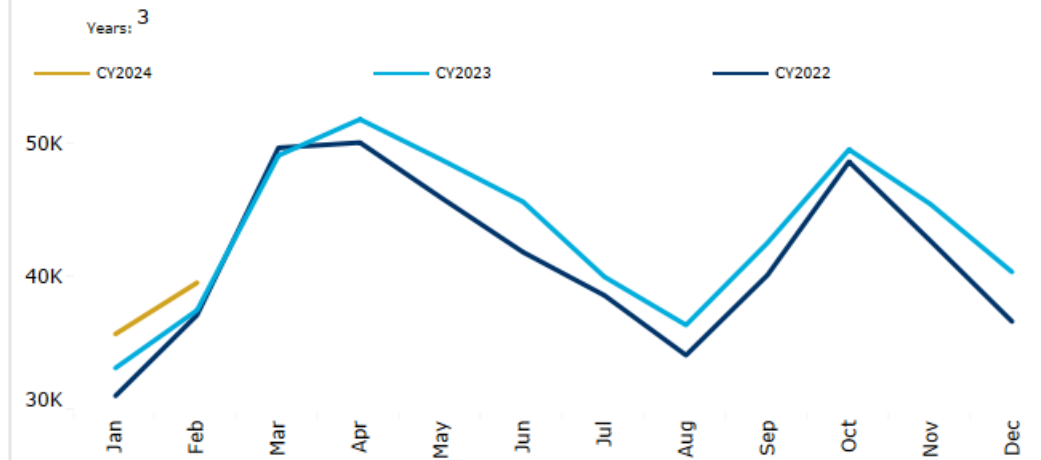
Sedona+



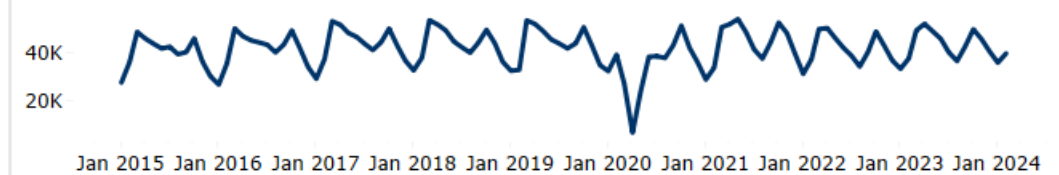
2<sup>nd</sup> highest RevPAR February in history

Source: STR

## Demand YOY Comparison



## Demand Long Term Trend



# Sedona+ Lodging Summary

February 2024



## Aggregated Lodging Summary

Source: STR & KeyData

	Occupancy	ADR	RevPAR
Feb 2024	<b>54.6%</b>	<b>\$324.23</b>	<b>\$177.03</b>
% Change vs. Feb 2023	15.2%	3.3%	19.1%
% Change vs. Jan 2024	26.3%	9.1%	37.8%
CYTD 2024	<b>48.4%</b>	<b>\$306.36</b>	<b>\$148.37</b>
% Change vs. CYTD 2023	12.6%	3.8%	16.8%

## Hotel Performance (Sedona+)

Source: STR

	Occupancy	ADR	RevPAR
Feb 2024	<b>65.8%</b>	<b>\$307.21</b>	<b>\$202.16</b>
% Change vs. Feb 2023	5.5%	2.7%	8.4%
% Change vs. Jan 2024	23.5%	16.6%	44.0%
CYTD 2024	<b>59.2%</b>	<b>\$286.46</b>	<b>\$169.58</b>
% Change vs. CYTD 2023	4.9%	5.3%	10.5%

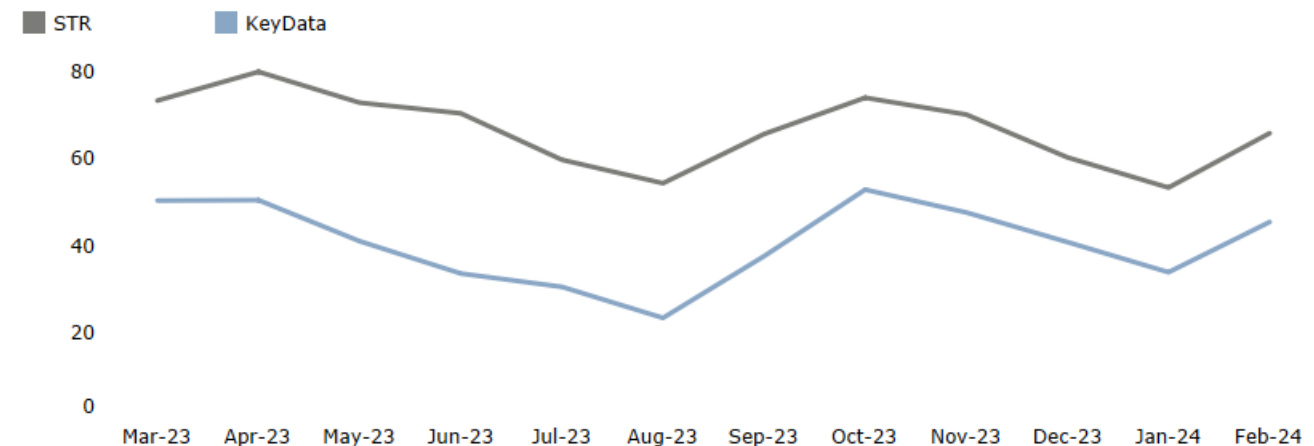
## Short Term Lodging (Vacation Area - Greater Sedona)

Source: KeyData

	Occupancy	ADR	RevPAR
Feb 2024	<b>45.3%</b>	<b>\$344.65</b>	<b>\$156.25</b>
% Change vs. Feb 2023	20.2%	3.9%	24.9%
% Change vs. Jan 2024	34.3%	9.3%	46.8%
CYTD 2024	<b>39.3%</b>	<b>\$331.63</b>	<b>\$130.48</b>
% Change vs. CYTD 2023	17.4%	3.3%	21.4%

- Strong Occupancy and ADR Growth overall
- Trends continue to mirror each other through the seasons with hotel lodging ahead of STR by 30% in RevPAR

Occupancy (Hotels: Sedona+; KeyData: Vacation Area - Greater Sedona)  
Last 12 Months



# February Visitation

- Stronger visitation outside of AZ (57.5% vs 56.6% in Jan)
- San Diego made up 2.1% and was 5<sup>th</sup> highest visitation, last month it was Chicago
- Increased visitation from Houston and New York



**2.8 days**  
Avg Length of Stay



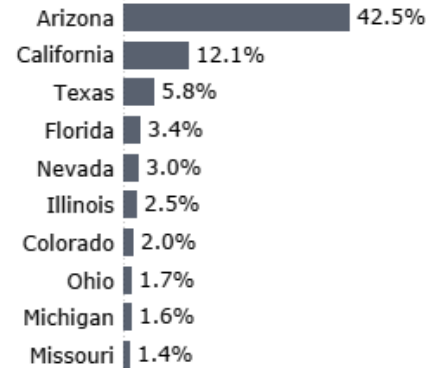
**100.0%**  
Overnight



**74.3%**  
Repeat

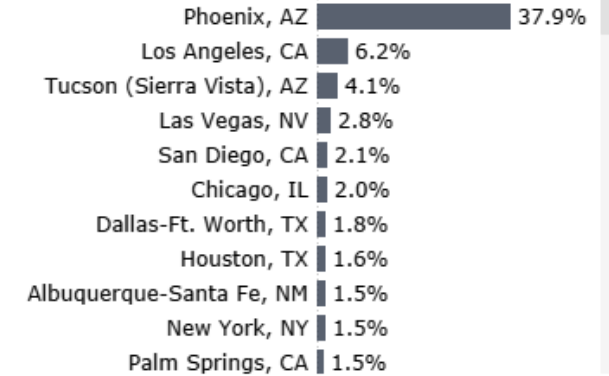
## Top Visitor Origin States

% share of total



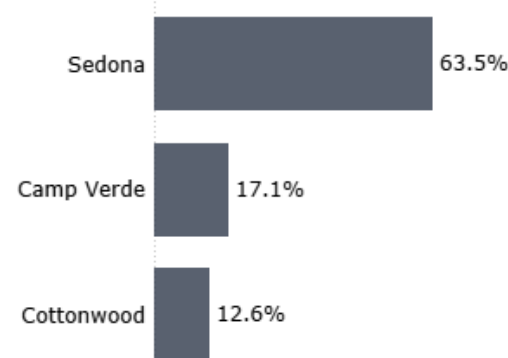
## Top Visitor Origin DMAs

% share of total



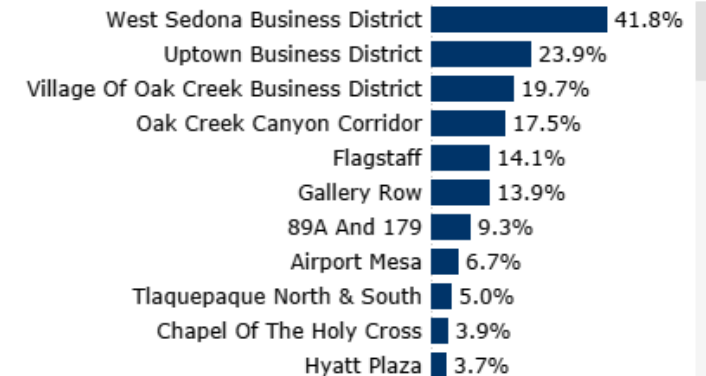
## Cross Visits

% share of visitors



## Top POIs Visited

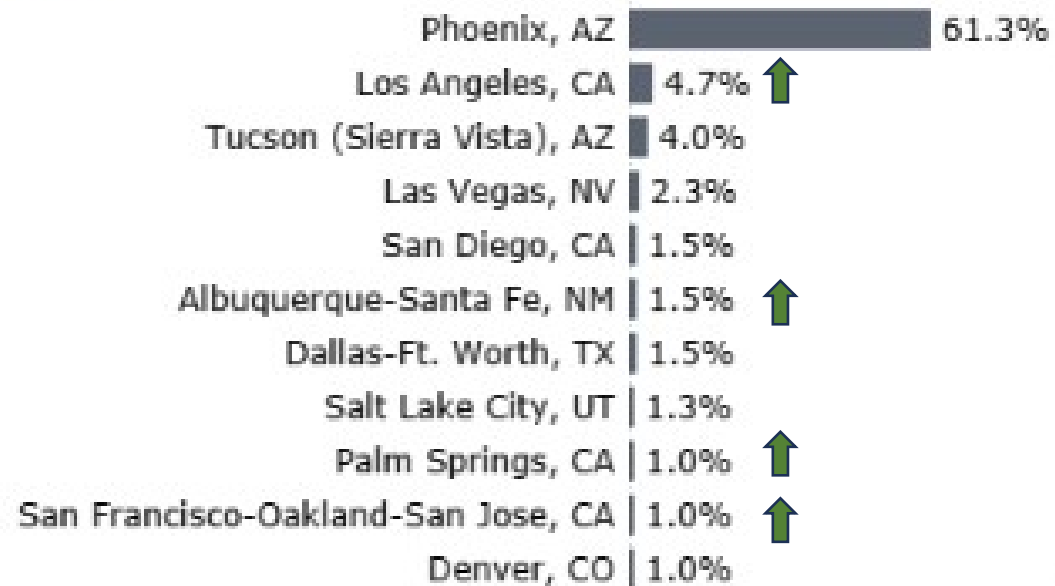
% share of trips



# Day Trip Visitation

## Top Visitor Origin DMAs

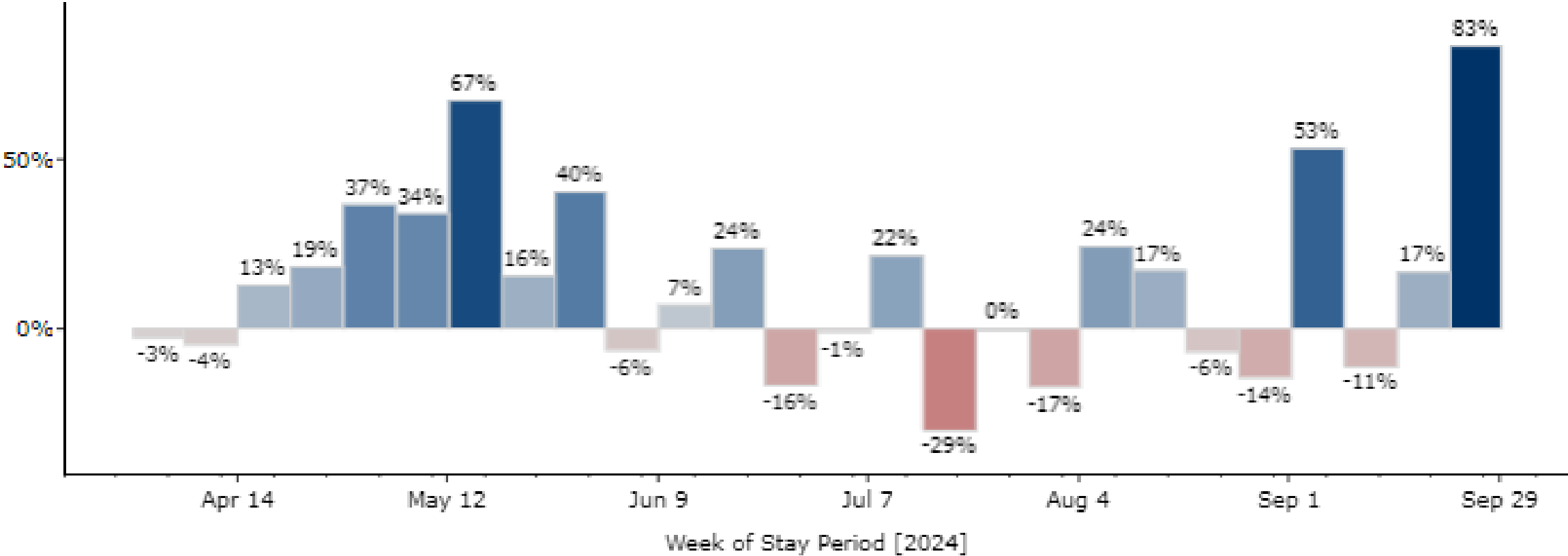
% share of total



**62.4%**

Repeat

# Occupancy Outlook Compared to Same Time Last Year



The Future looks good

# Sedona Spending Summary



Period: February 2024

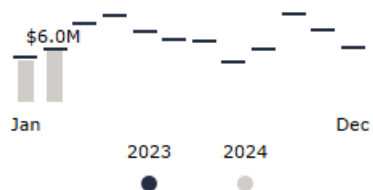
Month  
February 2024

Report Type  
Month



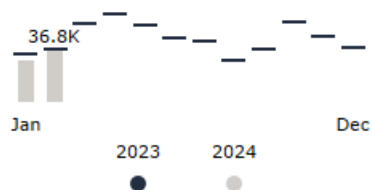
**\$6.0M**  
Card Spend

-4.7% vs. Previous Year



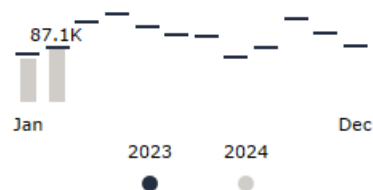
**36.8K**  
Cardholders

-7.2% vs. Previous Year



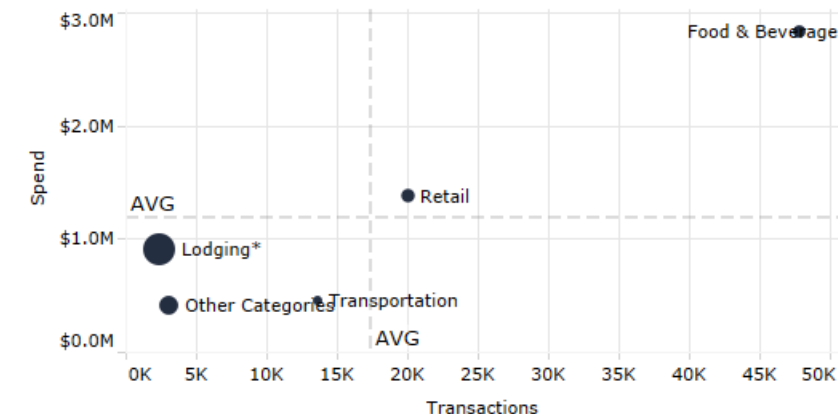
**87.1K**  
Transactions

-5.6% vs. Previous Year

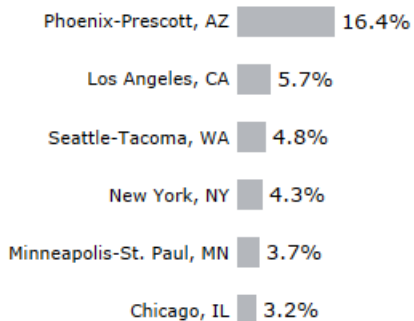


## Transactions vs. Spend Amount

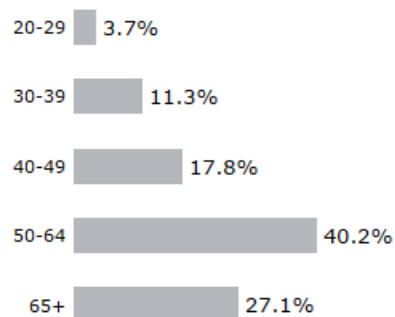
Size of bubble denotes spend per transaction



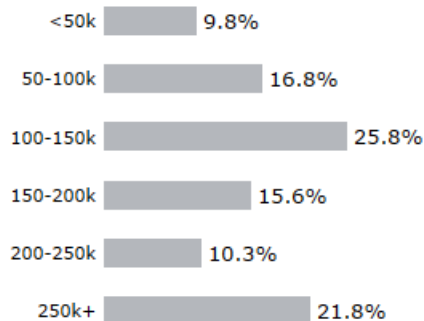
### Top Origin DMAs



### Spend Share by Age\*\*

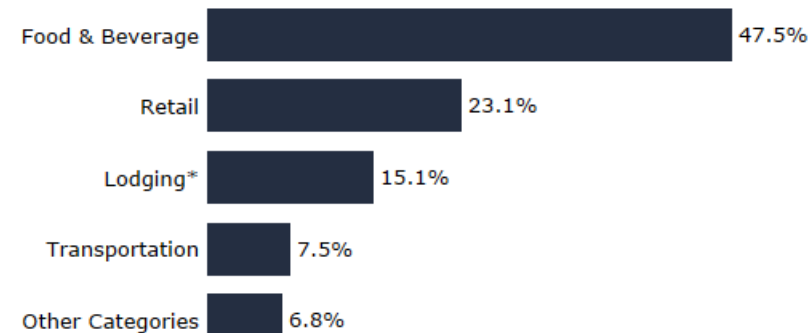


### Spend Share by Income\*\*



## Spending Categories

% Share of total in-market credit card spend



Source: TransUnion/Commerce Signals; \*Lodging spend represents in-market spend only; \*\*Sample with unspecified age/income excluded

# Big Spenders from Top markets

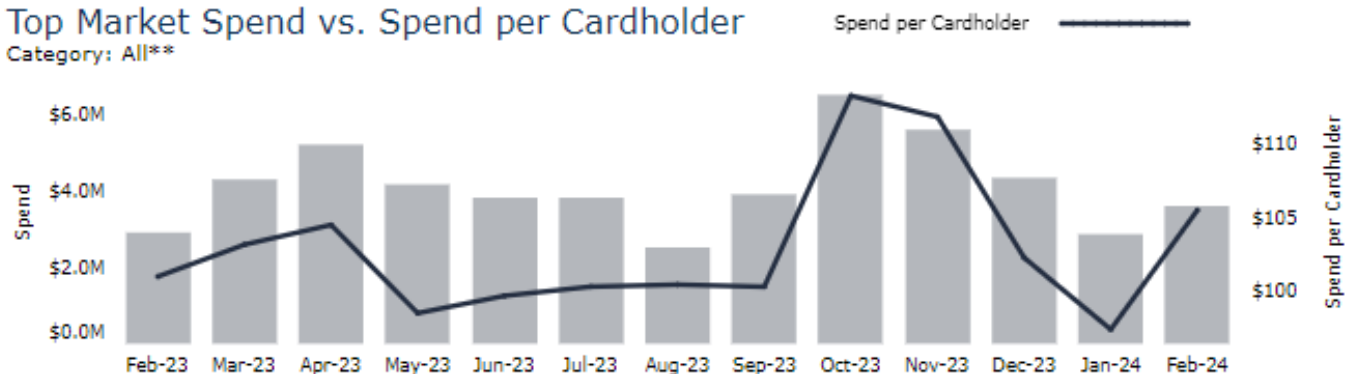
## Top 10 Markets

January - February 2024

DMA Name	Share of Spend	Spend per Transaction
Phoenix-Prescott, AZ	17.9%	\$61
Los Angeles, CA	7.0%	\$65
Seattle-Tacoma, WA	3.9%	\$65
New York, NY	3.8%	\$71
Minneapolis-St. Paul, MN	3.3%	\$65
Chicago, IL	3.3%	\$69
Boston-Manchester, MA-NH	2.9%	\$70
San Francisco-Oakland-San Jose, CA	2.8%	\$78
Tucson-Sierra Vista, AZ	2.4%	\$69
Dallas-Ft. Worth, TX	2.2%	\$79

## Top Market Spend vs. Spend per Cardholder

Category: All\*\*



Source: Transunion/Commerce Signals; \*Lodging spend represents in-market spend only; \*\*Only sample with spending category included