

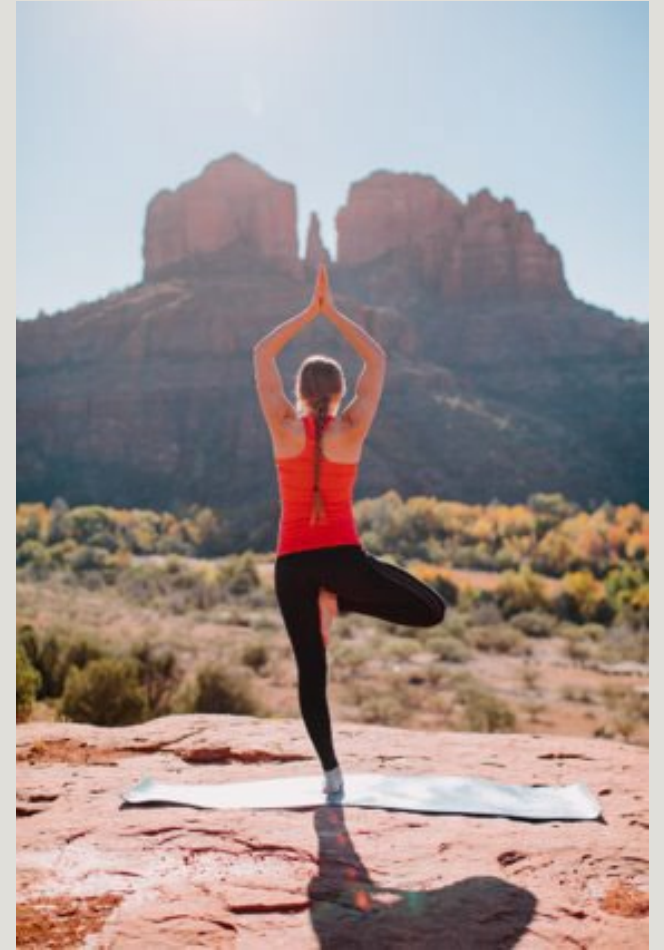


CITY OF SEDONA **TOURISM PROGRAM**

Lodging Council Meeting
January 13, 2025

Agenda Items

- Winter 2025/2026 Campaign Update
- FAM/Press Trip Update
- 2026 Trade Show/Mission Schedule
- FY27 Budget Planning



TOURISM PROGRAM

Winter 2025 Campaign Update



A scenic view of Sedona, Arizona, featuring prominent red rock formations and a valley in the background. The text is overlaid on the image.

Redefine Your Winter

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Redefine Desert Campaign Toolkit Winter 2025/2026

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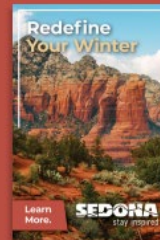
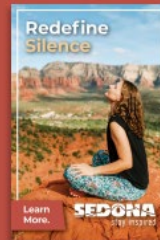
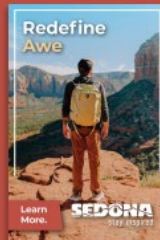
Redefine Desert Campaign Overview

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 this winter by inviting visitors to redefine their perfect Sedona winter day through unique, immersive experiences.

CAMPAIGN TIMING: The Winter 2025/2026 Campaign is live now through February 15, 2026.

CAMPAIGN STRATEGY: Ads will run across digital channels, including paid search, Meta, websites, and Connected TV to engage target audiences in Phoenix, and key markets like Los Angeles, Las Vegas, and Chicago.



Example winter campaign messages

CAMPAIGN MESSAGING: The ads encourage visitors to rethink their idea of a vacation to Sedona by highlighting unique winter experiences, including ways to enjoy the outdoors, rejuvenate through our wellness activities, indulge in retail therapy, embark on a soul-searching adventure, and visit responsibly.

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

[Access Image Assets](#)

For video assets, please contact the City of Sedona Tourism Manager Andrew Grossmann at agrossmann@sedonaaz.gov

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Social Media Posting Best Practices

SOCIAL MEDIA POSTING BEST PRACTICES: Here are five social media best practices to help optimize 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 with the video or engage with the photo. Text-heavy graphics like flyers don't perform as well in posts and should 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 2025/2026 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 [@ScenicSedona's](#) 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 Program team.

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

When sharing the Winter 2025/2026 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.* or *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!

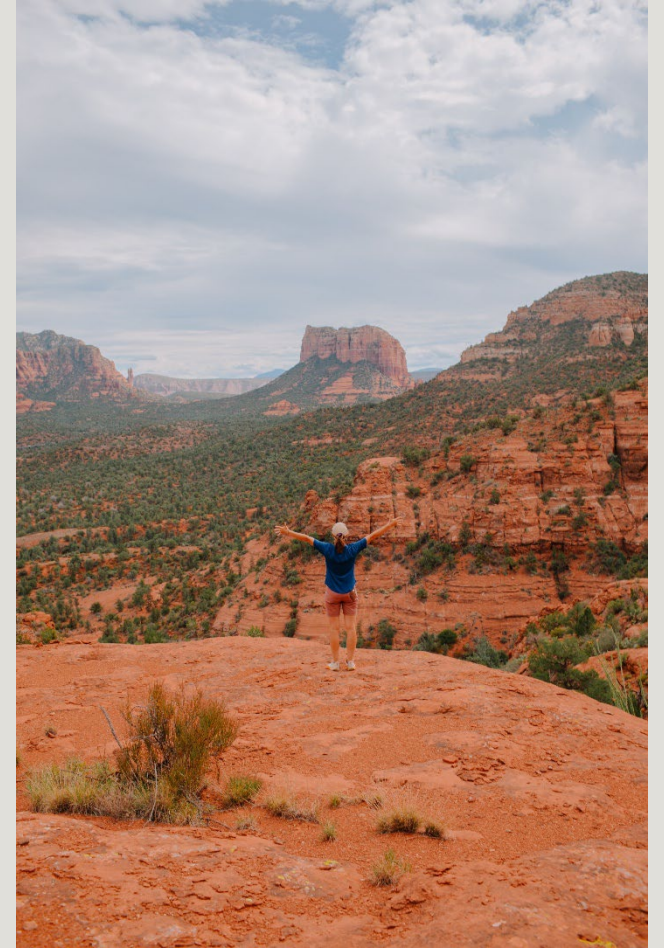
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Promoting Wellness To Start The Year

- We are building out more experiential landing pages on ScenicSedona.com and aligning the promotion of these with our editorial content calendar
- For January, we are focusing on wellness in Sedona and encourage all of our partners to do the same at the start of 2026



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A man with a beard and a blue button-down shirt is smiling and handing a single scoop of light green ice cream in a waffle cone to a person whose hand is wearing a clear plastic glove. The background shows a display of many more ice cream cones on a shelf. The scene is set in what appears to be an ice cream shop or a food stand.

FAM & Press Trip Update

FAM & Press Trip Update

- Our team has assisted with 25 FAMs and Press Trips for 107 tourism industry professionals since July 1, 2025
- Highlights include:
 - San Diego Magazine Press Trip
 - Pure Luxury Magazine Press Trip



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Sedona In The News



Alexandria LIVING

NEWS EVENTS HOME & GARDEN LIFESTYLE FOOD & DINING [SUBSCRIBE](#) ALEX

From Virginia to Vegas: Taking the Scenic Route Into 2026

Fueled by flavor: Miles, memories and must-try meals on an (almost) coast to coast road trip.

BY MARY ANN BARTON JAN. 04, 2026 6:21 P.M.



A view of the Red Rocks landscape driving into Sedona, Arizona.

Are travel plans on your 2026 bucket list? If your idea of adventure involves snacks, playlists and interesting (and some questionable) wayside stops—may we suggest a road trip?

With two weeks of vacation and a reliable sense of optimism, we set out on a cross-country drive a few months back, from Virginia to Las Vegas. The plan was simple: See some sights, get in some hiking, spend

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[DESTINATIONS](#) [GEAR](#) [EDUCATION](#)

The 5 Best Hikes in Sedona, Arizona (According to Local Experts)

By: Alisha McDarris

December 16, 2025

This page contains affiliate links that may earn us commission.

Sharing is caring!

22 SHARES [f](#) [X](#) [p](#) [in](#) [e](#) [v](#)



Sedona is a stunning hiking destination. I've been several times, [including on a group hiking trip](#) and am mesmerized every time I step foot on trail. The red dirt, massive canyons, towering rock features, it's an outdoor playground like no other. But with miles and miles of interconnected trails to choose from in and around the city, how are you



Sedona In The News

Will Travel for Food

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With an acclaimed wine scene, a vibrant arts community, endless outdoor opportunities and accommodations that range from intimate adobe inns to full-service resorts, Sedona is more than a vacation — it's an escape.

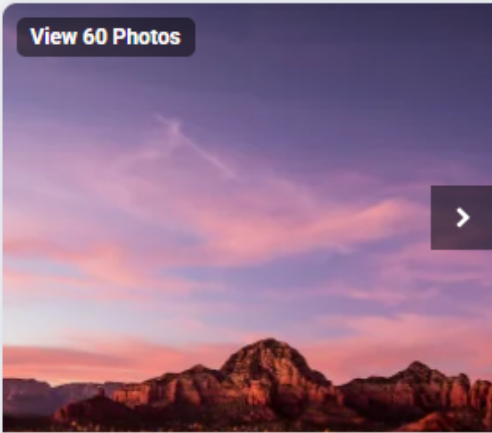
BY ALLISON ARTHUR
PHOTOS BY KRISTEN HARTNETT AND
ALLISON ARTHUR

Nestled among towering crimson cliffs and sunlit canyons, Sedona feels at once otherworldly and welcoming, a blend of spiritual retreat and outdoor desert playground. The air is fragrant with juniper; the views are cinematic and colored with red. Artists, adventurers and spa seekers have long been drawn here, and it's easy to see why: Sedona blends natural wonder with cultural richness in a way few places can.

Stay in a hand-built boutique hotel where each room feels like a piece of living history or in a full-service resort where the pool overlooks red rock spires. Spend the morning on a trail that winds through sandstone arches, then the afternoon savoring award-winning Southwestern cuisine and the evening with a glass of Arizona wine as the stars light up overhead. Whether you come for the hiking, the spas, the art galleries or the fabled vortex energy, Sedona offers more than just a trip — it's a place to slow down, breathe deeply and let the desert work its quiet magic.

U.S. News & World Report Recognition









View 60 Photos

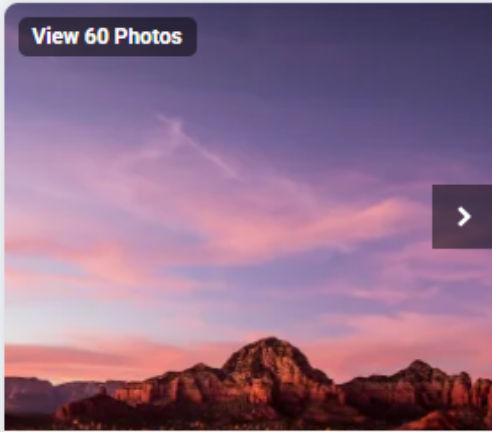
Belongs on List? ☒ Yes ☐ No

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 **#5 in Best Small Towns to Visit in the USA**

You'll find the perfect mix of adventure and relaxation in this one-of-a-kind Arizona town. The 200-plus hiking trails are great for nature lovers, while the vortexes draw holistic enthusiasts and the luxe spas cater to those looking to unwind. For a bit of retail therapy, head to Tlaquepaque Arts & Shopping Village. Or, enjoy a drive along the Red Rock Scenic Byway for stunning views of Sedona's breathtaking natural features. After visiting one of the local wineries for a tasting, conclude your day with a romantic dinner for two at one of [Sedona's top restaurants](#). [Read More »](#)


 Best Hotels  Things To Do  Tours






View 60 Photos

Belongs on List? ☒ Yes ☐ No

Sedona

 **#7 in Best Romantic Getaways in the U.S.**

It's easy to proclaim your love when you're perched atop red rocks and gazing upon miles of colorful Arizona landscape. After working up a sweat hiking among Sedona's sandstone buttes and energy-cleansing vortexes, bring those romantic vibes indoors for a couples massage at one of the town's world-renowned [wellness retreats](#). Or, if you and your amor rejuvenate best with a glass of vino, set out on a self-guided tour of the Verde Valley Wine Trail, which boasts dozens of venues ranging from small tasting rooms to vast wineries sprawling along the banks of Oak Creek. At night, hold your loved one close and gaze at the star-filled sky. [Read More »](#)

 Best Hotels  Things To Do  Tours



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2026 Trade Show & Mission Schedule

2026 Schedule

1. IMM NYC – January 21-22
2. IPEC – February 4-6
3. AOT France & Belgium Mission – February 16-20
4. Go West Summit – April 1-3
5. HelmsBriscoe Annual Conference* – April 27-30
6. IPW – May 17-21



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B2B Resources

- B2B landing pages
 - [Media Requests](#)
 - [Meetings & Events](#)
 - [Tours & Travel Trade](#)
- Digital/Print Guides
 - [Sedona – Official Travel Planner](#)
 - [Sedona – Official Event Planner](#)



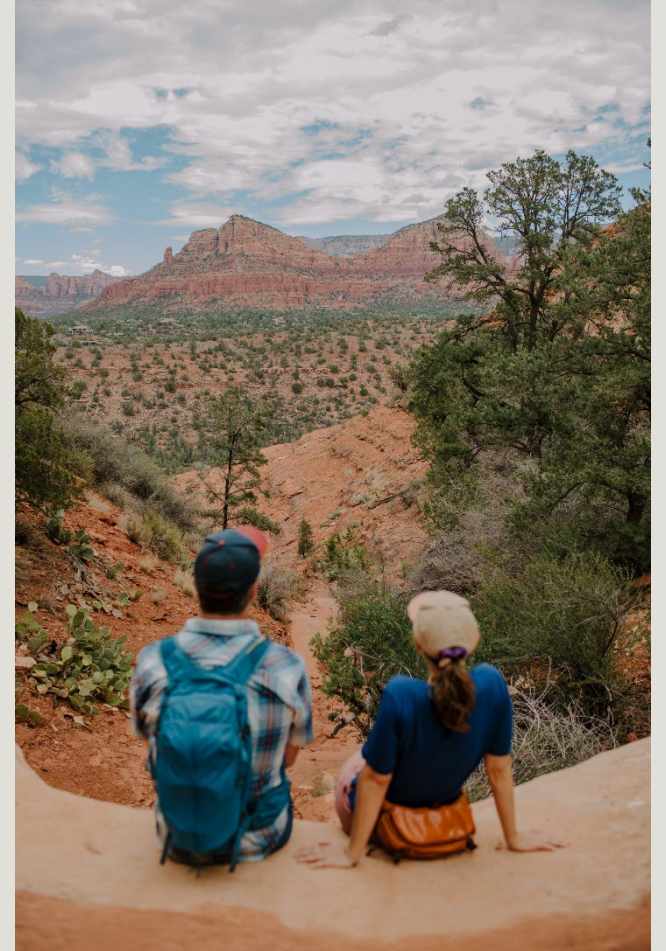
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FY27 Budget Planning

The image is a full-page background photograph of a desert landscape. In the foreground, there is a sandy, reddish-brown path or clearing. To the left, two people are sitting on the ground; one is wearing a blue and white plaid shirt and the other is wearing a blue shirt. The middle ground is filled with various green desert shrubs and small trees. In the background, several tall, jagged, reddish-brown rock spires rise against a cloudy sky. The text "FY27 Budget Planning" is overlaid in the center of the image in a large, white, sans-serif font.

Proposal

- The City will be proposing a similar budget to previous years, except:
 - A contingency budget of \$300k that can be used to increase paid advertising that needs prior approval from City Council to utilize
- If approved, this would bring our available annual campaign-related paid advertising from \$350k to \$650k



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Proposed Activities For Contingency Fund

- **\$150,000** to expand the reach of the summer 2026 and winter 2026/2027 destination marketing campaigns should business performance be down year-over-year
- **\$100,000** to conduct year-round marketing to high-net-worth individuals within our flight markets throughout the entire year
- **\$50,000** to build awareness of Sedona as an overnight destination within the Phoenix metro during strategic times of year that high-impact events (i.e. sports events) occur



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THANK YOU

