

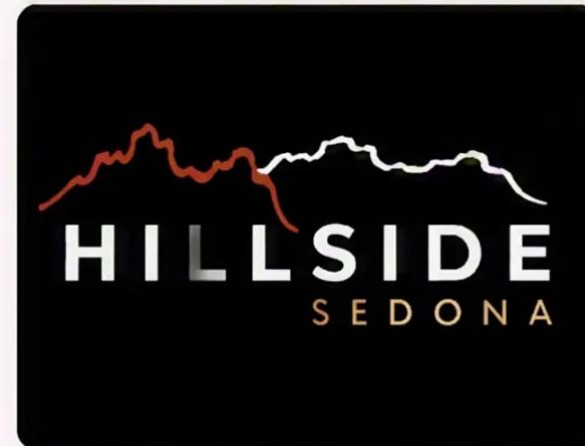
Enhancing the Sedona Guest Experience

A presentation for the Sedona Lodging Council on September 8, 2026, focusing on local partnerships to elevate guest stays through Closet Concierge and Hillside Sedona.

Presented by Betsy Klein



— Two separate local partnership opportunities —



Agenda and the Guest Experience Opportunity

A memorable stay is built from more than a room.

Trusted local referrals help guests feel guided, cared for, and connected to Sedona.



Guest-experience opportunity

Why local recommendations create more personal, convenient, and memorable stays.



Closet Concierge partnership

A destination-shopping and styling referral for guests seeking something personal or practical.



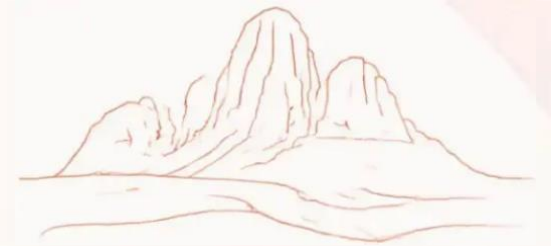
Hillside Sedona partnership

A separate local destination experience across dining, shopping, wellness, art, and entertainment.



Next steps

Begin conversations, schedule tours, and identify guest-experience opportunities for each lodging property.



CURATED ITINERARY



Closet Concierge
Boutique shopping
& styling



Hillside Sedona
Dining, shopping,
wellness, art &
entertainment.



Closet Concierge:

Sedona's Only Women's Consignment

—————→
A destination-shopping boutique for female travelers who want something more personal than standard souvenirs.



Concierge-referred

A confident local recommendation lodging teams can share with guests.



High-end discovery

One-of-a-kind fashion, jewelry, and accessories with a curated boutique feel.



Beyond souvenirs

A more memorable shopping experience for girls' trips, reunions, wellness getaways, and special occasions.



Meeting Guest Needs Through Fashion

For many Sedona guests, shopping is both an experience and a solution.



Girls' trips & reunions

Destination shopping becomes part of the itinerary.



Wellness getaways

Guests look for personal, memorable local finds.



Celebrations & events

Last-minute outfit needs can become stress-free moments.



One-of-a-kind fashion

Curated pieces guests won't find everywhere.



Jewelry & accessories

Distinctive finishing touches for the trip.



Practical solutions

Year-round swimwear and event attire.



Closet Concierge helps lodging teams turn guest fashion needs into a memorable local recommendation.

Partnering with Closet Concierge

Simple referral moments that help lodging teams solve guest needs with confidence.



VIP private shopping events

Create a distinctive local shopping moment for guests seeking something memorable.



Personal styling

Support guests who want curated help finding fashion, jewelry, or accessories.



Concierge referrals

Give staff a trusted local recommendation for one-of-a-kind finds and wardrobe needs.



INVITATION FOR LODGING MEMBERS

Schedule a personal tour of the store.

See the curated collection and experience the elevated service your guests can expect.

Transitioning to Hillside Sedona

**From a personal, style-led
guest moment to a full
destination experience.**

Introducing Hillside Sedona as a premier
center for art, dining, and unique boutiques.



Wellness



Dining



Unique boutiques

The logo for Hillside Sedona is set against a dark, curved background. Above the text 'HILLSIDE' is a jagged line, colored red on the left and white on the right, resembling a mountain silhouette. Below 'HILLSIDE' is the word 'SEDONA' in a smaller, gold-colored font. The entire graphic is part of a larger illustration that includes stylized red and orange mountains at the bottom and a large, light-colored curved shape on the left side of the slide.

HILLSIDE
SEDONA

Hillside Sedona: The Trajectory Has Changed



From steady recovery to accelerating growth — and summer is not slowing it down.



The data shows sustained relevance, accelerating visitation and summer resilience.

Hillside Is Relevant — and Connected to the Sedona Visitor Journey

Today's Hillside is a nearly fully occupied, multi-experience destination — not the gallery-only plaza of the past.

Then: primarily galleries → Now: a balanced destination mix



Dining



Wellness



Art



Late-night
entertainment



Family fun



Nearly 100% occupancy



Placer Favorite Places shows shared visitors; it does not establish visit sequence or causation.

Hillside visitors overlap with airports, local retail and signature Sedona destinations — evidence that Hillside participates in the broader visitor itinerary.

Hillside guests also visit key places across Sedona and beyond.



WHAT IS ACTUALLY THERE?

One destination. Multiple guest experiences.

Specific moments hotel teams can confidently recommend.



**Lunch with
a view**



**Browse
local boutiques**



**Galleries/
Sip & Paint
Experience**



**Enjoy a
wellness
experience**



**Grab
coffee**



**Shop for
home & gifts**



**Family-friendly
entertainment**

Hillside VIP Familiarization Tour

Experience the current Hillside Sedona firsthand — then recommend it with confidence.



September 29 • 2–4 PM

Visit each tenant and experience their offerings and services.



See what has changed

Tour the property and understand the refreshed guest experience.



Match guests to local experiences

Dining, shopping, wellness, art, and family-friendly exploration.



Build recommendation confidence

For concierges, managers, owners, and hospitality stakeholders.



Express interest in the next VIP tour



Hillside hosted a VIP tour last year; the next step is a refreshed tour for lodging partners.



Two Partnerships for a Memorable Stay

Two separate local partnerships. One shared goal:
helping lodging teams create more personal,
convenient, and memorable Sedona stays.



Closet Concierge

Personalized local fashion
and styling moment

- ◆ Destination shopping
- ◆ Personal styling
- ◆ Concierge referrals
- ◆ Wardrobe problem-solving



Hillside Sedona

Multi-experience
destination outing

- ◆ Dining
- ◆ Shopping
- ◆ Wellness
- ◆ Late Night Entertainment
- ◆ Family-friendly



Next Steps

1. Visit Closet Concierge for a personal tour.
2. Attend the next Hillside VIP familiarization tour on September 29th.
3. Identify guest-experience opportunities that fit your property.

Separate paths. Stronger recommendations. A higher-value Sedona stay.