



**& THE VERDE VALLEY**

**Welcome!**

**Sedona Lodging Council**

**February 11, 2024**

**We Look Forward to  
Collaborating with You!**

**Spring Graf,  
Executive Director**



## Our Mission:

Connect Visitors, Groups, and Residents with Meaningful and Memorable Volunteer Opportunities at Local Organizations within Sedona and the Verde Valley



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# Sustainable Tourism is Here to Stay

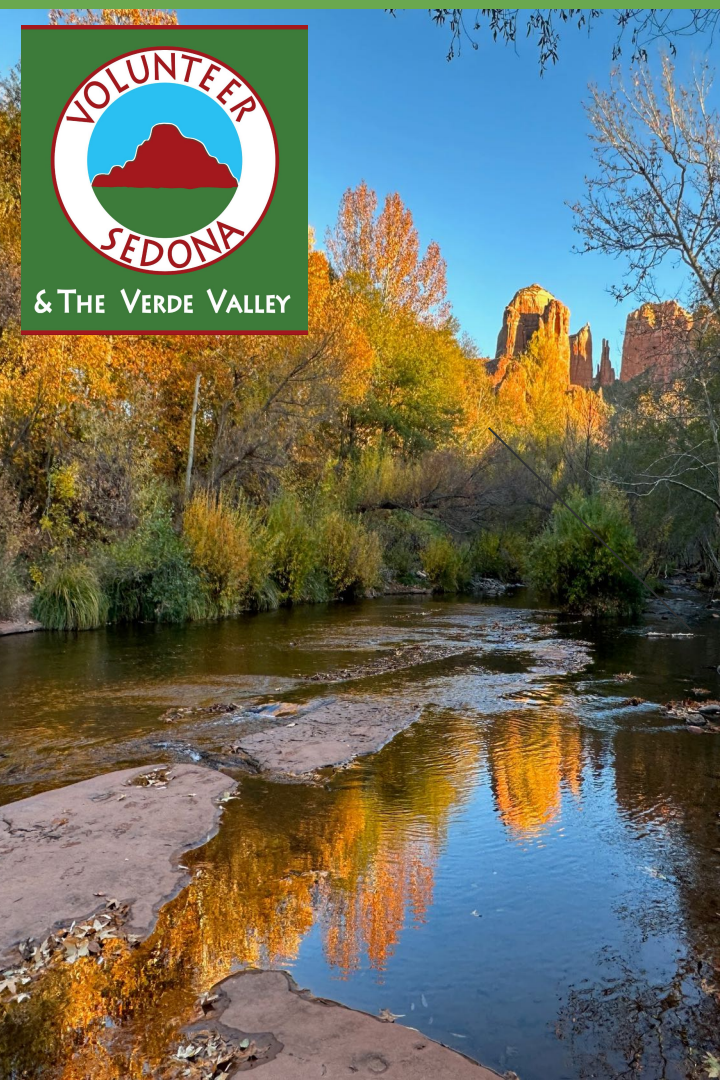
- **83% of travelers worldwide believe that sustainable travel is important.**  
(Statista; AARP Travel Trends)
- **Domestic Voluntourism is a \$2B Industry.**  
(Grand View Research; HTF Market Report)
- **Voluntourism is growing 10-20% annually** during the 2022-2023 post pandemic rebound.  
(Tourism Cares)
- **Millennials and Gen Z are leading the way. 25% of millennial travelers** express a strong interest in voluntourism. (Phocuswright) (Expedia)



# VSVV Success 2025!

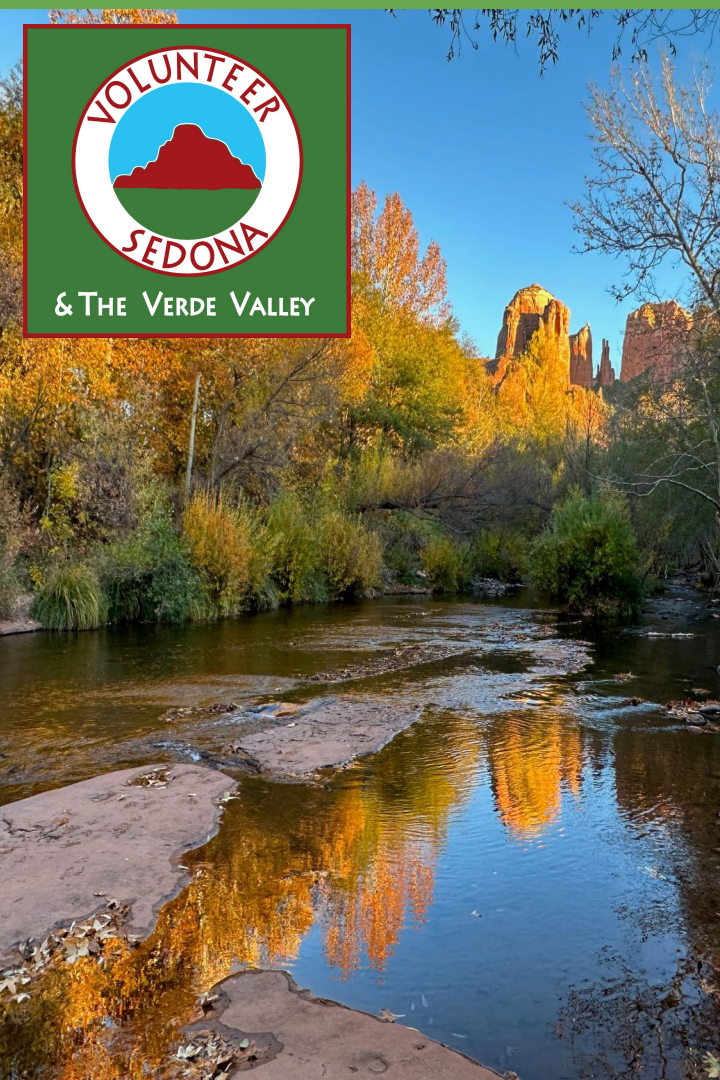
## Weekend Of Service Jan 16-20, 2025

- VSVV banded 10 nonprofits together
- Nine events, one indoor, one outdoor
- Signups began Jan 6, 2025
- **Results: 143 Participants**  
**359 Volunteer Hours**



# How Will Voluntourism Benefit Your Business?

- **Enhances Your Social Responsibility Profile**  
Travelers who are eco-conscious & community-conscious will be attracted to YOUR property.
- **Offers Your Guests** an exciting reason to extend their stay with you.
- **Differentiates Your Property with Opportunities** for Community Engagement. Sedona is the preferred destination for corporate team-building and family events.



# How Will Volunteering Benefit Your Guests?

- **Unique and Authentic Experiences.** Off-the-Beaten-Path Experience.
- **Builds meaningful, lasting memories** beyond typical tourist activities.
- **Provides guests with a sense of purpose** and emotional connection during their stay.
- **Connects visitors** to eco-conscious travelers who volunteer beside them.



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# Destination: Sedona - YES

## VolunteerSedona.com

Moab -	No
Taos -	No
Santa Fe -	No
Joshua Tree -	No
Boulder -	No
Zion -	No
Big Sur -	No
Ojai -	No
Mt Shasta -	No
Telluride -	No
Bryce Canyon -	No



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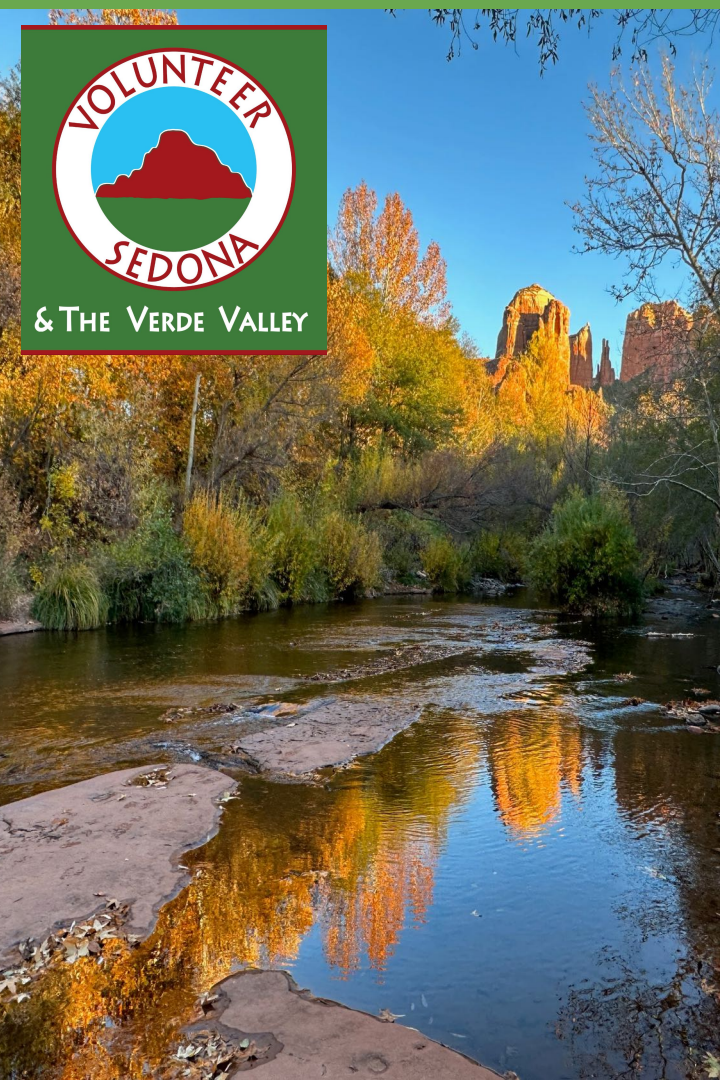
# What?

[VolunteerSedona.com](https://www.volunteersedona.com) is a one-stop, online portal that caters to three distinct type of volunteers:

- **Visitors** - Short 2-4 hour tasks, requires little training, can be booked on short notice.
- **Groups** - Concierge service to match groups and families with 2-4 hour custom volunteer opportunities.
- **Locals** - Opportunities that require more consistency and training or need additional vetting.







# VSVV is Growing!

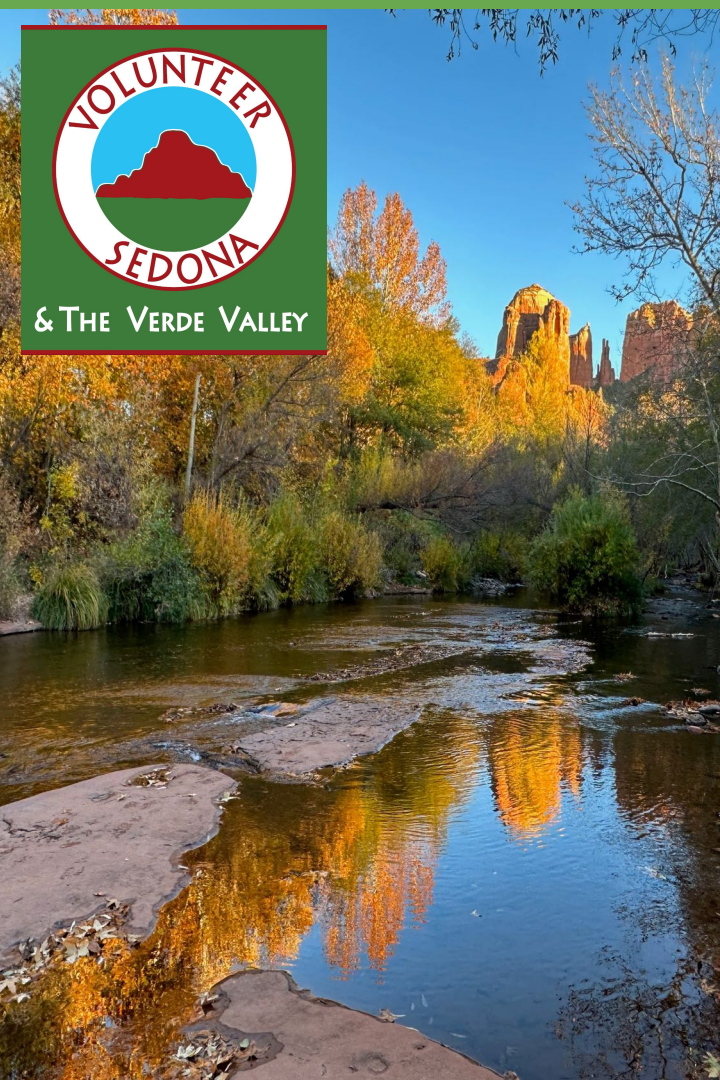
- **Nov 1-30, 474** unique visitors
- **Dec 1-31, 801** unique visitors (+ 69%)
- **Jan 1-31, 859** unique visitors (+ 6.25%)



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# How?

[VolunteerSedona.com](http://VolunteerSedona.com)



# Testimonials

**“We can’t wait to come back and meet even more amazing people in Sedona ... we are making a difference surrounded in such beauty and with each other.”**

**- Linette, Colorado Springs**

**“VSVV is already having a more profound effect than I’ve witnessed in over 20 years of service-oriented living in the Verde Valley.”**

**- Jason Vargo, City of Sedona Parks & Rec**



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# Next Steps? You can help!

- **Tell Your Guests!**

We will have brochure to you for your lobbies and concierge desks, and will bring to the next Lodging Council meeting on March 12.

- **Get Your Groups on!**

VSVV offers custom group volunteer events for groups and families!

- **Have a Staff Team Building Volunteer Event!**

We are happy to put together a group outing so that you can build camaraderie amongst your staff!



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You Are So  
Special.  
Shine  
Like A  
Bright Star.

☘ words + warmth

Questions?

Answers!



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# Contact Information



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