



Sedona's stunning landscape and amazing cultural amenities inspire people everywhere, including artists, hikers, and those seeking renewal. Falling in love with Sedona is easy. The community wants to be sure we aren't loved to death. With great tourism success, comes great civic responsibility.

In 2016, Sedona undertook the Global Sustainable Tourism Council Assessment scoring highly in 33 out of 41 criteria, placing Sedona as the second destination in the country to undergo such an assessment and positioning **Sedona as a World Leader in Sustainable Tourism Management.**

The Four Pillars of the Sustainable Tourism Plan (STP) focus on balancing and enhancing residential quality of life, protecting our fragile lands, creating memorable visitor experiences, and growing a strong economy. Balancing the Plan's four pillars will be key to Sedona's future.



Environment

Lead the tourism industry in implementing sustainability principles, positioning Sedona as a national and international leader in destination stewardship



Resident Quality of Life

Protect and enhance the quality of life by mitigating impacts of tourism



Quality of the Economy

Shape the Sedona economy in ways that balance its long-term sustainability and vibrancy



Visitor Experience

Continue to provide an excellent visitor experience that highlights Sedona's sustainability values and keeps visitors coming back

Highlights of the Plan

- The STP is the **first community-developed sustainable tourism plan in Arizona.**
- The Plan is a **response to community concerns about overcrowding** and congestion affecting the Sedona environment and resident quality of life.
- These **concerns match a trend in popular domestic and international travel destinations regarding the impact of increasing tourism levels.**
- The STP is the product of an 18-month **community-wide effort involving more than 1,000 residents, stakeholders, and visitors.**
- Conducted by **Arizona State University's Center for Sustainable Tourism**, only one of two schools of its kind in the USA, and Nichols Tourism Group.

Each of the Four Pillars has specific short- and long-term objectives, goals and specific tactics to achieve them.

Starting in July 2019, over 30 short term tactics will be addressed. Each of the tactics is assigned to various community groups with performance metrics and deadlines. The Plan includes the following objectives:

Environment Objectives

A1	Implement new waste prevention, reduction, and diversion strategies focused on visitors and their impacts in the Sedona region
A2	Expand programs that encourage minimal water usage and protect water quality
A3	Create new programs to help businesses and visitors moderate energy use and utilize alternative forms of energy
A4	Launch initiatives that lessen impacts to lands (including noise, air, and light pollution), and stimulate efforts for long-term sustainability
A5	Take leadership role in educating and engaging businesses and visitors on sustainability initiatives and encouraging visitors to be a sensitive guest while in the destination

Quality of the Economy Objectives

C1	Monitor and adjust levels of economic activity in need periods and moderate congestion by dispersing visitors
C2	Expand interagency collaboration among diverse Sedona organizations
C3	Monitor and adjust tourism marketing to achieve a balance between quality of life and a healthy economy
C4	Pursue innovative approaches to employee housing and training

Resident Quality of Life Objectives

B1	Implement new infrastructure and multi-modal solutions to facilitate visitor traffic flows and enhance access to key destinations
B2	Expand use of technology to help solve transportation challenges
B3	Deepen engagement with Sedona residents, expanding their knowledge of tourism and efforts to manage it to an effective balance
B4	Develop new sustainability-focused experiences that resonate with both Sedona residents and visitors
B5	Manage current and future accommodations in ways that increase their balance with long-term sustainability
B6	Launch initiatives that lessen tourism impacts to residents (including noise, air, and light pollution) to strengthen resident quality of life

Visitor Experience Objectives

D1	Deepen understanding of existing experiences, how best to access them, and how to apply sustainable practices while visiting
D2	Work to disperse visitors across the broader Verde Valley region to help moderate congestion at key Sedona experiences

