



CHAMBER OF COMMERCE  
& TOURISM BUREAU

# FY23 | **PROGRAMS UPDATE**

July 2022 – February 2023

IN PROUD  
PARTNERSHIP WITH



# FY23 ANNUAL PROGRAM GOALS

1. ENCOURAGE POSITIVE VISITOR BEHAVIOR
2. LESSEN DENSITY OF VISITORS AT BUSY LOCATIONS
3. ASSIST IN PRESERVING SEDONA'S NATURAL RESOURCES
4. HELP ENSURE FUTURE ECONOMIC HEALTH
5. EASE NEIGHBORHOOD BURDENS AND SUPPORT WORKFORCE
6. DEEPEN ENGAGEMENT WITH SHORT-TERM RENTAL SECTOR

# GOAL #1: ENCOURAGE POSITIVE VISITOR BEHAVIOR

- Online Toolkits & Content Sharing
- Geofencing
- In-Room Videos
- Official Uptown Visitor Center
- Frontliner (formerly Concierge Connection)
- AOT Rural Co-Op Programs
- OHV/ Tread Lightly Visitor Education

# ONLINE TOOLKITS & CONTENT SHARING

LEAVE NO TRACE TOOLKIT – [SedonaLNTPartnerProgram.com](http://SedonaLNTPartnerProgram.com)

KPI: New Partners

**FY23 Target: 80 New Partners**

- Q1: 14
- Q2: 23
- Q3 \*as of 2/28/2023: 21

**YTD: 58**

Estimated Completion of Target: 87



# ONLINE TOOLKITS & CONTENT SHARING

TRANSIT TOOLKITS – SedonaShuttleToolkit.com & VerdeShuttleToolkit.com

KPI: Pageviews

**FY23 Target: 5,200 Pageviews**

- Q1: 111
- Q2: 344
- Q3 \*as of 2/28/2023: 205

**YTD: 660**

Estimated Completion of Target: 991

## Trailhead Shuttle Routes

Thursday-Sunday



928-203-5152  
SedonaShuttle.com



### 14 Soldier Pass Thursday-Sunday

Out to Trailhead			Back to Parking		
Depart Posse Grounds Park & Ride	Arrive Soldier Pass Trailhead	Arrive Posse Grounds Park & Ride	Depart Soldier Pass Trailhead	Arrive Posse Grounds Park & Ride	Arrive Posse Grounds Park & Ride
AM 7:00	7:08	7:16	AM 7:08	7:16	7:24
7:50	7:58	8:06	7:58	8:06	8:14
8:40	8:48	8:56	8:48	8:56	9:04
9:30	9:38	9:46	9:38	9:46	9:54
10:20	10:28	10:36	10:28	10:36	10:44
11:10	11:18	11:26	11:18	11:26	11:34
12:00	12:08	12:16	12:08	12:16	12:24
12:50	12:58	1:06	12:58	1:06	1:14
1:40	1:48	1:56	1:48	1:56	2:04
2:30	2:38	2:46	2:38	2:46	2:54
3:20	3:28	3:36	3:28	3:36	3:44
4:10	4:18	4:26	4:18	4:26	4:34

### 15 Cathedral Rock/Little Horse Thursday-Sunday

Out to Trailheads			Back to Parking		
Depart North SR-179 Park & Ride	Arrive Cathedral Rock Trailhead	Arrive Little Horse Trailhead	Depart Cathedral Rock Trailhead	Arrive North SR-179 Park & Ride	Arrive Little Horse Trailhead
AM 7:00	7:10	7:16	AM 7:10	7:16	7:24
7:15	7:25	7:31	7:25	7:31	7:39
7:30	7:40	7:46	7:40	7:46	7:54
7:45	7:55	8:01	7:55	8:01	8:09
8:00	8:10	8:16	8:10	8:16	8:24
8:15	8:25	8:31	8:25	8:31	8:39
8:30	8:40	8:46	8:40	8:46	8:54
8:45	8:55	9:01	8:55	9:01	9:09
9:00	9:10	9:16	9:10	9:16	9:24
9:15	9:25	9:31	9:25	9:31	9:39
9:30	9:40	9:46	9:40	9:46	9:54
9:45	9:55	10:01	9:55	10:01	10:09
10:00	10:10	10:16	10:10	10:16	10:24
10:15	10:25	10:31	10:25	10:31	10:39
10:30	10:40	10:46	10:40	10:46	10:54
10:45	10:55	11:01	10:55	11:01	11:09
11:00	11:10	11:16	11:10	11:16	11:24
11:15	11:25	11:31	11:25	11:31	11:39
11:30	11:40	11:46	11:40	11:46	11:54
11:45	11:55	12:01	11:55	12:01	12:09
12:00	12:10	12:16	12:10	12:16	12:24
12:15	12:25	12:31	12:25	12:31	12:39
12:30	12:40	12:46	12:40	12:46	12:54
12:45	12:55	13:01	12:55	13:01	13:09
1:00	1:10	1:16	1:10	1:16	1:24
1:15	1:25	1:31	1:25	1:31	1:39

For safety, shuttles pick up and drop off only at designated stops.

Real-time info at your fingertips  
Download the TransLoc App to get realtime departure

### 11 Dry Creek Vista/Mescal Thursday-Sunday

Out to Trailheads			Back to Parking		
Depart West SR-89A Park & Ride	Arrive Dry Creek Vista Trailhead	Arrive Mescal Trailhead	Depart Dry Creek Vista Trailhead	Arrive West SR-89A Park & Ride	Arrive Mescal Trailhead
AM 7:00	7:10	7:15	AM 7:10	7:15	7:28
7:30	7:40	7:45	7:40	7:45	7:58
8:00	8:10	8:15	8:10	8:15	8:28
8:30	8:40	8:45	8:40	8:45	8:58
9:00	9:10	9:15	9:10	9:15	9:28
9:30	9:40	9:45	9:40	9:45	9:58
10:00	10:10	10:15	10:10	10:15	10:28
10:30	10:40	10:45	10:40	10:45	10:58
11:00	11:10	11:15	11:10	11:15	11:28
11:30	11:40	11:45	11:40	11:45	11:58
12:00	12:10	12:15	12:10	12:15	12:28
1:00	1:10	1:15	1:10	1:15	1:28
1:30	1:40	1:45	1:40	1:45	1:58
2:00	2:10	2:15	2:10	2:15	2:28
2:30	2:40	2:45	2:40	2:45	2:58
3:00	3:10	3:15	3:10	3:15	3:28
3:30	3:40	3:45	3:40	3:45	3:58
4:00	4:10	4:15	4:10	4:15	4:28
4:30	4:40	4:45	4:40	4:45	4:58

\* Note: this trip serves Mescal before Dry Creek Vista.

### 12 Dry Creek Vista Thursday-Sunday

Out to Trailhead			Back to Parking		
Depart Posse Grounds Park & Ride	Arrive Dry Creek Vista Trailhead	Arrive Posse Grounds Park & Ride	Depart Dry Creek Vista Trailhead	Arrive Posse Grounds Park & Ride	Arrive Posse Grounds Park & Ride
AM 7:10	7:18	7:26	AM 7:18	7:26	7:34
8:06	8:14	8:22	8:14	8:22	8:30
8:56	9:04	9:12	9:04	9:12	9:20
9:46	9:54	10:02	9:54	10:02	10:10
10:36	10:44	10:52	10:44	10:52	11:00
11:26	11:34	11:42	11:34	11:42	11:50
12:16	12:24	12:32	12:24	12:32	12:40
1:06	1:14	1:22	1:14	1:22	1:30
1:56	2:04	2:12	2:04	2:12	2:20
2:46	2:54	3:02	2:54	3:02	3:10
3:36	3:44	3:52	3:44	3:52	4:00
4:26	4:34	4:42	4:34	4:42	4:50



### Riding Sedona Shuttle's Free Trailhead Routes

- Use the map inside this guide to see which shuttle route serves the hike you want to take.
- Download the TransLoc app for real-time shuttle departures.
- Go to the free park and ride lot for the shuttle you want to access. Google Maps can help you find the way, or just look for the signs.
- Catch the free shuttle and get dropped quickly and safely, right at the trailhead.
- Sedona Shuttle buses are wheelchair accessible and have bike racks for up to three bikes.
- When you've finished your hike, catch a relaxing ride from the trailhead back to your car.

### Other Public Transportation in Sedona

- The Verde Shuttle connects Cottonwood and Sedona, as well as providing service within Sedona. For more information visit [VerdeShuttle.com](http://VerdeShuttle.com).
- Later in 2023 Sedona Shuttle will introduce app-based on-demand service that will provide rides anywhere within the Microtransit zone shown on the map above. Stay tuned for more details.

### Covid Safety

Based on current CDC guidance, face masks are recommended at this time but are not mandatory. Should face masks be required, the driver will let you know and will provide a mask if you need one.

The free, easy and eco-friendly way to explore some of Sedona's favorite trails.

- Route 11**  
Dry Creek Vista Trailhead  
Dry Creek Vista Trail, Chuckwagon Trail, Girdner Trail, Devil's Bridge, Mescal Trail, Lizard head Trail, Snake Trail
- Mescal Trailhead**  
Mescal Trail, Chuckwagon Trail, Devil's Bridge, Long Canyon Trail, Deadman's Pass

- Route 12**  
Dry Creek Vista Trailhead  
Dry Creek Vista Trail, Chuckwagon Trail, Girdner Trail, Devil's Bridge, Mescal Trail, Lizard head Trail, Snake Trail

- Route 14**  
Soldier Pass Trailhead  
Soldier Pass Trail, Devil's Kitchen Sinkhole, Seven Sacred Pools, Teacup Trail, Cibola Pass Trail, Brins Mesa Trail, Jordan Trail

- Route 15**  
Cathedral Rock Trailhead  
Cathedral Rock Trail, Cathedral Vortex, Templeton Trail, Easy Breezy Trail, Baldwin Trail, HT Trail
- Little Horse Trailhead**  
Little Horse Trail, Bell Rock Pathway, Chicken Point, Llama Trail, Chapel Trail, Broken Arrow Trail

Scan for more hiking info:



928-203-5152 SedonaShuttle.com

Public transit powered by the City of Sedona

## Trailhead Shuttles



Effective March 1, 2023

Free Parking, Free Rides and Free Access to Five Popular Trailheads:

- Cathedral Rock
- Dry Creek Vista
- Little Horse
- Mescal
- Soldier Pass

928-203-5152 SedonaShuttle.com

Effective March 1, 2023



# SEDONA SHUTTLE

Ride to some of Sedona's favorite trails.

The free, easy and eco-friendly way to explore:

- Cathedral Rock
- Dry Creek Vista
- Little Horse
- Mescal
- Soldier Pass

Scan to Learn More:



928-203-5152 SedonaShuttle.com

- Encouraging Verde Shuttle for Visitor Use
- Blog post on VisitSedona.com
- Inclusion in Frontliner e-Newsletter
- Presentation at Concierge Network Event



**Verde Shuttle**  
COTTONWOOD • SEDONA

**Hop on, Hop off**  
at Sedona hotels, restaurants,  
shops, galleries and hikes.



*Hourly Service.  
All Day. Every Day.  
Only \$1.*

**928-282-0938**  
**VerdeShuttle.com**



# GEOFENCING

KPI: Program Impressions


**FY23 Target: 3,600,000 Impressions**

- Q1: NA
- Q2: 262,281
- Q3 \*as of 2/28/2023: 442,895


**YTD: 705,176**


Estimated Completion of Target: 3.4M – 3.6M

**Sponsored**




How to Share the  
Outdoors Like a Local  
[visitsedona.com](https://visitsedona.com)





With automation on, it's  
believable.  
[zapier.com](https://zapier.com)

Automation isn't magic.  
It's Zapier. 



# IN-ROOM VIDEOS

KPI: Number of Views

**FY23 Target: 2,000,000**

- Q1: 500,000
- Q2: 500,000
- Q3 \*as of 2/28/2023: 333,333

**YTD: 1,333,333**

Estimated Completion of Target: 2,000,000

# OFFICIAL UPTOWN VISITOR CENTER

KPI: Manage & Assist Walk-In Visitors

**FY23 Target: 150,000 Visitors**

- Q1: 26,889
- Q2: 33,250
- Q3 \*as of 2/28/2023: 19,001

**YTD: 79,140**  
**Estimated Completion of Target: 138,348**

Spring Break numbers are estimated at 2022 levels  
Q4 estimated at 2022 levels

# OFFICIAL UPTOWN VISITOR CENTER

KPI: Manage & Assist Visitor Inquiries by Phone/Email

**FY23 Target: 7,500 Inquiries**

- Q1: 1,703
- Q2: 1,244
- Q3 \*as of 2/28/2023: 960

**YTD: 3,907**

**Estimated Completion of Target: 9,346**

Spring Break numbers are estimated at 2022 levels

Q4 estimated at 2022 levels



# OFFICIAL UPTOWN VISITOR CENTER

KPI: Visitor Satisfaction Rating of Good to Excellent (visitor sign-in sheets)

**FY23 Target: 100%**

- Q1: 100%
- Q2: 100%
- Q3 \*as of 2/28/2023: 100%

**YTD: 100%**

Estimated Completion of Target: 100%

# FRONTLINER

## FORMERLY CONCIERGE CONNECTION

KPI: Ensure a high open rate on the Frontliner e-Newsletter

### FY23 Target: 25% Open Rate

- Q1: 58%
- Q2: 51%
- Q3 \*as of 2/28/2023: 55%

YTD: 55%

Estimated Completion of Target: 55%

- Increased from 100 subscribers to 170!
- Ongoing distribution of key collateral – ESG, Transit collateral, Secret 7
- Chamber participated in Concierge Network meetings since November



March 10, 2023

Dear Frontliners,

March is Women's History Month. We are proud to recognize the contributions of women in our community.

Sedona's Internetwork is a leading organization in the region. We are proud to be a part of this organization and its latest Red Rock Crossing/Crest.

The Tibetan Monastery is a beautiful site along the trail. Several spiritual leaders, including the Goldenstein Art Benefit, exhibit their art. The Tibetan Monastery recites a prayer for the suffering in the region.

### Get Around Town with the Verde Shuttle!



The Verde Shuttle is a great way for guests to get around town. Your guests may want to use Uber or Lyft but those drivers are in short supply. You can recommend that they hop on the Verde Shuttle! [Learn more](#)

### Red Rock Crossing/Crest

This privately-owned site along the trail was damaged by winter storm damage. They will be cleared. Call the Entry Station for location. 908.304.1398.

### Cathedral Rock Trail Closure

The final phase of the Cathedral Rock Trail closure is in effect from February 1 to March 31.



## SEDONA'S SECRET 7

[Learn more about Sedona's Hidden Gems](#)

## HELPFUL RESOURCE LINKS

- [Sedona's Sustainable Tourism Plan](#)
- [VisitSedona.com](#)
- [SedonaChamber.com](#)
- [Walk Sedona](#)
- [Park in Sedona](#)
- [Sedona Trail Finder - TripTuner](#)
- [Sedona Verde Valley National Geographic](#)
- [Sedona Red Rock Ranger District](#)
- [City of Sedona](#)
- [Sedona in Motion](#)

## TAKE THE SEDONA CARES PLEDGE

[Click here to Show Your Support for a Sustainable Sedona](#)



# AOT RURAL CO-OP PROGRAMS

KPI: Total Circulation

FY23 Target: 790,000

- Q1: 197,500
- Q2: 197,500
- Q3 \*as of 2/28/2023: 197,500

YTD: 523,667

Estimated Completion of Target: 790,000



# OHV/TREAD LIGHTLY VISITOR EDUCATION

KPI: N/A

SCC&TB is involved in visitor education

- Blog posts
- Social media sharing
- E-Newsletter updates
- Print through AOT Rural Co-Op Program

## IMPROVING SEDONA TRAILS ONE PROJECT AT A TIME

In 2021, the Red Rock OHV Conservation Crew (RROCC) was formed to help balance the right to recreate on public lands with the environmental stewardship, conservation of cultural heritage and care for resident quality of life required to ensure OHV access to national forests is sustainable.





GOAL #2:  
LESSEN DENSITY OF VISITORS AT BUSY LOCATIONS





# SEDONA'S SECRET 7

KPI: SedonaSecret7.com Pageviews

FY23 Target: 75,000 Pageviews

- Q1: 17,244
- Q2: 55,361
- Q3 \*as of 2/28/2023: 46,208

YTD: 118,813

Estimated Completion of Target: Exceeded

## ARTS & CULTURE

Immerse yourself in the heart of Sedona.

- 1. Capricorn Hill** 💰 🚻

1.5 hour tour of the historic home of renowned surrealist artists Max Ernst and Dorothea Tanning. \$75 per reservation fee. By appointment only. Email: SurrealSedona@gmail.com

💡 **TIP:** View the room that Dorothea Tanning used as her studio. Tours are limited to 4 visitors at a time.
- 2. Gallery 928/Art Barn** 🚻

A 12 ft. mural of the iconic Rabbit Ears formation created by master artist Alex Rupert located behind the Sedona Arts Center.

💡 **TIP:** The Sedona Art Center offers a variety of art classes in a variety of mediums. [SedonaArtsCenter.com](http://SedonaArtsCenter.com)
- 3. Jack Jamesen Memorial Park** 🚻

One of Sedona's first pocket parks that contains sculptures by renowned local artists.

💡 **TIP:** The park features a granite wall honoring veterans from all five branches of the military.
- 4. Kachina House** 🏠 🚻 🚻

the Kachina House has the largest selection of authentic Native American Hopi Katsinam and Navajo Kachinas as well as pottery, baskets and jewelry.

💡 **TIP:** A Kachina doll is referred to Navajo-made dolls while Katsina is used to describe Hopi dolls.
- 5. Posse Grounds Park** 🚻 🚻

Posse Grounds Park is the epicenter of local events and concerts held throughout the year. Event listings at [VisitSedona.com](http://VisitSedona.com).

💡 **TIP:** EV charging stations available. [Sedona Trailhead Shuttle Park & Ride](http://SedonaTrailheadShuttle.com) is nearby. [SedonaShuttle.com](http://SedonaShuttle.com)
- 6. Sedona Heritage Museum** 🏠 🚻 🚻

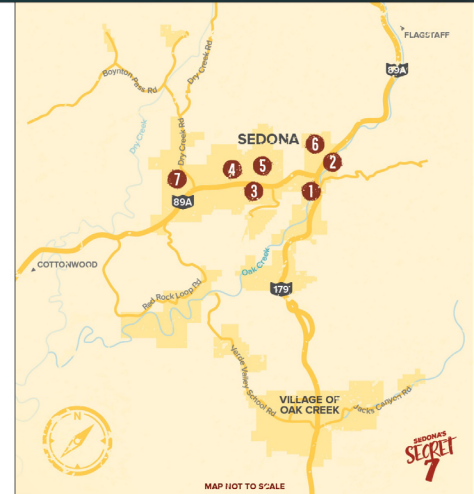
Tour the Jordan family homestead and go back in time viewing the various exhibits. Mon – Sun. 11 a.m. to 3 p.m.

💡 **TIP:** Special events, speakers and shows throughout the year. [SedonaMuseum.org](http://SedonaMuseum.org)
- 7. Sedona Library and Used Book Store** 📖 🚻 🚻

Services including free Wi-Fi and public Internet computers, art displays and weekly movies. The 18,000 sq. ft. courtyard is a great place to read a book or enjoy an event.

💡 **TIP:** Adjacent to the library, the used bookstore is perfect for any bibliophile.

📖 Shopping 🚻 Kid friendly  
 💰 Entrance fee 🚻 Public restrooms



### DIRECTIONS FROM THE VISITOR CENTER 331 Forest Road, Sedona AZ 86336

For GPS directions, visit [SedonaSecret7Map.com](http://SedonaSecret7Map.com)

- 1. Capricorn Hill**  
By appointment only.
- 2. Gallery 928/Art Barn**  
Left on SR 89A for 0.3 mi.; right at Sedona Arts Center.
- 3. Jack Jamesen Memorial Park**  
Right on SR 89A for 2 mi.; left on Northview Rd; park located at SR 89A and Northview Rd intersection.
- 4. Kachina House**  
Right on SR 89A for 2.7 mi.; right on Southwest Dr for 0.2 mi.; right on Hozoni Dr for 250 ft. to destination on left.
- 5. Posse Grounds Park**  
Right on SR 89A for 1.7 mi.; right on Posse Ground Rd for 0.5 mi. to destination on right.
- 6. Sedona Heritage Museum**  
Left on SR 89A; at first circle, take 2nd exit to Jordan Rd for 0.7 mi. to destination on left.
- 7. Sedona Library and Used Book Store**  
Right on SR 89A for 3.3 mi.; right on Dry Creek Rd for 0.1 mi.; left on White Bear Rd.

# GOAL #3: ASSIST IN PRESERVING SEDONA'S NATURAL RESOURCES

- Leave No Trace – Voluntourism Program Development
- Sustainable Business Certification Program
- Sedona Trail Keepers 2.0
- Fly Friendly Program

# LNT – VOLUNTOURISM FRAMEWORK

## Research Survey on Voluntourism

- Visitor Perception: attitudes/motivation
- Stakeholders: ideas/lessons/challenges
- Community Perception: last minute/rare
- Path Forward...

**67% OF  
RESPONDENTS SAID  
THE FOLLOWING  
STATEMENT WAS  
TRUE... "I WANT TO  
SERVE THE  
COMMUNITY."**

**ALL STAKEHOLDERS  
INDICATED THEY  
WERE INTERESTED  
IN CONTINUING TO  
WORK WITH THE  
CHAMBER TO BUILD  
A VOLUNTOURISM  
PROGRAM**

**AMERICANS WHO  
VOLUNTEER AT LEAST  
ONCE PER YEAR**

Corporation for National and Community Service (2018)

**30%**

The greater Sedona area is poised to link its existing volunteer stakeholder organizations with area visitors in a constructive and mutually beneficial way.

# SUSTAINABLE BUSINESS CERTIFICATION PROGRAM

KPI: Businesses Certified, Upgraded, or Re-Certified

**FY23 Target: 8 Total**

- Q1: 0
- Q2: 0
- Q3 \*as of 2/28/2023: 2

**YTD: 2**

Estimated Completion of Target: 8



# SEDONA TRAIL KEEPERS 2.0

- Successful continuation of program – in year 2
- Maintaining 50+ participating businesses
- Donation Event held March 9, 2023
- Sponsor funds to date \$104,000
- Total funds to date \$208,000



# FLY FRIENDLY PROGRAM

- Continued community and private sector collaboration
- Next: A review of the existing agreement, with adaptations as needed





# GOAL #4: HELP ENSURE FUTURE ECONOMIC HEALTH

- Group/ Meeting Sales
- Travel Trade Industry





# GROUP/MEETING SALES

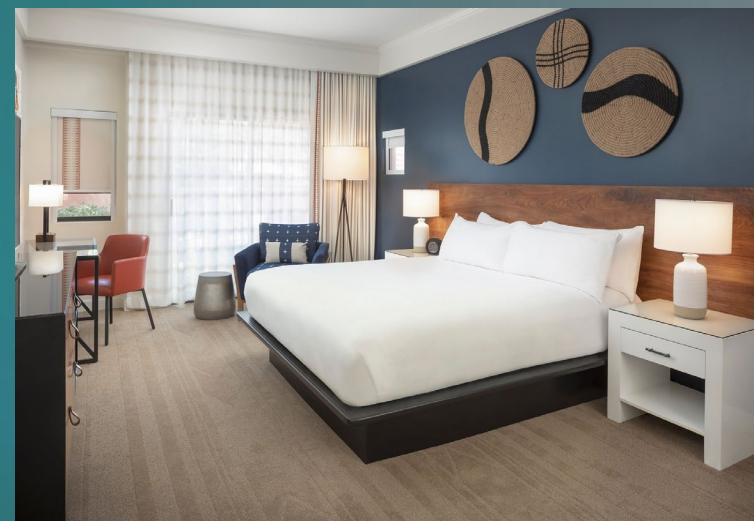
KPI: Leads Generated for Room Nights

**FY23 Target: Leads for 15,000 Room Night Opportunities**

- Q1: 9,107
- Q2: 8,579
- Q3 \*as of 2/28/2023: 8,507

**YTD: 26,193**

Estimated Completion of Target: Exceeded



# GROUP/MEETING SALES

KPI: Meetings With Meeting Planners

**FY23 Target: 60 Meeting Planners**

- Q1: 24
- Q2: 20
- Q3 \*as of 2/28/2023: 23

**YTD: 67**

Estimated Completion of Target: Exceeded





# GROUP/MEETING SALES

KPI: Pageviews – Group Meetings & Destination Event Planner Pages on VisitSedona.com

FY23 Target: 12,000 Pageviews

- Q1: 4,632
- Q2: 3,659
- Q3 \*as of 2/28/2023: 2,066

YTD: 10,357

Estimated Completion of Target: 15,536

**TOP 10 REASONS TO MEET in SEDONA**

**5 WELL-BEING + SUSTAINABILITY**  
Sedona is wellness-obsessed, with its abundant scenic beauty and rich outdoor adventures. The Sedona Sustainable Tourism Plan aims to reduce tourism's impact on the environment and still allow character of life, while encouraging such positive measures as zero-waste events.

**6 WEATHER**  
Four wild seasons marked by sunny days and even all! With an average temperature of 73° (23°C) and more than 300 sunny days, Sedona is a year-round meeting destination.

**7 ARTS AND CULTURE**  
Engage with vibrant artists throughout Sedona—and check out the local scene from their work—bringing you into town and gallery events and events.

**8 DINING, PAMPERING AND SHOPPING**  
Sedona comes to all your senses with its delicious, casual, award-winning spots, and unique shops and galleries—your attendees will leave Sedona rejuvenated.

**9 BLUR THE LINE BETWEEN VACATION & BOARD MEETING**  
Meeting planners consistently report record-breaking attendance in Sedona. The city inspires meetings amidst its natural beauty. Bring your group and discover why Sedona is such a special place, both in and out of the boardroom.

**10 THE WAY SEDONA makes you FEEL!**

**SEDONA CARES**  
An act of caring is a sustainable solution. Sedona is committed to keeping Sedona positive. Show your attendees why the Sedona Green Project at Sedona's Lakes and Basin. See how you can help.

**SUSTAINABILITY TIP**  
Your meeting attendees can help keep Sedona so pretty. To conserve, an eco-neutral meeting for [SEDONASUSTAINABLE.COM](http://SEDONASUSTAINABLE.COM) for ideas.

**1** CONNECTION  
Sedona is the perfect destination to brighten and connect with your peers and business partners. Connect with the local community by giving back through volunteerism activities. See [VisitSedona.com/destination](http://VisitSedona.com/destination) for ideas.

**2 TRANSFORMATION**  
Sedona is known as a place that inspires transformative experiences of innovation, creativity and collaboration.

**3 EXPERIENCE**  
Sedona hosts hundreds of meetings and events annually, with nearly 4,300 rooms. Flexible meeting space up to 14,000 square feet and about 50 restaurants.

**4 TECHNOLOGY**  
Newly renovated hotels and resorts provide world-class meeting facilities with conference services as impressive as the surrounding red rocks.

For more information about group activities, sign up for the award-winning event at [MYSEDONAMEETING.COM](http://MYSEDONAMEETING.COM).

18 • 2022-2023 DESTINATION EVENT PLANNER

19 • MYSEDONAMEETING.COM



# TRAVEL TRADE INDUSTRY SALES

KPI: Domestic & International Hotel and Service Request Leads

**FY23 Target: 22 Hotel and Service Request Leads**

- Q1: 10
- Q2: 7
- Q3 \*as of 2/28/2023: 3

**YTD: 20**

**Estimated Completion of Target: 30**



# TRAVEL TRADE INDUSTRY SALES

KPI: Service Request Referrals

**FY23 Target: 650 Service Request Referrals**

- Q1: 232
- Q2: 185
- Q3 \*as of 2/28/2023: 156

**YTD: 573**

Estimated Completion of Target: 860





# TRAVEL TRADE INDUSTRY SALES

KPI: Meetings With Travel Professionals at Trade Shows & Events

FY23 Target: 150 – 190 Travel Trade Professionals

- Q1: 40
- Q2: 0
- Q3 \*as of 2/28/2023: 102

YTD: 142

Estimated Completion of Target: 190





## GOAL #5:

# EASE NEIGHBORHOOD BURDENS & SUPPORT WORKFORCE

- Sedona Shuttle Marketing
- Verde Shuttle Marketing

# SEDONA SHUTTLE MARKETING

KPI: Pageviews – SedonaShuttle.com

**FY23 Target: 365,000 Pageviews**

- Q1: 48,190
- Q2: 87,715
- Q3 \*as of 2/28/2023: 62,588

**YTD: 198,493**

Estimated Completion of Target: 297,740

## SCC&TB continues to produce:

- Sedona Shuttle News – e-newsletter
- Communications through Sedona Chamber Channels (website, newsletters)
- Social Media
- Periodic presentation to Lodging Council and Concierge Group
- Maintain the Sedona Shuttle Marketing Partner Toolkit. Encourage business to use the tools to integrate transit information and benefits into their own communications
- Encourage partner organizations to include Sedona Shuttle info and benefits on their websites and in their blogs.
- Sedona Visitor Center – stickers, display, QR Code and/or handout by trailhead donation box
- Delivery of Rider Guides and collateral to 80+ hotels, and businesses



# VERDE SHUTTLE MARKETING

KPI: Pageviews – VerdeShuttle.com

**FY23 Target: 50,000 Pageviews**

- Q1: 8,417
- Q2: 9,858
- Q3 \*as of 2/28/2023: 6,290

**YTD: 24,565**

Estimated Completion of Target: 36,848

## GOAL #6:

# DEEPEN ENGAGEMENT WITH SHORT-TERM RENTAL SECTOR

KPI: TBD

FY23 Target: TBD

- November 2022 city council indicated the approved KPI was no longer acceptable
- Anticipated discussion during January work session did not occur
- Successes have been gained in the past 8 months
- Awaiting completion of the city's STR registration project to proceed with collateral development

# FOUNDATIONAL ASSETS

- VisitSedona.com
- Consumer e-Newsletter
- Social Media
- Experience Sedona Guide



# VISITSEDONA.COM

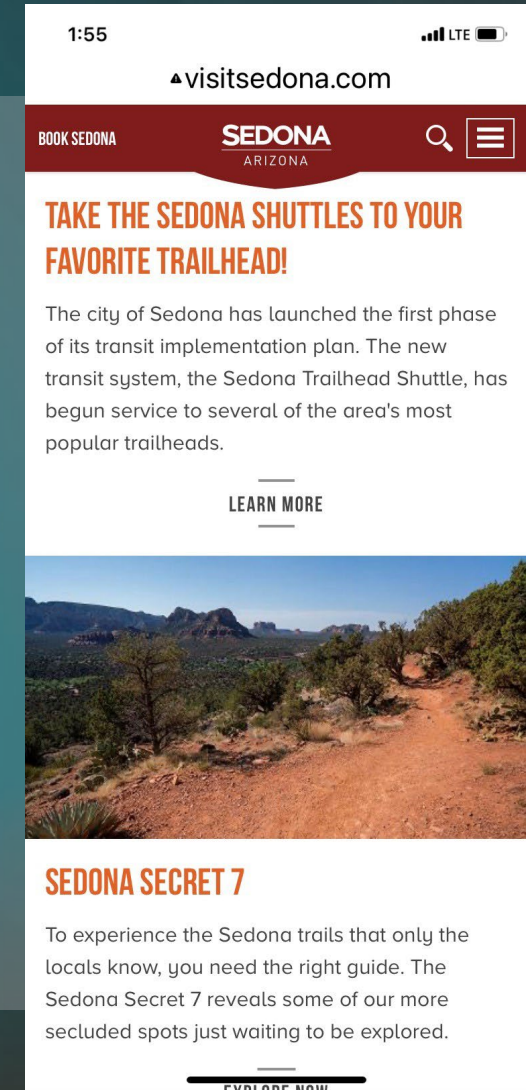
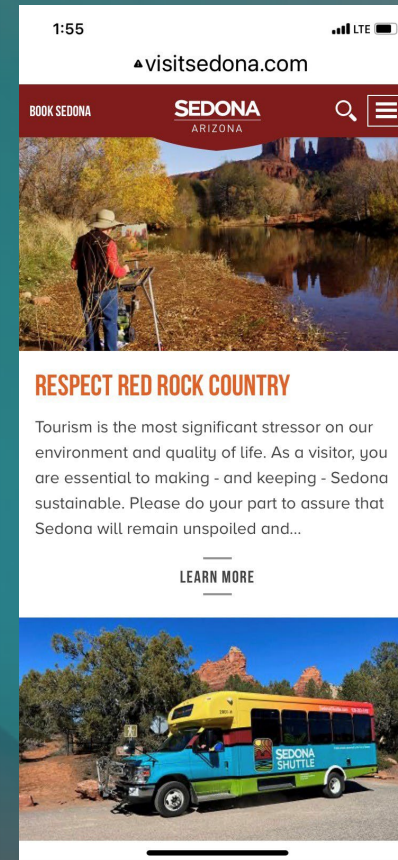
KPI: Unique Visitors

FY23 Target: 1,200,000 unique visitors

- Q1: 684,533
- Q2: 908,891
- Q3 \*as of 2/28/2023: 725,563

YTD: 2,318,987

Estimated Completion of Target: Exceeded



# CONSUMER E-NEWSLETTER

KPI: Maintain Open Rate

FY23 Target: 20% Minimum Open Rate

- Q1: 30%
- Q2: 37%
- Q3 \*as of 2/28/2023: 26%

YTD: 31%

Estimated Completion of Target: 30%





# SOCIAL MEDIA

KPI: Increase in Followers

FY23 Target: 18,000 New Followers

- Q1: 5,937
- Q2: 5,924
- Q3 \*as of 2/28/2023: 6,048

YTD: 17,909

Estimated Completion of Target: 26,864





# EXPERIENCE SEDONA GUIDE

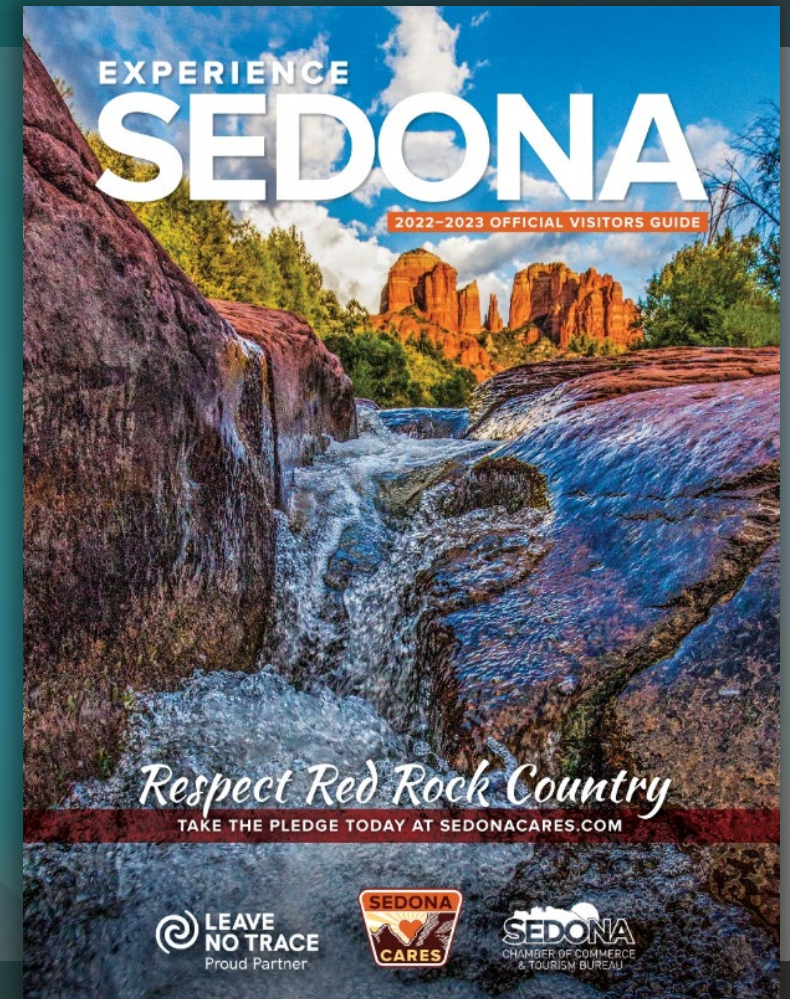
KPI: Distribute the Printed Experience Sedona Guide

FY23 Target: 200,000 Copies

- Q1: 36,925
- Q2: 52,242
- Q3 \*as of 2/28/2023: 28,188

YTD: 117,355

Estimated Completion of Target: 200,000



# Questions & Answers



# Municipal Tourism Management Vision, Goals and Guiding Principles

Sedona City Council Meeting

March 29, 2023

Presenters: Bob Pifke and Ann Kelley



# ***Agenda***

- ***Tourism Management Strategy Development Process***
- ***Approach to Building Consensus***
- ***Results – Vision, Goals and Guiding Principles***
- ***Discussion: Changes and Endorsement***
- ***Next Steps in Process with Examples***
- ***Questions & Comments***

# Tourism Management Strategy Development Process







***VISION*** - *What role should Tourism play in the overall quality of life in Sedona?*

***GOALS*** - *What high level specific results does the City want from Tourism?*

***GUIDING PRINCIPLES*** - *What values, standards or preferences should be applied in the development of Strategies and Tactics/Plans?*





***STRATEGIES*** – *What approaches are proposed to effectively achieve the Goals consistent with the Guiding Principles?*

***TACTICS/PLANS*** – *What specific actions are required to execute the Strategy?*

# **Approach to defining Vision, Goals and Guiding Principles**

- ***Survey Questions***
- ***Written Responses***
- ***Interviews***
- ***Multiple Iterations to work toward consensus***





**Municipal Tourism Management Vision,  
Goals and Guiding Principles**



# **Municipal Tourism Management Vision**

**Protect the surrounding environment and quality of life for the community, while providing a positive experience for visitors and prosperity for local businesses**

# **Municipal Tourism Management Goals**

- 1. Manage tourism to limit traffic delays and parking issues to 2019 (pre-pandemic) levels**
  - reduce numbers at peak to a manageable level for infrastructure and residents**
  - fill the off season to support the tourism businesses**
- 2. Proactively protect the environment by delivering effective education and mitigation support services**
- 3. Support all local tourism businesses to enable their prosperity**

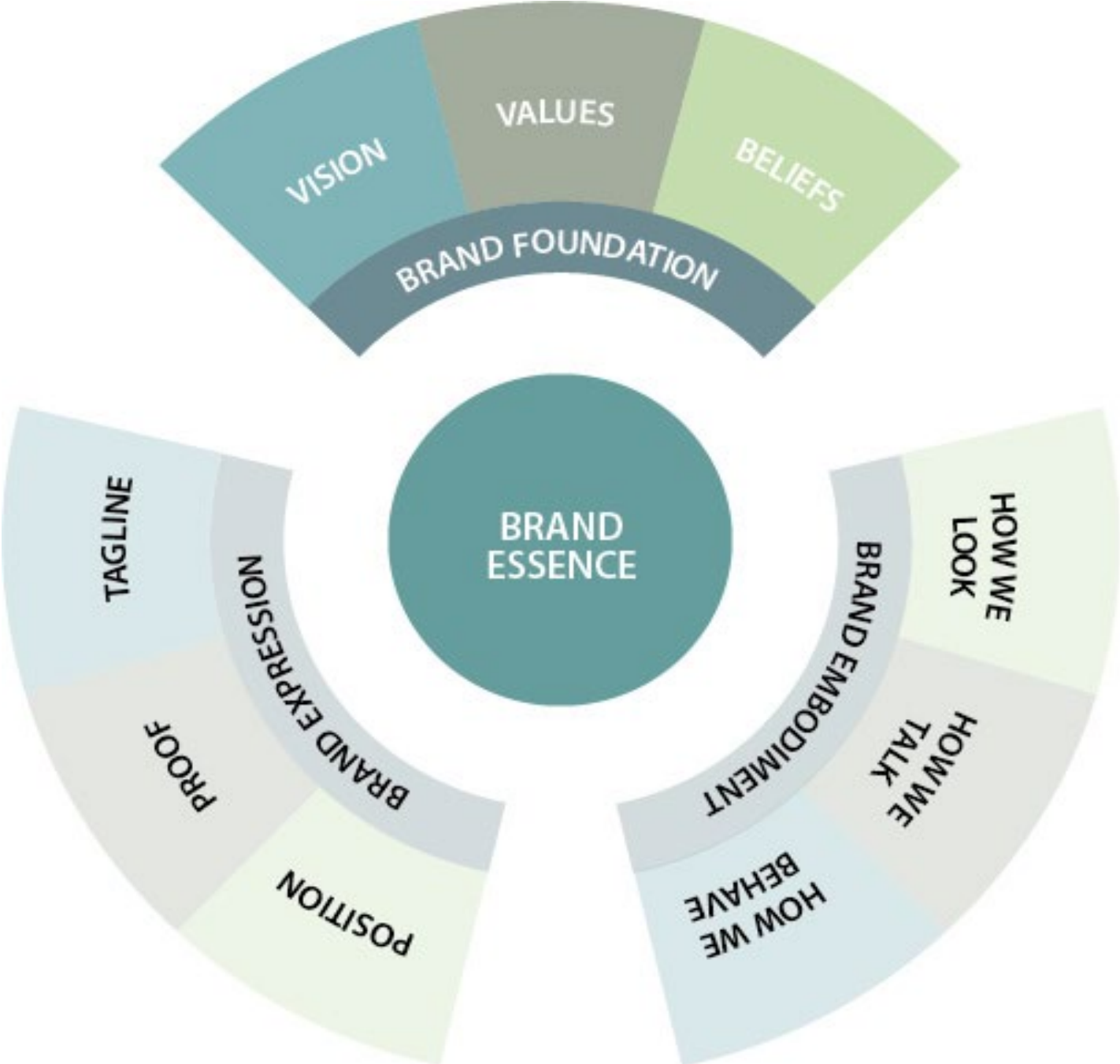


# **Municipal Tourism Management Goals – cont.**

- 4. Build a connection between residents and local tourism businesses to support business prosperity during non-peak times**
- 5. Collect data such as tourism numbers, travel times, traffic congestion, parking issues, and use of key attractions/services in order to assess the effectiveness of Tourism Management Strategies**
- 6. Clearly define and effectively communicate a Sedona brand consistent with the Tourism Management Vision and Goals**



# Components of a Brand



# Municipal Tourism Management Guiding Principles

Number of Visitors

Type of Visitor

Behavior of Tourism Businesses

Behavior of Residents



**“Filter” through which STRATEGIES are assessed**



# Guiding Principle – Number of visitors

- There is a practical limitation to the number of visitors the City's infrastructure can support without serious degradation of the natural environment and resident quality of life. Our challenge right now is that we do not have a measurement system in place that can quantify the number of visitors present or their corresponding impact on the natural environment and residential quality of life. This measurement system must be developed as part of this effort
- Based upon experience, 2019 (pre-pandemic) levels of visitation and economic activity should be viewed, for now, as the current maximum
- We need to focus less on visitor counts and more on providing a superior experience so that businesses are able to demand premium prices and increased sales volume
- Businesses also need to effectively reach out to residents during non-peak times in order to offset lost visitor revenue



# Guiding Principle – Type of visitors

- Sees Sedona as a special place - will take great care of our natural environment and respect wildlife
- Is understanding of potential time and space limitations that may be imposed in high use areas (e.g. use of shuttle for trailhead access)
- Willing to use transit, walk and bike - embraces the transit system
- Sees Sedona as a standalone destination, wanting to stay multiple days
- Willing to attend small retreats, special events, festivals (art, music, culinary) held at targeted times throughout the year (especially non-peak)
- Interested in and financially able to patronize restaurants, spas, shops, purchase art and experience spiritual healing



# Guiding Principle – Behavior of tourism business

- Foster respect for the area – reduce their environmental impact; do not negatively impact traditional residential areas
- Actively seek opportunities to provide guests alternatives to driving to/in Sedona
- Have the ability to offer salary and benefits that attract and retain quality employees
- Have offerings that entice visitors to stay multiple days
- Offer alternative transportation modes (bikes, scooters, etc.) as a way to encourage visitors to not drive
- Utilize local businesses for services required (photographers, graphic designers, copy/print shops, etc.)

# Guiding Principle – Behavior of residents

- Be welcoming and polite to tourists
- Support all local businesses, so that they are viable year round
- Be knowledgeable of tourism patterns and adjust plans to avoid schedule disruptions



# Discussion

- Comments
- Necessary changes for consensus
- Endorsement



# How to Use the Brand Foundation

- ***Seek Service Provider(s) that align on Vision, Goals and Guiding Principles***
- ***Dialogue on potential Strategies to effectively achieve the Goals consistent with the Guiding Principles***
- ***Select Strategies and contract Provider(s) to develop and deliver Tactics/Plans***
- ***Measure results to determine effectiveness***





## Examples of Strategies:

### Goal 3 – Support all local tourism businesses to enable their prosperity

- *Provide a listing of all tourism businesses on Visit Sedona website and in the Visitor Center brochures*
- *Establish Affinity Groups for all tourism sectors (galleries, shops, tours, metaphysical, etc.) to enable effective communication and support*





## Examples of Strategies:

**Goal 4 – Build a connection between residents and local tourism businesses to support business prosperity during non-peak times**

- ***Design method to let residents know when “it is safe to come out” and that the tourism businesses need their financial support***
- ***Work with tourism businesses to design resident outreach programs (e.g. discounts, product refill programs, resident restaurant reservation system)***

# Our Next Steps

- Provide assessment of alignment between the SCC&TB and the City's Vision, Goals and Guiding Principles
- Document findings in a report; Present in Council on April 12<sup>th</sup>
- Use Vision-Goals-Guiding Principles document in a Community Plan Public Forum.



# Final Thoughts

- Comments
- Questions



**Thank you!**