



CITY OF SEDONA
TOURISM PROGRAM

TOURISM 101

Past, Present, and the Future



TOURISM PROGRAM

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Tourism in Sedona: The Past

- 20 years of destination marketing contracted between the City and the Sedona Chamber of Commerce & Tourism Bureau (SCC&TB)
- Bed tax allocations: 0.5% allocated to the SCC&TB. Funds broken into; marketing, visitor center, collateral creation, distribution, and administration
- Membership focused promotion



Tourism in Sedona: The Present

- SCC&TB Board and President ended agreement with a letter served April 5, 2023
- May 10, council approved creation of TAB
- July 1, City of Sedona assumes role of the DMMO (destination management and marketing organization)



Tourism in Sedona: The Present

- DMMO: destination management & marketing organizations are the backbone of a tourism destination. Responsible for promoting a destination, attracting visitors, and strengthening the local economy
- The DMMO doesn't bring visitors directly to a specific business, they bring them to the destination to then explore the businesses in the destination
- DMMO within the City of Sedona, no membership boundaries, responsibility to licensed businesses generating tax revenue



Tourism in Sedona: The Future Data Driven Decision Making

- Oxford Economics, Tourism Economics Symphony Platform
- Smith Travel Research
- Tourism Travel Patterns Analysis
- Dean Runyan (AOT Rural Co-op Marketing Program)
- AgilityPR, media and news monitoring, database



Professional Travel Industry & Business Database

- Media lead development
- Travel Trade development
- AgilityPR: global media and news monitoring
- Simple View, Customer Relation Management (CRM)
 - Business lead opportunities
 - Itinerary creation for FAM, Travel Industry, Media, and Industry promo purposes



BRANDING & MARKETING



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In Market Education

- Educational messaging: Leave No Trace, Recreate Responsibly, travel like a local
 - Sustainable messaging never stops. It's the cornerstone of all marketing, social media, media messaging, itinerary creation, travel and trade show representation, and more.
- Educational videos:
 - Roundabout 101, Sedona Shuttle
 - Coming soon: travel like a local
 - Exploring more opportunities



Saks Campaign

- In partnership with Visit Phoenix and the Arizona Office of Tourism
- Social influencer channel take over for Saks
- Focus on high end travel and visitation
- Partners: L'Auberge de Sedona, Ambiente, Mariposa, Pink Jeep Tours.
- Saks shopper: HHI \$260,000+, 16% of customers have HHI of \$500,000+, 41% are under 40, 80% of top customers have personal shoppers, Saks site has 30 million visits per month



Saks Campaign

- Saks customers plan to prioritize travel, events, and activities
- Warm weather destinations are the most desirable
- Campaign includes: social media promotion to the Saks audience of over 2.2 million, website content about what to pack and how to pack when visiting Sedona, Phoenix and Arizona
- Responsible visitation messages included
- AOT covering \$50,000 cost of one month campaign launching at the end of January



TRAVEL TRADE



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Travel Trade

- German Sales Mission with AOT, Visit Phoenix, and Discover Flagstaff, November 27-30 included: Frankfurt, Berlin, Hamburg
 - Meetings with: Condor, T.r.u.e. America, DER Touristik, Geoplan Touristik, MESO Reisen, USA Reisen-de/Flamingo Company, FVW Median, CANUSA Touristik, CRD Touristik
 - Avg. German spends 12.6 days travelling, 1.5 million head to the U.S. each year, #1 long-haul destination is the U.S., \$30billion generated through bookings with travel agencies and operators



Travel Trade

- American Tours International (ATI), largest American owned receptive operator in the U.S.A.
 - Partnering with AOT, Flagstaff, Prescott, Williams, Page, Mesa, and Phoenix
 - \$4,000 cost per partner, AOT covers the remaining \$40,000
 - Content, images, sustainable, responsible visitation focus, itineraries included with Prescott, Williams, and Flagstaff to extend the stay
 - Banner placement with Sedona images, print distribution of Arizona flyers, training webinar for agents
 - Travel Mole press release
 - In-Tour Magazine itinerary including Sedona



Travel Trade

- LA Sales Mission, January 23-25, with AOT featuring desk side appointments, evening reception, and presentation of Sedona as a destination to 50+ agents, operators and media in a 2-day period
- Go West Summit (part of the AOT co-op), Lake Tahoe February 26-29. US and Canada based tourism industry event. Appointments with buyers bringing visitors to the America West
- IPW (part of the AOT co-op), LA, May 3-7. Leading inbound travel show in the US, appointments in partnership with AOT in their booth



Media

- Since July 1, we have worked with 30 journalists, influencers, and freelancers for Sedona related pieces
 - Hosted 9 in Sedona
 - Circulation from pieces published: 91,342,579
 - AVE (advertising value equivalency): \$2,355,754

ARIZONA

Arizona's coziest restaurants: Fireside dining and other warm winter touches

Roger Naylor Special for The Arizona Republic

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Sedona: Pumphouse Station

This rustic A-frame is tucked amid the sycamore trees in Tlaquepaque North. Decorated with antiques and found objects, Pumphouse Station has a most inviting atmosphere — especially if you snag a table near the big fireplace constructed of river rock.

Expect an elevated breakfast experience that might feature eggs benedict, an omelet stuffed with homemade chorizo, avocado and cheddar, or a bursting-at-the-seams burrito. Start lunch off with the rich roasted mushroom soup kissed with a drizzle of truffle oil. Dinners are served Fridays and Saturdays.



Pumphouse Station restaurant is in Tlaquepaque North in Sedona. *Pumphouse Station*



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AOT CO-OP MARKETING CAMPAIGN



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AOT Co-op

Dollar for dollar matching: \$50,000 max. investment

- AMERICA Journal- Germany printed publication, summer
- Spearfish- digital marketing, SoCal, San Fran, Chicago, summer
- San Diego Magazine- summer
- Pride Guide- annual
- Madden Media- Canada, digital, summer
- Crowdriff- UGC (user generated content)
- Dean Runyan- economic impact research
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- Photography- professional photos done in September
- Go Travel Sites- new destination website
- Items previously mentioned: German Mission, Go West, IPW.



Questions?



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