



CITY OF SEDONA  
**TOURISM PROGRAM**  
TAB Update

# DATA

## Monthly Reports

### At a high level:

- Tourism market indicators: lodging data
- Overnight visitor data
- Booking pace trend report
- Credit card spend report



# Hotel Performance Summary

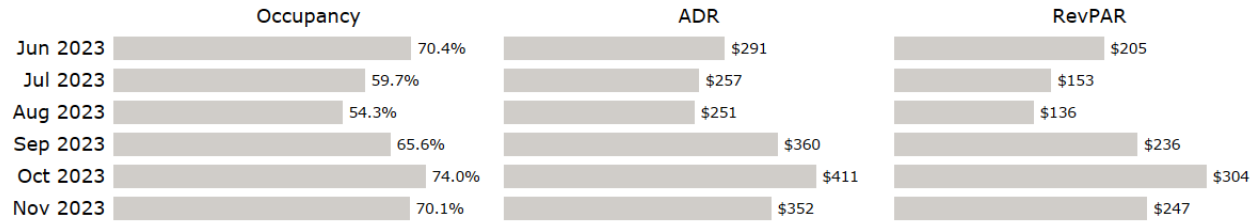
Sedona+ | November 2023



Month: November 2023 | Location: Sedona+ | Compare to: Previous Year | Year Type: Calendar Year

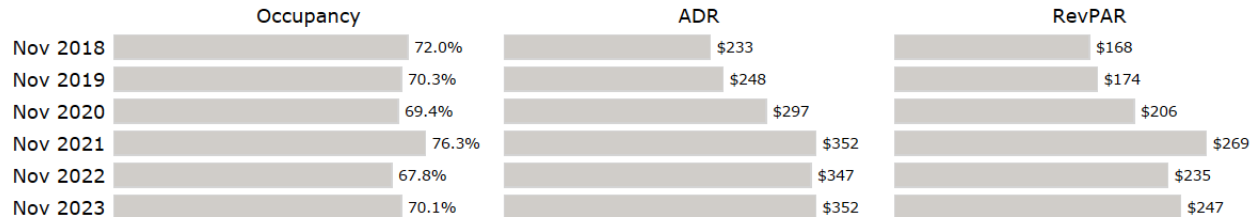
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	70.1%	\$351.57	\$246.57	64.8K	45.5K	\$16.0M
Change vs. Previous Year	▲ 3.4%	▲ 1.4%	▲ 4.9%	▲ 3.0%	▲ 6.5%	▲ 8.0%
YTD Calendar Year	66.7%	\$338.75	\$225.98	719.4K	479.9K	\$162.6M
YTD Change vs. Previous Year	▲ 1.6%	▼ -5.5%	▼ -4.0%	▲ 2.7%	▲ 4.4%	▼ -1.4%

## Last Six Months Performance

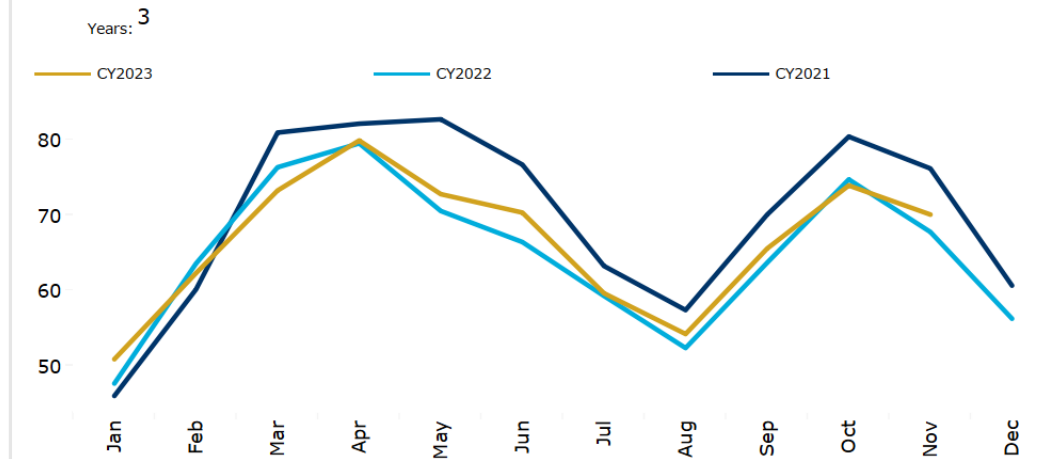


## November Performance by Year

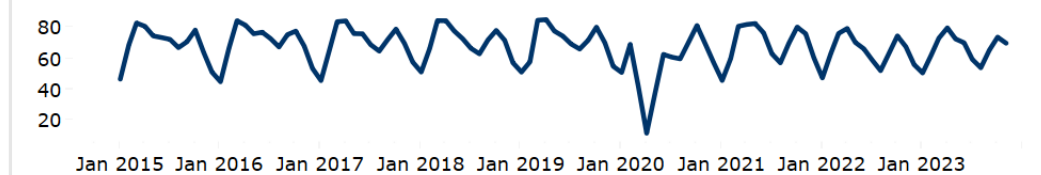
Sedona+



## Occupancy YOY Comparison



## Occupancy Long Term Trend





# Sedona Lodging Summary

October 2023



## Aggregated Lodging Summary

Source: STR & KeyData

	Occupancy	ADR	RevPAR
Oct 2023	<b>70.5%</b>	<b>\$415.06</b>	<b>\$292.48</b>
% Change vs. Oct 2022	-1.1%	5.3%	47.8%
% Change vs. Sep 2023	13.2%	13.4%	28.3%
CYTD 2023	<b>63.3%</b>	<b>\$345.78</b>	<b>\$218.94</b>
% Change vs. CYTD 2022	1.5%	-6.1%	-4.8%

## Hotel Performance

Source: STR

	Occupancy	ADR	RevPAR
Oct 2023	<b>74.1%</b>	<b>\$410.67</b>	<b>\$304.14</b>
% Change vs. Oct 2022	-1.0%	6.2%	5.2%
% Change vs. Sep 2023	12.9%	14.1%	28.7%
CYTD 2023	<b>66.4%</b>	<b>\$337.37</b>	<b>\$223.94</b>
% Change vs. CYTD 2022	1.4%	-6.2%	-4.9%

## Short Term Lodging

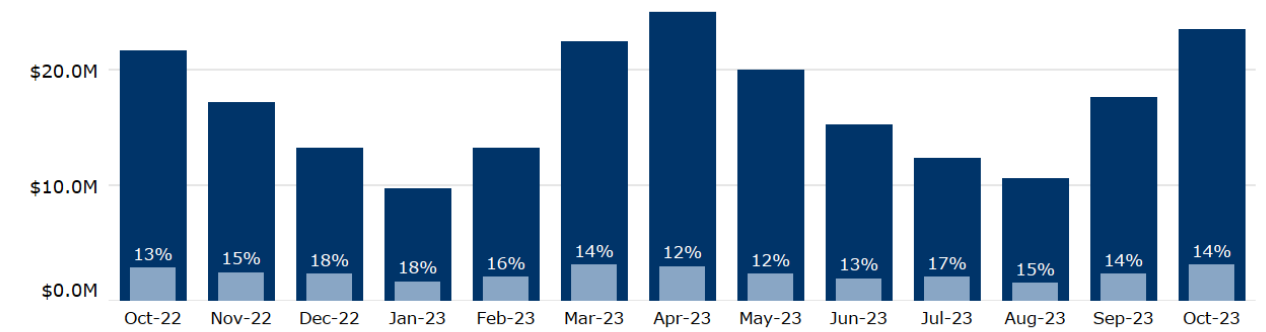
Source: KeyData

	Occupancy	ADR	RevPAR
Oct 2023	<b>52.7%</b>	<b>\$445.49</b>	<b>\$234.93</b>
% Change vs. Oct 2022	0.3%	-1.2%	-0.9%
% Change vs. Sep 2023	16.2%	8.4%	26.0%
CYTD 2023	<b>47.2%</b>	<b>\$407.97</b>	<b>\$192.65</b>
% Change vs. CYTD 2022	2.2%	-6.0%	-3.9%

Sources: STR and KeyData

## Sedona Lodging Revenue & Contribution

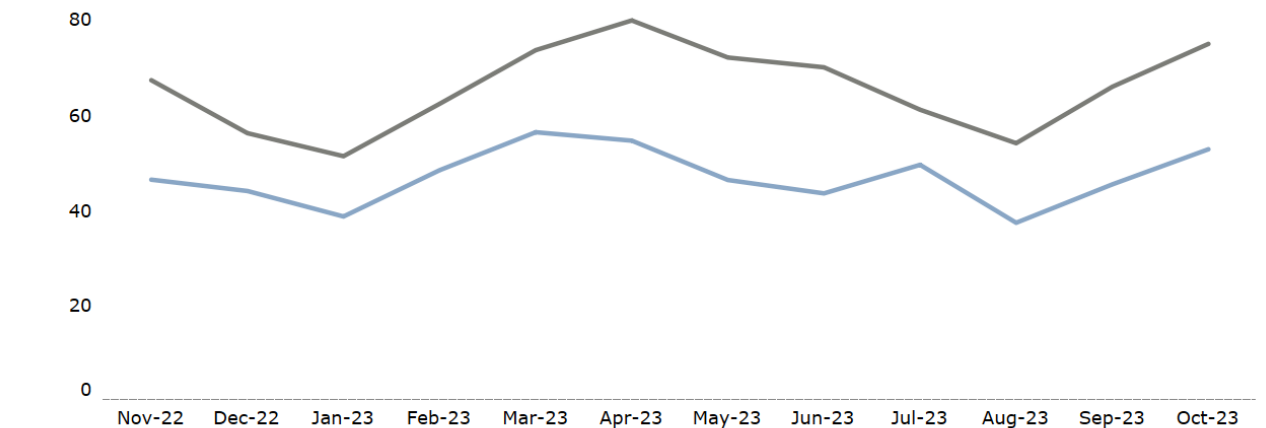
Legend: Aggregate Revenue (Dark Blue), KeyData (Light Blue)



## Occupancy

Last 12 Months

Legend: STR (Dark Grey), KeyData (Light Blue)

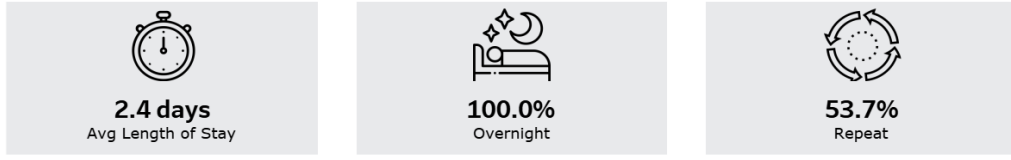


# Overnight Visitors are averaging 2.4 nights for Nov.

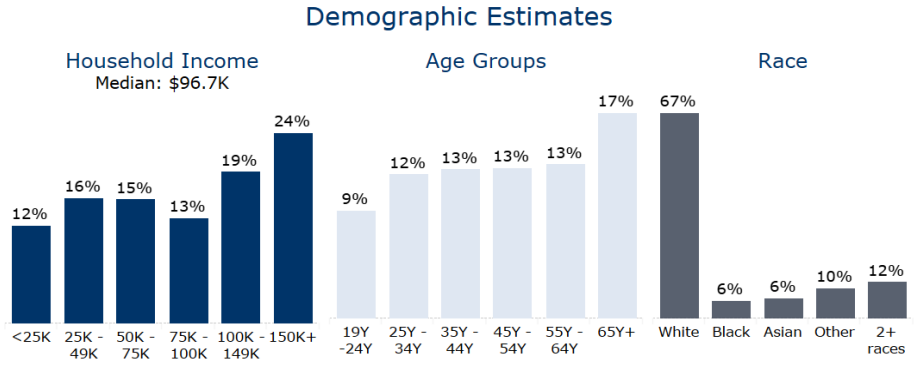
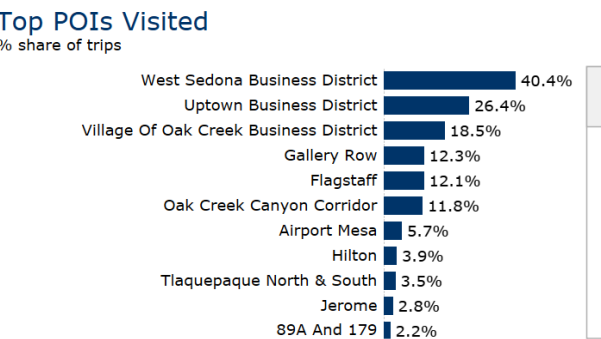
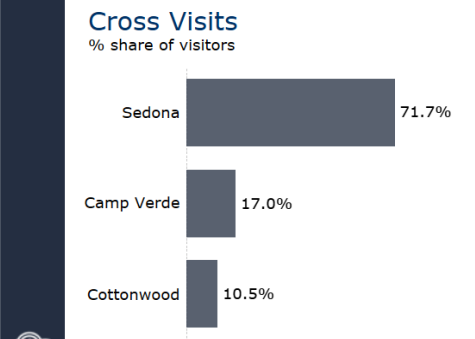
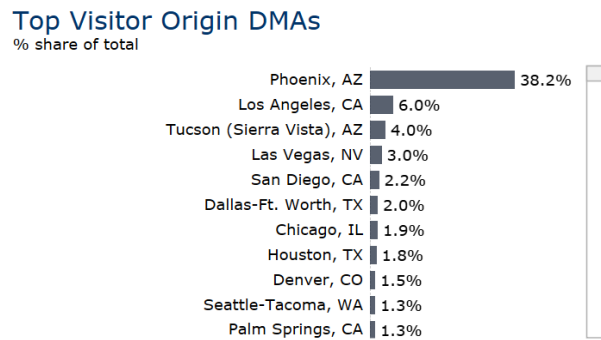
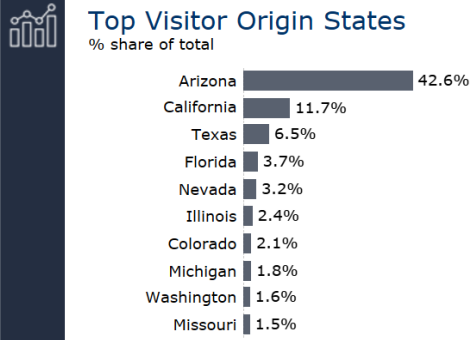
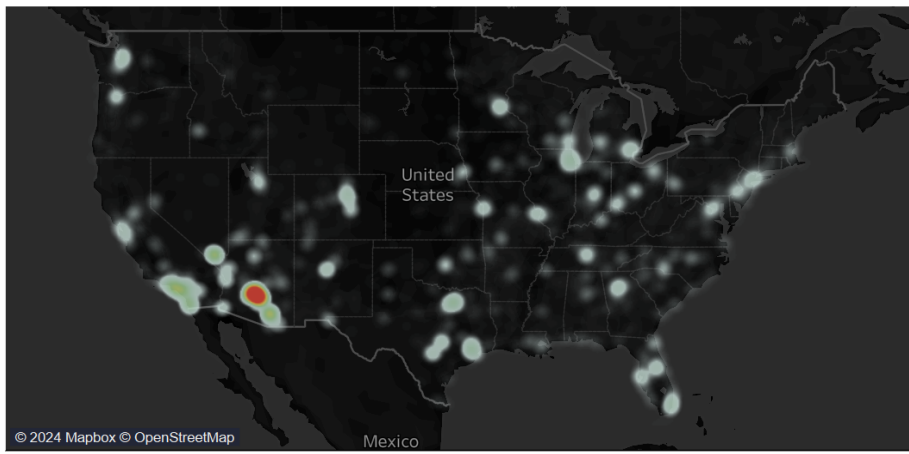


## Domestic Visitors: Greater Sedona Area

Study Geography: Greater Sedona Area | Start Date: November 01, 2023 | End Date: November 30, 2023 | Trip Type: Overnight | Weekend/Weekday Trips: All | Sample Size: 25,211



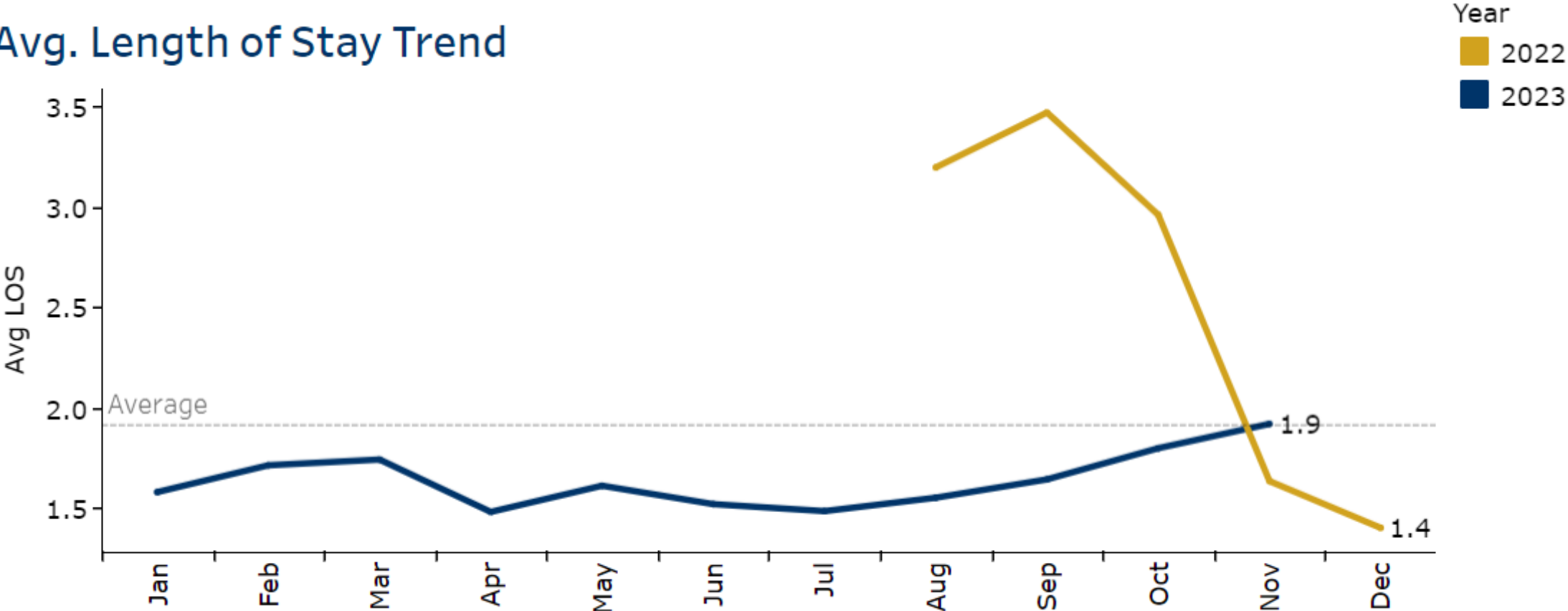
US Mainland Origin Heat Map



Source: Near & US Census Bureau

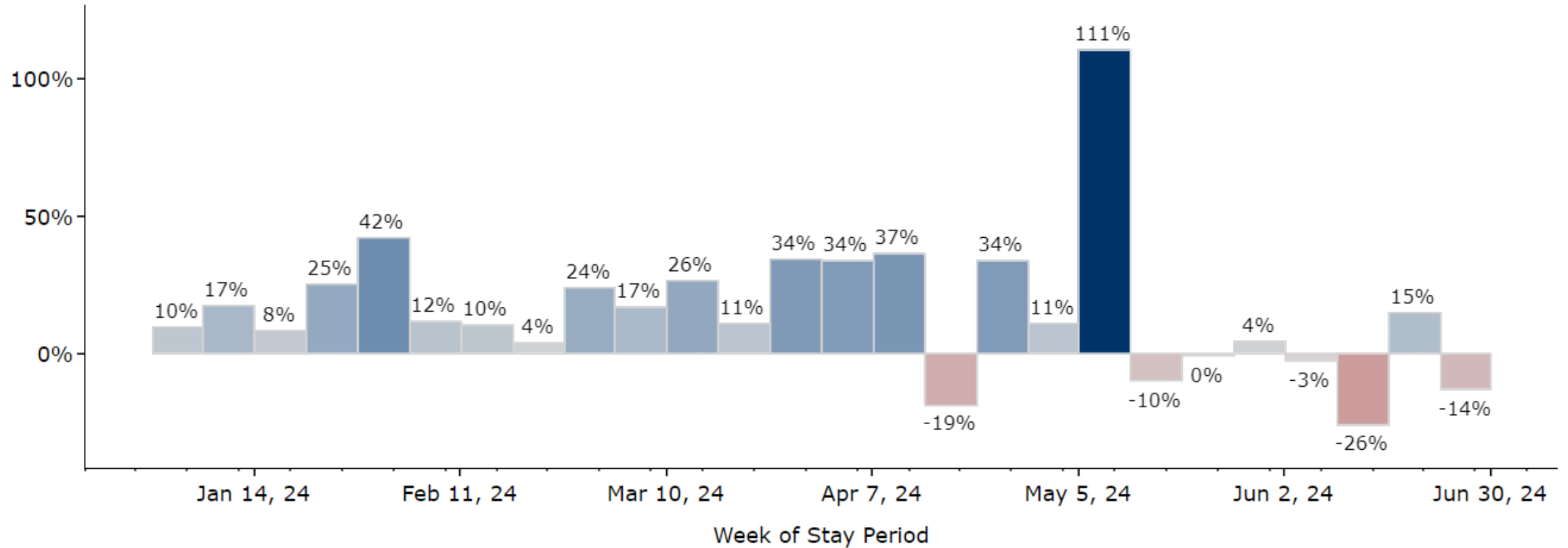
# Length of Stay is trending up over last year

Avg. Length of Stay Trend



# Future hotel demand looks strong

## Occupancy Outlook Compared to Same Time Last Year



# Visit Sedona Spending Summary



Period: January - November 2023

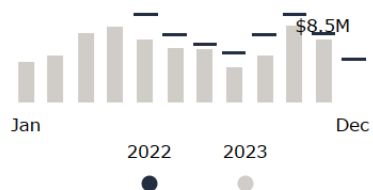
Month  
November 2023

Report Type  
Calendar Year-to-Date



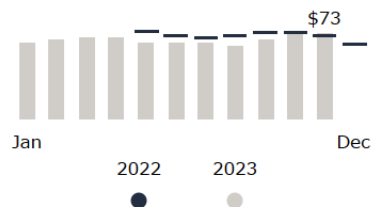
**\$84.4M**  
Card Spend

+24.8% vs. Previous Year



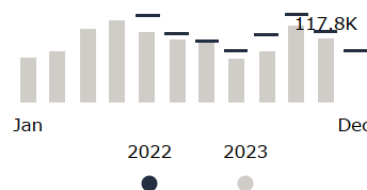
**\$68**  
Spend per Transaction

-7.5% vs. Previous Year



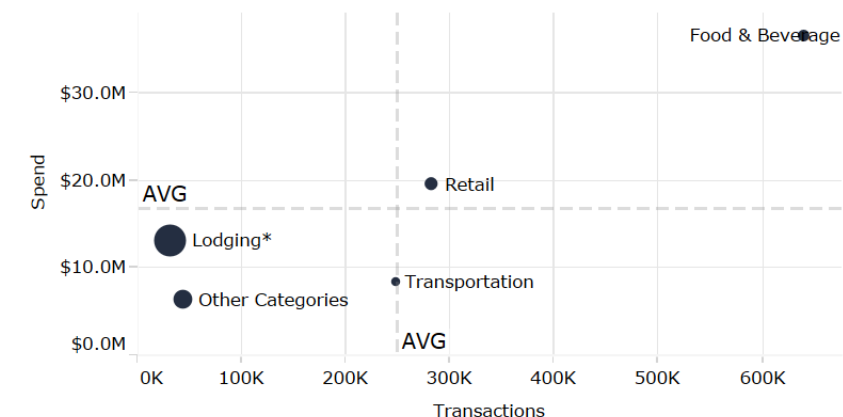
**1.2M**  
Transactions

+34.9% vs. Previous Year

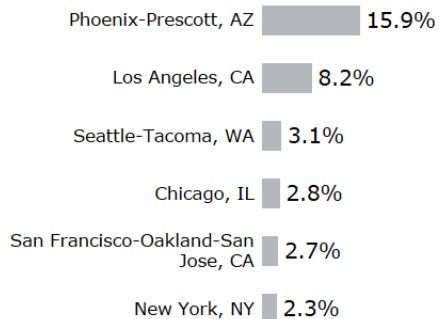


## Transactions vs. Spend Amount

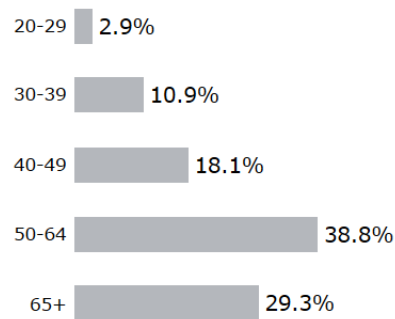
Size of bubble denotes spend per transaction



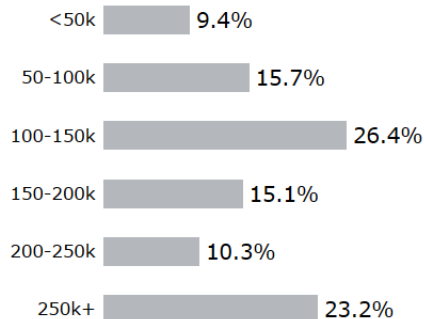
### Top Origin DMAs



### Spend Share by Age\*\*

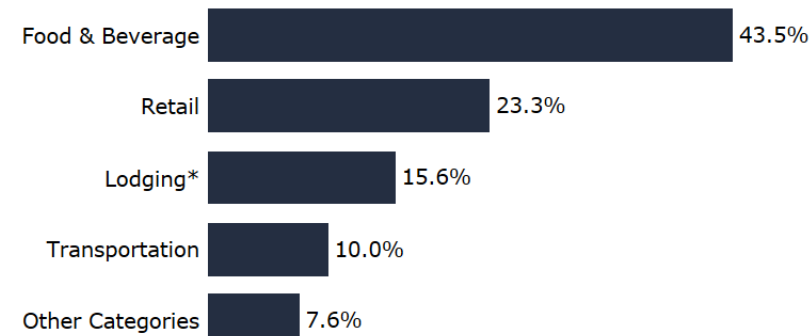


### Spend Share by Income\*\*



## Spending Categories

% Share of total in-market credit card spend



Source: TransUnion/Commerce Signals; \*Lodging spend represents in-market spend only; \*\*Sample with unspecified age/income excluded



# MARKETING

## Winter campaign

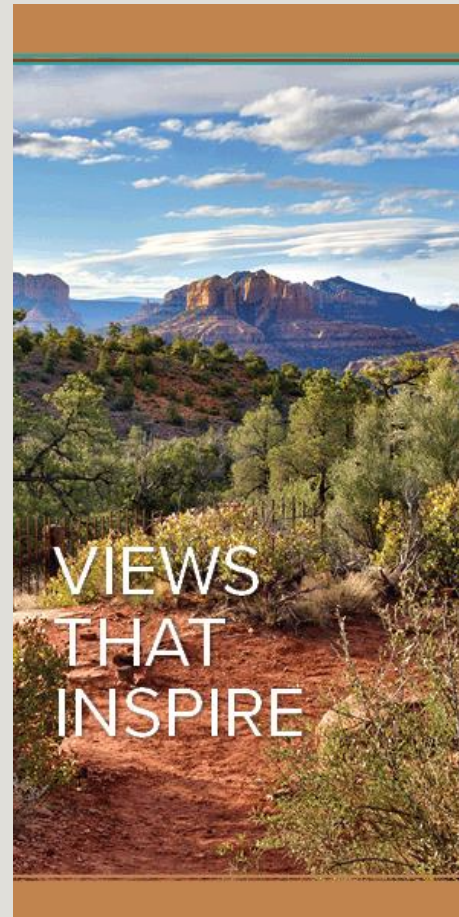
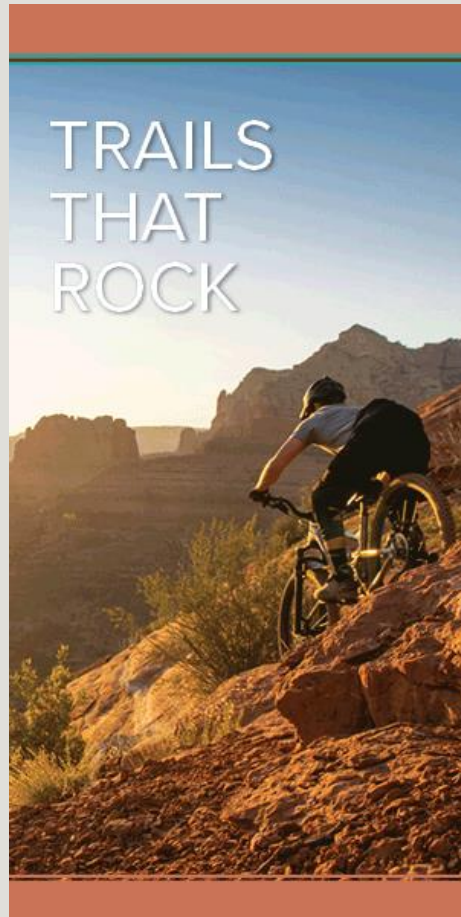
### Winter campaign – sunshine to spare:

- Derived the campaign audience from the top visitor locations in 4-year look back and compared this to spending data:
  - Flight markets of Chicago, New York and Minneapolis
  - Drive markets of San Diego and Las Vegas
  - Emerging markets of Seattle, San Francisco, Denver, Durango, Santa Fe and Park City
- 3 types of audiences
  - Lookalike audience, based off a profile of past-visitors who stayed in Sedona hotels. Interest areas are shopping and outdoor adventure and will serve ads on sites they visit or apps they use
  - Past visitors to target repeat customers who stayed in Sedona in winter months
  - Re-serve ads to anyone who lands on our website
- Booking windows continue to shorten. Campaign will run Nov. 15 to Feb. 1 for flight/Feb. 15 for drive
- 3 outcomes: website visits, visitation attribution/economic impact, and room night generation



# MARKETING

## Winter campaign



# TOURISM PROGRAM

# MARKETING Campaign Results

302 trips:

Top DMAs	Share
San Diego	28%
San Francisco-Oak-San Jose	14%
Chicago	11%
New York	11%
Seattle-Tacoma	8%
Denver	8%
Minneapolis-St. Paul	8%

201 room nights:

Top DMAs	Share
San Diego	32%
Chicago	16%
San Francisco-Oak-San Jose	14%
Denver	9%
New York	8%
Salt Lake City	8%
Minneapolis-St. Paul	7%



# TOURISM PROGRAM