

City of Sedona Tourism Program Monthly Report

January 2024

1. AOT

- a. L.A. Sales Mission: January 23-25, met with 25+ operators
- b. Saks campaign- arranged, followed, lots of handholding, and announced completion to partners.
- c. Rural co-op print ad completed for AZ Pride Guide.
- d. Rural co-op print advertorial completed for AMERICA Journal (German market).
- e. Continued to run winter digital marketing campaign in select targeted markets in the US and Canada.



2024 AZ Pride Guide Sedona Ad

2. STRATEGIC PLANNING

- a. Coraggio Group: attended weekly scheduled meetings
- b. DVA: attended weekly scheduled meetings

3. FAMS, COMMUNITY OUTREACH, MEETINGS, MEDIA AND TRADE

- a. Saks campaign. Coordinated transportation for influencer while she is in town for two days, including transportation to and from Phoenix, restaurants and activities in Sedona.
 - Current itinerary includes: 1/17 arrival to L'Auberge with early check in requested. Depart for hike and picnic at 1:00pm. 4:00pm check in to spa on site and enjoy a 90 minute treatment. Down time. Depart for Mariposa at 6:50pm for hosted dinner, return to property. 1/18 breakfast on site, hosted. Depart for lunch at Ambiente at 11:50am, hosted. Return transportation arranged. Depart for hosted PJT at 2:40pm. Return to property and enjoy down time before dinner on site. Choice of a 3 course or 6 course dinner, hosted at 7:00pm. 1/19 breakfast on site. Car service to Phoenix at 10:00am back to Phoenix. Hosted car service to Phoenix by AOT. Joined Erin on PJ hiking tour and handled logistics of photos.
- b. Amber Gibson - January 31 – February 2. Luxury travel writer in need of hosted accommodations and asked for Enchantment or L'Auberge. L'Auberge hosted for 2 nights with a spa day. Amber is known for discovering and helping chefs earn a nomination for James Beard awards. Front Burner Media hosted her 5 course tasting menu at Cress on Oak Creek 2/1.
- c. Michelle Hopkins of VITA Magazine, hosted in December had her first piece published:
<https://vitamagazine.com/2024/01/09/luxe-stays-notable-noshes-big-draw-attractions-in-arizona/> Circulation is 70,000 daily through their newsletter, an additional 35,000 through their Instagram page, and an estimated 3.2 million views to their website per month.
- d. Monica Surgeon - Columbia Sportswear. Working with Monica to be sure she gathers the right filming permits, location for shooting commercial shots, lodging, activities and more. 8 media currently scheduled to attend first week of March, Monday-Thursday.

4. RESEARCH, RECOMMENDATIONS AND MORE

- a. Upcoming schedule of TAB meetings, Strategic Planning and more.
- b. 1/3 TAB presentation created for Tourism 101, marketing, and what's been done to date.
- c. Intro to AOT social content creator.
- d. Continued input, organization and editing of Sedona tourism businesses for ScenicSedona.com

5. SEDONA SALES LEADS FOR TOURISM BUSINESSES

- a. Meeting Sales
 - 4 leads distributed to hotels for a potential 2,836 room nights
- b. Travel Trade
 - 0 leads distributed

The mission of the City of Sedona government is to provide exemplary municipal services that are consistent with our values, history, culture and unique beauty.

