

# City of Sedona Tourism Program

2024-2025 Strategic Plan

**DRAFT**



## Vision



**Sedona inspires its visitors and residents to discover the wonder of the destination and protect it for generations to come.**

## Mission



**The City of Sedona Tourism Program bolsters the local economy while championing environmental stewardship and supporting a strong community for all.**

## Position



**The City of Sedona Tourism Program is the only entity poised to lead and manage Sedona as a world-renowned destination and tourism economy, balancing the needs of residents, businesses and visitors by:**

- Owning and championing the brand that shapes Sedona's tourism economy
- Utilizing the City's willingness and expertise to holistically manage the destination from marketing to infrastructure
- Leveraging critical data and research to manage the destination, empower businesses and inform the community
- Being responsive to residents, businesses, partners and visitors
- Executing targeted destination marketing and communications
- Leading collaborations and regional/peer agency cooperation that makes tangible progress possible

## Imperatives



### Steward the Destination

- Encourage responsible and respectful use of Sedona
- Leverage local partnerships To advance projects that preserve Sedona
- Work within the city departments to explore opportunities for visitors to support our sustainability programs

### Champion the Sedona Brand

- Integrate the new Sedona brand throughout the City's tourism activities, materials and marketing campaigns
- Bolster digital marketing content to increase website traffic and social engagement
- Prioritize marketing investments during off-peak times of the week and year and educational marketing investments year-round
- Provide economic vitality support to private sector Sedona businesses
- Leverage earned media and travel trade to enhance Sedona's reputation as a leading national destination
- Build up an asset inventory, toolkits, and offer local marketing co-ops

### Enhance Community Engagement With Tourism

- Create and execute a communications plan that builds awareness of the value of the City's investments in tourism and commitment to quality of life
- Strengthen the partnership between the City and local tourism leadership organizations (e.g. TAB, Lodging Council, Chamber of Commerce, Land Managers, etc.)
- Create a transparency hub on the City's website where data can be viewed
- Regularly monitor community perceptions of timely tourism challenges and opportunities

### Strengthen the Organization

- Advance partnerships with state, regional, and local, tourism and economic development organizations
- Increase the city's capacity for developing, managing, and promoting tourism
- Bolster the City's tourism-related research and data portfolio to enhance local understanding of the tourism economy
- Participate in international, national, state, and local tourism conferences, tradeshow, and events

