

Sedona Visitor Center Engagement Report | FY19 - FY24

Engagements	
Year	Engagements
FY21	99,270
FY22	147,382
FY23	143,676
FY24	163,765

Total Engagements FY21 - FY24													
Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL
FY21	3,014	3,014	4,847	14,639	6,525	3,800	3,088	4,387	13,443	16,576	13,592	12,345	99,270
FY22	9,969	8,480	10,988	14,540	12,352	8,824	8,325	10,915	18,594	18,652	15,056	10,687	147,382
FY23	8,651	8,449	10,734	13,894	11,565	9,035	9,344	10,617	16,568	18,978	14,403	11,438	143,676
FY24	8,979	8,363	12,645	15,332	12,114	9,537	9,975	11,846	20,806	23,278	17,997	12,893	163,765

Total Engagements FY19 - FY24													
Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL
FY19	19,182	17,977	22,888	29,651	23,377	20,779	19,846	18,775	36,013	34,308	30,778	19,605	293,179
FY20	17,575	15,702	20,082	27,233	18,208	15,127	16,159	20,490	14,687	608	2,802	1,145	169,818
FY21	3,014	3,014	4,847	14,639	6,525	3,800	3,088	4,387	13,443	16,576	13,592	12,345	99,270
FY22	9,969	8,480	10,988	14,540	12,352	8,824	8,325	10,915	18,594	18,652	15,056	10,687	147,382
FY23	8,651	8,449	10,734	13,894	11,565	9,035	9,344	10,617	16,568	18,978	14,403	11,438	143,676
FY24	8,979	8,363	12,645	15,332	12,114	9,537	9,975	11,846	20,806	23,278	17,997	12,893	163,765

In-person Engagements													
Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL
FY19	18,574	17,328	22,261	28,892	22,540	19,702	18,762	17,667	34,796	33,271	29,743	18,684	282,220
FY20	16,627	14,935	19,092	25,900	16,987	14,216	15,147	19,469	13,466	0	1,602	280	157,721
FY21	2,204	2,324	4,072	13,715	5,854	3,162	2,349	3,500	12,319	15,585	12,776	10,797	88,657
FY22	8,882	7,734	10,235	13,738	11,394	8,130	7,515	9,889	17,270	17,210	13,931	9,902	135,830
FY23	8,124	7,707	10,300	13,419	11,134	8,697	8,860	10,141	15,956	18,452	13,952	10,958	137,700
FY24	8,574	7,991	12,088	14,820	11,728	9,008	9,357	11,189	19,934	22,486	17,214	12,330	156,719

Remote Engagements													
Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL
FY19	608	649	627	759	837	1077	1084	1108	1217	1037	1035	921	10,959
FY20	948	767	990	1333	1221	911	1012	1021	1221	608	1200	865	12,097
FY21	810	690	775	924	671	638	739	887	1124	991	816	1548	10,613
FY22	1087	746	753	802	958	694	810	1026	1324	1442	1125	785	11,552
FY23	527	742	434	475	431	338	484	476	612	526	451	480	5,976
FY24	405	372	557	512	386	529	618	657	872	792	783	563	7,046

Phone Engagements													
Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL
FY19	545	581	577	695	768	1002	1008	1046	1101	962	959	840	10,084
FY20	866	710	882	1,204	1,124	858	943	928	1,100	558	1,139	843	11,155
FY21	760	632	710	839	619	572	664	671	940	821	623	1,324	9,175
FY22	951	509	534	608	607	405	568	703	879	1,021	733	550	8,068
FY23	358	489	326	416	370	296	422	410	519	424	354	395	4,779
FY24	350	292	434	396	293	403	502	564	743	626	634	451	5,688

Email Engagements													
Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL
FY19	63	68	50	64	69	75	76	62	116	75	76	81	875
FY20	82	57	108	129	97	53	69	93	121	50	61	22	942
FY21	50	58	65	85	52	66	75	216	184	170	193	224	1,438
FY22	136	237	219	194	351	289	242	323	445	421	392	235	3,484
FY23	169	253	108	59	61	42	62	66	93	102	97	85	1,197
FY24	55	80	123	116	93	126	116	93	129	166	149	112	1,358

