



# Monthly Summary Report

## July 2024



# Tourism Market Indicators

July 2024

Demand for Sedona hotels in July fell -2.8% YOY causing an equal -2.8% YOY drop in occupancy to 58%. Demand for short term lodging increased +6.2% YOY but not enough to fully absorb the +7.1% YOY increase in supply resulting in a -0.9% YOY drop in occupancy to 41.3%.

ADR decreased for both types of lodging at -6.2% YOY to \$240.78 among hotels and -8.2% YOY for short term rentals to \$284.64. The decreases particularly in ADR for both caused declines in revenue at -8.8% YOY to \$9.4M in hotel revenue and -2.6% YOY to \$997.2K in short term rental revenue.

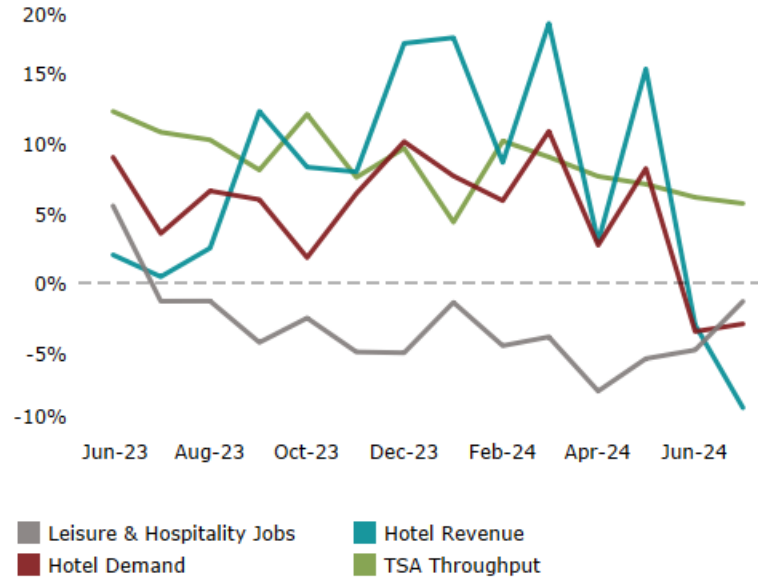
The July performance of other tourism indicators was mixed with TSA throughput at PHX up +6.3% YOY but Recreation Park Visits down -3.4% YOY and Leisure & Hospitality jobs dropping -1.2% YOY to 16K, accounting for 23.3% of total nonfarm jobs.

Gains to US employment for the month of June (+206K) were largely focused in Government, Health care, and Social assistance, with little movement in Leisure and hospitality or other remaining industries as job gains begin to slow.

Low-income households are bearing the brunt of a cooling labor market and sticky inflation, with consumer spending slipping among lower incomes, including tourism spend. Longer term consumer spending outlooks remain brighter at the prospect of inflation moderation and interest rates beginning to fall.

## Recovery Indicators

% change relative to same month of previous year



### 58.0%

Hotel Occupancy

▼ -2.8% YOY



### \$9.35M

Hotel Revenue

▼ -8.8% YOY



### \$977.15K

Short Term Rental Revenue

▼ -2.6% YOY



### 1.6M

Airport Throughput

▲ 6.5% YOY, ▲ 19.0% vs. 2019



# Lodging Summary



## Aggregate Lodging Performance

Sources: STR & KeyData

|                       | Occupancy    | ADR             | RevPAR          |
|-----------------------|--------------|-----------------|-----------------|
| Jul 2024              | <b>56.1%</b> | <b>\$244.34</b> | <b>\$137.18</b> |
| YOY % Change          | -2.9% YOY    | -6.2% YOY       | -8.9% YOY       |
| Calendar Year-to-Date | <b>67.9%</b> | <b>\$346.45</b> | <b>\$235.34</b> |
| YTD YOY % Change      | +3.8% YOY    | +3.1% YOY       | +7.0% YOY       |

## Hotel Performance (Sedona+)

Source: STR

|                       | Occupancy    | ADR             | RevPAR          |
|-----------------------|--------------|-----------------|-----------------|
| Jul 2024              | <b>58.0%</b> | <b>\$240.78</b> | <b>\$139.62</b> |
| YOY % Change          | -2.8% YOY    | -6.2% YOY       | -8.8% YOY       |
| Calendar Year-to-Date | <b>69.7%</b> | <b>\$344.41</b> | <b>\$239.98</b> |
| YTD YOY % Change      | +3.8% YOY    | +3.5% YOY       | +7.5% YOY       |

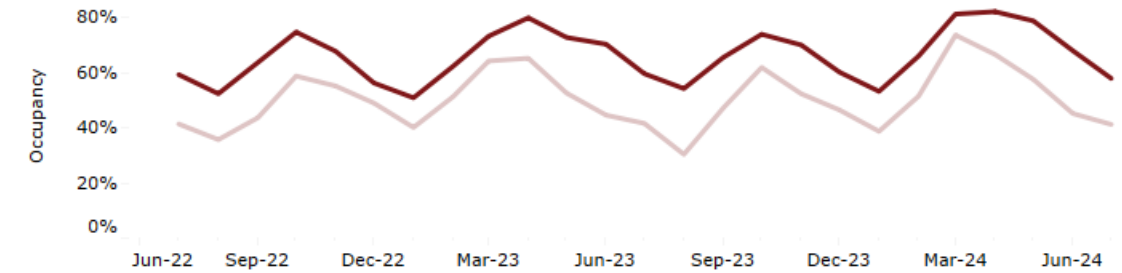
## Short Term Vacation Rental Performance (Vacation Area - City of Sedona)

Source: KeyData

|                       | Occupancy    | ADR             | RevPAR          |
|-----------------------|--------------|-----------------|-----------------|
| Jul 2024              | <b>41.3%</b> | <b>\$284.64</b> | <b>\$117.50</b> |
| YOY % Change          | -0.9% YOY    | -8.2% YOY       | -9.0% YOY       |
| Calendar Year-to-Date | <b>53.5%</b> | <b>\$368.49</b> | <b>\$196.98</b> |
| YTD YOY % Change      | +3.8% YOY    | -0.8% YOY       | +3.0% YOY       |

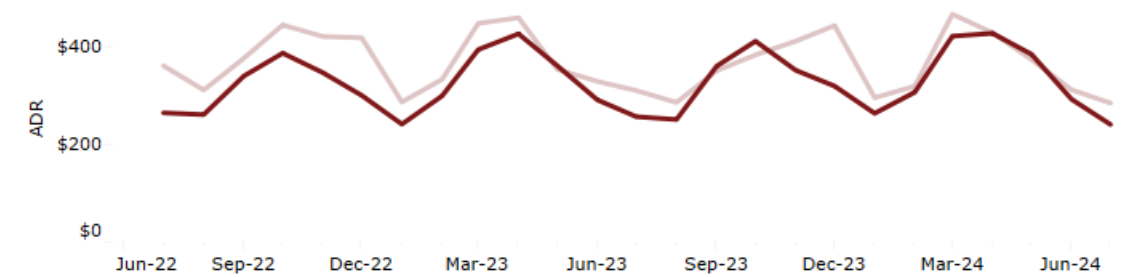
## Occupancy by Month

Hotels Short Term Vacation Rentals



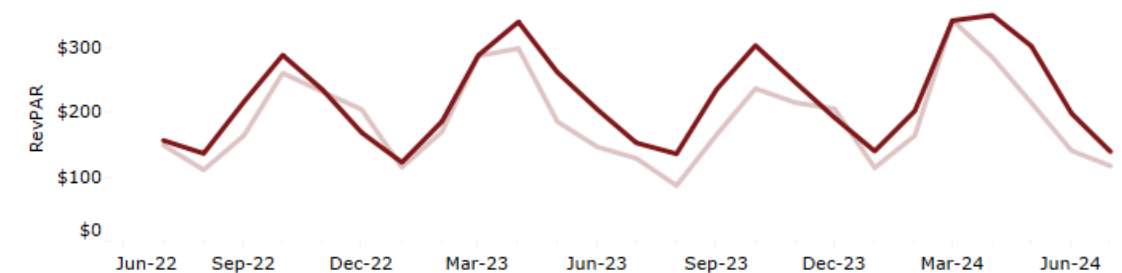
## ADR by Month

Hotels Short Term Vacation Rentals



## RevPAR by Month

Hotels Short Term Vacation Rentals





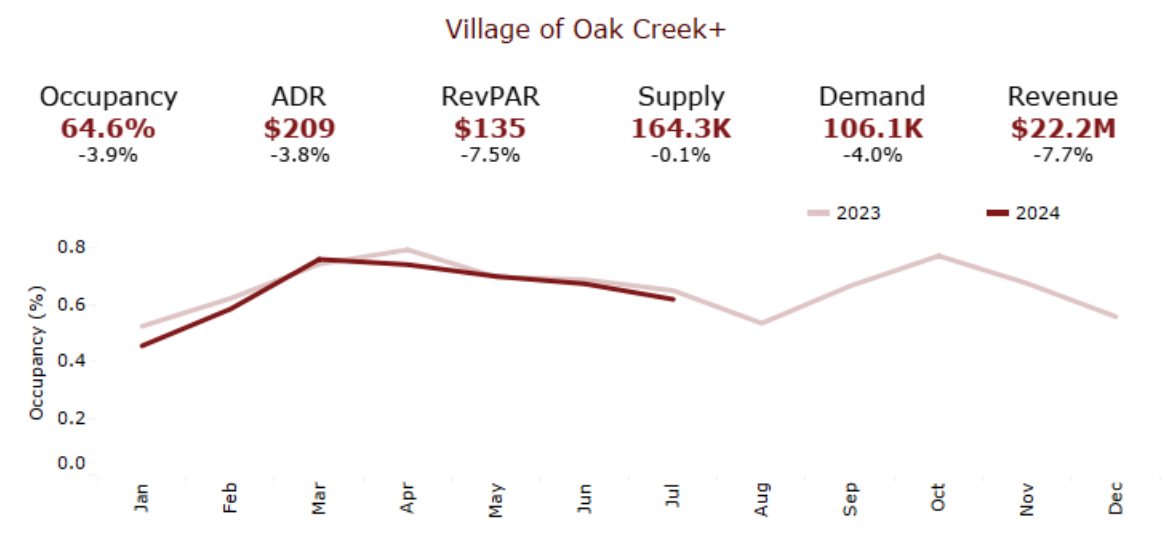
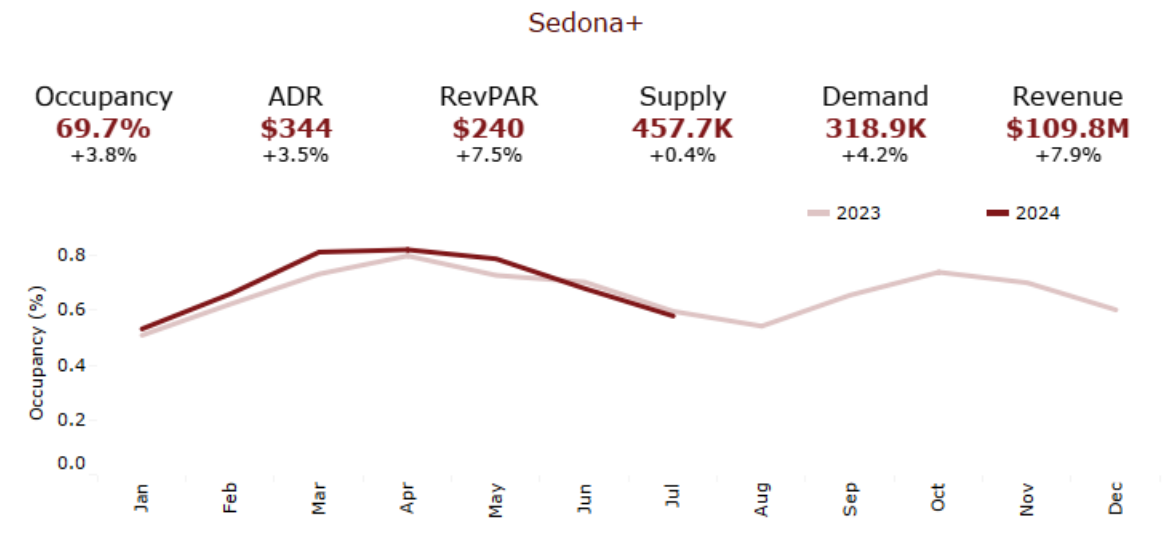
# Hotel Review



## Monthly Performance by Market

|                       | OCC   | % CHG | ADR   | % CHG  | RevPAR | % CHG  |
|-----------------------|-------|-------|-------|--------|--------|--------|
| <b>May</b>            |       |       |       |        |        |        |
| Sedona+               | 78.9% | +8.3% | \$384 | +6.6%  | \$303  | +15.4% |
| Village of Oak Creek+ | 69.8% | +0.3% | \$225 | -0.7%  | \$157  | -0.4%  |
| <b>Jun</b>            |       |       |       |        |        |        |
| Sedona+               | 68.0% | -3.4% | \$292 | +0.5%  | \$199  | -2.9%  |
| Village of Oak Creek+ | 67.2% | -2.1% | \$185 | -9.9%  | \$124  | -11.8% |
| <b>Jul</b>            |       |       |       |        |        |        |
| Sedona+               | 58.0% | -2.8% | \$241 | -6.2%  | \$140  | -8.8%  |
| Village of Oak Creek+ | 61.7% | -4.8% | \$162 | -10.7% | \$100  | -14.9% |

## Calendar Year-to-Date Performance



# Hotel 4 Month Outlook

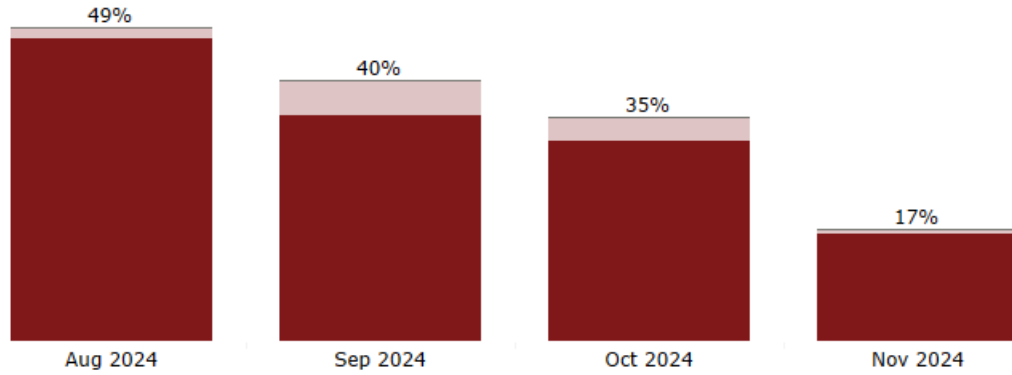
Data for zip code 86336



## Occupancy as of 8/21/2024

### Current Occupancy

Other Group Transient



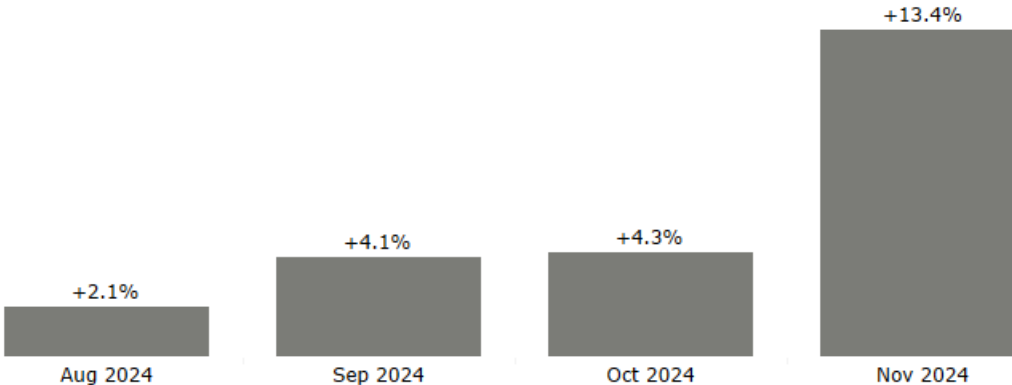
## Bookings by Segment

|              | Aug 2024     | Sep 2024     | Oct 2024    | Nov 2024    |
|--------------|--------------|--------------|-------------|-------------|
| Transient    | 12.1K        | 8.7K         | 8.0K        | 4.1K        |
| Group        | 421          | 1.3K         | 923         | 209         |
| Other        | 43           | 0            | 1           | 12          |
| <b>Total</b> | <b>12.5K</b> | <b>10.1K</b> | <b>8.9K</b> | <b>4.3K</b> |

**Rooms Booked**

### Booking Pace

Total Rooms Booked vs. Same-Time-Last-Year



### YOY % Change

|              | Aug 2024     | Sep 2024     | Oct 2024     | Nov 2024      |
|--------------|--------------|--------------|--------------|---------------|
| Transient    | +8.3%        | +4.2%        | +11.8%       | +21.2%        |
| Group        | -58.5%       | +9.0%        | -29.3%       | -48.0%        |
| Other        | -63.9%       | -100.0%      | -99.0%       | -55.6%        |
| <b>Total</b> | <b>+2.1%</b> | <b>+4.1%</b> | <b>+4.3%</b> | <b>+13.4%</b> |

# Airport TSA Checkpoint Volume & Visitor Origins

FLG - Flagstaff Pulliam & PHX - Phoenix Sky Harbor International



## Monthly TSA Checkpoint Volume

July 2024 Volume

**1.6M**

+6.5% YOY

## Year-to-Date TSA Checkpoint Volume & Visitor Origins

Jan - Jul 2024 Volume

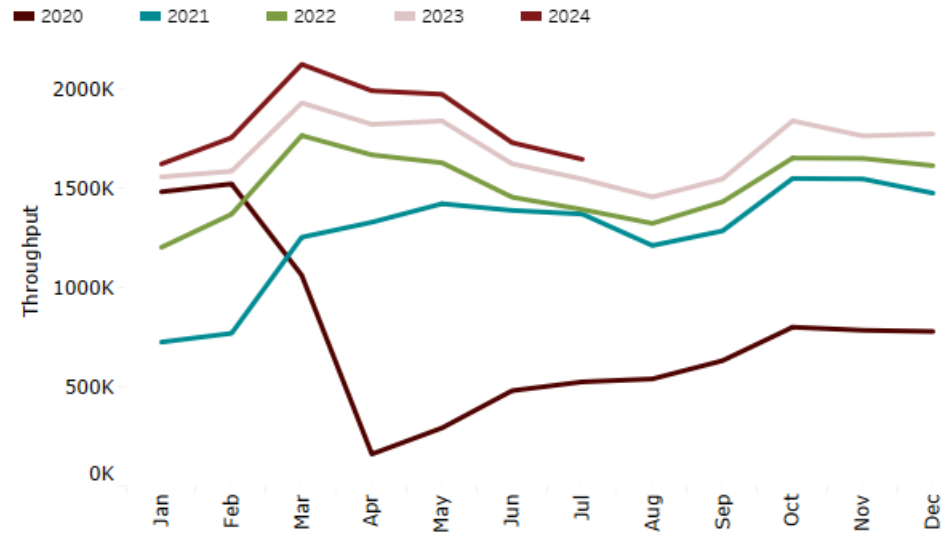
**12.8M**

+7.9% YOY

Source: Transportation Security Administration

### TSA Checkpoint Volume by Month

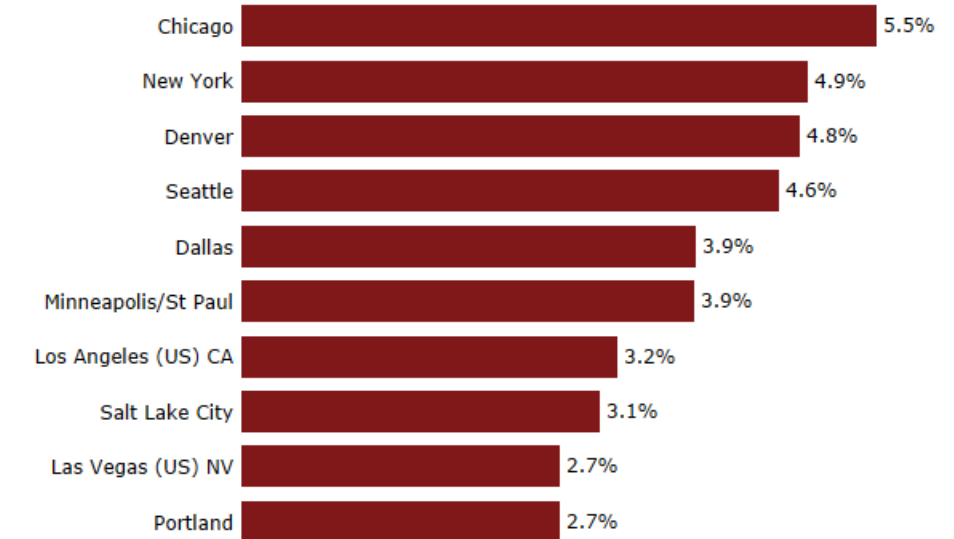
Last Five Calendar Years



Source: Transportation Security Administration

### Air Domestic Visitor Origins

Jan - Jun 2024 Visitor Arrivals



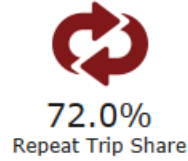
Source: OAG



# Overnight Visitor Profile: Sedona

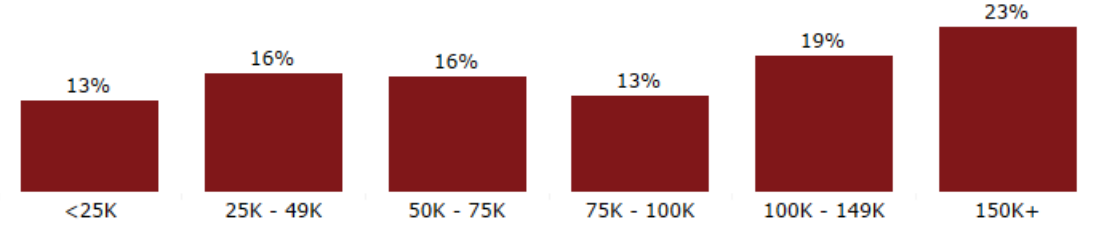


## July 2024 Domestic Visits

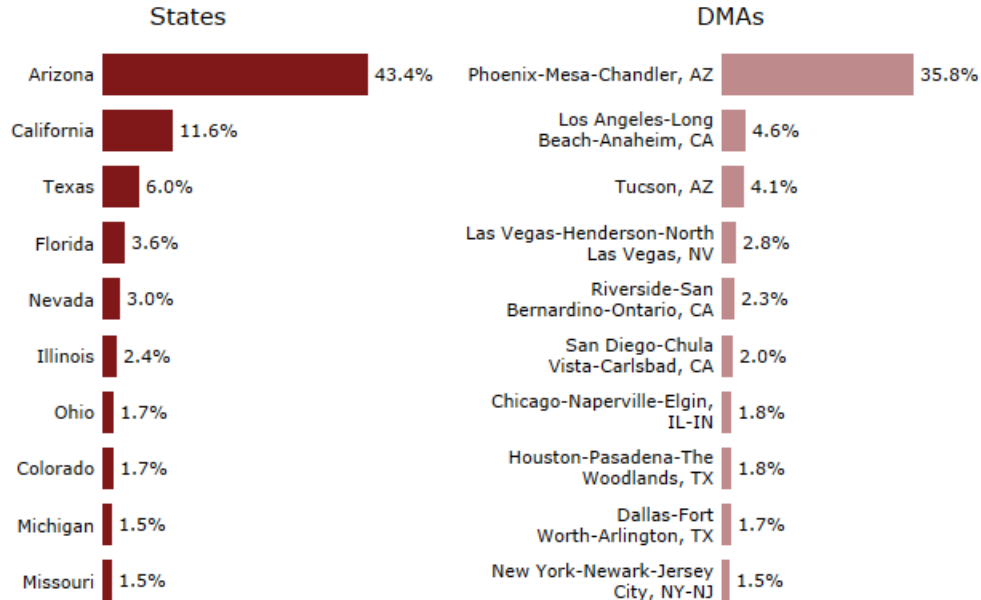


## July 2024 Domestic Visitor Origin Characteristics

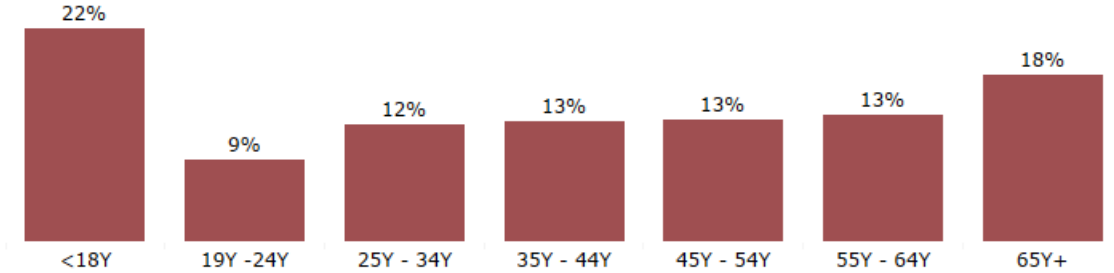
Household Income  
Median: \$93.5K



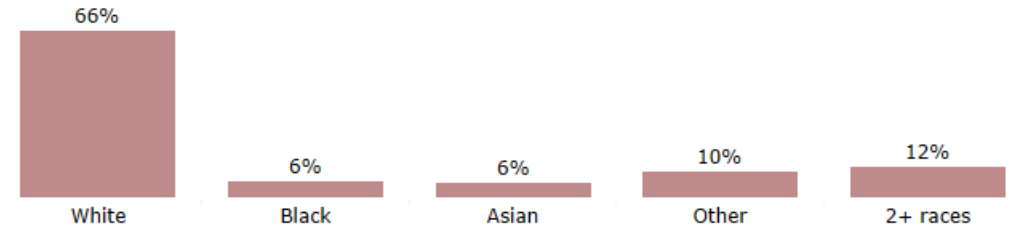
## Top Origin Markets



### Age



### Race





# Visitor Spending



## Visitor Credit Card Spending


June 2024 Card Spend  
**\$6.2M**  
-6.9% YOY


Jan - Jun 2024 Card Spend  
**\$43.6M**  
+17.1% YOY


## June 2024 Visitor Credit Card Spending

  
46.7%  
Food & Beverage

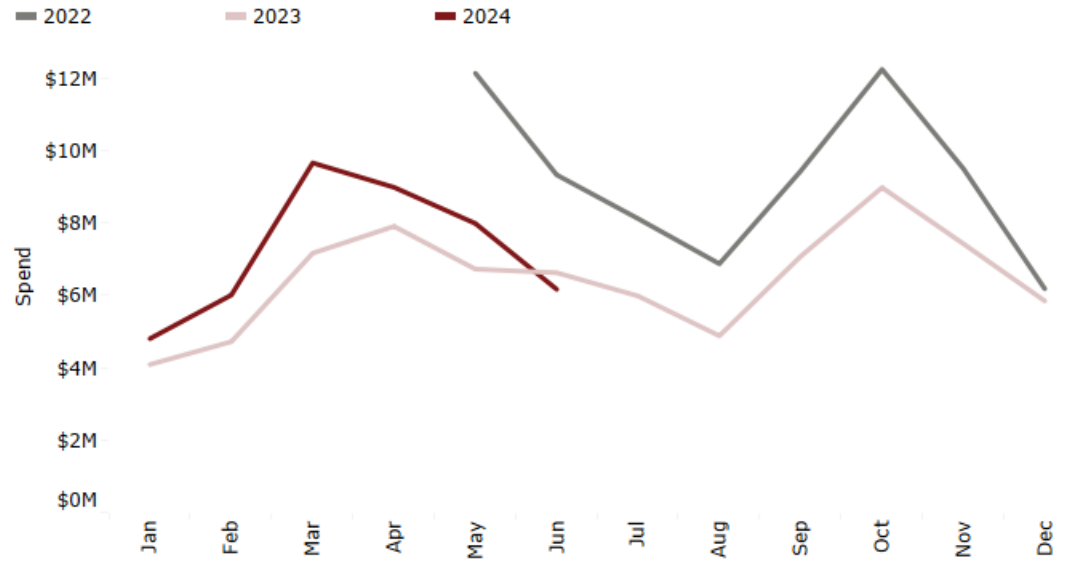
  
20.7%  
Retail

  
15.8%  
Lodging

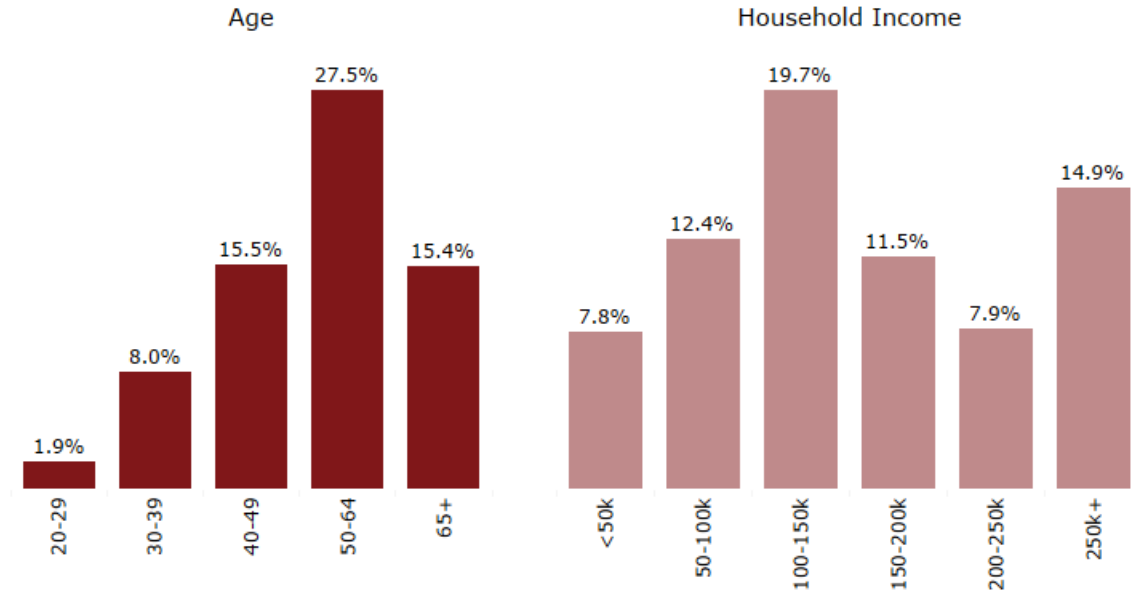
  
10.6%  
Transportation

  
6.3%  
Other Categories

### Visitor Spending Trend



### Spending by Demographic





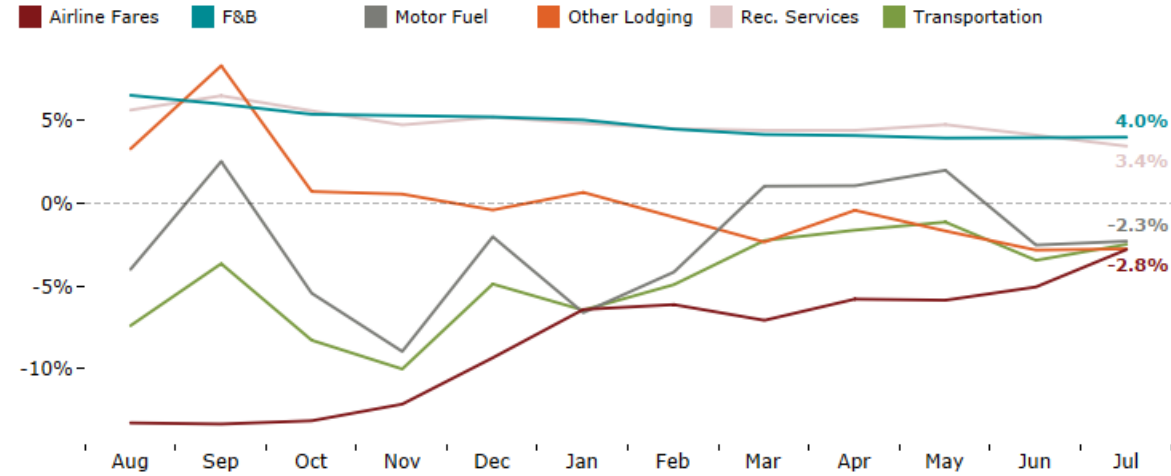


# US Travel Trends



## Travel Price Index

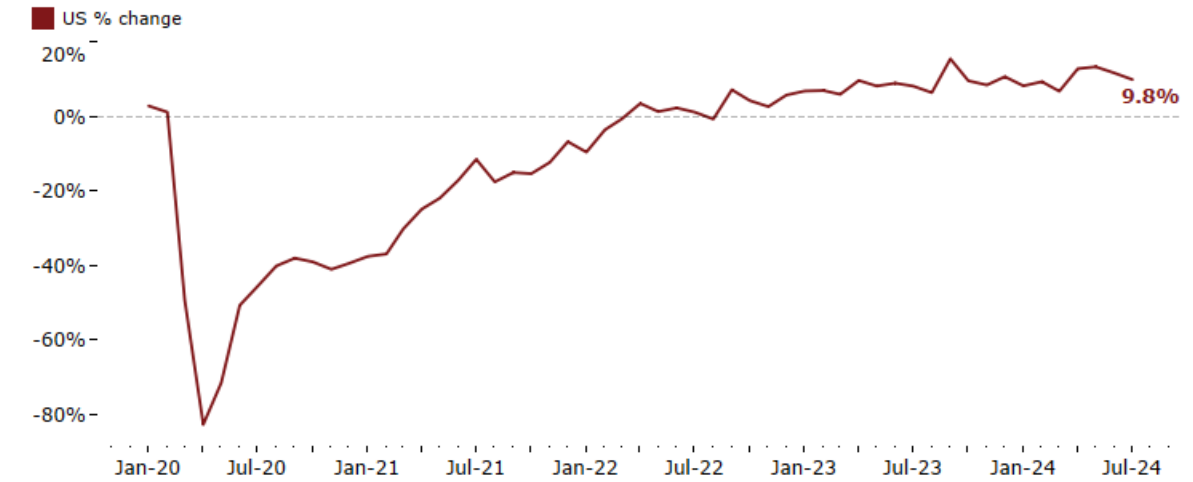
% Change Relative to Same Month in Previous Year | Last 12 Months



Source: U.S. Travel Association via U.S. Travel Recovery Tracker

## Travel Spending (% change vs 2019)

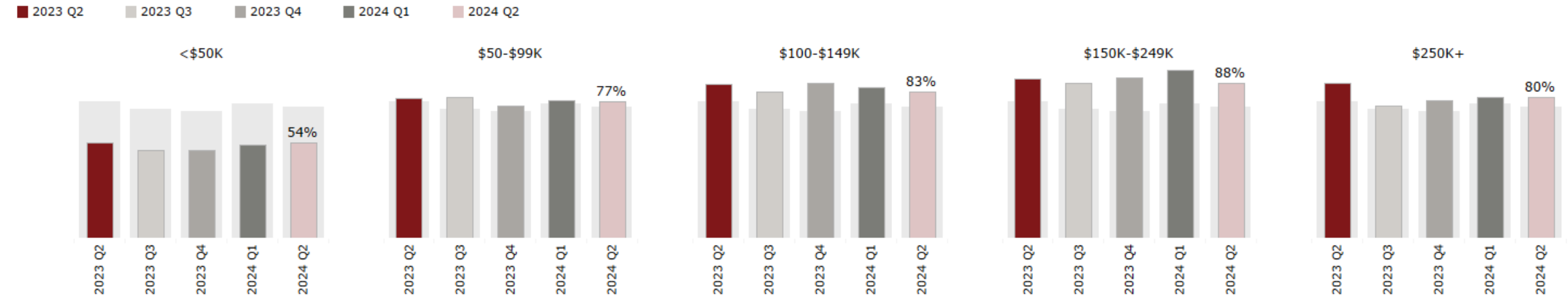
% Change vs. 2019 | U.S. total



Source: Tourism Economics via U.S. Travel Recovery Tracker

## Planning Leisure Travel Within the Next 12 Months

% of American Consumers Planning Travel by Household Income (Calendar Year)



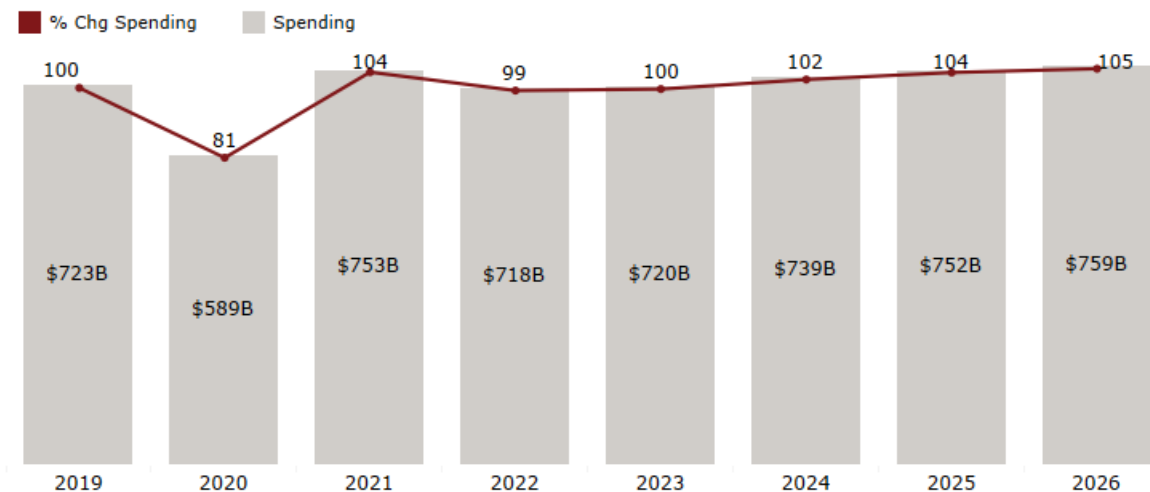
Note: Light gray bars represent the average for all survey respondents  
Source: MMGY Global's Portrait of American Travelers

# Domestic Travel Forecast



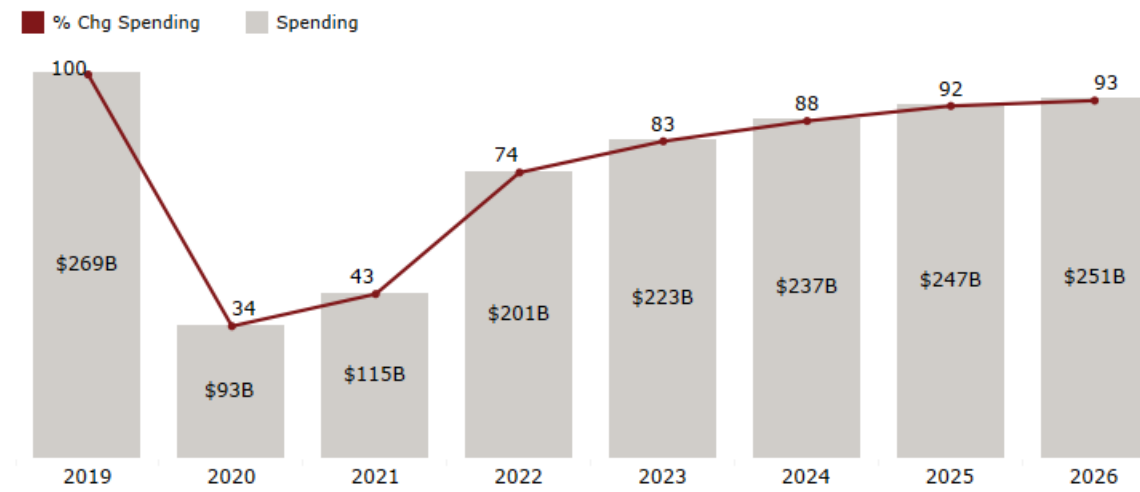
## Real Domestic Leisure Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)



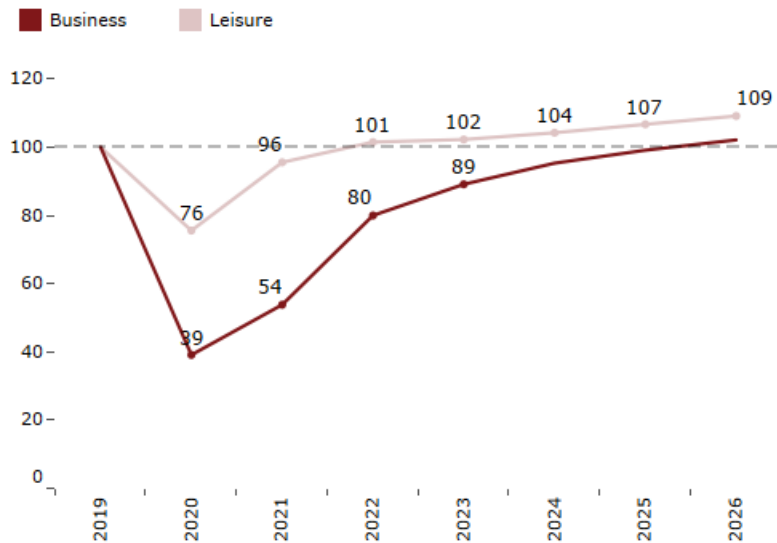
## Real Domestic Business Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)



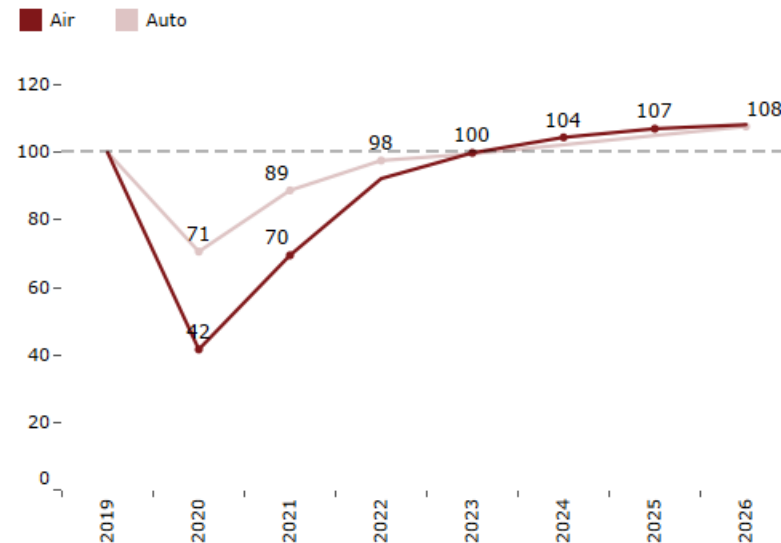
## Leisure vs. Business Travel Volume

Forecasted recovery, relative to 2019 (index, 2019=100)



## Auto vs. Air Travel Volume

Forecasted recovery, relative to 2019 (index, 2019=100)



## Group vs. Transient Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)

