

SEDONA TOURISM PLAN 2024 – 2025

MISSION

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

VISION

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 collaboration and regional/peer agency cooperation that makes tangible progress possible

IMPERATIVES AND INITIATIVES

