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 INITIATIVE

Manage And Steward The Destination Optimize Economic Impact Enhance Community Engagement With Tourism

Strengthen The Organization

Increase awareness and education of ways to educe vehicle congestion

Integrate the new Sedona tourism brand throughout the City's tourism activities, materials, and marketing campaigns Advance partnerships with tourism-related economic development, government organizations, and non-profits

Enhance the City's tourism-related data portfolio to make more informed decisions and measure results

Prioritize marketing investments during off-peak times of the week and year

THE WAY

Bolster digital marketing content to increase website traffic and social engagement Create and execute a communications plan that builds awareness of the value of the City's investments in tourism and the City's commitment to quality of life

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Increase the City's capacity to develop, manage, and promote tourism

Encourage responsible and respectful use of Sedona throughout the year Leverage earned media and travel trade to enhance Sedona's reputation as a leading national destination

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Create a "State of Sedona Tourism" transparency hub on the City's website that tracks the progress of this plan

Participate in national, state, and local tourism conferences and events

Provide robust visitor services within Sedona

Build up an asset inventory and offer local marketing co-ops Regularly monitor community perceptions of timely tourism challenges and opportunities

Partner with City departments to advance projects that better manage visitation throughout the year

Be a supportive partner to tourism-related businesses in Sedona