

Staff Report
Digital Informational Kiosk Discussion



City of Sedona
Tourism Program
102 Roadrunner Dr. Sedona, AZ 86336
www.scenicseona.com

Meeting Date: November 6, 2024
Board: Tourism Advisory Board (TAB)
Project Summary: TAB input on digital informational kiosks
Action Requested: Provide feedback on materials listed above.
Staff Recommendation: n/a
Report Prepared By: Andrew Grossmann, Tourism Manager

Attachments:

1. Exhibit A: Overview of informational kiosk providers.....	Page Attachment 1
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PROJECT DESCRIPTION

The Sedona Tourism Advisory Board (TAB) has been providing input on opportunities to enhance the delivery of Visitor Services throughout Sedona since August 2024. This extended discussion with the TAB was requested by the Sedona City Council, with the goal of exploring any and all options for delivering Visitor Services in Fiscal Year 2026. This exploration will culminate in the TAB making a recommendation through City staff to City Council, outlining what Visitor Services options should be implemented in Fiscal Year 2026.

BACKGROUND AND EXPLANATION

The discussion around Sedona Visitor Services has been robust over the last several months. Previous discussions included a brainstorm on Visitor Services options, technology enhancements that can be pursued, a review of the performance of the Sedona Visitor Center, case study presentations on visitor centers in other Arizona destinations and adjacent states, and a review of the Sedona Visitor Center budget.

Overall, the TAB has come to an agreement that it is extremely important that Visitor Services are available throughout Sedona and that a physical visitor center remains an available touch point for visitors to access visitor information. There is an additional agreement to explore technology-based solutions that can digitize the distribution of visitor information and increase access to visitor information beyond the existing physical locations in Sedona that provide Visitor Services, which include, but are not limited to, the Sedona Visitor Center, the Red Rock Ranger District Visitor Center, hotel front desk and/or hotel concierge services, and the Sedona Shuttle.

The City of Sedona Tourism Program has been in communication with several informational digital kiosk providers to understand how technology-based solutions and increased access to visitor information could be implemented in Sedona. The four companies under review include TrueOmni, HootBoard, IKE Smart Cities, and RovelQ (see Exhibit A for TrueOmni and HootBoard pitch decks). A key finding from this research has been that informational kiosks tend to function in the same manner; any differences between providers are mostly based on the specific software solution and physical hardware that is installed.

From a functionality standpoint, the Tourism Program can choose the different types of *modules* that are available within the informational kiosks, such as "Places to stay," "Places to eat," "Purchase a tour," "Purchase a Red Rock Pass," "Choose your trail," or "Ride the shuttle." Additionally, all of the kiosk providers listed above have an existing relationship with SimpleView, which is the entity the Tourism Program already works with to power the business listings on ScenicSedona.com, so a strong foundation already exists to activate these modules and pull existing information onto an informational kiosk.

Outstanding questions that the Tourism Program is seeking input from the TAB include:

- What is the ideal mix of modules that we would want to see available on informational kiosks?
- What type of informational kiosk hardware are we interested in?
- What locations are we interested in installing informational kiosks in Sedona?
- What are the potential barriers or limitations to installing informational kiosks in Sedona?

NEXT STEPS

The discussion during the November TAB meeting will focus on a review of the informational kiosk vendors that are currently under review by City staff as well as a group discussion on the modules that should be available on the informational kiosks, exactly where they should be placed around the City, and how many kiosks should be purchased during the first year. This will help City staff to develop a draft recommendation for City Council, which is planned to be discussed at the December TAB meeting.