

AGENDA

City of Sedona Tourism Advisory Board (TAB) Meeting

City Council Chambers - 102 Roadrunner Drive, Sedona AZ

Wednesday, May 6, 2026 — 3:00 p.m.

NOTICE:

Pursuant to A.R.S. 38-431.02 notice is hereby given to the members of the Tourism Advisory Board and the general public that the Tourism Advisory Board will hold a public meeting in the Council Chambers at City Hall at 3:00 p.m. on Wednesday, May 6, 2026.

NOTES:

- The meeting room is wheelchair accessible. American Disabilities Act (ADA) accommodations are available upon request. Please call (928) 282-3113 at least 48 hours in advance.
- Tourism Advisory Board agenda packets are available at the City's website: sedonaaz.gov/tab.

GUIDELINES FOR PUBLIC COMMENT:

PURPOSE:

- To allow the public to provide input to the Tourism Advisory Board on a particular subject scheduled on the agenda.
- Please note that this is not a question/answer session.

PROCEDURES:

- Fill out a comment card at the chamber entrance and deliver to the Recording Secretary.
- State your name and city of residence when you are called on at the lectern.
- Limit comments to three minutes.
- Submit written comments to the Recording Secretary.

1. CALL TO ORDER, PLEDGE OF ALLEGIANCE, ROLL CALL

2. ANNOUNCEMENTS AND SUMMARY OF CURRENT EVENTS BY BOARD MEMBERS AND STAFF

3. CONSENT ITEMS

- a. [Minutes from Wednesday, March 4, 2026 meeting](#)

4. PUBLIC FORUM: *This is the time for the public to comment on matters not listed on the agenda. The Tourism Advisory Board may not discuss items that are not specifically identified on the agenda. Therefore, pursuant to A.R.S. 38-431.01 (H), action taken as a result of public comment will be limited to advising staff to study the matter, responding to any criticism, or scheduling the matter for further consideration and decision at a later date.*

5. REGULAR BUSINESS

- a. Summer 2026 destination marketing campaign update
- b. FY27 Tourism Program budget update
- c. Future of Tourism and the Sedona experience input session updates
- d. Update to the Sedona Tourism Plan
- e. [State of Sedona Tourism Research – March 2026](#)

6. FUTURE MEETING DATE

Wednesday, August 5, 2026—3:00 p.m.

- a. Summer 2026 destination marketing campaign update
- b. Future of Tourism and the Sedona experience input session report
- c. Update of the Sedona Tourism Plan
- d. State of Sedona Tourism Research

7. EXECUTIVE SESSION

- a. Upon a public majority vote of the members constituting a quorum, the Board may hold an Executive Session that is not open to the public for the following purposes:
 - i. To consult with legal counsel for advice on matters listed on the agenda per A.R.S. 38-431.03 (A)(3).
 - ii. Return to open session. Discussion/possible action on executive session items.

8. ADJOURNMENT

Posted: Thursday, April 30, 2026

By: DJ



Andrew Grossmann, Tourism Manager

Tourism Advisory Board Meeting agenda packets are available on the City's website at sedonaaz.gov/tab or in the City Manager's Office, 102 Roadrunner Drive approximately one week in advance of the meeting. Note that members of the city council and other City commissions and committees may attend the Tourism Advisory Board meeting. While this is not an official city council meeting, because of the potential that four or more council members may be present at one time, public notice is therefore given for this meeting and/or event.

The mission of the City of Sedona government is to provide exemplary municipal services that are consistent with our values, history, culture and unique beauty.



ACTION MINUTES

City of Sedona Tourism Advisory Board (TAB) Meeting City Council Chambers - 102 Roadrunner Drive, Sedona AZ

Wednesday, March 4, 2026

a. Call to Order | Pledge of Allegiance | Roll Call

Vice Chair Althea Johnson called the meeting to order at 3:00 p.m.

Board Members Present: Vice Chair Althea Johnson, Brett Labit, Gregory Stein, Julie Richard, Lars Romig, Lindsay Hammersmith, Robert Pifke, Renee Taylor.

Staff Present: Deputy City Manager Lauren Browne, Tourism Manager Andrew Grossmann, and Destination Development Coordinator Caitlin Perez.

b. Announcements and summary of current events by board and staff

- Julie Richard introduced herself and shared upcoming events at Sedona Arts Center.
- Grossmann shared that the educational messaging campaign being implemented by Azira that will run from March 9 through May 15.
- Grossmann shared insights and outcomes from recent travel trade shows.
- Grossmann provided background on current projects and strategies, including an upcoming Pink Bike Field Test partnership with Outside Interactive Inc.
- Browne shared that the budget work group was receptive to the proposed FY27 budget for the Tourism Program and that the process is moving forward with City Council in April.

c. Approval of the following minutes

The minutes for February 4, 2026, were approved by unanimous consensus.

d. Public Forum

e. Regular Business

a. Winter 2025/2026 destination marketing campaign update

- Grossmann shared initial results and performance metrics from the Winter 2025/2026 campaign.
- TAB members shared feedback on winter campaign strategies, advertisements, and placements.

b. Summer 2026 destination marketing campaign planning

- Grossmann presented the proposed summer 2026 marketing budget and strategy and discussed how national trends are influencing campaign development.
- Grossmann provided a recap of the Summer 2025 campaign, including budget allocation, advertising strategies, target audience, and results to inform the Summer 2026 strategy.
- TAB members discussed potential “redefine” campaign messaging concepts.
- TAB members shared ideas for future campaign messaging and attractions, including highlighting local water-related recreation opportunities.
- TAB unanimously approved the overall Summer 2026 strategy.

c. Tourism Town Halls update

- Grossmann shared upcoming session dates, proposed agendas, and general planning updates.
- TAB members provided feedback on the structure for these sessions.
- Grossmann encouraged TAB member participation in these sessions.

d. Digital Information Kiosks update

- Grossmann shared kiosk design visuals and provided updates on the interface and implementation status.

f. State of Sedona Tourism Research

- Grossmann shared City sales tax and bed tax reporting from 2025.

6. Future meeting dates and agenda items

Wednesday, May 6, 2026 – 3:00 p.m.

- a. Summer 2026 destination marketing campaign launch update
- b. The Future of Tourism and the Sedona Experience Input Session update
- c. Sedona Tourism Plan 2026-2030 update
- d. State of Sedona Tourism Research

7. Executive session

Upon a public majority vote of the members constituting a quorum, the Council may hold an Executive Session that is not open to the public for the following purposes:

To consult with legal counsel for advice on matters listed on this agenda per A.R.S. § 38-431.03(A)(3).

Return to open session. Discussion/possible action on executive session items.

8. Adjournment

Vice Chair Johnson adjourned the meeting at 5:03 p.m. without objection.

I certify that the above are the true and correct actions of the Tourism Advisory Board Meeting held on March 4, 2026.

Andrew Grossmann, Tourism Manager

Date



Monthly Summary Report

March 2026



Monthly Historical Lodging

March 2026 | Sedona



Hotel Performance

Source: STR (Sedona+)

	Occupancy	ADR	RevPAR	Revenue
Mar 2026	83.0%	\$463.87	\$385.12	\$26.4M
YOY % Change	+7.2% YOY	+7.3% YOY	+15.1% YOY	+11.8% YOY
Calendar Year-to-Date	70.7%	\$376.89	\$266.34	\$52.8M
YTD YOY % Change	+5.1% YOY	+7.3% YOY	+12.8% YOY	+9.5% YOY

Short Term Vacation Rental Performance - Scraped AirBnB Data

Source: KeyData (Vacation Area - Residential Zone)

	Occupancy	ADR	RevPAR	Revenue
Mar 2026	71.6%	\$594.27	\$425.65	\$16.0M
YOY % Change	+7.6% YOY	+9.7% YOY	+18.1% YOY	+20.8% YOY
Calendar Year-to-Date	57.0%	\$521.34	\$297.29	\$32.5M
YTD YOY % Change	+6.1% YOY	+7.2% YOY	+13.7% YOY	+15.9% YOY

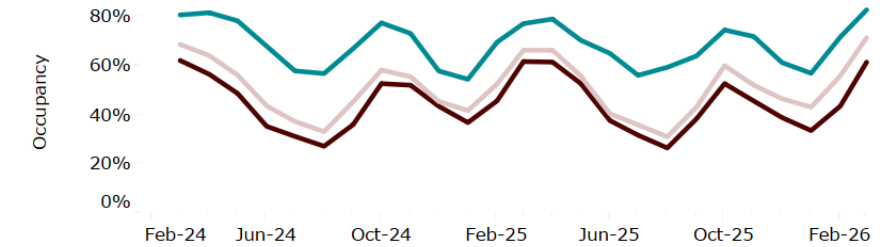
Short Term Vacation Rental Performance - Scraped VRBO Data

Source: KeyData (Vacation Area - Residential Zone)

	Occupancy	ADR	RevPAR	Revenue
Mar 2026	61.7%	\$657.85	\$405.59	\$7.7M
YOY % Change	-0.4% YOY	+6.3% YOY	+5.8% YOY	-7.2% YOY
Calendar Year-to-Date	46.3%	\$576.57	\$266.87	\$15.1M
YTD YOY % Change	-4.4% YOY	+3.4% YOY	-1.2% YOY	-11.1% YOY

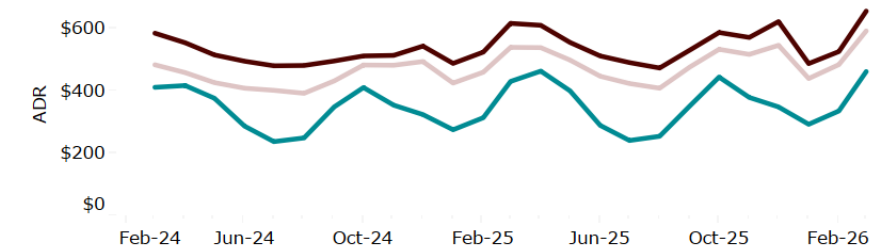
Occupancy by Month

Hotels Short Term Vacation Rentals - Scraped VRBO Data
Short Term Vacation Rentals - Scraped AirBnB Data



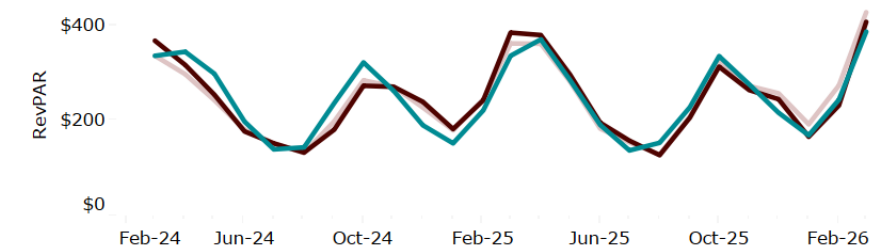
ADR by Month

Hotels Short Term Vacation Rentals - Scraped VRBO Data
Short Term Vacation Rentals - Scraped AirBnB Data



RevPAR by Month

Hotels Short Term Vacation Rentals - Scraped VRBO Data
Short Term Vacation Rentals - Scraped AirBnB Data



Hotel Review

March 2026



Sedona+ Hotel Performance

Calendar Year-to-Date Performance
compared to last year

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
70.7%	\$377	\$266	198.4K	140.2K	\$52.8M
+5.1%	+7.3%	+12.8%	-2.9%	+2.0%	+9.5%

Monthly Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Jan	57.2%	+4.5%	\$295	+6.3%	\$169	+11.1%
Feb	71.9%	+3.0%	\$338	+6.9%	\$243	+10.1%
Mar	83.0%	+7.2%	\$464	+7.3%	\$385	+15.1%

Village of Oak Creek+ Hotel Performance

Calendar Year-to-Date Performance
compared to last year

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
65.8%	\$231	\$152	70.4K	46.3K	\$10.7M
+2.2%	+10.7%	+13.1%		+2.2%	+13.1%

Monthly Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Jan	50.4%	-1.8%	\$171	+4.5%	\$86	+2.6%
Feb	65.7%	+0.8%	\$201	+8.6%	\$132	+9.5%
Mar	81.2%	+6.0%	\$291	+12.8%	\$236	+19.6%

Hotel 4 Month Outlook

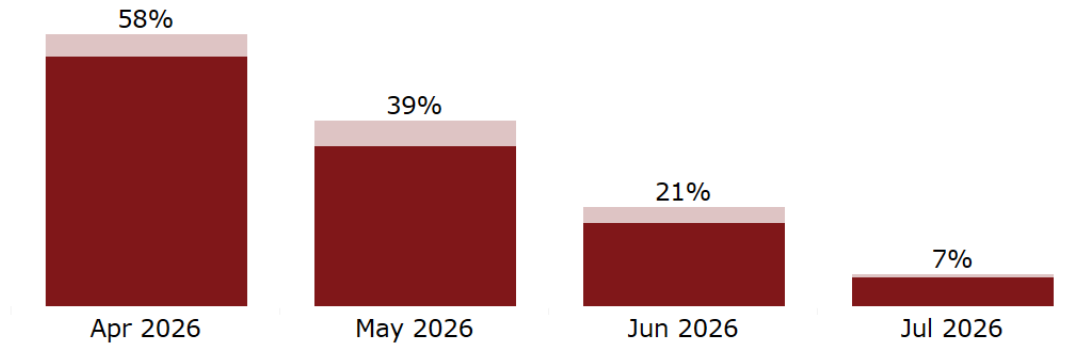
Data for zip code 86336



Occupancy as of 4/22/2026

Current Occupancy

Group Committed Transient



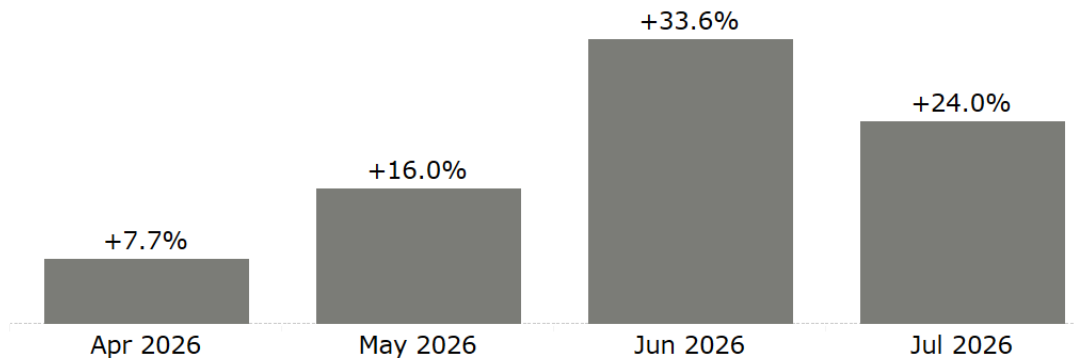
Bookings by Segment

	Apr 2026	May 2026	Jun 2026	Jul 2026
Transient	19.3K	12.8K	6.4K	2.3K
Group Committed	1.8K	2.0K	1.3K	323
Total with Group Committed	21.2K	14.8K	7.7K	2.6K

Rooms Booked

Booking Pace

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



YOY % Change

	Apr 2026	May 2026	Jun 2026	Jul 2026
Transient	+8.2%	+15.0%	+28.7%	+22.8%
Group Committed	+2.4%	+22.7%	+66.1%	+32.9%
Total with Group Committed	+7.7%	+16.0%	+33.6%	+24.0%

Short Term Rental Review

March 2026



Residential Zone (Airbnb) Performance

Calendar Year-to-Date Performance
compared to last year

Occupancy
57.0%
+6.1%

ADR
\$521
+7.2%

RevPAR
\$297
+13.7%

Monthly Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Jan	43.4%	+3.4%	\$442	+3.4%	\$191	+6.9%
Feb	56.1%	+6.2%	\$486	+5.3%	\$273	+11.8%
Mar	71.6%	+7.6%	\$594	+9.7%	\$426	+18.1%

Residential Zone (VRBO) Performance

Calendar Year-to-Date Performance
compared to last year

Occupancy
46.3%
-4.4%

ADR
\$577
+3.4%

RevPAR
\$267
-1.2%

Monthly Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Jan	33.8%	-8.8%	\$490	-0.1%	\$165	-8.9%
Feb	43.7%	-4.7%	\$528	+0.3%	\$231	-4.4%
Mar	61.7%	-0.4%	\$658	+6.3%	\$406	+5.8%

Note: Occupancy is not reflective of overall changes in short term rental demand
Source: KeyData (Direct Source methodology = directly submitted by property managers)

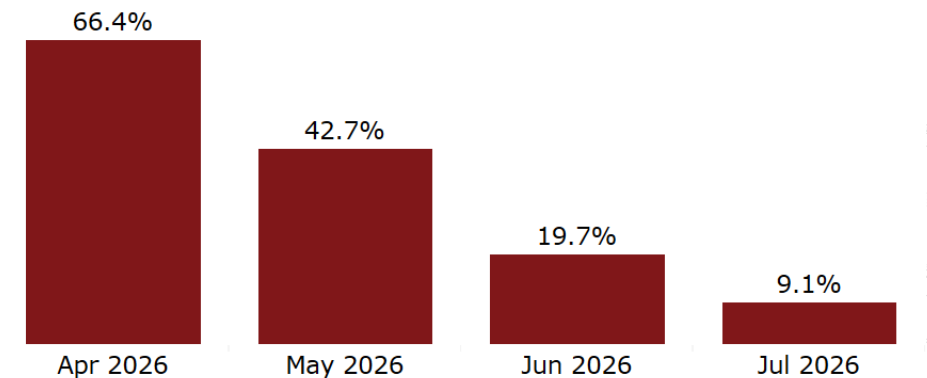


Short Term Lodging 4 Month Outlook



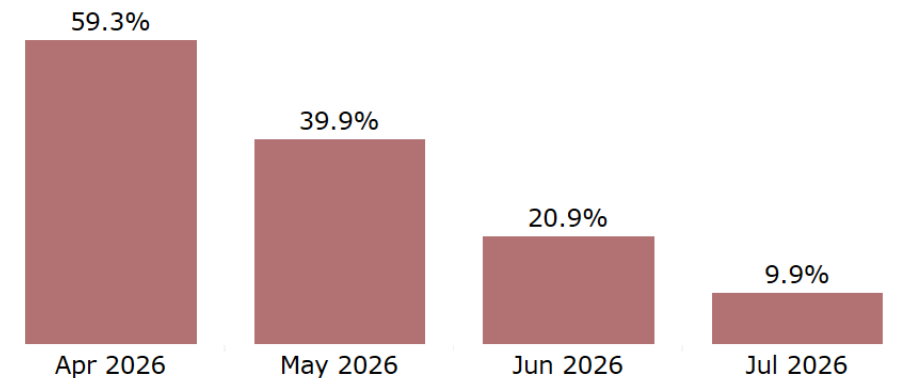
OTA AirBNB - Residential Zone

Occupancy Outlook

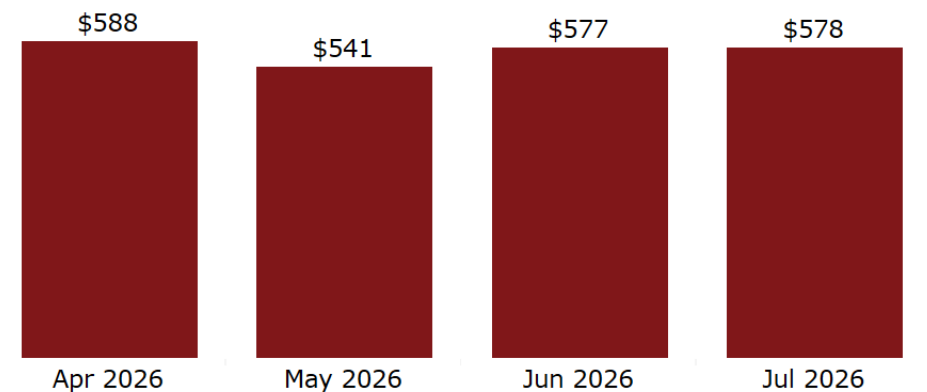


OTA VRBO - Residential Zone

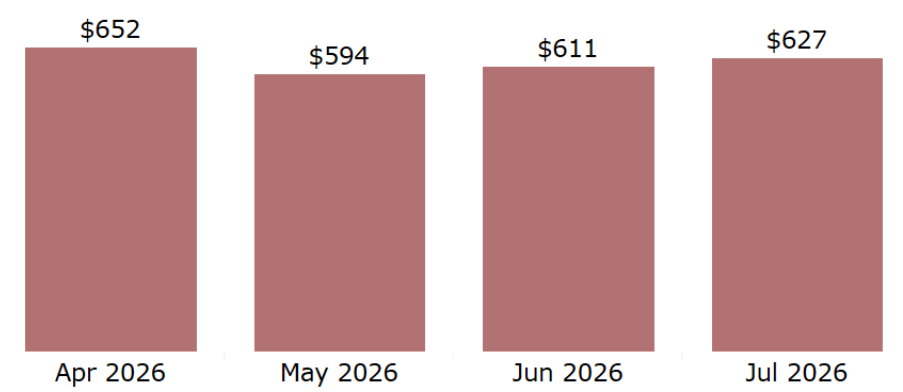
Occupancy Outlook



ADR Outlook



ADR Outlook





Visitor Spending

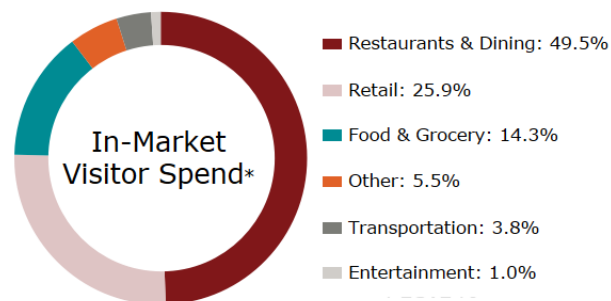


Monthly Visitor Credit Card Spending

March 2026 Card Spend

\$31.1M

+6.4% YOY

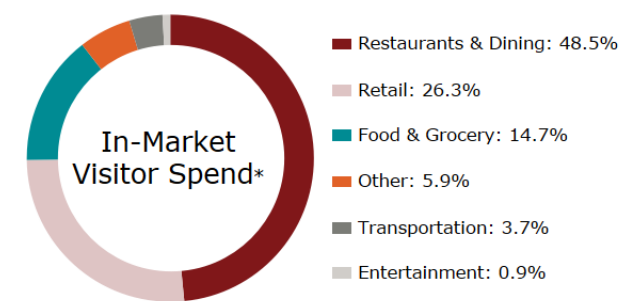


Calendar Year-to-Date Visitor Credit Card Spending

Jan - Mar 2026 Card Spend

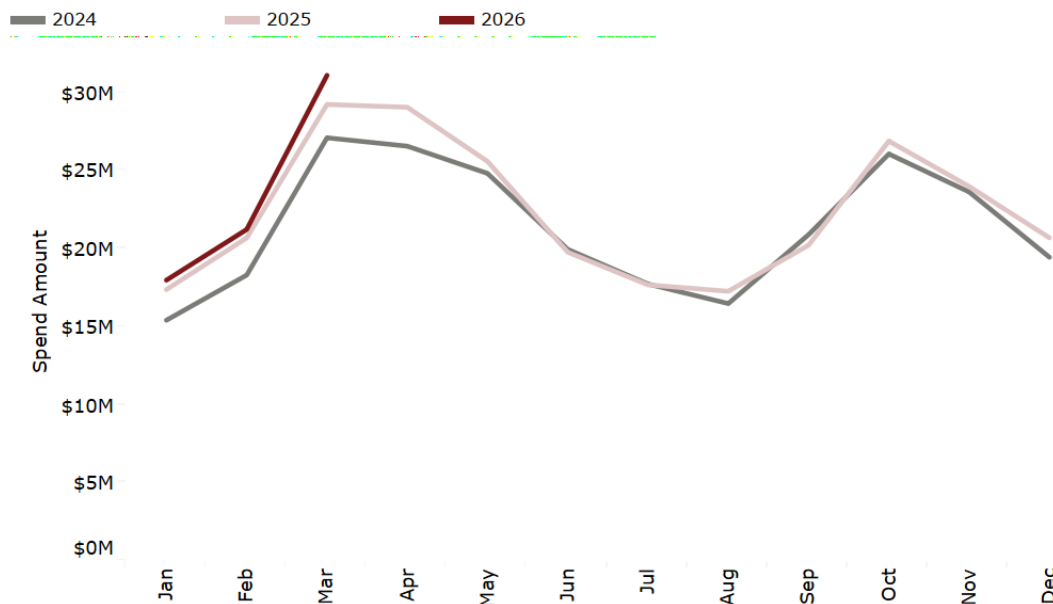
\$70.4M

+4.5% YOY



Visitor Spending by Month

Last Three Calendar Years



Top Visitor Origins by Spending

Jan - Mar 2026

