

# AGENDA

## City of Sedona Tourism Advisory Board (TAB) Meeting

City Council Chambers - 102 Roadrunner Drive, Sedona AZ

Wednesday, August 5, 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, August 5, 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](https://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, May 6, 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. Spring 2026 Educational Campaign Results
- b. Winter Campaign 2026/2027 Campaign Planning

### 6. FUTURE MEETING DATE

Wednesday, September 2, 2026—3:00 p.m.

- a. Winter 2026/2027 Campaign Planning
- b. High-Net Worth Campaign Planning
- c. Sedona Tourism Plan 2026-2030 Update
- 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, July 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](https://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.*



# ACTION MINUTES

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

Wednesday, May 6, 2026

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

Chair Fitzgibbons called the meeting to order at 3:00 p.m.

**Board Members Present:** Chair John Fitzgibbons, Vice Chair Althea Johnson, Brett Labit, Gregory Stein, Julie Richard, Lindsay Hammersmith, Robert Pifke, Renee Taylor, Frances Riemer, Alisha Hansen

**Staff Present:** Deputy City Manager Lauren Browne, Tourism Manager Andrew Grossmann, Tourism Coordinator James Mogensen, Marketing Manager Rob MacMullan and Public Relations Analyst Kegn Hall.

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

- Lindsay Hammersmith provided positive feedback on the City of Sedona's recent Community Conversation meeting
- Grossmann provided a recap of tradeshow and events that he participated in, recent FAMs, earned media, paid news segments, website updates, digital kiosk installation, and the FY27 TAB meeting schedule
- Grossmann announced that Caitlin Perez is no longer with the City of Sedona and that the City is actively hiring for a new Destination Development Coordinator

**Approval of the following minutes**

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

**c. Public Forum**

- Spring Graf provided an update on recent successes and upcoming milestones for her organization, Volunteer Sedona & the Verde Valley.

**d. Regular Business**

- Grossmann provided a Summer 2026 destination marketing campaign update
  - Staff proposed a continuation of the Redefine Desert campaign concept
  - May 1 through August 15 for flight markets
  - May 15 through August 31 for drive markets
  - \$151,900 total campaign budget
- Grossmann provided a Fiscal Year 2027 Tourism Program budget update
- Grossmann provided an update on the Future of Tourism and the Sedona Experience Community Input Sessions
  - April 21: 45 attendees, plus City Councilors and TAB members. Great feedback was received on ways the City can enhance the Sedona Experience and input was provided about what residents adore about Sedona.
  - Next input session meeting will be held May 13 from 10 a.m. to noon.
  - Key findings from both of these meetings will be compiled for City Councils review as part of the upcoming Sedona Tourism Plan 2026-2030
- Grossmann provided an update to the Sedona Tourism Plan 2026-2030
  - The original Sedona Tourism Plan 2024-2025 was a two-year roadmap.
  - A new plan will be developed and presented to City Council this fall. The Tourism Advisory Board and Sedona Lodging Council will have a critical role in the development of the updated plan.
  - The new plan should revolve around the goals of the 10-year Sedona Community Plan and be a 4-year work plan for that Tourism Program that includes achievable milestones
- Grossmann presented on the State of Sedona Tourism Research – March 2026

**6. Future meeting dates and agenda items**

Wednesday, August 5, 2026 – 3:00 p.m.

- Spring 2026 Educational Messaging Update
- Winter 2026/2027 destination marketing campaign planning
- 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**

Chair Fitzgibbons adjourned the meeting at 4:53 p.m. without objection.

**I certify that the above are the true and correct actions of the Tourism Advisory Board Meeting held on May 6, 2026.**

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Andrew Grossmann, Tourism Manager

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Date



## Staff Report

### Winter 2026/2027 Destination Marketing Campaign Planning



City of Sedona

Tourism Office

102 Roadrunner Dr. Sedona, AZ 86336

[www.scenicse dona.com](http://www.scenicse dona.com)

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**Meeting Date:** August 5, 2026

**Board:** Tourism Advisory Board

**Project Summary:** Winter 2026/2027 destination marketing campaign planning

**Action Requested:** Provide input on the campaign concept and implementation strategy for the Winter 2026/2027 destination marketing campaign.

**Staff Recommendation:** n/a

**Report Prepared By:** Andrew Grossmann, Tourism Manager

#### Attachments:

1. [Exhibit A: Winter 2026/2027 Destination Marketing Campaign Creative Concepts](#)



### PROJECT DESCRIPTION

A key initiative for the Sedona Tourism Office is the implementation of seasonal destination marketing campaigns that drive visitor demand during the historical need times of winter and summer. Looking ahead to Winter 2026/2027, the Tourism Office is seeking input from the Tourism Advisory Board (TAB) on the destination marketing campaign concept and implementation strategy for the Winter 2026/2027 campaign, which will be the seventh seasonal destination marketing campaign implemented by the Sedona Tourism Office since becoming the City's Destination Marketing & Management Organization (DMMO). Input at this stage ensures the Tourism Office can finalize the creative needed for the advertisements and secure placements to be prepared to launch the campaign in early October.

### BACKGROUND AND CAMPAIGN CREATIVE CONCEPTS

The primary objectives of each winter campaign are to increase overnight visitation during Sedona's slower winter travel period, encourage longer visitor stays, and generate tourism spending that supports local businesses while continuing to promote responsible visitation.

When City staff initially proposed the *Redefine Desert* campaign concept for Winter 2024/2025 the intention was to implement that campaign creative concept for 2 years (i.e. Winter 2024/2025 & Winter 2025/2026 and Summer 2025 and Summer 2026) and then review whether to continue the concept or switch to a new campaign creative concept. City staff believe the *Redefine Desert* campaign was a successful creative concept that generated a positive return on investment for the City of Sedona. However, the time has come to seek input from the TAB on whether to continue the existing campaign concept or transition to a new creative direction.

In Exhibit A below, see the three campaign creative concepts and one additional proposed campaign element.

Concept one is a continuation of *Redefine Desert*. *Redefine Desert* challenges the viewer to redefine their preconceived notions of the desert in general and Sedona in particular. It shows the viewer a different version of the desert than they may be used to: the images and graphics break the frame, while the directive to redefine something can range from inspirational topics like yourself and discovery to specific aspects of the Sedona culture like nightlife, family time, and awe.

Concept two is *Explore in Color*, which was previously presented to the TAB during the October 2024 meeting. The concept highlights the range of experiences that Sedona offers, all wrapped in the vibrant, vivid colors of its natural beauty. Drawing from the rich spectrum of colors in Sedona's landscape—fiery reds, deep oranges, soft purples, and brilliant blues—the campaign uses these gradients to represent the full spectrum of life: from outdoor adventure to spiritual discovery, relaxation, and cultural enrichment. Concept two also features a specific color treatment in the visuals, enhancing the theme and playing into the idea of coming to Sedona to explore the full spectrum of color.

Concept three is a new creative direction for the TAB to consider: *Sedona Sees You*. This concept is rooted in the idea that Sedona offers meaningful experiences for a wide range of travelers, each with different motivations for visiting. Rather than leading with a destination message, each advertisement is tailored to

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a specific audience segment—such as the Eco-Conscious Explorer, Wellness Seeker, Adventure Enthusiast, Cultural Explorer, or High-Net-Worth Traveler—and uses imagery and messaging designed to resonate with that audience. Each advertisement directs users to a dedicated landing page on ScenicSedona.com that aligns with their interests, creating a more personalized visitor journey while showcasing the breadth of experiences Sedona has to offer. For example, Wellness Seekers would be directed to the [Sedona Spiritual & Wellness Guide](#) on ScenicSedona.com. By aligning creative messaging with specific traveler interests, this concept aims to increase advertisement relevance, improve engagement, and drive visitors to content that is most likely to inspire trip planning and conversion.

In addition to the three campaign concepts, City staff is also proposing a new campaign element that will increase engagement with the creative. The Personalized ad quiz is an interactive ad that invites users to complete a short quiz before directing them to a landing page on ScenicSedona.com that aligns with their travel interests. Beyond increasing engagement, this approach also enables visitors to self-identify their travel interests, directing them to more relevant content and creating a more personalized visitor journey from advertisement to planning content on ScenicSedona.com.

If the quiz determines that the user is an active adventurer, the ad will land the user on the [hiking page](#). If the ad determines they are a wine enthusiast, the ad will land the user on the [wine tasting page](#). One objective of this new element is to leverage the work the Sedona Tourism Office has conducted the last 12+ months to build out more experiential content on ScenicSedona.com that speaks to the breadth of the visitor experience that Sedona has for its visitors.

## **PROPOSED CAMPAIGN STRATEGY AND BUDGET**

Proposed markets for paid advertising are listed below and are broken out by drive market vs flight market. These markets have consistently demonstrated strong overnight visitation, high visitor spending, and favorable advertising performance during previous seasonal campaigns.

1. Drive markets
  1. Phoenix, Arizona
  2. Tucson, Arizona
  3. Los Angeles, California
  4. San Diego, California
  5. Las Vegas, Nevada
2. Flight markets
  1. Denver, Colorado
  2. Seattle, Washington
  3. San Francisco, California
  4. Chicago, Illinois
  5. New York, New York
  6. Minneapolis, Minnesota

The proposed schedule for this campaign is October 1, 2026 to February 15, 2027 – with a staggered launch based on flight market vs drive market.

1. Flight markets: October 1, 2026 to February 1, 2027
  2. Drive markets: October 15, 2026 to February 15, 2027
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The available budget for the Winter 2026/2027 campaign is \$156,500. The proposed media mix balances upper-funnel inspiration (CTV/video), mid-funnel consideration (programmatic), and lower-funnel intent capture (search and Meta), while supporting both stewardship and out-of-market visitation goals.

For Winter 2026/2027, City staff proposes piloting 10% of the search advertising budget within ChatGPT Search, which is included in the media mix below. City staff recommends piloting ChatGPT Search in response to continued changes in traveler search behavior, including the growing use of AI-powered search platforms such as ChatGPT. This pilot will help evaluate whether the platform can efficiently generate qualified traffic compared to traditional search advertising.

1. Programmatic display ads: \$65,000
2. Connected TV and Online Video: \$34,400
3. Meta Out-of-Market Visitation: \$28,000
4. Google Search: \$12,690
5. ChatGPT Search: \$1,410
6. Meta In-Market Stewardship: \$15,000
7. **TOTAL: \$156,500**

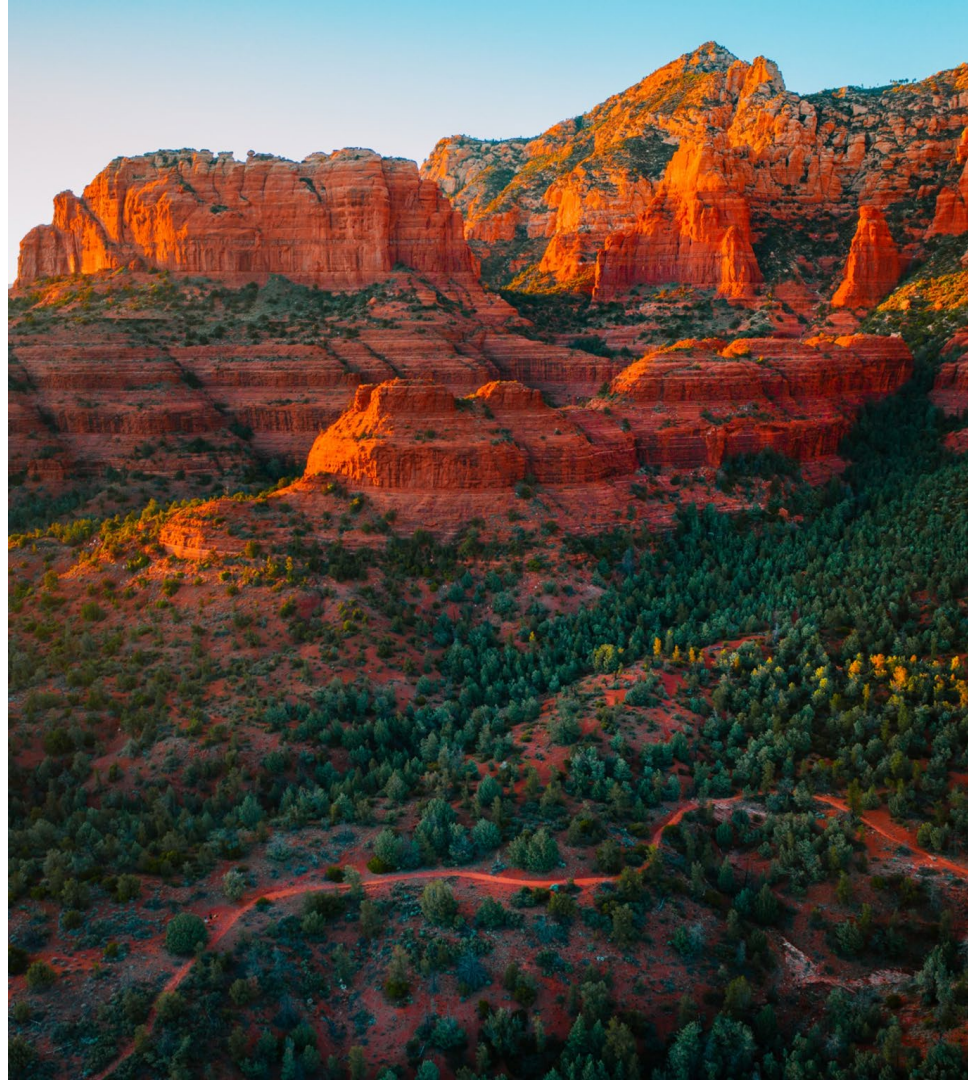
## NEXT STEPS

On Wednesday, August 5, City staff will be seeking input from the TAB on the Winter 2026/2027 destination marketing campaign strategy in preparation for presenting it to Sedona City Council during the Tuesday, September 8 meeting. Feedback received from the TAB will be incorporated into the presentation to the Sedona City Council, allowing sufficient time to finalize creative assets and launch the campaign on schedule.

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# Sedona

Concept Development | Winter  
2026/2027 Campaign



# **Concept 1: Redefine Desert**

# Concept

## Redefine Desert

This concept invites the viewer to redefine their preconceived notions of the desert in general and Sedona in particular. To challenge, reimagine and rethink what the area has to offer. We show images breaking the frame, words highlight experiences and a graphic element that speaks to long held traditions.

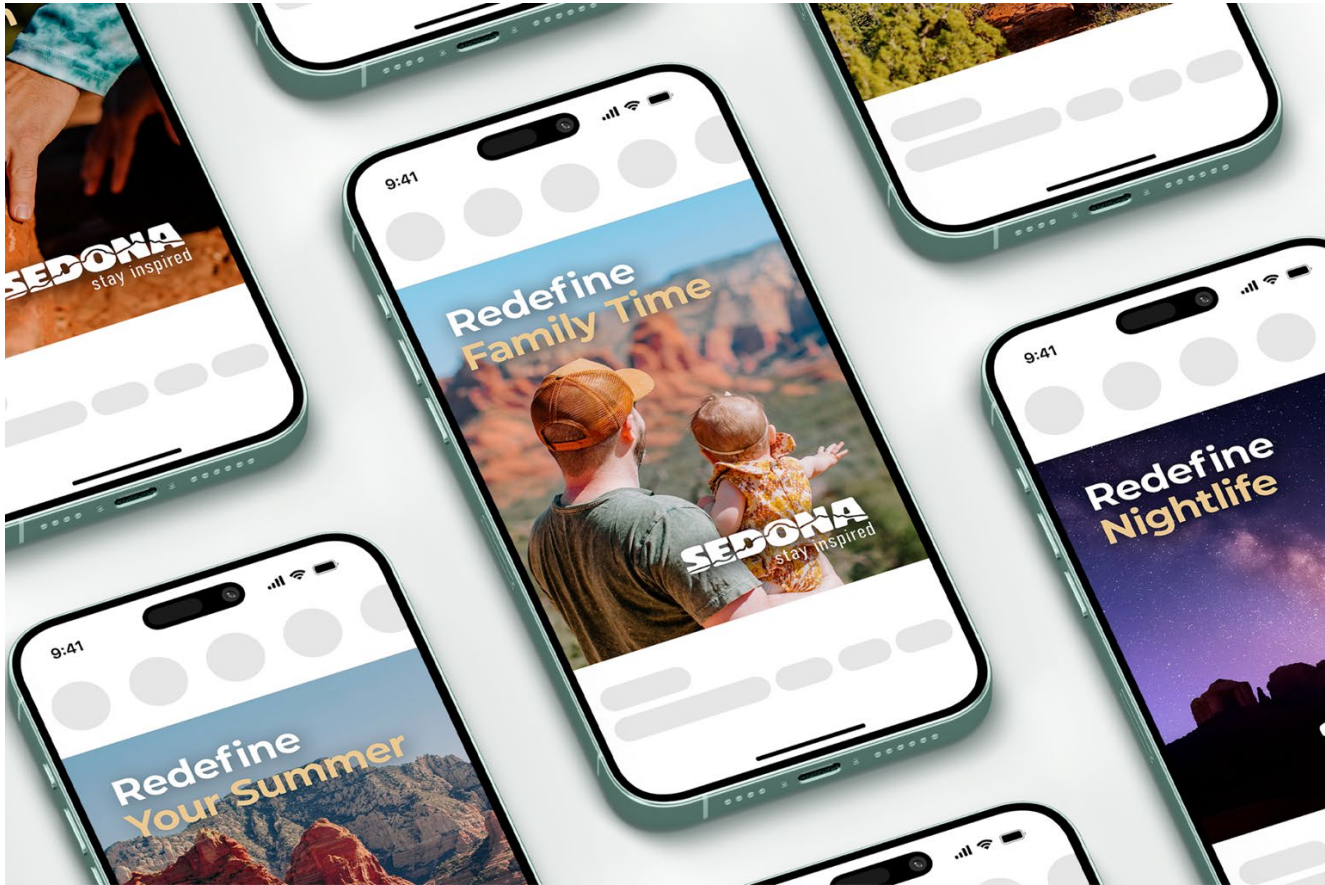
Through all these elements we can position Sedona as a different kind of desert., a different kind of experience. One to be valued.



scenicsedona.com

Redefine  
Happy Hour

**SEDONA**  
stay inspired







## Redefine Date Night

Forget what you think you know about the desert. In Sedona, leaves dance in the trees and cool rivers flow. Trails wind through green forests and striking rock formations inspire you at every turn. And first-rate dining delights visitors with dishes that will leave you wanting more. It's time to rethink your idea of the desert and embrace a place unlike any other.

Learn more at  
[scenicseadona.com](http://scenicseadona.com)

**SEDO**

## **Concept 2: Explore In Color**

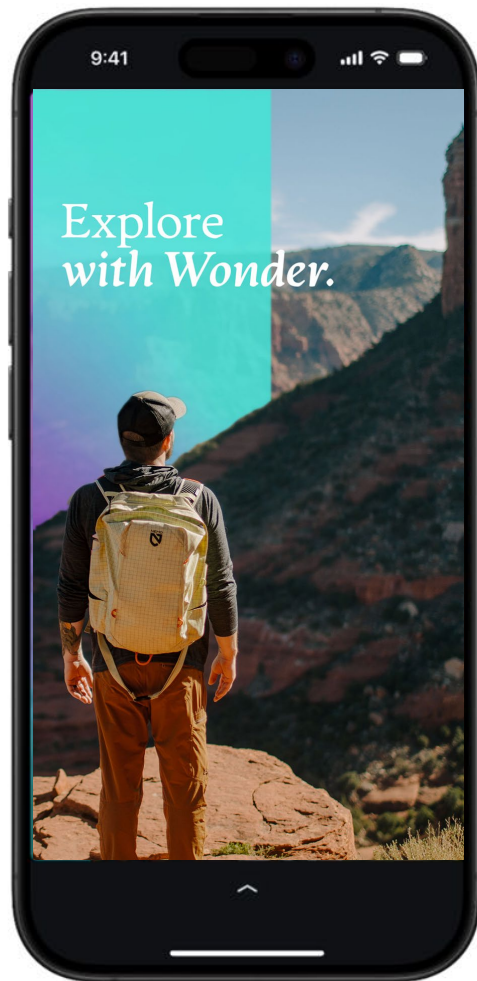
# Concept

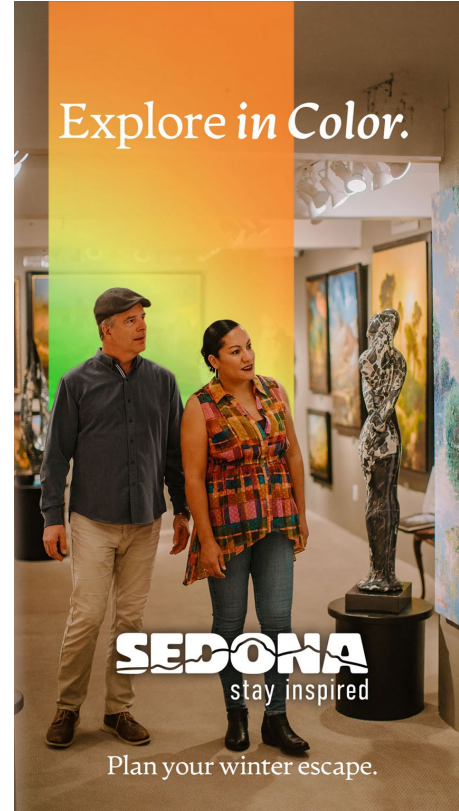
## Explore in Color

This concept highlights the range of experiences Sedona offers, all wrapped in the vibrant, vivid colors of its natural beauty. Drawing from the rich spectrum of colors in Sedona's landscape—fiery reds, deep oranges, soft purples, and brilliant blues—the campaign uses these gradients to represent the full spectrum of life: from outdoor adventure to spiritual discovery, relaxation, and cultural enrichment.

The concept ties together the vibrant visual landscape with the emotional spectrum of joy, clarity, awe, and rejuvenation, offering visitors an unparalleled journey where every shade of Sedona reveals something new.









PLACES TO STAY

### These Iconic National Park Hotels Are Some of the U.S.'s Most Beautiful Stays

From historic lodges to sprawling ranch houses, these amazing spots are worth planning your next trip around.

BY ZACHARY WORTON AND JESSICA CHAMBERLAIN



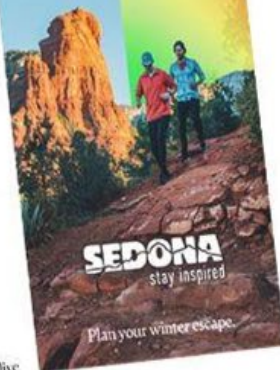
PLACES TO STAY

### My Favorite Airbnb: A Cozy Trullo Among the Olive Groves in Puglia

For an authentic Puglian stay, nothing beats bedding down in one of the locale's iconic stone houses.

BY LAURENIA WORTHINGTON

## Explore in Color.



Plan your winter escape.



Explore in Color.



**SEDONA**  
stay inspired

[ScenicSedona.com](http://ScenicSedona.com)



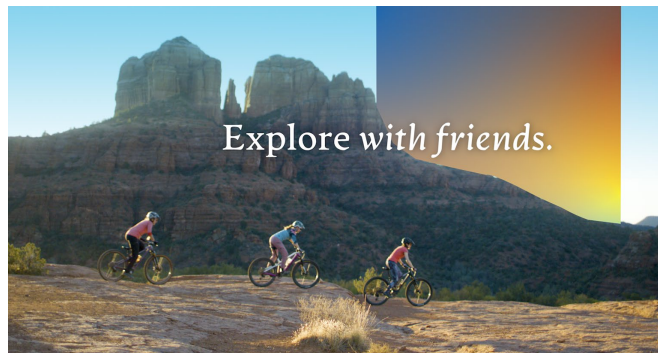
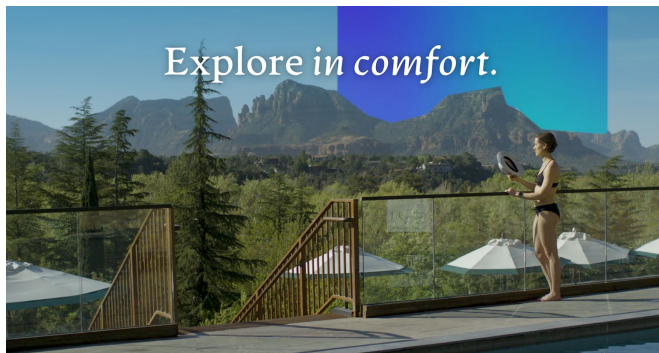
**SEDONA**  
REDEFINE DESERT

Explore in Color

[ScenicSedona.com](http://ScenicSedona.com)

## Video Storyboard

The color wash will be used in similar ways to the digital ads. They will appear within each scene and go behind objects such as landscape features, and people. Some subtle motion will be added to the color block. It will feel like part of the environment while creating additional visual layers, a sense of depth and extending the Explore in Color concept to motion.



## **Concept 2: Sedona Sees You**

# Concept

## Sedona Sees You

The noise of life has a way of drowning us out.

That's why people come to Sedona.

Not to escape life, but to reconnect with it.

With yourself. With nature. With the people beside you.

Some come looking for adventure.

Others come looking for stillness.

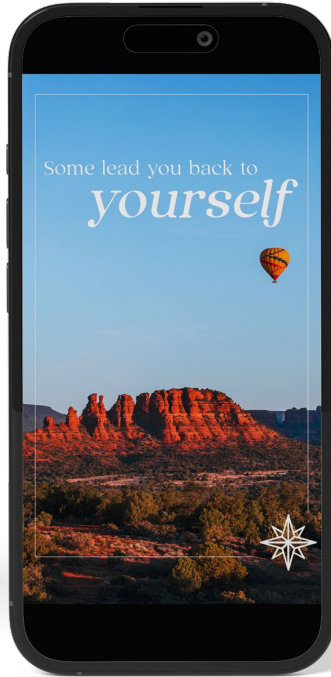
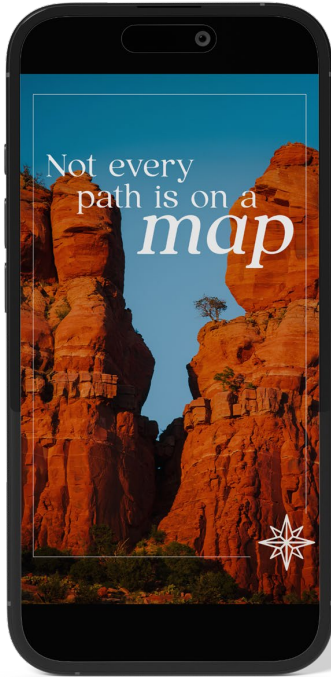
Whatever brings you here, you leave with exactly  
what you needed.

Sedona sees you.



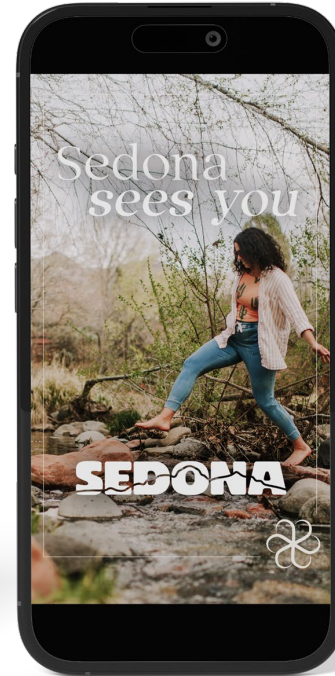
**Concept**  
**Sedona Sees You**

The Trailblazer



**Concept**  
**Sedona Sees You**

The Wanderer



**Concept**  
**Sedona Sees You**

The Restorer



Sedona  
*sees you*



**SEDONA**





# Sedona sees you

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tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim  
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**SEDONA**  
sedonawedona.com



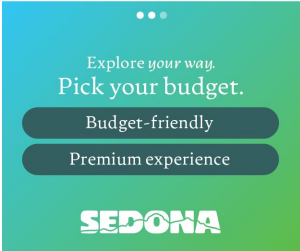
**Additional campaign element**

Personalized ad quiz

As travelers encounter these ads, a short two-question quiz reveals their Sedona travel persona — The Restorer, The Trailblazer, The Wanderer.

Each persona unlocks a tailored result screen with a “custom” itinerary teaser, driving to a Learn more CTA that links to a persona-specific itinerary page.

The format turns passive ad impressions into a personalized first touchpoint, letting Sedona greet each visitor as the type of traveler they already are.





# Monthly Summary Report

## June 2026



# Monthly Historical Lodging

June 2026 | Sedona



## Hotel Performance

Source: STR (Sedona+)

|                       | Occupancy | ADR       | RevPAR    | Revenue   |
|-----------------------|-----------|-----------|-----------|-----------|
| Jun 2026              | 64.2%     | \$300.02  | \$192.56  | \$13.6M   |
| YOY % Change          | -1.6% YOY | +2.8% YOY | +1.2% YOY | +7.6% YOY |
| Calendar Year-to-Date | 71.0%     | \$395.64  | \$280.91  | \$115.1M  |
| YTD YOY % Change      | +2.2% YOY | +5.8% YOY | +8.1% YOY | +7.2% YOY |

## Short Term Vacation Rental Performance - Scraped AirBnB Data

Source: KeyData (Vacation Area - Residential Zone)

|                       | Occupancy | ADR       | RevPAR     | Revenue    |
|-----------------------|-----------|-----------|------------|------------|
| Jun 2026              | 42.4%     | \$473.97  | \$201.15   | \$7.6M     |
| YOY % Change          | +4.4% YOY | +5.6% YOY | +10.2% YOY | +17.1% YOY |
| Calendar Year-to-Date | 56.4%     | \$528.38  | \$297.86   | \$66.6M    |
| YTD YOY % Change      | +4.2% YOY | +6.6% YOY | +11.1% YOY | +14.9% YOY |

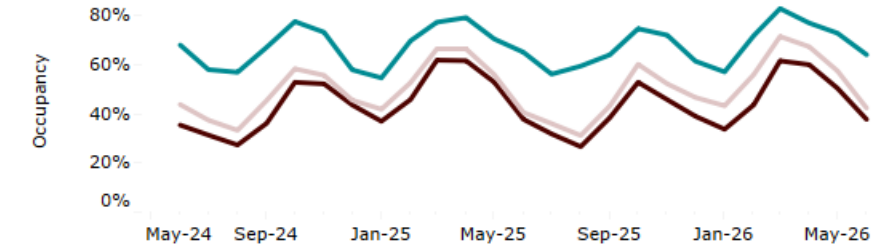
## Short Term Vacation Rental Performance - Scraped VRBO Data

Source: KeyData (Vacation Area - Residential Zone)

|                       | Occupancy | ADR       | RevPAR    | Revenue    |
|-----------------------|-----------|-----------|-----------|------------|
| Jun 2026              | 37.8%     | \$512.06  | \$193.57  | \$3.5M     |
| YOY % Change          | -0.2% YOY | -0.4% YOY | -0.5% YOY | -10.0% YOY |
| Calendar Year-to-Date | 47.9%     | \$582.85  | \$279.07  | \$31.1M    |
| YTD YOY % Change      | -3.7% YOY | +3.4% YOY | -0.5% YOY | -11.2% YOY |

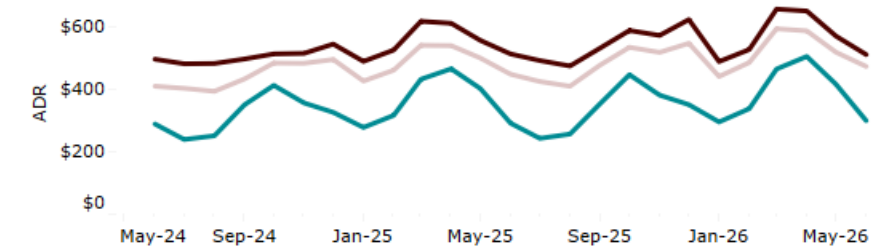
## Occupancy by Month

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



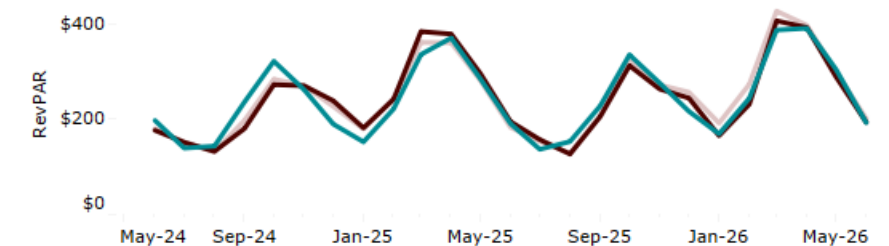
## ADR by Month

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

June 2026



## Sedona+ Hotel Performance

Calendar Year-to-Date Performance  
compared to last year

|              |              |              |               |               |                 |
|--------------|--------------|--------------|---------------|---------------|-----------------|
| Occupancy    | ADR          | RevPAR       | Supply        | Demand        | Revenue         |
| <b>71.0%</b> | <b>\$396</b> | <b>\$281</b> | <b>409.8K</b> | <b>291.0K</b> | <b>\$115.1M</b> |
| +2.2%        | +5.8%        | +8.1%        | -0.8%         | +1.3%         | +7.2%           |

### Monthly Performance

|     | OCC   | % CHG | ADR   | % CHG | RevPAR | % CHG |
|-----|-------|-------|-------|-------|--------|-------|
| Apr | 77.1% | -2.8% | \$506 | +8.5% | \$390  | +5.5% |
| May | 73.0% | +3.4% | \$417 | +3.4% | \$304  | +6.9% |
| Jun | 64.2% | -1.6% | \$300 | +2.8% | \$193  | +1.2% |

## Village of Oak Creek+ Hotel Performance

Calendar Year-to-Date Performance  
compared to last year

|              |              |              |               |              |                |
|--------------|--------------|--------------|---------------|--------------|----------------|
| Occupancy    | ADR          | RevPAR       | Supply        | Demand       | Revenue        |
| <b>68.6%</b> | <b>\$238</b> | <b>\$163</b> | <b>141.5K</b> | <b>97.2K</b> | <b>\$23.1M</b> |
| +0.9%        | +8.1%        | +9.1%        |               | +0.9%        | +9.1%          |

### Monthly Performance

|     | OCC   | % CHG | ADR   | % CHG | RevPAR | % CHG  |
|-----|-------|-------|-------|-------|--------|--------|
| Apr | 76.0% | -3.2% | \$292 | +3.8% | \$222  | +0.4%  |
| May | 71.2% | -0.8% | \$241 | +9.6% | \$172  | +8.8%  |
| Jun | 67.2% | +4.2% | \$193 | +7.7% | \$130  | +12.2% |

# Hotel 4 Month Outlook

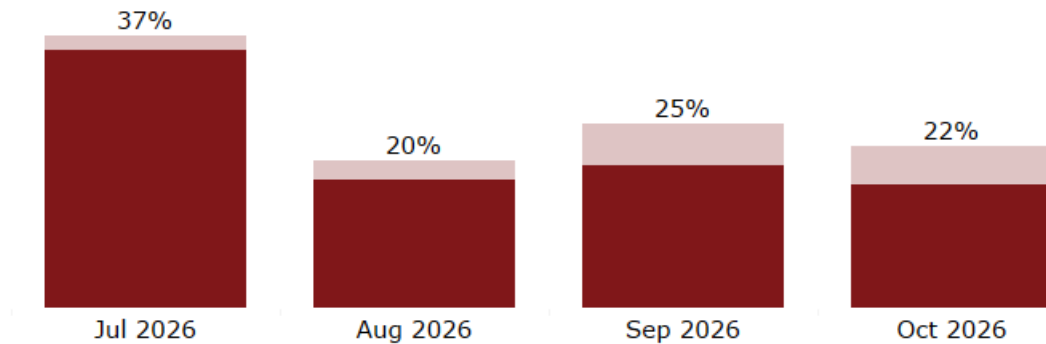
Data for zip code 86336



## Occupancy as of 7/22/2026

### Current Occupancy

Group Committed Transient



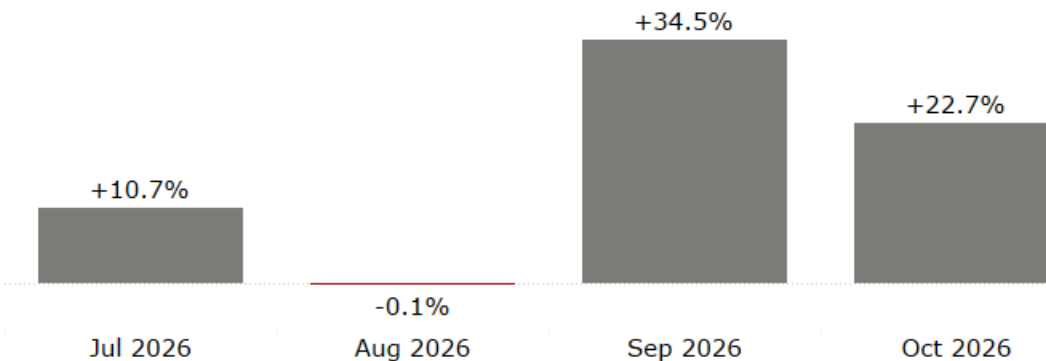
## Bookings by Segment

|                            | Jul 2026 | Aug 2026 | Sep 2026 | Oct 2026 |
|----------------------------|----------|----------|----------|----------|
| Transient                  | 13.5K    | 6.7K     | 7.2K     | 6.5K     |
| Group Committed            | 762      | 932      | 2.1K     | 2.0K     |
| Total with Group Committed | 14.2K    | 7.7K     | 9.3K     | 8.4K     |

**Rooms Booked**

### Booking Pace

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



### YOY % Change

|                            | Jul 2026 | Aug 2026 | Sep 2026 | Oct 2026 |
|----------------------------|----------|----------|----------|----------|
| Transient                  | +9.8%    | -2.6%    | +32.2%   | +32.3%   |
| Group Committed            | +29.8%   | +22.6%   | +42.8%   | -1.1%    |
| Total with Group Committed | +10.7%   | -0.1%    | +34.5%   | +22.7%   |

# Short Term Rental Review

June 2026



## Residential Zone (Airbnb) Performance

Calendar Year-to-Date Performance  
compared to last year

Occupancy  
**56.4%**  
+4.2%

ADR  
**\$528**  
+6.6%

RevPAR  
**\$298**  
+11.1%

### Monthly Performance

|     | OCC   | % CHG | ADR   | % CHG | RevPAR | % CHG  |
|-----|-------|-------|-------|-------|--------|--------|
| Apr | 67.4% | +1.3% | \$588 | +8.8% | \$397  | +10.2% |
| May | 57.6% | +2.7% | \$520 | +3.7% | \$299  | +6.5%  |
| Jun | 42.4% | +4.4% | \$474 | +5.6% | \$201  | +10.2% |

## Residential Zone (VRBO) Performance

Calendar Year-to-Date Performance  
compared to last year

Occupancy  
**47.9%**  
-3.7%

ADR  
**\$583**  
+3.4%

RevPAR  
**\$279**  
-0.5%

### Monthly Performance

|     | OCC   | % CHG | ADR   | % CHG | RevPAR | % CHG |
|-----|-------|-------|-------|-------|--------|-------|
| Apr | 60.1% | -2.6% | \$652 | +6.4% | \$392  | +3.6% |
| May | 50.5% | -4.6% | \$571 | +2.5% | \$289  | -2.3% |
| Jun | 37.8% | -0.2% | \$512 | -0.4% | \$194  | -0.5% |

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



# Glossary



|                   |         |                    |                                                                                                                                                                                                          |
|-------------------|---------|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Hotel Performance | General | Booking Segments   | Rooms occupied by source of demand: Transient, Group, and Contract travelers                                                                                                                             |
|                   |         | Contract Segment   | Block of rooms committed at stipulated contract rates for a extended period over 30 days with payment guaranteed regardless of use, such as airline crews and permanent guests.                          |
|                   |         | Group Segment      | Typically defined as 10 or more rooms per night sold pursuant to a signed agreement.                                                                                                                     |
|                   |         | Transient Segment  | Includes rooms sold to individuals or groups occupying less than 10 rooms per night.                                                                                                                     |
|                   |         | ADR                | Average Daily Room Rate: a measure of the average rate for rooms sold. $ADR = \text{Room Revenue} / \text{Rooms Sold}$                                                                                   |
|                   |         | Demand/Room Nights | Number of rooms sold in a specific time period excluding complimentary rooms.                                                                                                                            |
|                   |         | OCC                | Occupancy: rooms sold (demand) divided by rooms available (supply) multiplied by 100 and expressed as a percent of rooms occupied.                                                                       |
|                   |         | Occupancy          | Percentage of available rooms sold during a specific time period. $\text{Occupancy} = \text{Rooms Sold} / \text{Rooms Available}$                                                                        |
|                   |         | Revenue            | Room revenue: total room revenue generated by the sale of rooms. Does not include food & beverage or other misc. charges                                                                                 |
|                   |         | RevPar             | Revenue Per Available Rooms: A revenue measure generated per available room, whether or not they are occupied. $\text{RevPar} = \text{Room Revenue} / \text{Rooms Sold}$ . A key KPI for hotel operators |
|                   |         | Rooms Revenue      | Total room generated from guestroom rentals/sales.                                                                                                                                                       |
|                   |         | Supply             | Number of rooms available for sale multiplied by the number of days in a specific time period. Excludes rooms under renovation and/or temporarily closed                                                 |
|                   |         | MOM                | Month Over Month: Compare results to prior year.                                                                                                                                                         |
|                   |         | YOY                | Year Over Year: Compares results to same time last year.                                                                                                                                                 |
|                   | STR     | STR                | STR (formerly Smith Travel Research) is the global leader in hospitality data benchmarking, analytics, and marketplace insights. In October 2019, STR was acquired by CoStar Group, Inc.                 |



# Glossary



|                            |             |                         |                                                                                                                                                                                                                                                                                                                                                 |
|----------------------------|-------------|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Hotel Performance          | TravelClick | Discount                | Transient reservations made at discounted rate, including extended stay rates, house discount rate, loyalty redemption, airline distress, advance purchase, OTA opaque rates (e.g. Priceline), Package rates with bundled amenities like stay for breakfast.                                                                                    |
|                            |             | Group (booked)          | Contains group reservations made against the blocks, e.g. group tours , domestic and international groups, association, convention and corporate groups                                                                                                                                                                                         |
|                            |             | Group Committed         | Contains unsold group blocks (includes any rooms that are holding inventory but have no reservation), this includes inventory for groups, crew and wholesale                                                                                                                                                                                    |
|                            |             | Negotiated              | Transient reservations containing corporate negotiated rates and consortia. (e.g. agencies like ABC, THOR . .) and American Express travel but also corporate negotiated rates such as Apple or local accounts.                                                                                                                                 |
|                            |             | Other                   | Transient reservations including contract and crew rooms and permanent residents as well as other uncategorized rates.                                                                                                                                                                                                                          |
|                            |             | Qualified               | Transient reservations containing demand sold to customers qualified for affiliation discounts. e.g. employee rates, friends and family, Government per diem, AAA, AARP                                                                                                                                                                         |
|                            |             | Retail                  | Transient reservations made at rack, best available (BAR), non-discounted, non-contracted customer demand, including OTAs                                                                                                                                                                                                                       |
|                            |             | Trans-contract          | Group reservations contracted and build similar to a group block and reserved continuously for a period of time. More likely to be crew, rail or trucking companies.                                                                                                                                                                            |
|                            |             | TravelClick             | Powered by Amadeus Business Intelligence data, TravelClick compares future hotel reservations to the number made at same time prior year                                                                                                                                                                                                        |
|                            |             | Wholesale               | Transient reservations sold via wholesalers/consolidators/tour operators, such as Gulliver, Tourico or other destination management companies.                                                                                                                                                                                                  |
| Short Term Rentals/Lodging | KeyData     | Adjusted Paid Occupancy | Guest nights/(total nights-owner nights-hold nights). This includes nights that guests can't book because they are taken up by an owner or maintenance hold/block from the inventory. Measuring how well managers have filled the nights that are available to them. Also accounts for homes taken out off market for long period due to reno.. |
|                            |             | KeyData                 | Key Data combines short term rental data from OTA sites with reservation data sourced directly from 65+ of the world's top property management systems.                                                                                                                                                                                         |
|                            |             | OTA                     | Online Travel Agencies including Airbnb and VRBO                                                                                                                                                                                                                                                                                                |
|                            |             | Owner                   | Owner of the property.                                                                                                                                                                                                                                                                                                                          |
|                            |             | Paid                    | Guest nights that are paid to measure revenue paid in the markets.                                                                                                                                                                                                                                                                              |
|                            |             | Paid + Owner            | (Guest nights + owner nights)/total nights. Measures the nights that are occupied by a guest or an owner to show usage of the property.                                                                                                                                                                                                         |
|                            |             | Paid Occupancy          | Guest nights/total nights. Measures how many properties were occupied by guests and doesn't consider holds or owner stays.                                                                                                                                                                                                                      |
|                            |             | Partner Data            | Partnered with thousands for channel managers, hosts and property management systems to add source data to scraped data. Leveraged as a quality control mechanism.                                                                                                                                                                              |



# Glossary



|                            |         |                    |                                                                                                                                                                                                         |
|----------------------------|---------|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Short Term Rentals/Lodging | General | All Properties     | Combination of Entire Place, Private Room, and Shared Room.                                                                                                                                             |
|                            |         | Available Listings | Total number of listings whose calendars had at least one day classified as available or reserved during the reporting period.                                                                          |
|                            |         | Booked Listings    | Total number of listings that had a least one reservation during the reporting period.                                                                                                                  |
|                            |         | Entire Place       | Guests have whole home to themselves. Usually includes bedrooms, bathrooms, and kitchen.                                                                                                                |
|                            |         | Hotel Comparable   | Studio and one-bedroom Entire Home rentals most likely to compete directly with hotels.                                                                                                                 |
|                            |         | Private Room       | Guests have own private room, but other areas could be shared.                                                                                                                                          |
|                            |         | Revenue            | Revenue earned during the reported period including advertised price at time of booking and cleaning fees.                                                                                              |
|                            |         | Scraped Data       | On a daily basis, using a host of servers, reservation data is collected/extracted for Airbnb and VRBO. From daily calendar pricing to cancellation policies and booking lead time, data is aggregated. |
|                            |         | Shared Room        | Guests sleep in bedroom or common area shared by others.                                                                                                                                                |