

AGENDA

City of Sedona Tourism Advisory Board (TAB) Meeting

City Council Chambers - 102 Roadrunner Drive, Sedona AZ

Wednesday, September 2, 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, September 2, 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, August 5, 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. Year-Round High-Net Worth Audience Campaign Strategy Update
- c. Review Draft Sedona Tourism Plan 2026-2030
- d. State of Sedona Tourism Research

6. FUTURE MEETING DATE

Wednesday, November 4, 2026—3:00 p.m.

- a. Winter campaign launch update
- b. Sedona Tourism Plan 2026-2030 update
- c. 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



Andrew Grossmann, Tourism Manager

Posted: Thursday, August 27, 2026

By: DJ

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, August 5, 2026

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

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

Board Members Present: Chair John Fitzgibbons, Vice Chair Althea Johnson, Alisha Hansen, Brett Labit, Lars Romig, Lindsay Hammersmith, Robert Pifke, Renee Taylor.

Staff Present: Tourism Manager Andrew Grossmann and Destination Development Coordinator Adam Hall.

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

- Grossmann introduced Adam Hall as the City's new Destination Development Coordinator.
- Grossmann updated that the City of Sedona Tourism Program changed its name to the Sedona Tourism Office as of FY27 and celebrated its 3rd birthday in July 2026.
- Grossmann updated that the Sedona City Council approved the FY27 budget and decision package, increasing the base budget by \$150k. An additional \$150k was earmarked for tourism marketing within the general contingency fund.
- Grossman updated on the results of the July 14 City Council meeting where City Council approved the thresholds to provide the City Manager the authority to authorize contingency funds.
- Grossmann detailed Pocket Fire Recovery Marketing initiatives.
- Grossman provided updates on the City of Sedona's digital kiosks.

c. Approval of the following minutes

The minutes for May 6, 2026, were approved by unanimous consensus.

d. Public Forum

e. Regular Business

a. Spring 2026 Educational Campaign Results

- Grossmann highlighted campaign details including key messaging, strategy, and outcomes.
- Grossmann updated on the marketing and attribution performance of the campaign.
- Grossmann shared lessons learned for Spring 2027.

b. Winter Campaign 2026/2027 Campaign Planning

- Grossmann provided the history of City's destination marketing campaigns and raised the possibility of moving to a new campaign creative concept.
- Grossmann detailed possible campaign creative concepts:
 - Redefine Desert -- a continuation of the current campaign.
 - Explore in Color
 - Sedona Sees You
- Board members provided feedback on campaign creative concepts.
- Grossmann gave a general recap of the winter 2025/2026 campaign, including timeline, budget, and results.
- Grossmann provided a market analysis and a winter campaign year-over-year comparison.
- Grossmann presented a winter 2026/2027 campaign proposal, highlighting timelines, targeted markets, and advertising strategies.
- Board members provided feedback on campaign strategies.



c. State of Sedona Tourism Research

- Grossmann presented the impacts of the Pocket Fire on Sedona lodging properties, ADOT vehicle traffic, and the results of the July Sedona Tourism Business Performance + Outlook Survey.

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

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

- Winter 2026/2027 Campaign Planning
- High-Net Worth Campaign Planning
- Sedona Tourism Plan 2026-2030 update
- 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 John Fitzgibbons adjourned the meeting at 5:01 p.m. without objection.

I certify that the above are the true and correct actions of the Tourism Advisory Board Meeting held on August 5, 2026.

Andrew Grossmann, Tourism Manager

Date



Staff Report
2026 Sedona Tourism Plan



City of Sedona
Tourism Office
102 Roadrunner Dr. Sedona, AZ 86336
www.scenicsedona.com

Meeting Date: September 2, 2026
Board: Tourism Advisory Board
Project Summary: Review 2026 Sedona Tourism Plan
Action Requested: Provide input on the current draft of the 2026 Sedona Tourism Plan
Staff Recommendation: n/a
Report Prepared By: Andrew Grossmann, Tourism Manager

Attachments:

1. [Exhibit A: 2024 Sedona Tourism Plan](#)
 2. [Exhibit B: DRAFT 2026 Sedona Tourism Plan](#)
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PROJECT DESCRIPTION

The Sedona Tourism Plan serves as the public work plan for the Sedona Tourism Office. The initial iteration of the plan, the 2024 Sedona Tourism Plan, was developed in partnership with the Sedona Tourism Advisory Board and approved by Sedona City Council during the August 14, 2024 meeting. Because this was a 2-year plan and many of the action items have been completed or initiated, the City is now developing the next iteration of the Sedona Tourism Plan.

PROJECT BACKGROUND

The 2024 Sedona Tourism Plan was developed by City staff in partnership with the Coraggio Group, which is a strategic planning agency that has also been working with the Arizona Office of Tourism on its statewide tourism plans. The 2024 plan was designed as a roadmap for bringing the new Destination Marketing & Management Organization (DMMO) to fruition within the City of Sedona.

The overarching goal of the City's tourism plan is to communicate a work plan for making investments in the local tourism industry that strike a balance between a high-quality of life for residents, a thriving economy, and protection of the natural and built environment. An additional goal for the 2024 plan was to establish the internal capacity and policies and procedures within the City to operate the DMMO.

In partnership with the Coraggio Group, the City of Sedona conducted primary research on visitor and resident sentiment to gather input on priorities for the 2024 plan. Focus groups and public meetings were also facilitated to gather additional input from the community. Staff research on other successful tourism plans in similar destinations was also conducted to identify leading practices to include into the 2024 plan.

The resulting 2024 plan was broken into the 4 pillars listed below, which were further broken into 17 initiatives and 60 actions steps:

1. Manage and Steward the Destination
2. Optimize Economic Impact
3. Enhance Community Engagement with Tourism
4. Strengthen the Organization

Exhibit A attached to this Staff Report includes the final 2024 Sedona Tourism Plan.

OVERVIEW OF DRAFT 2026 SEDONA TOURISM PLAN

The 2026 Sedona Tourism Plan intends to establish the strategic priorities and work plan for the Sedona Tourism Office for the next four years, building upon the foundation established through the 2024 plan and acknowledging the evolving role of the City's Destination Marketing & Management Organization (DMMO).

In addition to regular meetings with the Sedona Tourism Advisory Board and the Sedona Lodging Council, public engagement for the 2026 Sedona Tourism Plan began in October 2025 and included the events listed below. Together, these engagement opportunities gathered input from businesses, tourism stakeholders, residents, and community organizations regarding the future of tourism and the Sedona experience.

- Tlaquepaque Business Tenant Meeting – October 2025
- Sedona Metaphysical Spiritual Association Meeting – October 2025
- Short-Term Rental Owner Coffee Chat – February 2026
- Hillside Sedona Business Tenant Meeting – April 2026
- Keep Sedona Beautiful Speaker Series – April 2026
- Future of Sedona and the Sedona Experience Community Input Sessions – April & May 2026

A staff review of tourism, destination management, destination stewardship, and crisis communications plans from comparable Western U.S. destinations listed below was conducted in Summer 2026 to identify relevant strategies and leading practices for consideration in Sedona:

- Aspen Destination management Plan (2022)
- Explore Lincoln County Crisis Communications Scenarios (2026)
- Lane County Tourism Plan (2026)
- Snowmass Tourism Destination Management Plan (2025)
- Taos Destination Stewardship Plan (2023)
- Teton County Destination Management Plan (2027)
- Visit Bend Destination Strategy (2027)

City staff also met with the Sedona Tourism Advisory Board on May 6, 2026 to have an initial discussion about the strategy for the 2026 Sedona Tourism Plan. Resulting agreements included:

- The next plan would be a 4-year plan instead of a 2-year plan
- The next plan would continue to be a public work plan for the Sedona Tourism Office
 - As a result, the plan should comprise all activities of the Sedona Tourism Office
- The next plan would continue to have 4 pillars, but would replace *Strengthen the Organization* with *Enhance the Sedona Experience*
 - This recognizes the initial work that was done to build internal capacity within the City of Sedona to operate a DMMO
 - This also presents an opportunity to expand the role of the Sedona Tourism Office into activities that enhance the experience of Sedona residents and visitors

Exhibit B attached to this Staff Report includes the draft 2026 Sedona Tourism Plan that City staff would like to discuss with the Sedona Tourism Advisory Board on September 2, 2026. This draft was developed as a direct result of the public engagement, plan review, and internal discussions about how best to position the Sedona Tourism Office as an asset to the community for the next four years and beyond.

The most significant structural change is the replacement of the “Strengthen the Organization” pillar with a new “Enhance the Sedona Experience” pillar. With the foundational work to build internal capacity substantially established, the 2026 plan shifts the focus toward activities that directly enhance the experience of residents and visitors.

Other noticeable changes between the 2024 Sedona Tourism Plan and the 2026 Sedona Tourism Plan include:

- New initiatives include:
 - Advance destination management strategies that balance visitor demand, community needs, and destination capacity
 - Develop a Tourism Crisis Communication Plan to clarify the Sedona Tourism Office's role, responsibilities, communications protocols, and partnerships during events that affect the visitor economy and Sedona's reputation as a destination
 - Explore ways to broaden the Sedona Tourism Office's role in supporting the local visitor economy
 - Develop and enhance signature visitor experiences that reflect Sedona's natural, cultural, creative and wellness assets
 - Partner with other City departments to represent the voice of tourism and bolster the success of legacy projects
- Existing initiatives or action steps that were moved to other locations within the plan include:
 - “Prioritize marketing investment during off-peak times of the week and year” was reworded into a new initiative within “Optimize Economic Impact”
 - “Provide robust visitor services within Sedona” was moved to “Enhance the Sedona Experience”
 - “Enhance the City's tourism-related data portfolio to make more informed decisions and measure results” was reworded into a new initiative within “Enhance Community Engagement with Tourism”
- Existing initiatives that were deemed complete and removed included:
 - Integrate the new Sedona tourism brand throughout the City's tourism activities, materials, and marketing campaigns
 - Build up an asset inventory and offer local marketing co-ops
 - Increase the City's capacity to develop, manage, and promote tourism

NEXT STEPS

City staff welcome Sedona Tourism Advisory Board input on the current strategy, structure, and content of the 2026 Sedona Tourism Plan while the plan remains under development. Looking ahead, City staff will be scheduling a joint session with the Sedona Tourism Advisory Board and Sedona City Council in late October to provide an update on the Future of Tourism and the Sedona Experience Community Input Sessions and to present the final draft of the 2026 Sedona Tourism Plan.

EXHIBIT A			2024 Sedona Tourism Plan		
Imperatives	Initiatives	Action Steps			
Manage And Steward The Destination	Increase awareness and education of ways to reduce vehicle congestion	Develop and help distribute a transit marketing toolkit that builds awareness of the City's transit options, and that is shared with industry partners			
		Publish car-free itineraries that communicate how to experience Sedona without a passenger vehicle			
		Explore opportunities to amplify real-time information about capacity at parking lots and travel times to key areas			
	Prioritize marketing investments during off-peak times of the week and year	Define annual peaks and valleys in visitation to understand need times (i.e. valleys) for driving demand for tourism			
		Conduct strategic consumer marketing campaigns during summer and winter that focus on driving demand during the valleys and that target visitors from locations that align with our values, stay longer, and spend more			
		Partner with local businesses to participate in campaigns (e.g. new offerings, discounts) and augment campaign messages on their own channels			
		Bolster campaign reporting that focuses on attribution that proves the City's advertising is effective at inspiring travel			
	Encourage responsible & respectful use of Sedona throughout the year	Host a focus group with local leaders to validate the priority behaviors that the City wants to influence at different types of sites and different times of year			
		Develop strategic messages related to the priority behaviors that can be targeted to different audiences before and during trips to Sedona (i.e. think before you come vs think while you're here)			
		Compile a list of local non-profit entities that visitors can donate their time or money to projects that benefit visitor experience in Sedona			
		Conduct an "Always On Educational Marketing Campaign" that invites visitors to Sedona to engage in responsible and respectful use behaviors			
		Develop and distribute an educational messaging toolkit that sets expectations for responsible and respectful use throughout the year, and that is shared with industry partners			
		Explore opportunities to leverage volunteers that can disseminate priority messages at key visitor locations during need times (i.e. Parks and Rec volunteer rangers)			
	Provide robust visitor services within Sedona	Determine a visitor services strategy that includes assessing the current Sedona Visitor Center and exploring new investments			
		Explore the development of a new Sedona Visitor Guide that can educate visitors about the destination and set expectations for their stay			
		Compile a list of local entities that manage volunteers that interface with visitors and explore opportunities to leverage these groups to provide information to visitors during their stay			
	Partner with City departments to advance projects that better manage visitation throughout the year	Partner with the City of Sedona Public Works department to assist with moving Sedona In Motion (SIM) projects forward, and educate visitors and residents about completed milestones			
		Partner with the City of Sedona Sustainability department to assist with their goals to reduce city-wide greenhouse gas emissions			
		Educate visitors about the different City programs that are in place that benefit visitor experience, such as transit use and dog poo waste reduction			
		Explore what role the tourism department can play in advancing larger City goals			
Optimize Economic Impact	Integrate the new Sedona tourism brand throughout the City's tourism activities, materials, and marketing campaigns	Successfully complete the branding initiative to validate the name, logo, and brand guidance for the City of Sedona Tourism Program			
		Audit current brand execution and update utilization to the new brand			
		Integrate the new brand and related guidelines into all tourism activities			
	Bolster digital marketing content to increase website traffic and social engagement	Develop an annual editorial calendar that defines themes, cadence, and channels			
		Publish paid and organic content on all digital marketing channels throughout the year in accordance with the editorial calendar			
		Implement regular blog and newsletter content in accordance with the editorial calendar			
		Optimize website and digital marketing channels as new images and campaign creative are developed			
	Leverage earned media and travel trade to enhance Sedona's reputation as a leading national destination	Compile a list of successful earned media and media events within the last 3-5 years, identify priority journalists/publications, and compile examples of earned media and media events with the highest return on investment			
		Compile a list of successful group sales, travel trade partners, and meetings sales events within the last 3-5 years and identify priority organizations to work with			
		Conduct outreach with Group Sales Managers at local hotels and explore potential resources and activities that could enhance travel trade and group sales opportunities for the City of Sedona (e.g. compression calendar, event planner)			
		Develop an integrated strategy for conducting outreach with earned media and travel trade that targets priority opportunities and focuses on having a presence at conferences and events with the highest return on investment			
		Work directly with the Arizona Office of Tourism to understand opportunities to leverage additional resources to capture high-value earned media and travel trade			
	Build up an asset inventory and offer local marketing co-ops	Gather input from the local tourism industry related to creative asset gaps and conduct creative asset production shoots with local photographers			
		Organize all creative assets within an asset management system and provide access to creative assets as a benefit to local partners			
		Explore the development of local cooperative marketing programs between the City of Sedona and local tourism businesses (e.g. social media campaign matches, photography buy-ins, etc)			
	Be a supportive partner to tourism-related businesses in Sedona	Regularly meet with local tourism businesses and gather input on emerging barriers and opportunities for advancing tourism in Sedona			
		Integrate Book Direct onto ScenicSedona.com as a way to drive demand for hotel reservations			
		Explore opportunities to advance tourism-related workforce in Sedona (e.g. frontline staff training, skills-based training)			
Enhance Community Engagement With Tourism	Advance partnerships with tourism-related economic development, government organizations, and non-profits	Compile a contact list of priority economic development organizations, governmental organizations, and non-profits to explore partnerships with			
		Regularly meet with organizations across the tourism value chain to build awareness of the City's role in managing tourism, understand active or planned efforts that impact the local tourism industry, and explore opportunities to collaborate on successful outcomes			
		Continue to foster relationships with the Sedona Lodging Council and the Sedona Chamber of Commerce and engage in resource mapping to maximize benefits to local businesses			
	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	Conduct a review of the ways that the Chamber of Commerce and other tourism organizations have previously communicated the value of tourism in Sedona			
		Conduct research on the state, county, and city taxes that visitors pay into, and develop an understanding of how those taxes are invested locally to advance community values			
		Develop a "Brought To You By Tourism" campaign that includes key messages that are segmented by local audiences within the community (e.g. residents, businesses, elected officials) and value propositions for each segment			
		Present the draft campaign to the Tourism Advisory Board and gather input on ways to enhance implementation of the plan			
		Execute the communications plan and explore storytelling opportunities that highlight members of the local community that directly and indirectly benefit from the success of the tourism industry			
	Create a "State of Sedona Tourism" transparency hub on the City's website that tracks the progress of this plan	Develop the wireframe for presenting the transparency hub on the City's website and define the information architecture for presenting updates on the City's efforts to adopt the Sedona Tourism Plan			
		Regularly compile relevant data and information that can be used to update the transparency hub on a monthly basis			
		Publish and promote the transparency hub within the local community			
	Regularly monitor community perceptions of timely tourism challenges and opportunities	Host tourism town hall events that are open to the public to learn about the state of Sedona tourism and gather feedback on the role of tourism within the community			
Explore opportunities to include questions related to resident sentiment on tourism topics in City surveys					
Strengthen The Organization	Enhance the City's tourism-related data portfolio to make more informed decisions and measure results	Assess the current inventory of tourism-related research and data, optimize presentation of the information, and assess redundancies and gaps			
		Gather input from local tourism leaders to understand priority tourism industry performance metrics and the types and cadence of reports that are shared publicly (i.e. lodging performance summaries in newsletters)			
		Integrate key findings from research into all aspects of tourism operations, and explore opportunities for predictive analysis that can forecast the need for increased investments in tourism management or marketing throughout the year			
	Increase the City's capacity to develop, manage, and promote tourism	Onboard the new Tourism Manager for the City of Sedona			
		Assess staff capacity gaps within the City of Sedona Tourism Program, develop an appropriate job description for a Tourism Coordinator, and hire an appropriate candidate for the position			
		Define the structure for the next Sedona Tourism Plan and assess whether an updated Sustainable Tourism Plan is also needed			
		Encourage teambuilding and a positive internal culture with monthly team meetings and outings			
	Participate in national, state, and local tourism conferences and events	Compile a list of priority national, state, and local tourism conferences and events, and attend the most strategic events			
		Attend the annual Arizona Governor's Conference on Tourism (GCOT) to network and explore partnerships with other Arizona tourism industry leaders			

Imperatives	Initiatives	Action Steps
Manage and Steward the Destination	Set expectations for responsible & respectful use of Sedona throughout the year	Continue to implement the "always-on" Appreciate Sedona campaign in partnership with the Arizona Office of Tourism and Leave No Trace, regularly reviewing priority messages for setting expectations for responsible and respectful visitation throughout the year
		Disseminate "Appreciate Sedona" messages at key visitor locations in partnership with Sedona frontline staff (e.g. Uptown Visitor Center, Parks and Rec Rangers)
		Build awareness of the Sedona Shuttle and establish Sedona's reputation as a leading U.S. destination that can be visited without a personal vehicle
		Explore opportunities to amplify real-time information about capacity at parking lots and travel times to key areas
	Advance destination management strategies that balance visitor demand, community needs, and destination capacity	Conduct research to understand where visitor pressure and tourism impacts exist throughout the year, develop systems for monitoring priority impacts (e.g. vehicle congestion, trail usage, community perceptions), and establish baselines
		Partner with the U.S. Forest Service to monitor and update OpenStreetMap data to ensure that trails and roads within the Red Rock Ranger District are accurately presented on digital outdoor recreation apps (e.g. AllTrails, OnX)
		Limit the promotion of recreational experiences within the Coconino National Forest to locations that are accessible via designated U.S. Forest Service trails or roads
		Identify opportunities to better distribute (i.e. 7 trailheads with Sedona Shuttle Connect) or concentrate visitation (i.e. walkable hiking maps for hotels) during peak times of year
	Develop a Tourism Crisis Communication Plan	Evaluate the effectiveness of destination management strategies and adjust approaches based on data, stakeholder feedback, and external conditions
		Review successful tourism crisis communications plans and identify best practices relevant to Sedona
		Define the Sedona Tourism Office's role, responsibilities, and protocols for communicating with visitors, tourism businesses, residents, media, and tourism partners before, during, and after a crisis
		Develop a Tourism Crisis Communications Plan that identifies priority audiences, communication channels, key messages, roles and responsibilities, approval processes, and partner coordination protocols
	Explore ways to broaden the Sedona Tourism Office's role in supporting the local visitor economy	Establish a communication protocol with key City departments, tourism businesses, tourism organizations, and other partners (i.e. Sedona Parks & Rec Rangers) to distribute timely information during a crisis
		Conduct periodic reviews and exercises to test the Tourism Crisis Communications Plan and update it based on lessons learned, emerging risks, and changes in communication channels
		Publish a Sedona Film Office landing page on ScenicSedona.com and serve as a local contact for interested filmmakers to build their awareness of Sedona and educate them about local regulations (i.e. permits)
		Explore ways to educate community event organizers to build their awareness of Sedona and connect them with the necessary resources to make their event a success
Optimize Economic Impact	Conduct integrated, year-round marketing that is aligned with Sedona's community values and destination management priorities	Manage an annual editorial content calendar for all social media channels, newsletters, and destination marketing campaigns
		Publish paid and organic content on all digital marketing channels throughout the year in accordance with the editorial calendar
		Implement regular blog and newsletter content in accordance with the editorial calendar
		Conduct year-round destination marketing to high-net-worth individuals that generate a higher economic impact per visitor
	Increase visitor demand during priority periods to support a balanced, year-round tourism economy	Implement destination marketing campaigns that inspire travel to Sedona each summer and winter that target visitors that align with Sedona's values
		Continue to partner with local businesses to participate in destination marketing campaigns (e.g. new offerings, discounts) and augment campaign messages on their own channels (i.e. social media toolkit)
		Explore ways to augment destination marketing campaigns by leveraging other marketing strategies (e.g. earned media coverage, destination activations) during campaign flights
	Leverage earned media, travel trade, and meeting sales to bolster Sedona's reputation as a leading national destination	Convene the Sales Managers at Greater Sedona hotels for the biannual Sales Manager Roundtable to share ideas and align on priority group sales strategies
		Partner with the Arizona Office of Tourism and with other Arizona Destination Marketing & Management Organizations to conduct outreach with travel media, travel trade, and meeting planners to build awareness of Sedona as a leading destination
		Represent the City of Sedona at domestic and international business-to-business (B2B) sales and media trade shows (e.g. IPW, Go West Summit) and sales and media missions in partnership with Western U.S. destinations
	Strengthen partnerships with Sedona's tourism industry	Regularly meet with local and regional entities across the Sedona tourism industry value chain to share resources and gather input on emerging barriers and opportunities for advancing tourism in Sedona
		Conduct creative asset production shoots at strategic times throughout the year and manage all assets in a public digital asset library
Enhance Community Engagement With Tourism	Communicate the role of tourism within the Sedona community	Launch a "Brought to You by Tourism" campaign that communicates the benefits of tourism to residents, businesses, and elected officials
		Attend community meetings (e.g. Keep Sedona Beautiful, Realtors Associations) to build awareness of the Sedona Tourism Office and communicate the value of tourism for the Sedona community
		Regularly update economic impact research, visitation research, and City budget analysis that provide the foundation for the "Brought to You by Tourism" campaign
	Provide public access to tourism-related research	Manage the City's tourism-related research portfolio by validating existing datasets and exploring new datasets to include
		Maintain and enhance the Tourism Transparency Hub on the City of Sedona website
		Publish monthly Tourism Business Newsletters that provide updates on the Sedona Tourism Office and include monthly tourism-related research reports
		Regularly attend public meetings (e.g. Tourism Advisory Board meetings, City Council meetings, Lodging Council meetings) to present tourism-related research
	Engage the community in the future of tourism	Facilitate community input sessions for residents to learn more about the Sedona Tourism Office and provide input on the City's tourism strategy
		Explore strategic opportunities to collect resident sentiment through the biennial National Community Survey and other survey methods
		Meet regularly with Sedona tourism leadership organizations (e.g. Sedona Chamber of Commerce, Sedona Lodging Council, Tlaquepaque Business tenants, Hillside Business tenants) to gather feedback on the future of tourism in Sedona
		Analyze feedback and make adjustments to the 2026 Sedona Tourism Plan in response to emerging trends within the community
Enhance The Sedona Experience	Develop and enhance signature visitor experiences that reflect Sedona's natural, cultural, creative and wellness assets	Conduct research and stakeholder engagement to identify gaps, opportunities, and emerging trends in Sedona's visitor experience
		Collaborate with tourism partners to develop, package, and enhance experiences that align with community values and destination priorities (i.e. Verde Valley wine history tour)
		Manage and maintain a collection of experiential guides on scenicседona.com that inspire visitors to discover the breadth of the Sedona experience
		Identify opportunities to improve the accessibility of visitor information, services, and experiences (e.g. translated visitor guides, niche audience guides)
	Provide robust visitor services throughout Sedona	Publish an annual Sedona Official Travel Planner that includes up-to-date business information and timely editorial content
		Implement the digital kiosk strategy by maintaining accurate, up-to-date business and experiential information and regularly evaluating kiosk performance and user experience to identify opportunities for improvement
		Work closely with the Uptown Sedona Visitor Center to align on the visitor information and related resources that are shared with visitors
		Meet regularly with frontline staff throughout Sedona to align on the visitor information and related resources that are shared with visitors
	Partner with regional economic development organizations, government entities, and non-profits on strategies that create a more resilient Sedona economy	Work with regional economic development organizations and community partners to identify economic trends, vulnerabilities, and opportunities that could affect Sedona's tourism industry
		Identify opportunities to connect tourism businesses and tourism assets with broader regional economic development and diversification efforts
		Collaborate with regional partners on initiatives that strengthen the long-term competitiveness and resilience of Sedona's tourism industry
		Share tourism research, trends, and lessons learned with economic development and community partners to support coordinated decision-making
	Partner with other City departments to represent the voice of tourism and bolster the success of legacy projects	Represent the visitor economy in City planning and project discussions when tourism-related impacts or opportunities are identified
		Educate visitors about City programs and projects that benefit the visitor experience through appropriate tourism communications channels (i.e. SIM project implementation)



Monthly Summary Report

July 2026



Monthly Historical Lodging

July 2026 | Sedona



Hotel Performance

Source: STR (Sedona+)

	Occupancy	ADR	RevPAR	Revenue
Jul 2026	50.5%	\$241.13	\$121.83	\$8.9M
YOY % Change	-10.2% YOY	-0.9% YOY	-11.0% YOY	-5.3% YOY
Calendar Year-to-Date	68.2%	\$378.95	\$258.36	\$124.8M
YTD YOY % Change	+0.8% YOY	+5.8% YOY	+6.6% YOY	+6.8% YOY

Short Term Vacation Rental Performance - Scraped AirBnB Data

Source: KeyData (Vacation Area - Residential Zone)

	Occupancy	ADR	RevPAR	Revenue
Jul 2026	36.9%	\$437.16	\$161.40	\$6.2M
YOY % Change	+2.3% YOY	+2.7% YOY	+5.1% YOY	+8.0% YOY
Calendar Year-to-Date	53.5%	\$519.14	\$277.76	\$72.8M
YTD YOY % Change	+4.0% YOY	+6.3% YOY	+10.6% YOY	+14.3% YOY

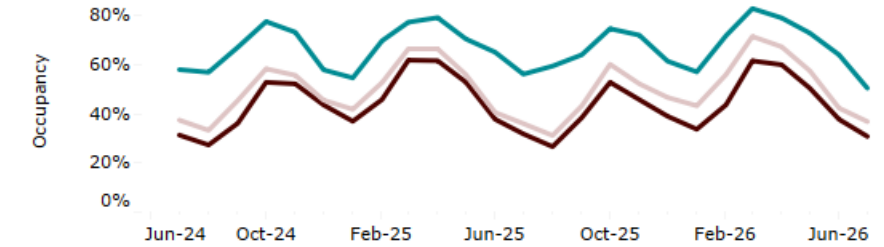
Short Term Vacation Rental Performance - Scraped VRBO Data

Source: KeyData (Vacation Area - Residential Zone)

	Occupancy	ADR	RevPAR	Revenue
Jul 2026	30.8%	\$500.47	\$154.38	\$2.9M
YOY % Change	-3.3% YOY	+1.5% YOY	-1.8% YOY	-10.8% YOY
Calendar Year-to-Date	45.4%	\$574.82	\$261.14	\$34.0M
YTD YOY % Change	-3.8% YOY	+3.2% YOY	-0.7% YOY	-11.1% YOY

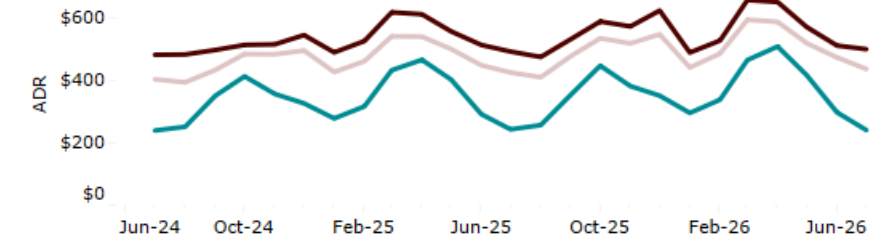
Occupancy by Month

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



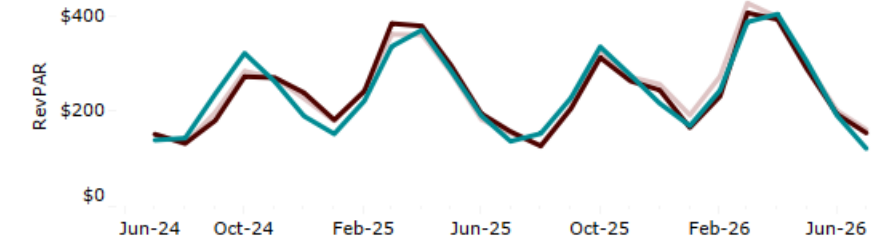
ADR by Month

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

July 2026



Sedona+ Hotel Performance

Calendar Year-to-Date Performance
compared to last year

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
68.2%	\$379	\$258	483.0K	329.3K	\$124.8M
+0.8%	+5.8%	+6.6%	+0.2%	+1.0%	+6.8%

Monthly Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
May	73.0%	+3.4%	\$417	+3.4%	\$304	+6.9%
Jun	64.1%	-1.7%	\$298	+2.0%	\$191	+0.3%
Jul	50.5%	-10.2%	\$241	-0.9%	\$122	-11.0%

Village of Oak Creek+ Hotel Performance

Calendar Year-to-Date Performance
compared to last year

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
66.8%	\$229	\$153	165.8K	110.7K	\$25.3M
+0.6%	+7.5%	+8.2%		+0.6%	+8.2%

Monthly Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
May	71.2%	-0.8%	\$241	+9.6%	\$172	+8.8%
Jun	67.2%	+4.2%	\$193	+7.7%	\$130	+12.2%
Jul	56.0%	-1.5%	\$161	+1.2%	\$90	-0.4%



Hotel 4 Month Outlook

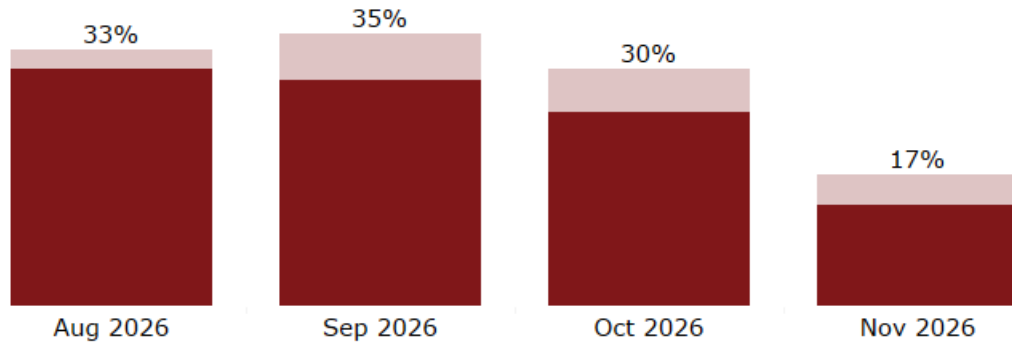
Data for zip code 86336



Occupancy as of 8/19/2026

Current Occupancy

Group Committed Transient



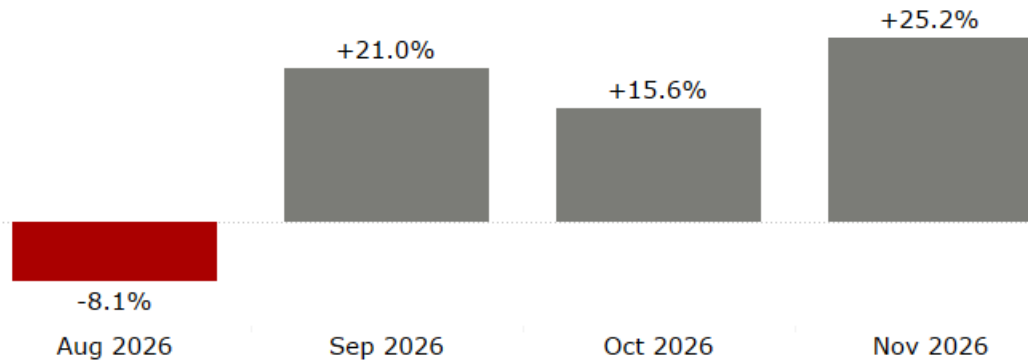
Bookings by Segment

	Aug 2026	Sep 2026	Oct 2026	Nov 2026
Transient	11.5K	10.4K	9.2K	4.7K
Group Committed	917	2.2K	2.1K	1.4K
Total with Group Committed	12.4K	12.6K	11.3K	6.1K

Rooms
Booked

Booking Pace

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



YOY % Change

	Aug 2026	Sep 2026	Oct 2026	Nov 2026
Transient	-10.3%	+17.7%	+19.3%	+27.4%
Group Committed	+31.6%	+39.5%	+1.7%	+18.4%
Total with Group Committed	-8.1%	+21.0%	+15.6%	+25.2%

Short Term Rental Review

July 2026



Residential Zone (Airbnb) Performance

Calendar Year-to-Date Performance
compared to last year

Occupancy
53.5%
+4.0%

ADR
\$519
+6.3%

RevPAR
\$278
+10.6%

Monthly Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
May	57.6%	+2.7%	\$520	+3.7%	\$299	+6.5%
Jun	42.4%	+4.3%	\$474	+5.6%	\$201	+10.1%
Jul	36.9%	+2.3%	\$437	+2.7%	\$161	+5.1%

Residential Zone (VRBO) Performance

Calendar Year-to-Date Performance
compared to last year

Occupancy
45.4%
-3.8%

ADR
\$575
+3.2%

RevPAR
\$261
-0.7%

Monthly Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
May	50.5%	-4.7%	\$571	+2.5%	\$289	-2.3%
Jun	37.8%	-0.2%	\$512	-0.4%	\$194	-0.5%
Jul	30.8%	-3.3%	\$500	+1.5%	\$154	-1.8%

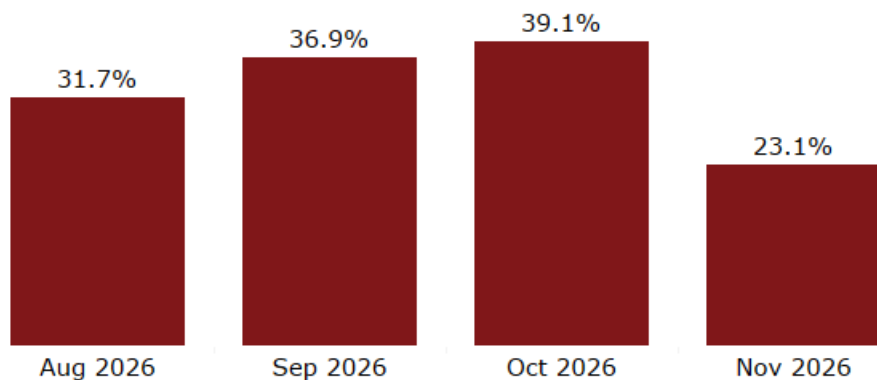


Short Term Lodging 4 Month Outlook



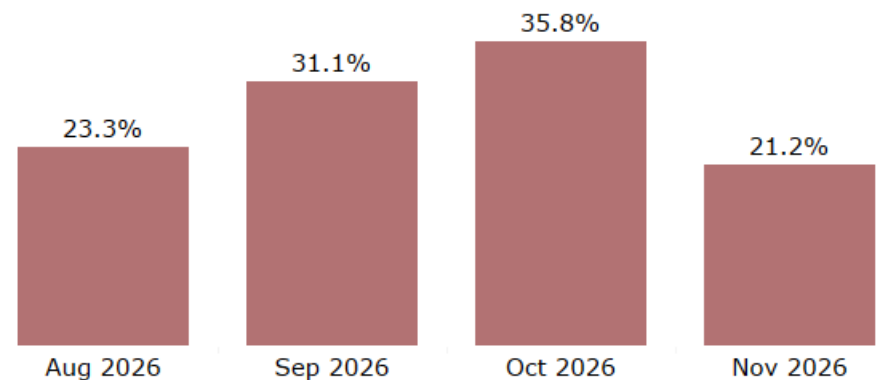
OTA AirBNB - Residential Zone

Occupancy Outlook

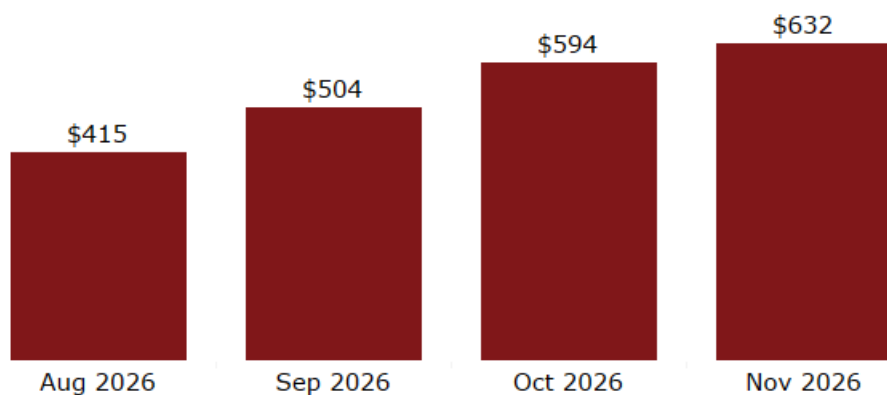


OTA VRBO - Residential Zone

Occupancy Outlook



ADR Outlook



ADR Outlook

