

SEDONA
ARIZONA



Our Mission

To enhance economic vitality
and promote Sedona as
the world's most desirable destination
for residents, businesses and travelers

SEDONA
ARIZONA

**Fewer than
250 organizations
worldwide hold this
elite designation**



Destination Marketing & Management



Sedona Tourism Impacts

SEDONA VISITORS ADD

\$12
MILLION
 IN LOCAL TAX DOLLARS

VISITORS GENERATE
 MORE THAN
66%
 OF THE CITY'S SALES
 TAX REVENUES

TOURISM SUPPORTS
 MORE THAN
10,000
 JOBS

SEDONA TOURISM
 GENERATES NEARLY
\$200
MILLION
 IN WAGES ALONE

THE TYPICAL VISITOR
 TO SEDONA STAYS*
3.3
DAYS

THE TYPICAL OVERNIGHT
 VISITOR PARTY SPENT*
\$552 PER
 DAY

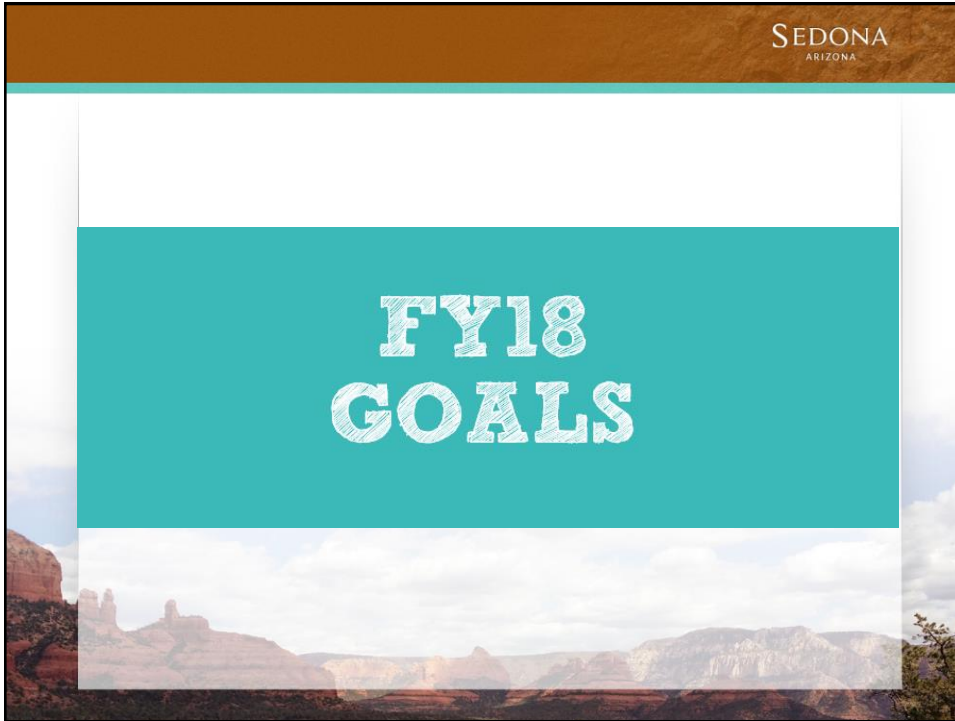
 WHILE IN
 SEDONA



SEDONA ARIZONA

98% of visitors believe that Sedona is an excellent (68%) or good (30%) place to visit compared to other options 

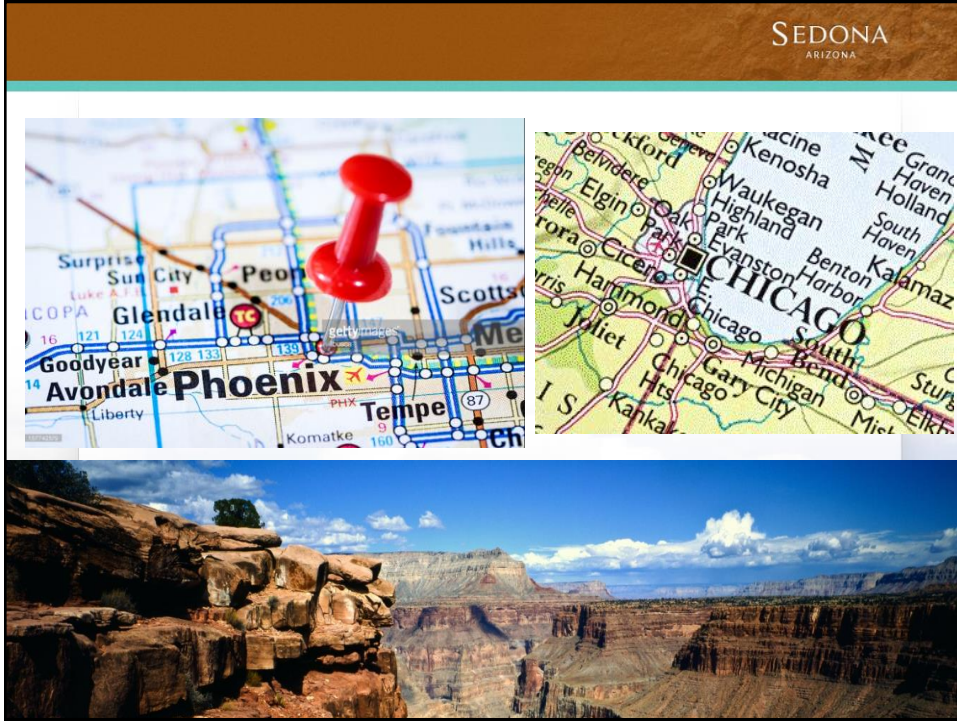




Long Term Goals

1. To attract, manage and monitor tourism for the benefit of residents, industry and visitors
2. To make visiting Sedona a positive and seamless process
3. To sustain a reasonable balance between tourism and the quality of life in Sedona





SEDONA
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Target Audience

AGE 35-54 PRIMARY, AGE 55+ SECONDARY

ANNUAL
HOUSEHOLD
INCOMES

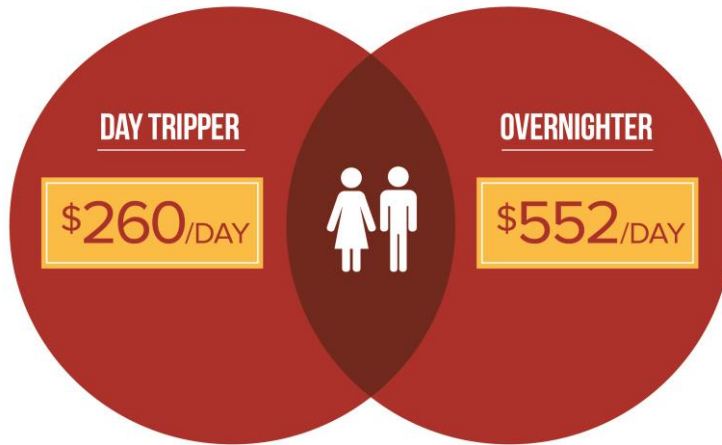
\$150,000+



COLLEGE-EDUCATED

SEDONA
ARIZONA

Visitor Spending



Consumer Loyalty Journey



Summer Campaign



A "Grand" Campaign



Winter Campaign



31 DAYS of HOLIDAY EVENTS

VisitSedona.com **SEDONA**









Create Your Own **Youtopia**

SEDONA | SedonaYoutopia.com

Get Social

 <p>Art & Galleries</p>	 <p>Tips for Responsible Travel</p>	 <p>Wellness</p>
 <p>Events</p>	 <p>Outdoor Adventure</p>	 <p>Live Feed</p>

 <p>#blazinn</p>	 <p>No experience necessary</p> <p>Come join our nurturing group to play act and create totally spontaneous scenes of varying length. You don't have to try to be funny here. Just bring your self or creating unusual characters is all you need for this class. Meet with us every on weekly. Different. Different. Fun!</p> <ul style="list-style-type: none"> • Realize that there is no failure • Get comfy and confident • Drop the mind and be in the moment • Practice character creation • Learn how to enhance the scene • Refine your public speaking skills • Feel the power of saying "Yes!" 	
<p>Blazin' M Ranch Chuckwagon Supper & Western Stage Show</p> <p>Spend an evening with Blazin' M Ranch, where the Old West comes to life. Featuring a mouth-waterin' BBQ chicken...</p> <p>See Details</p>	<p>Improv Comedy Drop-in Class - Anything Goes!</p> <p>Come & play in this weekly class where anything goes for improv comedy, all levels acceptable! Just come in...</p> <p>See Details</p>	<p>Saturday Meditation Salon</p> <p>Zac Occhiline, a seasoned yoga and meditation teacher and inspirational faculty member of the Meditation...</p> <p>See Details</p>
		
<p>Daily Guided Nature Walk</p> <p>Every morning a volunteer naturalist leads a guided nature walk informing visitors about the different life...</p> <p>See Details</p>	<p>Wednesday and Saturday Bird Walks at Red Rock State Park</p> <p>Bird enthusiasts can join a naturalist for a guided walk appropriate for beginner and advanced birders. The...</p> <p>See Details</p>	<p>Drawing Crash Course with Vince Fazio</p> <p>Whether you are interested in a refresher course or drawing for the first time. Drawing is a foundation course...</p> <p>See Details</p>

Group/Meeting Sales





SEDONA | **BLUR THE LINE BETWEEN VACATION & BOARD MEETING**



The laptop screen shows a photo gallery with images of: a river, a sunset, a hot air balloon, a person on a horse, a group of people, a hot air balloon, a golf course, and a restaurant interior.

Travel Trade Industry

Taubman Museum of Art presents
Great Trains & Grand Canyons
 featuring 5 nights in Sedona

6 Days October 15, 2017

Highlights

- Trestle Rail Journeys
- Grand Canyon Railway
- Verde Canyon Railroad
- Grand Canyon Nat'l Park
- Oak Creek Canyon
- Black & Bart's Stillhouse
- Sedona Trolley Tour
- Chapel of the Holy Cross
- Theaterpark & Oldtown Sedona
- Montezuma Castle
- Jerome
- Chuckwagon Supper & Show
- Old Town Scottsdale

Inclusions



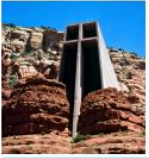

- Roundtrip Airfare - BGA
- 4 Nights Accommodations
- Softdrinking per Itinerary
- Admissions per Itinerary
- 6 Meals
- 5-Breakfasts & 3-Dinners
- Hotel Transfers
- Professional Tour Director
- Motorcoach Transportation
- Baggage Handling

Tour Rates

Booking Discount*:	\$2499 pp double
Regular Rate:	\$2599 pp double
Single Supplement:	+\$675

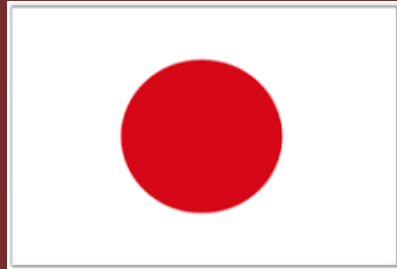
*See www.premierworlddiscovery.com

Contact Information
 Taubman Museum of Art • Amy Christina March
 110 Salem Ave SE • Roanoke, VA 24011
 540.204.4120 Fax: 540.342.5798
 amc@taubmanmuseum.org Booking #107685

Booking Discount - Save \$200 per couple!*

Travel Trade Industry



Travel Trade Industry



SEDONA
ARIZONA



**11,400 Hours Donated
in FY17
Value = \$256,500**



Tourism Product Development

Assist in Sedona tourism development that promotes the visitor industry's long term viability, while enhancing resident's quality of life.

**This is our target
customer...**

**What PRODUCT do
they want?**





Transportation

401 Jordan Road Acquisition

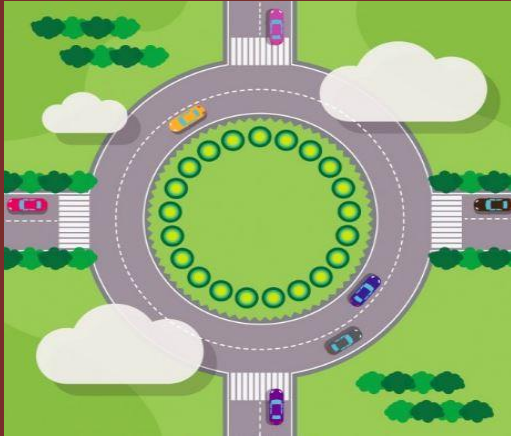


Transportation

Pedestrian ADA Walkway at Forest Road & the Visitor Center



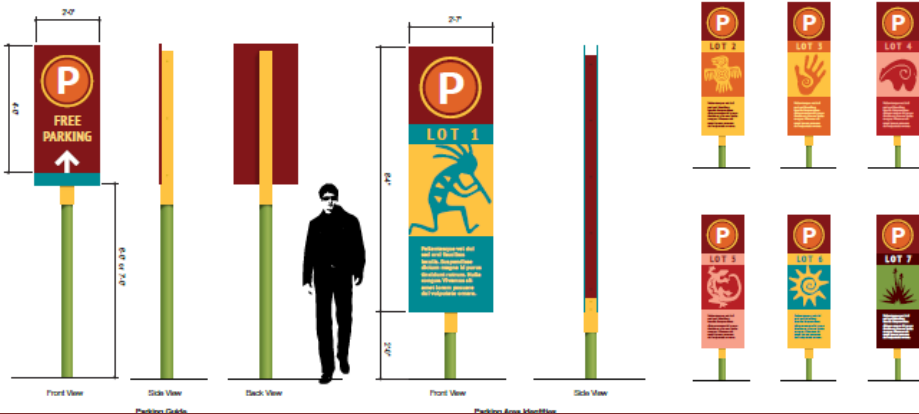
Transportation

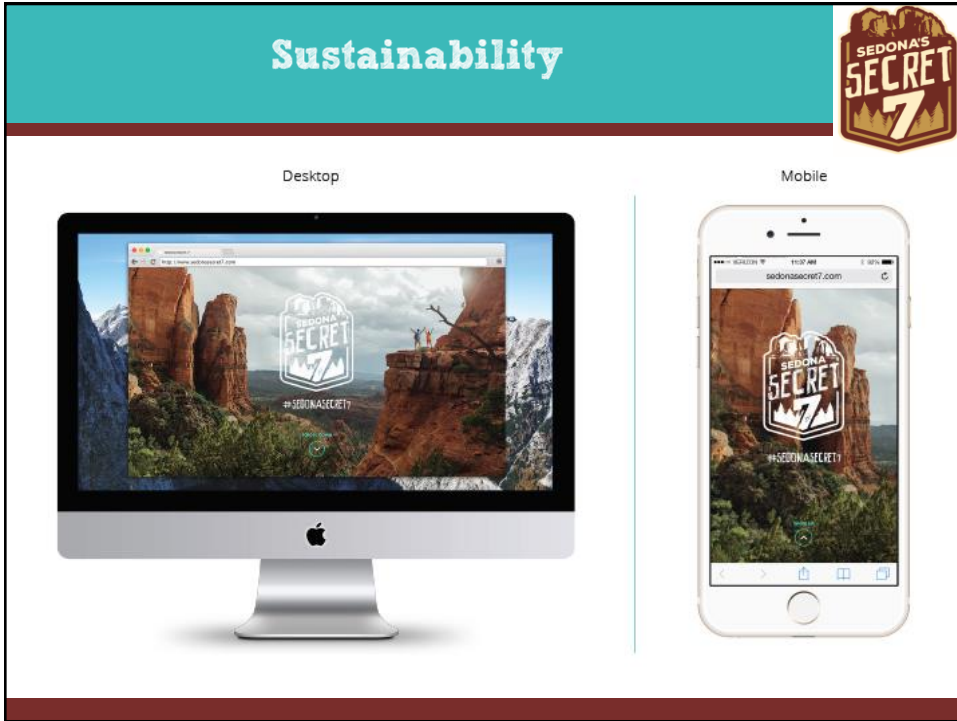


Roundabout
101 Video

Transportation

Wayfinding Plan





Sustainability

A travel guide to the places most respected and recommended by locals.

NATIONAL GEOGRAPHIC

MY TRIP IDEAS


SEDONA VERDE VALLEY

PLACES TO GO WHERE TO STAY THINGS TO DO About Q

PLACES TO GO SEE ALL >

- Community
- Historic or Pre-historic Place
- Local Points of Interest
- Museum, Theater, Interpretive Center
- Natural Area



CLICK TO VIEW THE INTERACTIVE GUIDE



Preserving Western culture along the lush, high-desert riparian habitat of the Verde River, one of Arizona's last free-flowing streams. — Josh Gray

○ ○ ● ○ ○ ○

Elevate the Arts



Elevate Wellness

**GOOD MORNING
FROM ARIZONA**

WarmUpinAZ.com



Quality over Quantity



Finances

$$\begin{aligned} &55\% \text{ Estimated FY18 Bed Tax} = \$2,141,700 \\ &+ \\ &\text{FY17 True-up} = \$245,000 \\ &- \\ &\text{Hold back for Jordan Road Parking} \\ &\text{Improvements} = \$50,000 \\ &= \\ &\mathbf{\$2,336,700} \end{aligned}$$

Finances

