

Sedona Verde Valley Tourism Council



1

Today's Agenda



What will we cover?

- History of SVVTC Partnership & Collaboration
- Marketing Highlights
- Private Sector Program

2

History of Collaboration



Why partner at all?

Leverage!

- Your dollars
- Your exposure
- Your resources
- Your influence

....Higher performance levels!

3

History of Collaboration



We go wayyyy back...

- 1990s: AOT's TIFS/TEAM Program
- 2000: "VVTC" was formed
- FY02: 1st TEAM Grant application
- FY03: Renamed to "SVVTC"

4

History of Collaboration



5

History of Collaboration



Branding, Strategies & Tactics

- Brand Platform, Logo, Tagline
- SVVTC Visitor Information Kits
- SedonaVerdeValley.org, maintenance, SEO
- Collateral Development
- Motorcoach (Group) Tour Operator Project
- International Pow Wow (tradeshow)
- Customer Service and Fulfillment
- Concierge Program
- Japan Sales Mission
- Canada Sales Mission
- 55+ Residents in Phoenix Campaign
- Phoenix Pre/Post Convention Program

6

History of Collaboration

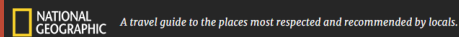


Geotourism Strategy

- Created a Geotourism Stewardship Council
- Developing a Vision, Strategy, and Action Plans for Sustainable Tourism Development
- Creating a Destination Marketing and Branding Strategy
- Developing Organizational Strategy, Business Plan, and Funding Strategy for SVVTC
- Delivering a National Geographic Society Co-Branded Online Interactive Map Guide

7

History of Collaboration

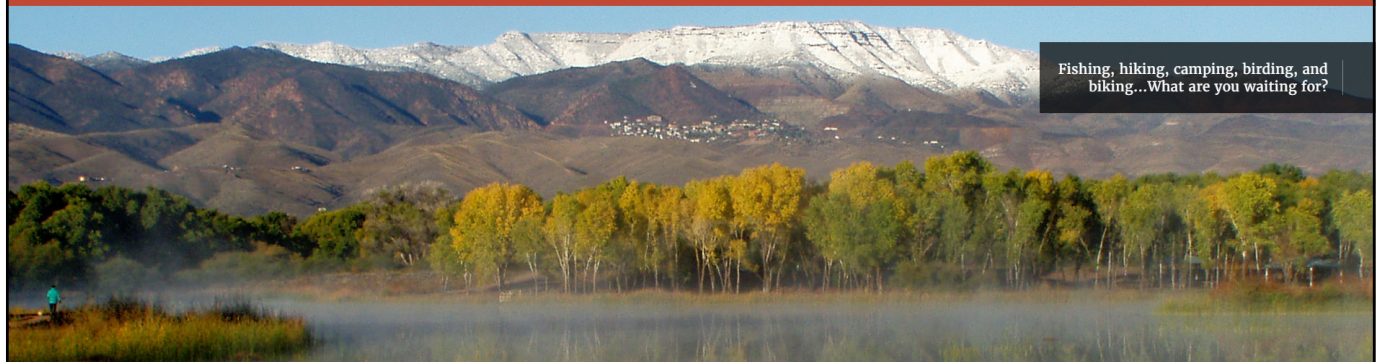


SEDONA VERDE VALLEY

[PLACES TO GO](#) [WHERE TO STAY](#) [THINGS TO DO](#)

[Trip Plans](#) [Local Voices](#) [About](#) [Q](#)

Fishing, hiking, camping, birding, and biking...What are you waiting for?



8

Marketing Highlights



Mission

To collaborate regionally to promote tourism in a way that celebrates local culture, protects the environment, and sustains the local economy.

Vision

In 2025, the Sedona Verde Valley will be a greener, more international, year-round destination. Our iconic landscapes will draw high-value visitors and tourism will be an engine for conservation while creating valuable, rewarding jobs for residents.

9

Marketing Highlights



Brand Pillars

Unique Culture & Western Heritage – *Understand our past and celebrate our way of life*

Red Rocks & Scenic River – *Take your time and enjoy the view and let nature nurture you*

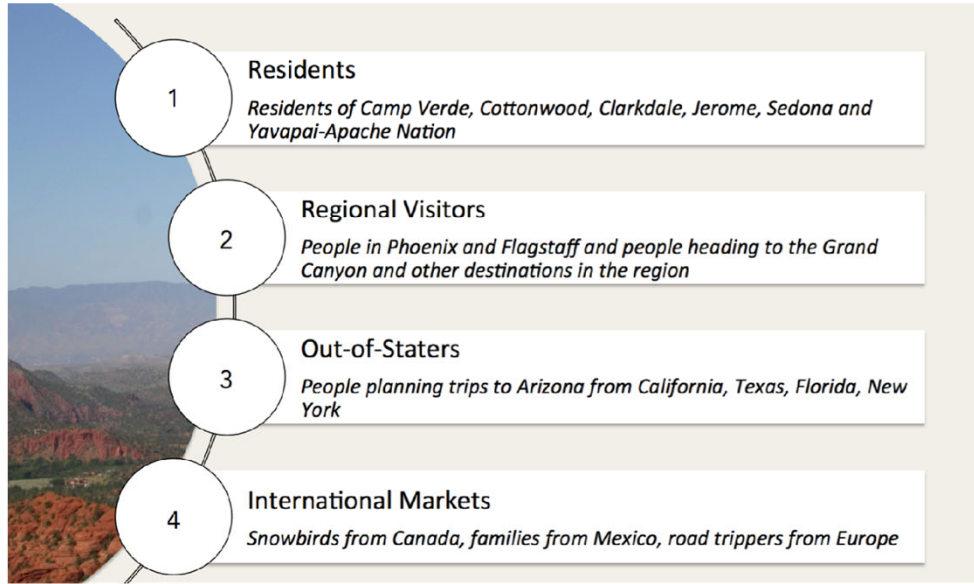
Outdoor Adventures – *Enjoy new experiences on land, water, and in the air*

Cuisine, wine and beer – *Savor our local food, wine, and beer movement*

10



Marketing Highlights



11



Marketing Highlights

Our Tools & Channels



Destination website



Facebook Page

NATIONAL GEOGRAPHIC

Geotourism Website



SVTC Blog



Events Calendar

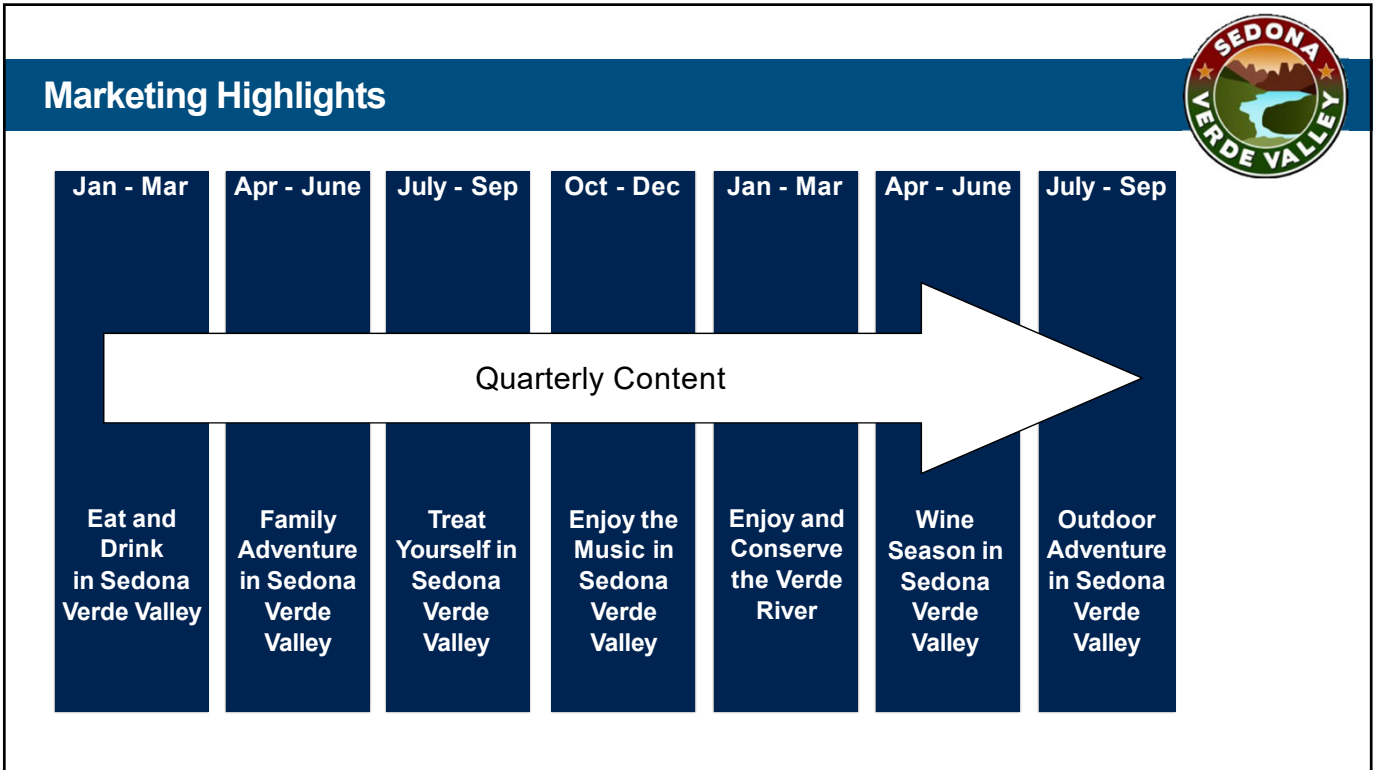


Visitor Brochure




Email Newsletter

12




Marketing Highlights




Jan - Mar	Apr - June	July - Sep	Oct - Dec	Jan - Mar	Apr - June	July - Sep
Quarterly Content						
Eat and Drink in Sedona Verde Valley	Family Adventure in Sedona Verde Valley	Treat Yourself in Sedona Verde Valley	Enjoy the Music in Sedona Verde Valley	Enjoy and Conserve the Verde River	Wine Season in Sedona Verde Valley	Outdoor Adventure in Sedona Verde Valley

13



Marketing Highlights



Quarterly Theme:

Wine Season in Sedona Verde Valley

Spring has arrived in Sedona Verde Valley. What better time to visit the wineries and vineyards of the region and an enjoy a glass of your favorite red or white?



14

Marketing Highlights



Theme is reflected in home page banner image and call to action...

Wine in Sedona Verde Valley

If you're a nature lover but also know how to appreciate a good glass of wine, look no further than Arizona's Sedona Verde Valley for your next tasting adventure. When making wine, it is essential to have a microclimate that allows the grapes to deliver their best juice after the harvest. The Verde Valley's combination of a dry, arid climate, along with drastic temperature changes like warm days and cool nights, is similar to some of the best wine-producing regions of the world. Because the Verde Valley was originally sedimentary rock with volcanic characteristics, the soil helps provide the perfect conditions to grow great-tasting wine. As a result, boutique wineries have been starting to pop-up all over Oak Creek and the Verde River regions.

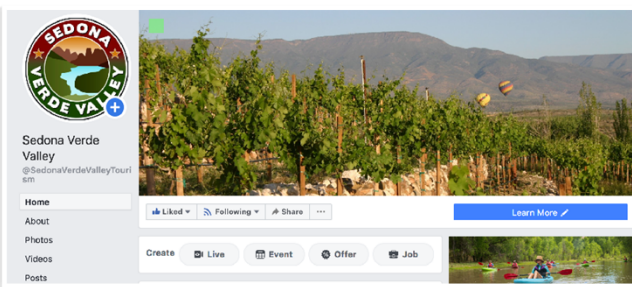


Wine has become so popular here that Verde Valley has created their very own Wine Trail. The trail has made it easier for visitors to explore the region's vineyards, linking wineries, tasting rooms and restaurants featuring some of the best wine in the region. There are three regions in Arizona that are good for growing grapes for wine: Sonoma in Santa Cruz County, Willcox in Cochise County, and the Verde Valley in Yavapai County. To view Arizona's wine map, click here.

... which links to a blog post about the theme

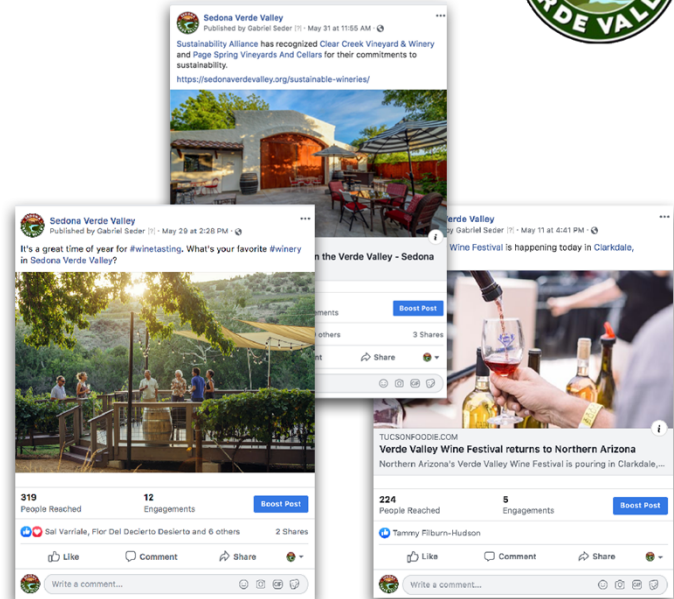
15

Marketing Highlights



Facebook cover image is updated to reflect the theme.

And the theme is explored in social media content.



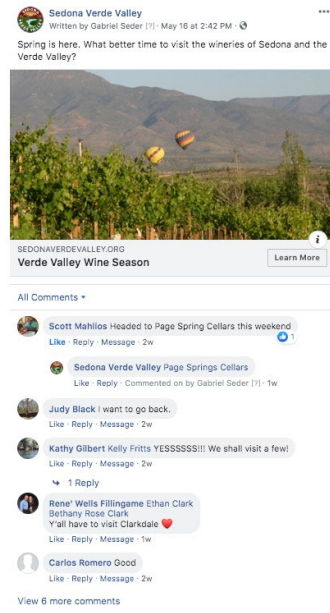
16



Marketing Highlights

Facebook Advertising

Paid Facebook advertising on the theme reaches new audiences, specifically targeting travelers interested in that theme.



17



Marketing Highlights

2019: Reached more than 150,000 people on Facebook

@SedonaVerdeValley



18



Marketing Highlights

2019: Nearly 160 blog posts published

Chocolita Has Recipe for Success



Raw Cacao: Recipe for Success

Winning first place at the Moonshot AZ Pitch event, Sarah Ann Lesalle—owner of Chocolita in Sedona—transformed raw chocolates with rich-cocoa ingredients. On April 11-12, 2019, Sedona and Verde Valley entrepreneurs competed for cash, scholarships, and prizes while working with mentors to improve their pitch and business development. What led Chocolita to this win?

Lesalle studied with master chocolatier Kelly Johnson at Chocola Tree after a cocoa ceremony left her fascinated and feeling great.

"Someone told me I should meet Kelly and coincidentally he was at a small chat party thrown by my roommate the same day. That was 2005." Lesalle then began her journey as a chocolatier.

The Best Places For Ice Cream in Sedona Verde Valley



Ice cream. Image: jeni

Ice cream—the summer food essential for survival. Don't fudge up your day; cookie "bought" go without a cone as you make your way through Sedona Verde Valley's rocky roads.

All terrible dad puns aside, there really is no better way to celebrate a great summer day than with a perfect scoop of ice cream, and that's what we're going to help you do. Check out these ice cream parlors in Sedona Verde Valley!

Enjoy and Conserve the Verde River



Unspoiled riparian areas along the Verde River. Photo: Gayle Mabrey

Of course, everything revolves around the life-giving Verde River. The story of human habitation, the agricultural bounty and astonishing diversity of flora and fauna begin and end with that wabery ribbon twisting through and uplands. There is a joyful reference to a perennial flowing stream in Arizona, a river at soaring desert and an embrace of possibilities.

The Verde River carves out delicious birding habitat. The lively waterway creates a lush and lively ecosystem, home to over 200 species of birds. Dozens more use the Verde and tributaries as a migratory thoroughfare. Birding is a year-round activity in the region with the Verde Valley Birding and Nature Festival each spring serving as the Super Bowl of feather peeping.

Anglers fish the river and the lagoons at adjacent Horne Ranch State Park for trout, bass, catfish and chub. With new access points added, recreational boating has become increasingly popular. The Verde River features several distinct stretches for kayakers and canoeists among long pools, gentle riffles and splashy whitewater.



Marketing Highlights

2019: Over 150,000 Total Visitors
from every state in the US and from 137 countries around the world



SedonaVerdeValley.org

Total Business Listings: **255**

2017	7 new businesses
2018	40 new businesses
2019	28 new businesses



VerdeValleyNatGeo.com

Total Business Listings: **377**

2017	47 new businesses
2018	34 new businesses
2019	14 new businesses

Marketing Highlights



2019: 120+ Community Events on Online Calendar

Living Legends

January 29 @ 7:00 pm - 8:30 pm

Sedona Performing Arts Center, 995 Upper Red Rock Loop Road
995 Upper Red Rock Loop Road, AZ86339, United States

\$10.00 – \$15.00



Celebrating the native cultural heritage of North and South America and the South Pacific, Living Legends presents a vibrant spectacle of energy, music, costume, and dance. As they take the stage, talented performers of native descent capture the rhythms of Polynesia, portray the fascinating legends of Native American people, and dazzle the senses with the energy of Latin America. Both the lavish costumes and the intricate choreography are authentic representations of the showcase cultures

[Find out more »](#)

The Sonoran Dogs in Concert

February 15 @ 7:00 pm - 9:00 pm

Phillip England Center for the Performing Arts

\$15 – \$20



Formed in 2011, The Sonoran Dogs have exploded upon the bluegrass scene! They have performed and headlined many festivals and concert venues in the Southwestern US, touring as far as Australia, from Melbourne to Brisbane and beyond. The "Dogs" are made up of seasoned veterans who have come together to enjoy bluegrass music and friendship, often times adding one or more "strays" on fiddle, dobro and even accordion! With every show, The Sonoran Dogs play with expertise, often improvising and showcasing original songs,...

[Find out more »](#)

Private Sector Engagement



EXCLUSIVE OFFER | LIMITED TO FIRST TEN PARTNERS

PARTNER WITH US

Ten businesses in Sedona and the Verde Valley are invited to partner with the Sedona Verde Valley Tourism Council to market the destination with us. Your contribution of \$2,500 entitles you to all of the following benefits.

Private Sector Engagement



Trifold Brochure – 50,000 regional distribution



23

Private Sector Engagement



Visitor Guide Feature

Distributed each year to 275,000 visitors, travel trade professionals, and media, plus digital views.



24

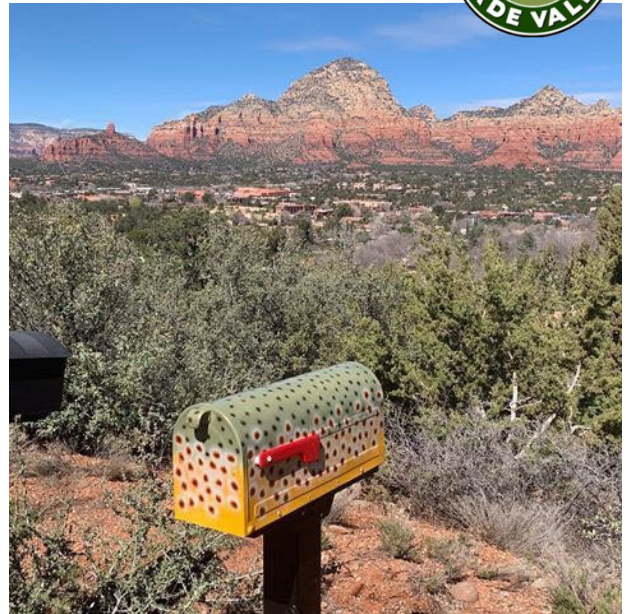
Private Sector Engagement



Visitor Guide Ad Flyer

Mailed to approximately **3,500** potential visitors per month.

75% of recipients visit the region.



25

Private Sector Engagement



Online Marketing Exposure

Private Sector Partners (10) will be featured on the home page of SedonaVerdeValley.org

Partners will also be promoted at least once per month on SVVTC Facebook page.



26

SVVTC

TRAVEL TRADE | MEDIA | WEDDINGS | MEETINGS & EVENTS | PARTNER WITH SVVTC | CONTACT



ABOUT | WHERE TO GO | THINGS TO DO | PLAN YOUR TRIP | EVENTS | BLOG



CAMP VERDE

Experience the region's rural Western culture in Camp Verde, the valley's oldest settlement set on the banks of the Verde River.

[Explore](#)

CLARKDALE

Home of the Verde Canyon Railroad, historical Clarkdale was Arizona's first company town.

[Explore](#)

COTTONWOOD

A hot spot for wine and food lovers, Old Town Cottonwood boasts an authentic, mile-long Main Street, ideal for dining, strolling and shopping.

[Explore](#)

JEROME

Once a thriving 19th-century copper mining camp, tiny, artsy Jerome is a haven of artist studios, restaurants and shops, historic sites, eclectic inns and B&Bs.

[Explore](#)

SEDONA

With its dramatic red rock landscape and vibrant downtown arts-and-culture scene, Sedona is an exciting blend of adventure hub and resort.

[Explore](#)

YAVAPAI APACHE

The Yavapai-Apache Nation is composed of five tribal communities in the Verde Valley: Tuntli, Middle Verde, Rimrock, Camp Verde and Clarkdale.

[Explore](#)

ABOUT THE SEDONA VERDE VALLEY TOURISM COUNCIL

The Sedona Verde Valley Tourism Council brings together the six communities of Camp Verde, Clarkdale, Cottonwood, Jerome, Sedona, and Yavapai-Apache Nation to celebrate local culture and enhance economic opportunities through tourism while promoting conservation.

[LEARN MORE](#)



Discover the places most respected and recommended by locals ▶



27

Thank You!



28