



**Sedona  
Chamber of  
Commerce &  
Tourism  
Bureau**

# Red Rock Trails Planning Meeting

5/16/13

## Core Values

Professionalism

Accountability

Community-minded

Partnership-oriented

Innovation

Dedication

Effectiveness

Exceptional customer service

## Vision:

Sedona, with its legendary red rock beauty, is a world class, year-round destination providing inspiring arts and culture, exhilarating outdoor adventure and personal enrichment in a friendly environment.

## Chamber Mission:

To serve its members by enhancing the economic vitality of the Sedona area.

## Tourism Bureau Mission:

To stimulate economic growth by marketing Sedona as a premier destination and to provide an exceptional visitor experience.

## Film Office Mission:

To stimulate economic growth by marketing Sedona's unique resources for the production of film, television, commercials, and still photography.

## Affinity Groups

### Sedona Lodging Council

Ed Conway  
(928) 203-4111  
econway@sedonarouge.com

### Sedona Gallery Association

Peggy Lanning  
(928) 282-6865  
info@sedonagalleryassociation.com  
SedonaGalleryAssociation.com

### Sedona Events Alliance

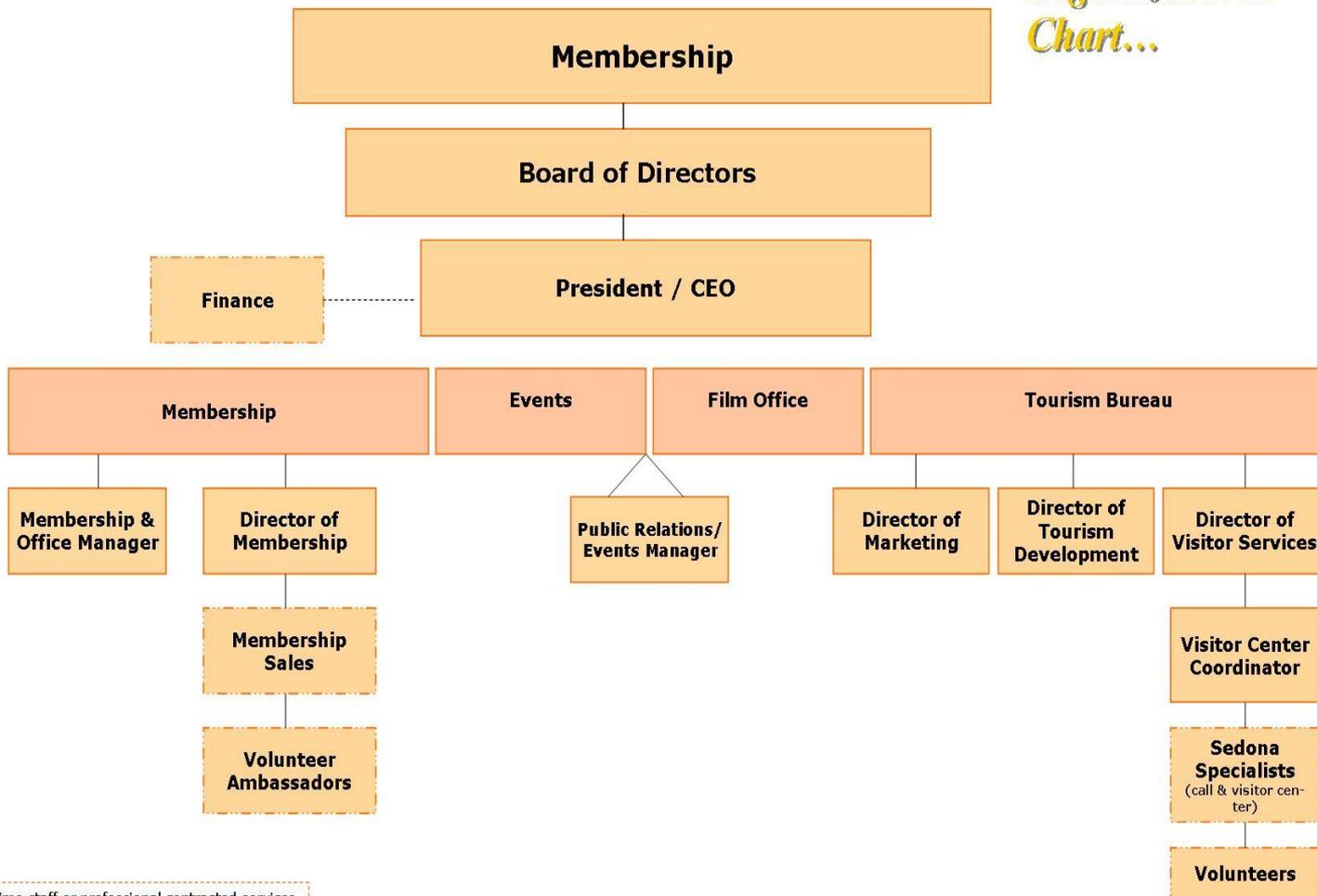
Al Comello  
al@comellomedia.com  
SedonaEventsAlliance.org

### Sedona Metaphysical Spiritual Association (SMSA)

Susan Dorety  
928-300-6648  
info@sedonaspiritual.com  
SedonaSpiritual.com

# Sedona Chamber of Commerce

## Organizational Chart...



Indicates part-time staff or professional contracted services

# Why Tourism?

- Tourism is a critical economic cluster and possesses one of the best opportunities for importing new spending, tax generation, and job creation for the city
- Tourism not only plays a key economic role, it significantly expands the range of quality of life amenities for Sedona residents
- Expanding tourism is Sedona's greatest opportunity to keep taxes low for its residents
- Sedona has a strong competitive advantage in the tourism industry, an important attribute for any community

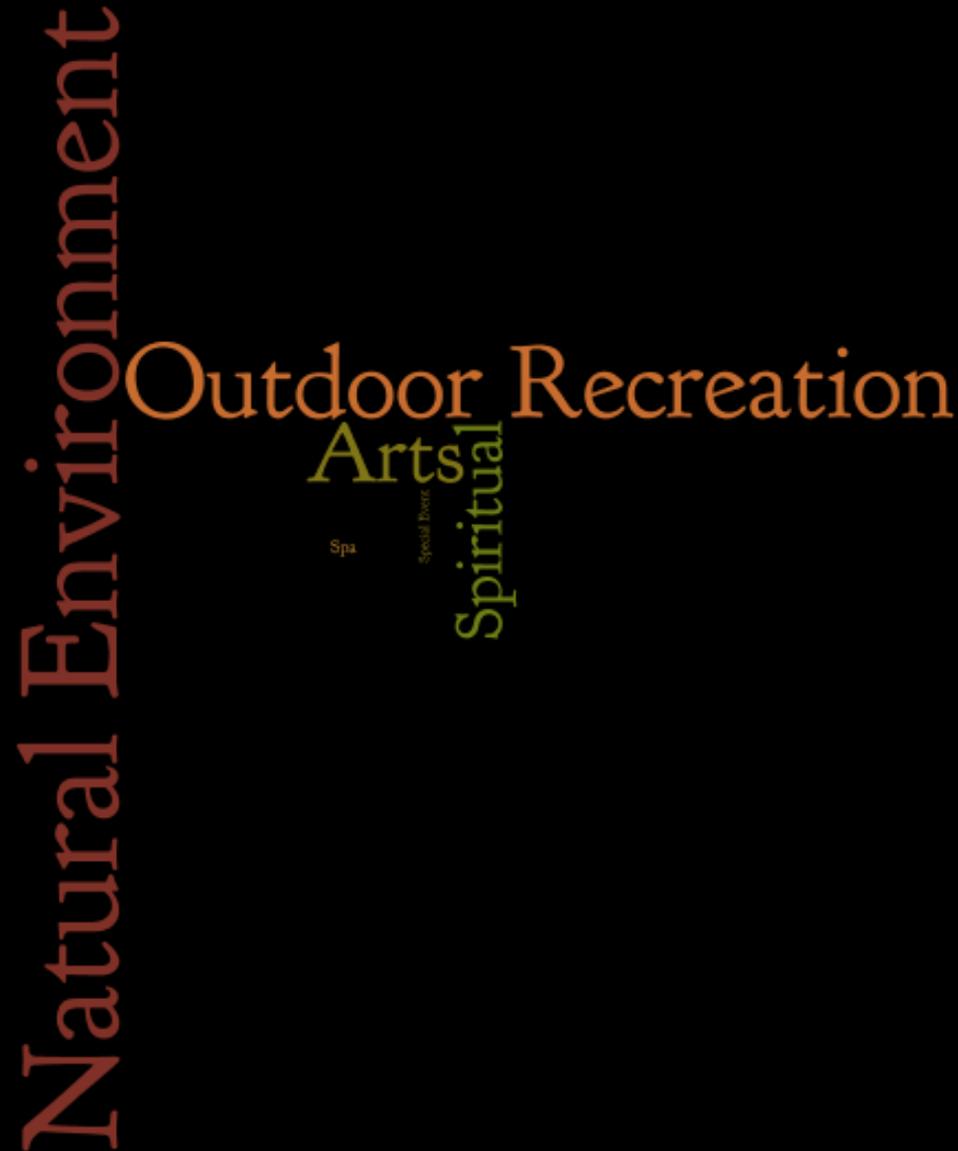
# Statistics

## What activities did you participate in while in Sedona?

- Shopping 80%
- Dining 74%
- Sightseeing 69%
- Hiking/Biking 52%
- Art galleries/museums 54%
- Land Tour 33%
- Vortex Visit 22%
- Spiritual/metaphysical 12%
- Spa 9%
- Camping 6%
- Special Event 5%
- Air Tour 5%
- Golf 5%

# Destination Marketing

# Why do people visit Sedona?



# Branding / Positioning

- Outdoor Recreation
- Arts & Culture
- Spiritual / Personal Enrichment
- Overarching theme of Sedona's Sensational Beauty



## Target Audience

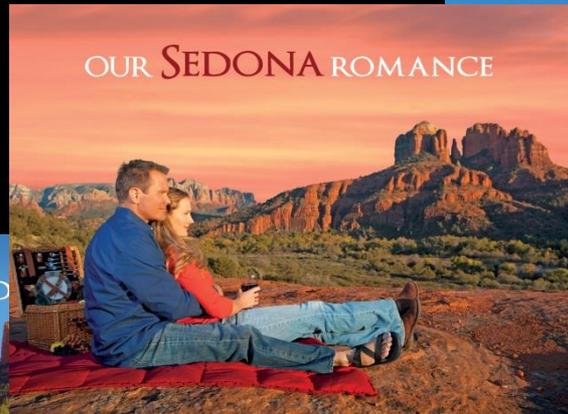
- Residents of AZ & So Cal
- Phoenix Convention Attendees
- Major Arizona Event Attendees
- New York, Illinois, Texas
- Canada, Europe, Japan
- Ages 35-54
- HHI \$100,000+
- Couples
- College educated
- Possibly retired
- Three + overnight leisure trips



# "My Sedona" Brand

MY **SEDONA** ADVENTURE

OUR **SEDONA** ROMANCE



Moments may come and go, but in this perfect Arizona setting, a sunset can last a lifetime.  
-Sedona, We Love You.

DISCOVER YOUR ROMANCE AT  
**MYSEDONA.COM**

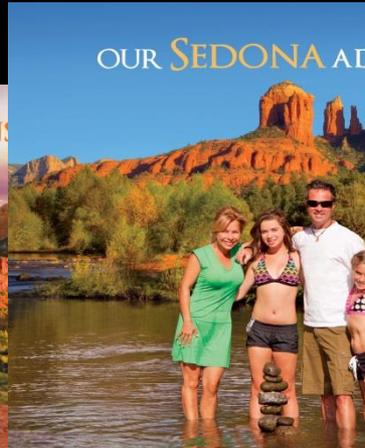
follow us on **facebook** **twitter**

OUR ADVENTURE AT  
**NA.COM**

follow us on **facebook** **twitter**



OUR **SEDONA** ADVENTURE



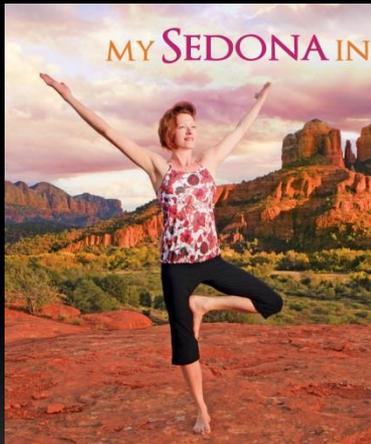
A birds eye view of ancient cliff dwellings? A four-wheeldrive geology lesson? Our kids didn't find that in the classroom. They found it in Sedona Arizona.  
-Sedona, You Rock!

DISCOVER YOUR ADVENTURE AT  
**MYSEDONA.COM**

follow us on **facebook** **twitter**



MY **SEDONA** INSPIRATION



In Sedona, Arizona, I enjoyed the p...  
After days of inspiring activities I...  
-Thank you, Sedona

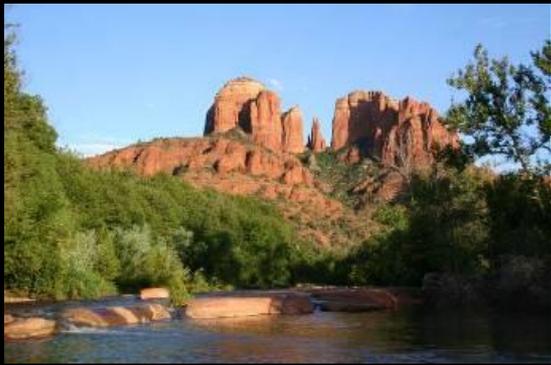
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# Outdoor Adventure! Hiking & Biking

Over 200 miles (320 km) of trails!



Cathedral Rock



Bell Rock



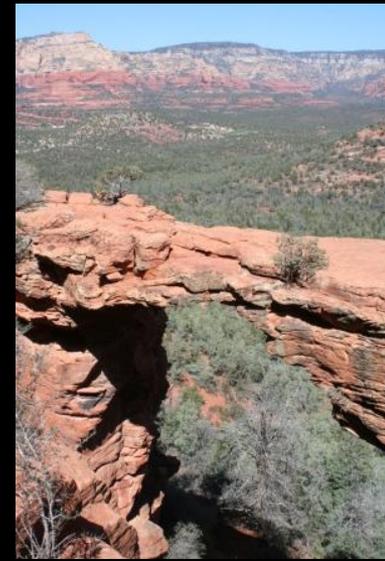
Airport Mesa



Merry-go-round



Templeton



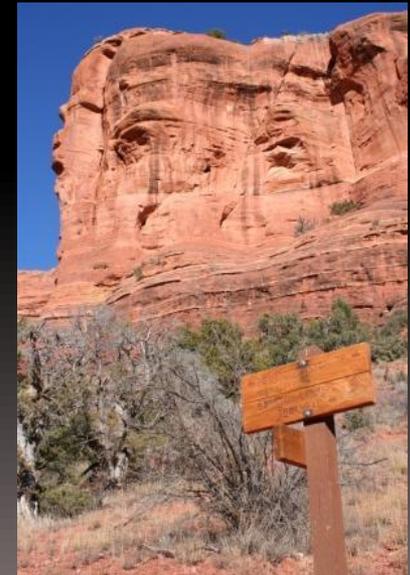
Devil's Bridge



Mescal Mountain



Brewer



Boynton Canyon

Bike the All American Road...  
Ride in the red rocks...



# Internet Marketing

## MY SEDONA ADVENTURE



Visit Sedona Deals Liked

CHOOSE YOUR SEDONA DEAL BELOW

<p><b>RED AGAVE RESORT</b> Red Agave has been ranked #2 in TripAdvisor's "Top 10 Best Views From Your Hotel Best."</p> <p><a href="#">Red Agave Resort</a></p>	<p><b>GOLDENSTEIN GALLERY</b> Voted Best Gallery, 2008, 2009, 2010, 2011</p> <p>Goldenstein Gallery was voted "Best Art Gallery in Sedona" in 2008, 2009, 2010 &amp; 2011!</p> <p><a href="#">Goldenstein Gallery</a></p>	<p><b>Explore Sedona Free App</b></p> <p>It's easy to find and download "Explore Sedona". Find "Sedona" in the iTunes App store or Android Market. Try it!</p> <p><a href="#">Explore Sedona App</a></p>	<p><b>Sedona 4 Less!</b> SAVE UP TO 40% OFF HOTELS, ACTIVITIES AND TRIPS</p> <p><b>KRAZY KYOTE</b></p> <p>3 days/2 nights at Bell Flock Inn for \$178.* Save over \$100 off retail rate!</p> <p>1.877.444.8044 (code 421) *Expires 12/31/12. Subject to avail.</p> <p><a href="#">Krazy Kyoote</a></p>
<p><b>EL PORTAL SEDONA HOTEL</b></p> <p>El Portal - a pet friendly Sedona hotel and an enchanting luxury inn all in one private, beautiful setting! Check for Specials.</p> <p><a href="#">El Portal Sedona</a></p>	<p><b>PINK JEEP TOURS</b></p> <p>Scenic, off-road and high adventure fun in spectacular red rock country. You Gotta Do It!</p> <p><a href="#">Pink Jeep Tours</a></p>	<p><b>BEST WESTERN PLUS INN OF SEDONA</b></p> <p>The 390 degree views will get you here. The award winning service will bring you back.</p> <p><a href="#">Best Western PLUS Inn of Sedona</a></p>	<p><b>HILTON SEDONA RESORT &amp; SPA</b></p> <p>Stunning views of the majestic red rocks give Hilton Sedona Resort a feeling of a High Desert Lodge.</p> <p><a href="#">Hilton Sedona Resort</a></p>

GO TO MY SEDONA.COM FOR ALL SEDONA DEALS!



Thank you for requesting information on Sedona, AZ

Get face-to-face with Sedona's stunning beauty by enjoying more than 100 trails for hiking, trail running and biking. Hop on board a hot air balloon, helicopter or bi-plane for a bird's-eye view of this red rock wonderland. Experience incredible backcountry sights by 4-wheel-drive to places not visible from the pavement. Don't forget to look up: The city's bright, clear skies and starry nights make Sedona's stargazing a telescopic treat.



The landscape also makes [golfing](#) at Sedona's public golf courses one of the most inspiring rounds ever.

If you're coming to Arizona for [Spring Training](#), be sure to take advantage of these deals and take the short drive to Sedona!

Also, join us for Bike MS: Ride the Vortex, Arizona's premier cycling event! There are route options for every level of cyclist, ranging from 30 to 150 miles, so you will surely find a route fit for you. Enjoy a fantastic festival awaits you with great food, music, a beer garden, massage tent and fun games. Visit [BikeMSArizona.org](#) for more information.

Click here for a listing of our [events year-round!](#)

With all of these options, choose your Sedona, and as

### Quick Links

[MySedona.com](#)

[City of Sedona](#)

[Deals & Discounts](#)

[VisitSedonaBlog](#)



## OUR SEDONA ADVENTURE



DISCOVER YOUR ADVENTURE AT [MYSEDONA.COM](#)





# Mobile

- VisitSedona.mobi
- SMS Text Campaigns

Text "SedonaAZ" to 96362  
for Sedona Event Updates!



[VisitSedona.mobi](http://VisitSedona.mobi)

7,500+ users  
per month

**SMS Text**

5,500+  
opted-in  
subscribers

# Direct Sales & Promotion



LA Travel & Adventure Show – 28,000 Potential Sedona Visitors!



ESG –  
250,000  
distributed  
per year,  
*plus* online  
3,500 views/  
month

EXPERIENCE Sedona Chamber of Commerce & Tourism Bureau  
**SEDONA**  
2013–2014 OFFICIAL VISITORS GUIDE

*Inspiring.  
Romantic.  
Invigorating.*

DISCOVER  
**YOUR**  
SEDONA

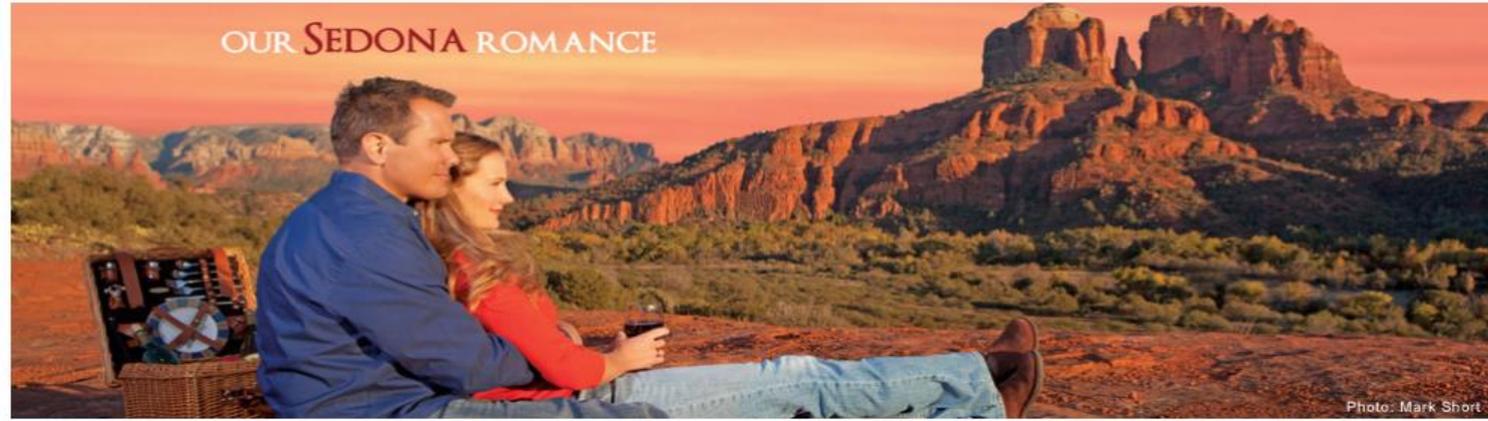
**PLUS** ACCOMMODATIONS · TOURS · ATTRACTIONS ·  
SHOPPING · DINING · MAPS & MORE

**SEDONA**  
Chamber of Commerce  
VISITSEDONA.COM

search our site

search

Home Join e-Newsletter Visitor Guide Store



Current Weather in Sedona BOE get forecast >>

Book a Room

Deals & Discount Packages

Event Calendar

Pink Jeep Tours ...

- ABOUT SEDONA
- WHAT TO DO
- WHERE TO SHOP
- WHERE TO STAY
- WHERE TO EAT
- ARTS & CULTURE
- SPIRITUAL & PERSONAL ENRICHMENT
- VIDEOS & WEBCAM
- WEDDINGS
- RELOCATE TO SEDONA
- SERVICES

## The Official Tourism Bureau Website - Welcome to Sedona, Arizona!

### Welcome to Sedona, Arizona!

Often called "Red Rock Country" Sedona is a four seasons playground for everyone - whether you're into history and archaeology; **arts and culture**; **shopping**; **outdoor sports**; or the **spiritual and metaphysical**, imagine doing all this in a backdrop of some of the most spectacular scenery in the world. This picturesque city is surrounded by red-rock monoliths named Coffeepot, Cathedral and Thunder Mountain. At the north end of the city is the stunning Oak Creek Canyon, a breathtaking chasm that is wildly wonderful. Natural endowments aside, you'll also find **world-class hotels**, **resorts**, **bed and breakfasts** and a very good variety of **dining** to keep you satisfied. Escape the chaos of life, kick back and relax in Sedona.

### Official Sedona Chamber of Commerce Visitor Center

Don't forget to visit us at the Official Chamber of Commerce Visitor Center when you arrive in Sedona (look for the blue sign!) We're located at 331 Forest Road & Hwy 89A in Uptown Sedona. We will assist you with everything you need to know about Sedona, and will provide you with maps, directions, advice, and suggestions to make your stay in Sedona special! For more information call us at 1-800-288-7336 or [click here](#).

### Visitor Guide - Experience Sedona Guide

Want to know where to eat? Where to shop? Where to stay? Curious about special events? Sedona's unique history? Or would you like to view a map of our most famous hiking trails? Receive all the information you need from our Experience Sedona Guide. You can order our glossy, magazine-style Experience Sedona Guide, or view the

Book Hotels Online Check In:

Sedona Real INN & SUITES sedonareal.com

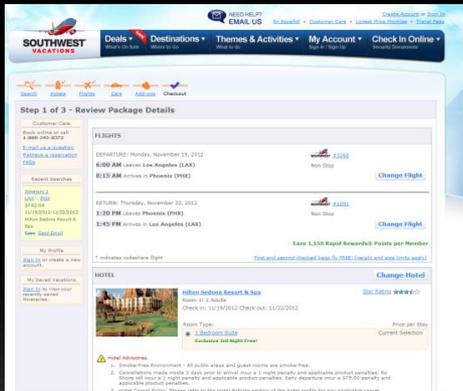
ARROYO PINON HOTEL

Views Adobe Grand Villas Bed & Breakfast Resort

Adobe Village Graham Inn

EL PORTAL

# Destination Sales



Book: 10/26/12 - 11/16/12,  
 Travel: 10/27/12 - 3/31/13  
 Passengers +166%  
 Room nights +89%  
 Consumer business: 50%  
 TA business: 50%

## Sales Activities

- **Go West Summit**  
 Target: international, receptive & domestic operators
- **Las Vegas Sales Mission**  
 Target: Japanese receptives & Las Vegas area receptives
- **International Pow Wow**  
 Target: international, receptive & domestic operators
- **Los Angeles Sales Mission**  
 Target: Japanese receptives & Los Angeles area receptives
- **Canada (Edmonton & Calgary) Sales Mission**  
 Target: Canadian Travel Agents and WestJet Call Center staff
- **Sedona Marathon Japanese Tour Operator Seminar**  
 Target: Japanese wholesale tour operators
- **Southwest Vacations Campaign**  
 Regional efforts with Greater Phoenix, Tucson, Mesa & Scottsdale CVBs

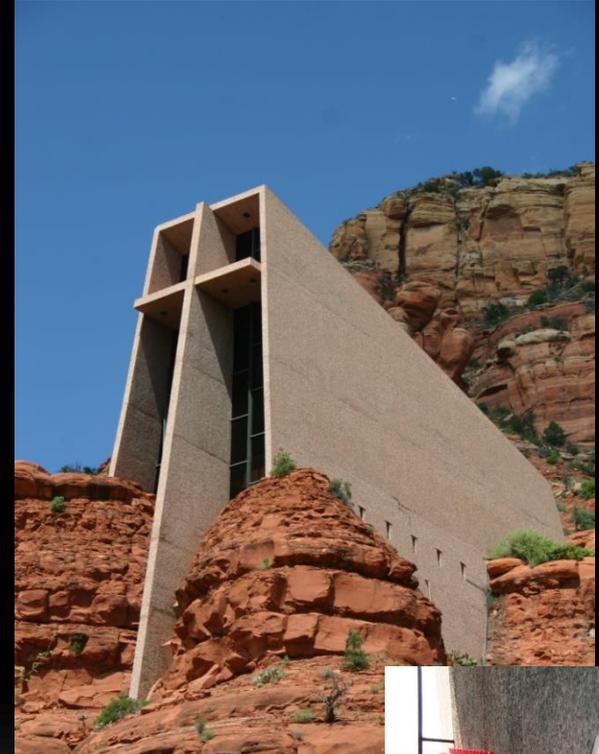
# Uptown Sedona

- Two Motorcoach Parking Areas
  - Hyatt Pinon Pointe: Five bus parking spaces
  - Sedona Center: Four bus parking spaces
- Sedona Chamber of Commerce Uptown Visitor Center
- Many shops, restaurants, public rest rooms in a walking distance



# Chapel of the Holy Cross

- No Motorcoaches  
(vans are allowed)
- Sedona Trolley can be chartered  
(up to 33 Pax)



# Tlaquepaque & Hillside Sedona

Motorcoach Parking Spaces available at:

- Tlaquepaque Arts & Crafts Village
- Hillside Sedona



# Sedona Airport

~ Sedona-Oak Creek Airport Authority Administration

Sedona Airport Scenic Overlook:

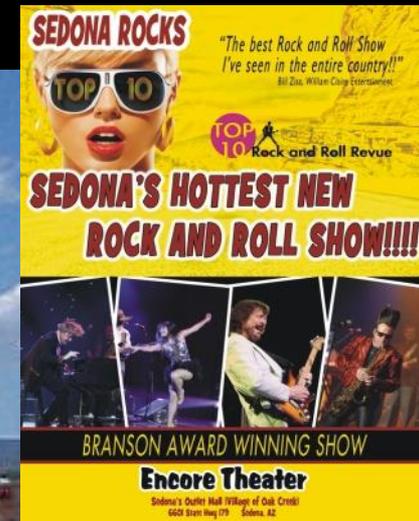
Motorcoach parking spaces available

Phone#: 928-282-4487



# Oak Creek Factory Outlets

- Motorcoach parking space available at Oak Creek Factory Outlets
- Group friendly restaurant, theater, and shopping



# Red Rock Country

US Forest Service Coconino National Forest

Red Rock Ranger District



# Incidental Stops are Allowed at:

- **US Forest Service Red Rock Ranger Station**

**8375 SR 179, Sedona, AZ 86351**

**Phone: 928-282-4119**

This Visitor Contact Center has information on the ecosystem, flora and fauna, etc. of the Red Rock Country.



- **Bell Rock Vista & Pathway**

**Mile post 307.5 on SR 179**

Great views of Bell Rock, Courthouse Butte, etc.  
(Limited to one motorcoach at a time.)

- **Oak Creek Vista**

**On top of Oak Creek Canyon (13 miles north from Sedona)**

A bird's eye view of the Oak Creek Canyon and red rocks of Sedona



# US Forest Service

(Coconino National Forest Red Rock Ranger District)

- No commercial activities are allowed without a commercial permit

For details:

Jeff Gilmore, 928-203-2915, [jlgilmore@fs.fed.us](mailto:jlgilmore@fs.fed.us)





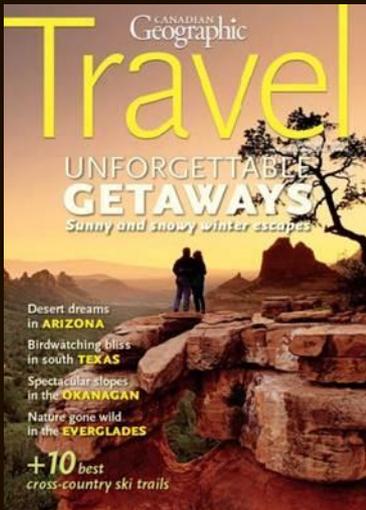
## Meetings & Events Efforts

- **IMEX America Tradeshow** – Target: international & domestic meeting planners
- **Familiarization (FAM) Tours**
- **My Sedona Meeting Initiative** – Target: meeting planners of the greater Phoenix area conventions for Sedona FAM tours

Public Relations



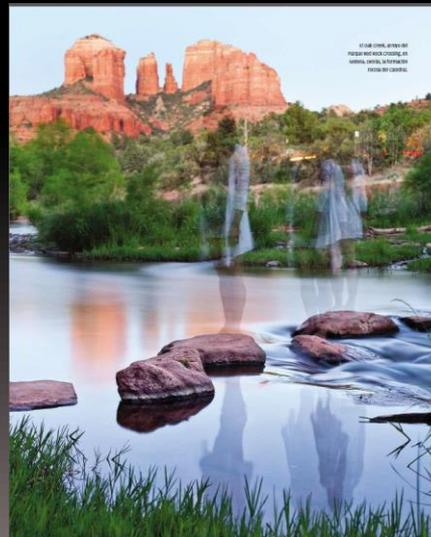
# Pitching Sedona



- Press releases to local, national, & worldwide media
- Monthly media e-Newsletter sent to a database of 2,800 media
- Collaboration with regional DMOs and the Arizona Office of Tourism to organize press trips, FAMs and Media Missions



# High Impact Insertions



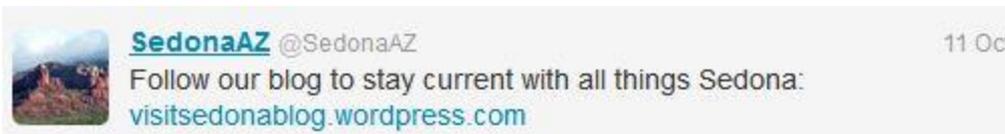
- Travelocity
- Outside Magazine
- Charlotte Observer
- Las Vegas Review Journal
- AAA Highroads
- Huffington Post
- Yahoo! Travel
- Where to Retire Magazine
- Smarter Travel Magazine
- USA Today
- Star Tribune
- Mountain Magazine



# Social Media

- Facebook @VisitSedona - 28,563 fans
- Facebook @SedonaChamber – 6,716 fans
- Twitter @SedonaAZ– 4,276 followers
- Twitter @SedonaChamber– 334 followers
- Our own YouTube Channel
- VisitSedona blog

A key component to our social media effort includes utilizing contests and sweepstakes promotions in order to create attention for Sedona and lure consumers with an enticing offer.



# Public Relations – 2012 Results



- Generated over \$9 million in ad-value editorial
- Assisted more than 300 media professionals
- Hosted 120 media professionals in Sedona
- Members provided more than \$250,000 value in goods and services for media



Film Office

# Sedona Film Office



## FILM HIGHLIGHT

Assisted **80** Film Professionals in 2012 vs. 30 in 2011

Over **40** days of filming including programs on the **Travel Chanel** and the **History Channel** vs. 22 in 2011

Economic Impact of **\$777,500**



## Film Office Goals

- Increase awareness of the value of film production as economic development
  - Assist production companies as needed with Sedona filming
  - Maintain SedonaFilmOffice.com website
  - Create a Sedona Film Affinity Group

Visitor Services

## Visitors Assisted – 2012

**248,000** walk-in visitors

**5,900** phone inquiries

**985** e-mail inquiries

### Internet Kiosk – Over 13,000 page views

- VOIP
- SMS
- Booking functions

**62%** of the visitors who signed the guest book were **first-time visitors** (compared to 52% in 2011)

## Top Visitor Origins

### Domestic

CA

AZ

TX

IL

NY

### International

Canada

Japan

England

Germany

## Length of Visit

	<b>2011</b>	<b>2012</b>
1/2 - 1 day	29%	37%
2 days	20%	21%
3 days	14%	11%
4-6 days	19%	12%
7 + days	18%	10%



Our valuable  
volunteers donated  
8,500 hours in 2012



# Volunteers

**Donated 8,500 hours in 2012!**

*In order to help them better promote area attractions, products, and services, we offer:*

- Monthly e-newsletter
- Conduct volunteer open houses
- Hold quarterly breakfasts with local speakers
- Hold quarterly volunteer training classes
- Hold annual volunteer dinner

Events Division

# THE SEDONA MARATHON

1st Saturday Every February

Full, Half, 10K & 5K



Follow Your Own Road

[www.SedonaMarathon.com](http://www.SedonaMarathon.com)



The Sedona Marathon Event  
1<sup>st</sup> Saturday of Every February

(Full Marathon, Half Marathon, 5k & 10k Runs)



### Sponsors



## 8th Annual Sedona Marathon

February 2, 2013

### Win Sedona International Film Festival Passes!

If you haven't registered yet, now is the time! Register now through December 31 and you will be entered for a chance to win two Gold Passes for unlimited films and priority seating during the 2013 [Sedona International Film Festival](#), February 23 - March 3, 2013.

Don't miss out - [register today!](#)

### Training Tips from Coach Adam!



*It's November, which means you now have fewer than 3 months to prepare for your race. Regardless of the distance that you are running you should have some sort of training plan. It isn't too late to start a training plan as many of them can be completed in about 9 weeks.*

*There is no need to spend a great deal of money on a coach or a customized training plan as there are a plethora of free resources available to both runners and walkers. The easiest way to get started is to do a quick Internet search on training plans specific for your distance. Once you have found one*

Q & A