



**Sedona Chamber of Commerce Tourism Bureau
Report to City of Sedona
August 2011**

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The following results represent: January – June 2011

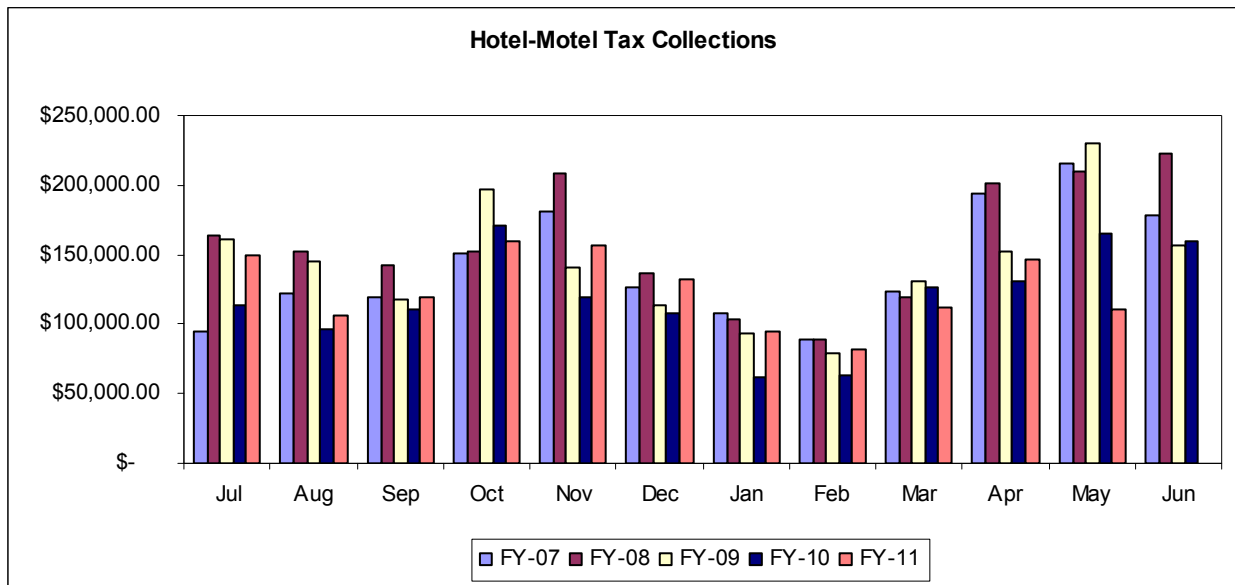
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Please note: All figures represent data through June 2011 unless otherwise indicated.

I. External Performance Indicators YTD

A. Hotel Occupancy Tax Revenue Collections (3% hotel tax)

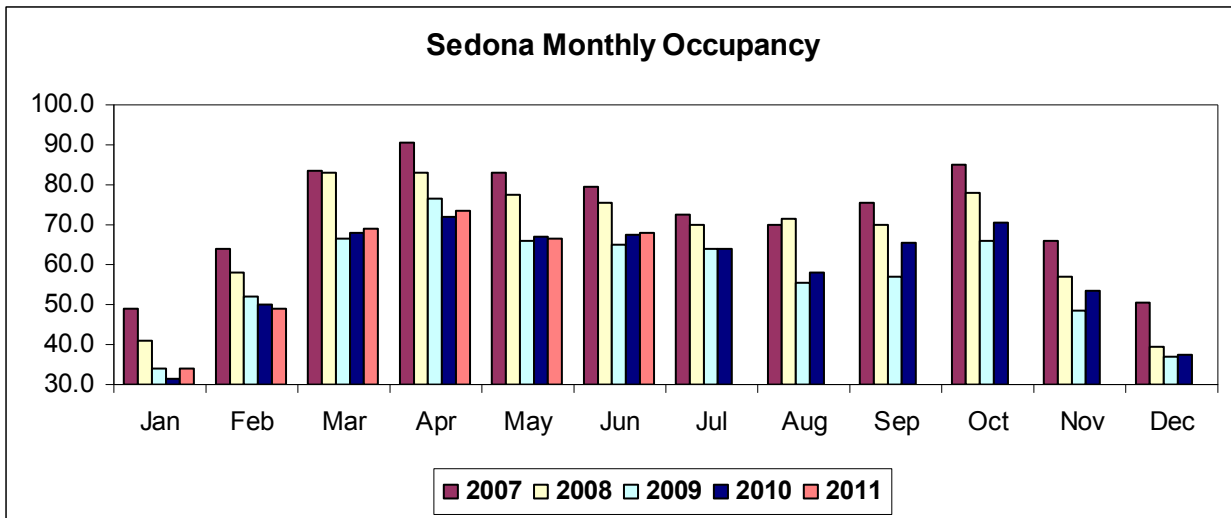
	FY-08	FY-09	Monthly change 08 vs 09	FY-10	Monthly change 09 vs 10	FY-11	Monthly change 10 vs 11
Jul	\$ 163,160.88	\$ 161,091.87	-1.3%	\$ 112,888.02	-29.9%	\$ 150,105.76	33.0%
Aug	\$ 152,134.89	\$ 144,475.33	-5.0%	\$ 96,164.69	-33.4%	\$ 106,759.77	11.0%
Sep	\$ 141,835.00	\$ 117,739.50	-17.0%	\$ 110,387.38	-6.2%	\$ 118,808.29	7.6%
Oct	\$ 152,308.10	\$ 196,878.27	29.3%	\$ 171,488.23	-12.9%	\$ 158,875.61	-7.4%
Nov	\$ 208,043.90	\$ 140,391.95	-32.5%	\$ 119,658.98	-14.8%	\$ 156,499.92	30.8%
Dec	\$ 136,371.88	\$ 114,128.64	-16.3%	\$ 107,967.39	-5.4%	\$ 131,844.66	22.1%
Jan	\$ 103,361.48	\$ 93,594.61	-9.4%	\$ 61,849.33	-33.9%	\$ 95,427.50	54.3%
Feb	\$ 88,676.95	\$ 79,273.82	-10.6%	\$ 62,786.07	-20.8%	\$ 81,536.91	29.9%
Mar	\$ 119,818.85	\$ 131,245.67	9.5%	\$ 125,859.63	-4.1%	\$ 111,956.09	-11.0%
Apr	\$ 201,339.18	\$ 151,590.85	-24.7%	\$ 131,418.42	-13.3%	\$ 146,407.47	11.4%
May	\$ 210,327.28	\$ 229,699.07	9.2%	\$ 165,833.66	-27.8%	\$ 111,248.80	-32.9%
Jun	\$ 222,060.73	\$ 156,947.55	-29.3%	\$ 159,938.80	1.9%		
YTD	\$ 1,677,378.39	\$ 1,560,109.58	-7.0%	\$ 1,266,301.80	-18.8%	\$ 1,369,470.78	8.1%
Total	\$ 1,899,439.12	\$ 1,717,057.13	-9.6%	\$ 1,426,240.60	-16.9%		



Analysis – Hotel occupancy tax revenue is up 8% YTD for FY-11 (July - May) versus FY-10. As you can see from the graph above, there are signs of a slow economic recovery compared to last fiscal year, although bed tax numbers have not yet returned to the pre-recessionary levels of FY-08.

The above collections represent the previous month’s performance.

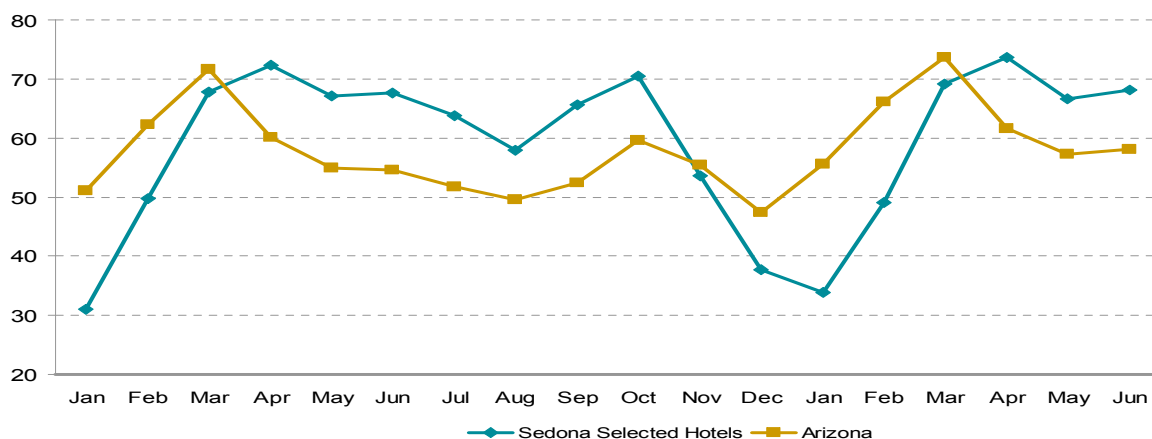
B. Smith Travel Research: *A monthly report that is standard throughout the tourism industry to provide a snapshot of the hotel industry.* The Tourism Bureau uses this report to gauge the occupancy percentages and average daily rate (ADR) on a monthly basis. This report reflects 10 average-sized properties within the '86336' zip code and represents properties that report to Smith Travel Research.



Comparative Cities – Occupancy YTD (Jan – Jun 2010 vs Jan - Jun 2011)

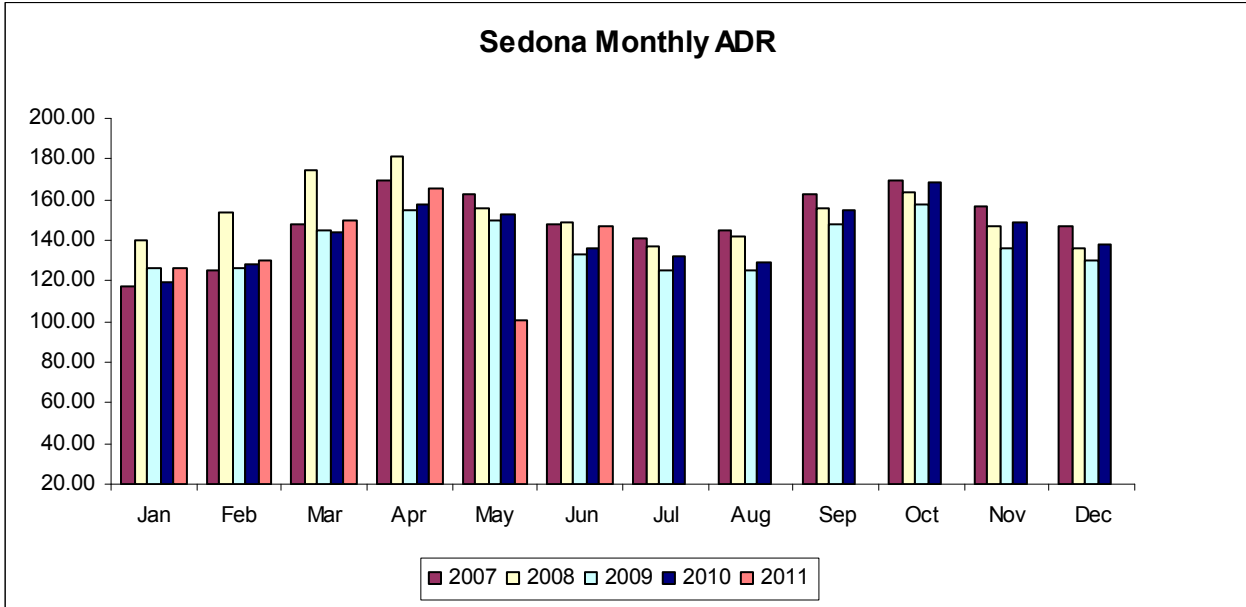
	2010	2011	Change
Santa Fe, NM	53.5%	52.3%	-2.2%
Summit County, UT (Park City)	44.5%	47.6%	7.0%
Santa Barbara Co., CA	61.2%	65.3%	6.7%
Teton County, WY (Jackson Hole)	44.5%	43.5%	-2.2%
Scottsdale, AZ	67.3%	69.1%	2.7%
Sonoma County, CA	54.0%	59.2%	9.6%
Napa County, CA	54.9%	58.6%	6.8%
Monterey County, CA	54.7%	55.5%	1.6%
Yavapai County, AZ	52.3%	54.1%	3.5%
Coconino County, AZ	61.1%	59.2%	-3.1%
Sedona, AZ	59.3%	60.1%	1.4%
State of AZ	59.1%	62.0%	5.0%

Occupancy Comparison



Analysis – Sedona hotel occupancy is up 1.4% YTD 2010 vs 2011 (January – June) indicating a slight improvement in Sedona tourism. Sonoma County, Napa County and Park City consistently show the largest increases in occupancy. This steady increase in occupancy is indicative of a healthy marketing budget due to a larger allocation of public funding compared to Sedona (see Exhibit A.)

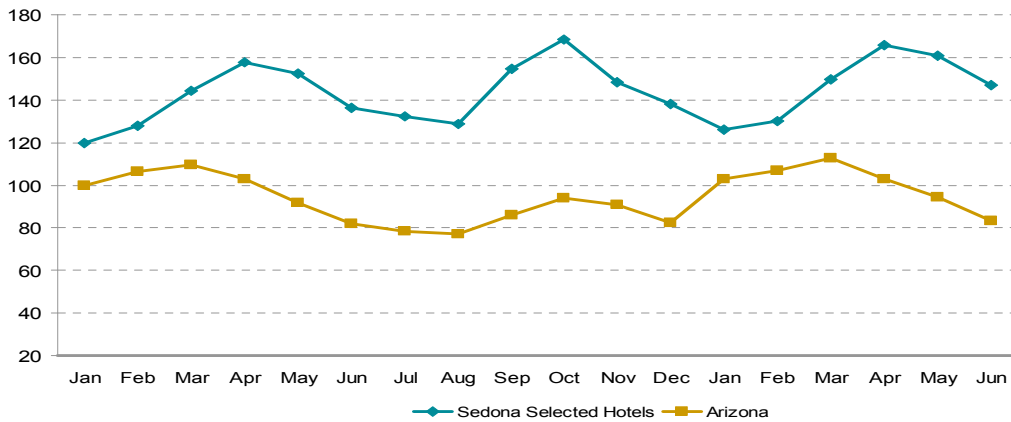
Sedona Average Daily Rate (ADR)



Comparative Cities – ADR YTD (Jan – Jun 2010 vs Jan - Jun 2011)

	2010	2011	% Change
Santa Fe, NM	98.22	99.01	0.8%
Summit County, UT (Park City)	243.63	273.37	12.2%
Santa Barbara Co., CA	132.52	135.04	1.9%
Teton County, WY (Jackson Hole)	157.16	161.26	2.6%
Scottsdale, AZ	155.58	163.04	4.8%
Sonoma County, CA	100.97	102.62	1.6%
Napa County, CA	192.45	205.68	6.9%
Monterey County, CA	151.32	142.42	-5.9%
Yavapai County, AZ	113.40	116.38	2.6%
Coconino County, AZ	80.52	83.98	3.9%
Sedona	142.80	149.80	4.9%
State of AZ	99.38	101.16	1.8%

ADR Comparison



Analysis – The Average Daily Rate (ADR) in Sedona has increased from \$142.80 in YTD 2010 to \$149.80 in YTD 2011, a 4.9% increase. The state also saw an increase in ADR of 1.8%. Sedona and Scottsdale continue to increase ADR while still increasing occupancy. This indicates that our economy is slowly rebounding and that demand is present.

C. Ad Value Editorial Generated

Ad-Value Editorial = represents what the true value of media exposure would cost through paid advertising. Ad-value is measured by a national clipping service which reports circulation, number of impressions, ad-value (without a multiplier) and general publication information. Ad-value editorial is the most effective way to measure the Return on Investment (ROI) on media relations expenditures.

From January 1, 2011 – June 30, 2011 the Sedona Chamber of Commerce has generated the following:

	Print	Online/Blog/TV	Totals, including International
Ad Value	\$1,376,402	\$3,774,046	\$5,150,448
Circulation	14,246,803	37,014,924	51,261,727

Social media and online media positioning has completely changed the way public relations is achieved and valued. The Sedona Chamber of Commerce actively markets via Twitter, Facebook, Flickr, and You Tube.

Facebook Notes:

- With over 500 million users, Facebook is now used by 1 in every 13 people on earth, with over 250 million of them (over 50%) who log in every day.
- 48% of 18 to 34 year olds check Facebook when they wake up everyday.
- The 18-24 year old segment is now growing the fastest at 74% year over year.
- Over 200 million people access Facebook via their mobile phone.
- In just 20 minutes on Facebook over 1 million links are shared, 2 million friend requests are accepted and almost 3 million messages are sent.

II. Internal Performance Indicators

A. Leads Generated and Distributed: *Leads generated = The number of qualified referrals distributed to member businesses.* One measurement of success for the Tourism Bureau is leads generated. Leads are broken out into three sectors of the tourism industry: Media Leads; Travel Leads; Meeting/Group Leads.

The following results are based on YTD comparisons (January – June.)

Media Leads

	Jan-Jun 2010	Jan-Jun 2011
Media Hosted	41	41
Media Assisted	141	149
Media Leads Sent	48	43
Press Releases Produced	15	9
Press Release Impressions	27,481	32,794

Travel/ Meeting/ Group Leads

	Jan-Jun 2010	Jan-Jun 2011
Tradeshows/Sales Missions Attended	3	3
Hotel & Non-Hotel Inquiries (Trade)	51	41
Hotel & Non-Hotel Leads (Group)	10	13
Travel Professionals Receiving Services	281	236
Meeting/Event Planners Receiving Services	51	52

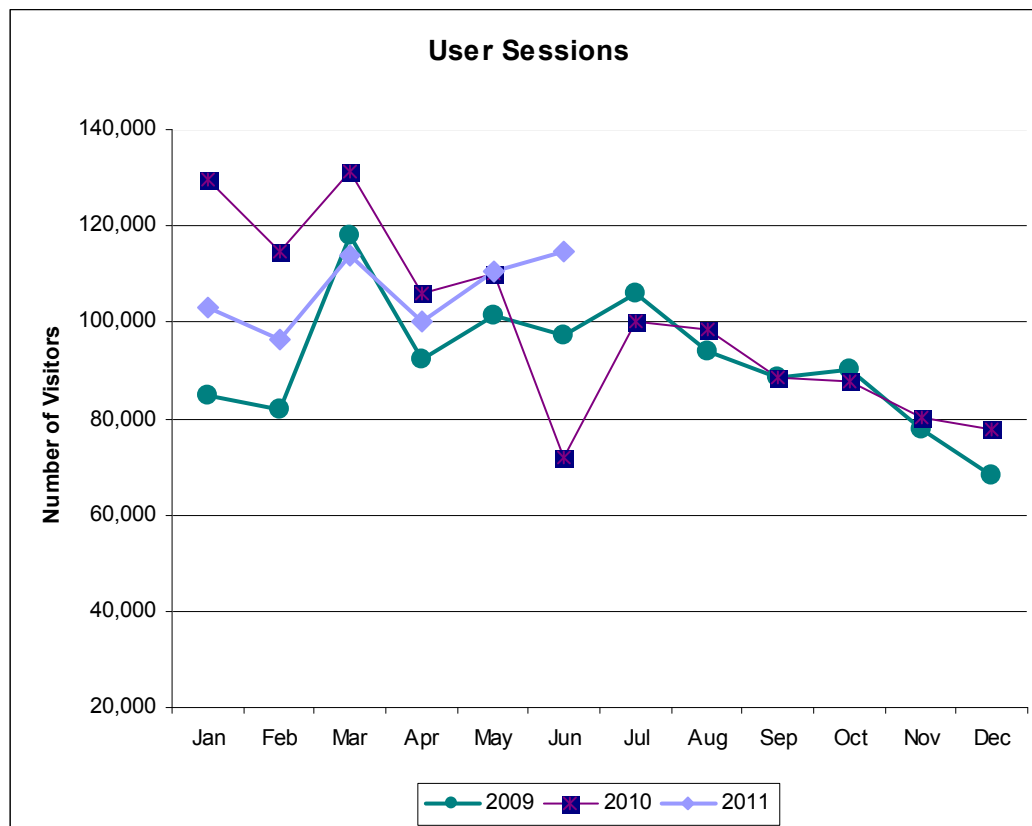
Examples of some of the group leads and the planners assisted include:

- Northern Arizona University Cline Library
- The McCabe Institute
- US China Business Institute
- The Environmental Information Association-AZ Chapter
- Access Organization
- Electrical Apparatus Service Association
- ATHA
- Trilogy Vistancia
- Therapy Room in Hidamari
- Sara Rosso Incentive SA
- International Mountain Bicycling Association
- McKesson Pharmaceutical
- TrueBlue, Inc.
- Sonoran Heart
- Biltimore Destination Service
- Gila River Indian Community
- Class of '63 VBHS Western States member reunion
- Scott Lake Baptist Church

B. Internet Statistics: Internet Statistics are measured by user sessions and page views. User Sessions = Number of visitors to the website. Page Views = Number of pages that the visitor viewed.

VisitSedona.com Website Statistics

	Total User Sessions				Total Page Views			
	2009	2010	2011	Change 10 vs 11	2009	2010	2011	Change 10 vs 11
Jan	84,730	129,756	102,863	-20.7%	466,132	544,574	441,330	-19.0%
Feb	81,708	114,472	96,457	-15.7%	434,196	502,070	415,295	-17.3%
Mar	118,000	131,150	113,692	-13.3%	586,344	617,437	493,124	-20.1%
Apr	92,068	105,867	100,262	-5.0%	494,495	487,381	396,160	-18.7%
May	101,585	109,984	110,389	0.0%	479,561	494,958	434,235	-12.3%
Jun	97,282	72,056	114,668	59.0%	465,441	325,044	455,375	40.1%
Jul	105,966	100,076			497,944	441,790		
Aug	93,712	98,281			453,817	433,538		
Sep	88,652	88,450			418,850	379,230		
Oct	90,153	87,533			419,626	369,475		
Nov	77,784	80,159			339,213	335,073		
Dec	68,114	77,870			301,364	310,319		
YTD	575,373	663,285	638,331	-3.8%	2,926,169	2,971,464	2,635,519	-11.3%
Totals	1,099,754	1,195,654			5,356,983	5,240,889		



Analysis – All of our branding, marketing, and public relations efforts drive the consumer to VisitSedona.com. User Sessions in June increased by 59% which clearly illustrates how marketing impacts our website traffic, since June was the launch of our aggressive Summer Internet marketing campaign. Also, our User Sessions and Page Views are down for the first three months of 2011 due to the fact that we had implemented a large Winter Internet marketing campaign during those same months in 2010 which had increased web visitation considerably. A Winter Internet campaign was not implemented in 2011 (due to budget) therefore the numbers dipped in comparison to the year prior. This affected our slight drop in User Sessions year-to-date.

C. Fulfillment

Mail Fulfillment = The number of Experience Sedona Guides (ESGs) mailed to consumers requesting information about Sedona. They can request information via our website, toll-free phone number, and reader service cards (reader service cards are included with paid advertising in travel publications.)

	2009	2010	2011	Change 10 vs 11
Jan	9,365	5,011	1,165	-76.8%
Feb	4,474	5,516	668	-87.9%
Mar	6,604	3,966	396	-90.0%
Apr	3,659	3,942	243	-93.8%
May	2,157	2,810	328	-88.3%
Jun	2,946	4,153	315	-92.4%
Jul	5,088	2,159		
Aug	3,188	4,191		
Sep	1,415	3,326		
Oct	2,931	2,007		
Nov	2,068	1,491		
Dec	1,702	1,173		
YTD	29,205	25,398	3,115	-87.7%
Total	40,509	35,074		

Fulfillment – Other

Information is also distributed at various locations in the Valley such as hotels/resorts, car rental agencies, AAA offices, as well as both Sky Harbor airport and the Tucson airport.

ESG Distribution	2010 YTD	2011 YTD	Change 10 vs 11
Online ESG	3,890	12,251	214.9%
ESGs to various locations	82,390	123,040	49.3%

Analysis

We fulfill requests for information by mailing/distributing hardcopies of the Experience Sedona Guide ("ESG"), or by providing an option to view the ESG online. Mail fulfillment has seen a sharp decrease in 2011. The Sedona Chamber of Commerce has implemented a nominal shipping and handling charge per guide to offset the exorbitant cost of mailing approximately 35,000 ESGs for free each year. In every communication regarding this fee, we also provide the consumer with an option to view the ESG online.

The online ESG has been seeing consistent increases due to the growing trend of consumers going "green". Now, the opportunity to view the ESG online is even more well-received for the consumer who wishes to save on the shipping/handling charge. Plus, as traffic to VisitSedona.com increases, as illustrated in June due to our marketing efforts, the online ESG has that much more presence and subsequently more viewers. Finally, the online ESG can now be found in the iTunes store contributing to exposure.

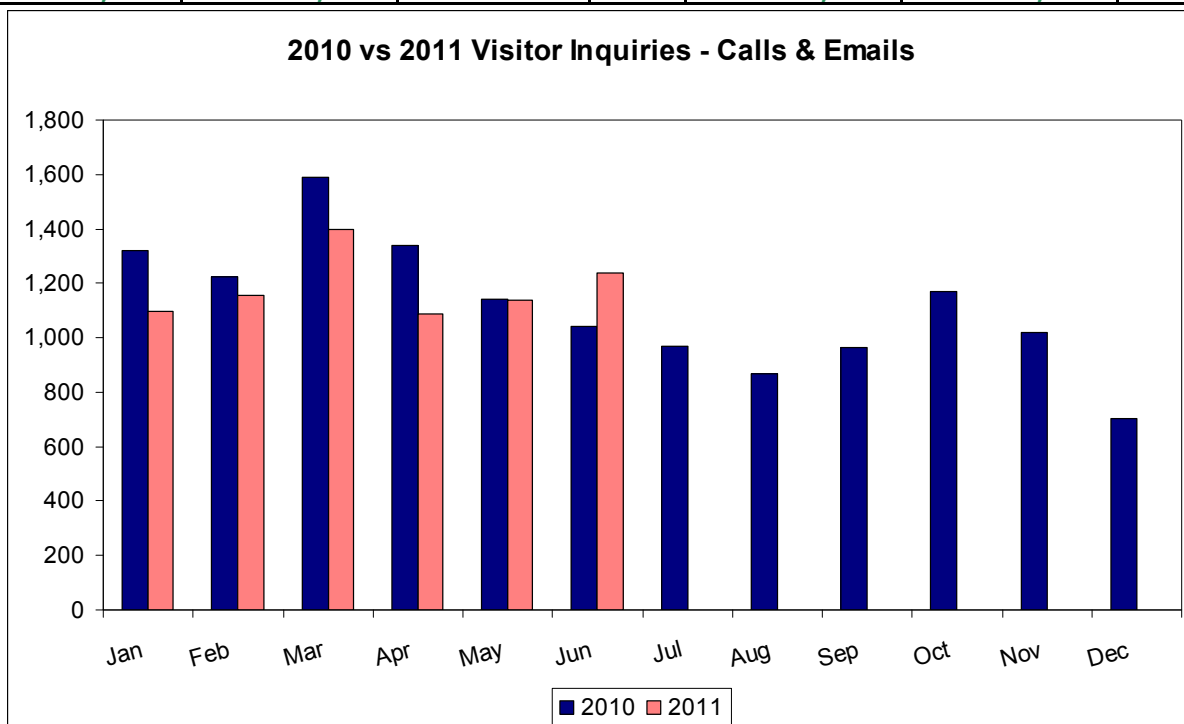
- The average time spent reviewing the online guide is 10 minutes.
- The top five cities viewing the online guide are Phoenix, Los Angeles, Tucson, Chicago, and Las Vegas.
- The top five countries viewing the online guide are the US, Canada, the UK, Germany, and Australia.

D. Visitor Statistics

The following Visitor Statistics represent three ways that the visitor is serviced by the Sedona Chamber of Commerce: 1) through inquiries via phone calls; 2) through inquiries via email; and, 3) at our Uptown Visitor Center once they arrive in Sedona.

Phone Call & Email Inquiries – 2010 vs 2011

	2010 Calls	2011 Calls	Change 10 vs 11		2010 Emails	2011 Emails	Change 10 vs 11
Jan	936	807	-13.8%	Jan	383	288	-24.8%
Feb	892	953	6.8%	Feb	331	202	-39.0%
Mar	1,188	1,181	-0.6%	Mar	402	216	-46.3%
Apr	952	873	-8.3%	Apr	387	214	-44.7%
May	861	961	11.6%	May	283	177	-37.5%
Jun	796	1,045	31.3%	Jun	245	193	-21.2%
Jul	752			Jul	217		
Aug	703			Aug	163		
Sep	792			Sep	172		
Oct	1,018			Oct	150		
Nov	852			Nov	165		
Dec	571			Dec	131		
YTD	5,625	5,820	3.5%	YTD	2,031	1,290	-36.5%

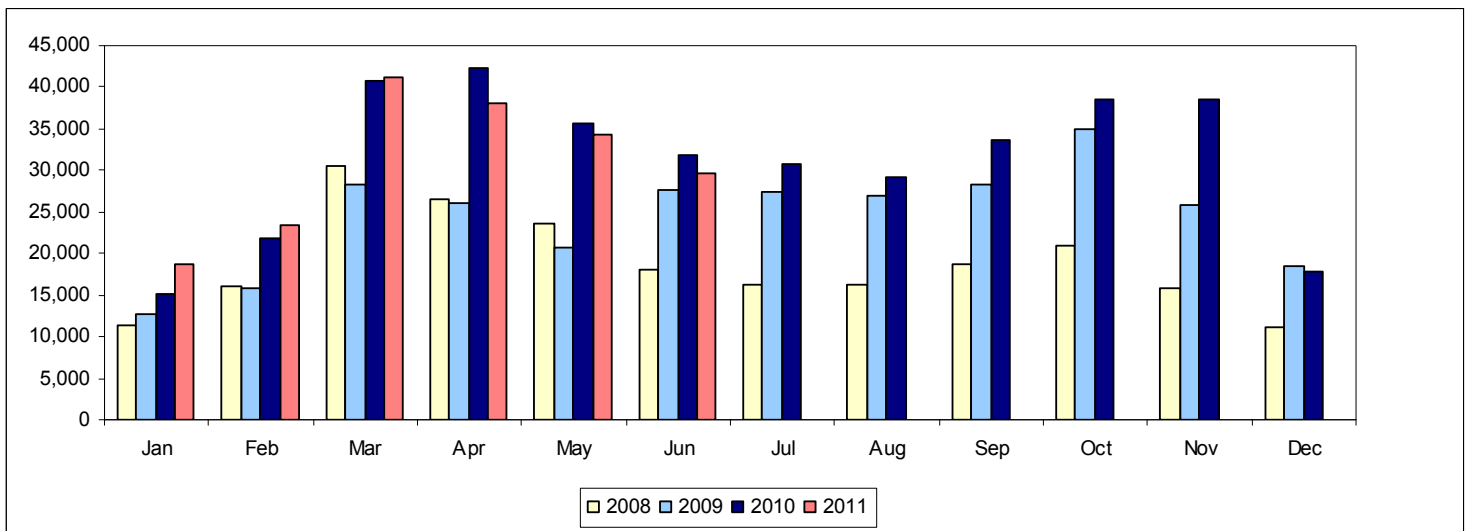


Analysis:

Phone calls are up 3.5% YTD (January – June) and emails are down 36.5%. We're seeing a consistent new trend this year with the number of emails decreasing. In the prior Report to City of Sedona, we recognized a 2011 travel trend that indicates that consumers are using the Internet for preliminary trip research. With that in mind, we continue to make regular updates to VisitSedona.com on pages such as our Frequently Asked Questions page. The trend also indicates that consumers are ultimately booking online in order to obtain the most competitive rates. In between preliminary research and booking, however, there is a "return to the expert" - the travel agent and tour operator - for sound travel consultation. It would seem that the consumer is more comfortable picking up the phone and talking to a "live" person when they are in the critical decision-making mode.

Visitor Center Walk-Ins

	2008	2009	2010	2011	Change 10 vs 11
Jan	11,257	12,614	15,210	18,817	23.7%
Feb	16,092	15,769	21,812	23,345	7.0%
Mar	30,609	28,357	40,656	41,169	1.3%
Apr	26,450	26,086	42,300	37,988	-10.2%
May	23,577	20,634	35,670	34,367	-3.7%
Jun	18,050	27,524	31,789	29,518	-7.1%
Jul	16,323	27,506	30,776		
Aug	16,240	26,888	29,122		
Sep	18,606	28,382	33,701		
Oct	20,987	34,975	38,633		
Nov	15,717	25,768	38,633		
Dec	11,030	18,408	17,779		
YTD	126,035	130,984	187,437	185,204	-1.2%
TOTALS	224,938	292,911	376,081		



Analysis:

In January 2011 the Visitor Center had 24% more walk-in visitors than in January 2010. The bulk of these visitors were from out of state, staying only one day or overnight at a property. February and March remained consistent with last year, while April, traditionally the beginning of the "busy" season, was down 10% in visitation over April 2010. The drop in April may be due to the high cost of fuel. January through June ended with a slight dip in walk-in visitor counts for 2010.

Through June 2011, the Chamber Visitor Center volunteers and staff assisted over 186,000 visitors. The majority of US visitors came from California, followed by Arizona, and then Texas. International visitors were primarily from Canada, England, and Japan.

The Visitor Center remains one of the busiest centers in the State of Arizona.

III. Sedona Chamber of Commerce Tourism Division Highlights: January – June 2011

1. Brand Campaign: Continuation of the Sedona brand campaign:
 - a. Print: Traditional print advertising continues to be one of the mediums used in branding. While the majority of our print placements are in consumer publications, there is some cross-over to the trade audience.
 - b. 2011 Experience Sedona Guide: Our 2011 Experience Sedona Guide was branded accordingly and acted as our primary fulfillment piece. Our 2011 ESG has also been created for online use with innovative turn-page technology. It has also been created as an application for use on all iDevices and is located in the iTunes store.
 - c. Lure Brochures: Our rack-sized "lure" brochure served to peak interest in Sedona with potential visitors. It had been redesigned to comply with our Sedona brand. We also printed German, French and Japanese versions of this brochure to help in marketing to these international audiences.
 - d. Brand Banner Ads: Created as a way for our members to embrace the Sedona brand, the Sedona Brand Banners were marketed to our members via the weekly E-Flash. We asked our members to place these professionally-designed banner ads on their sites with link back to VisitSedona.com.
 - e. Brand Postcards: We designed Sedona brand postcards that are blank on the back for guests to write on and mail. These postcards are available for our members to use as they wish.
 - f. Various Projects: All of our projects (collateral, print ads, email blasts, e-newsletters) take the established Sedona Brand into consideration. Sometimes this means using our main photographic image, brand colors, and fonts. Other times we use an inspirational tone in the writing of our content.

Special Note: The evolution of our Sedona Brand Image is under development this year and will be launched in 2012.

2. Direct Marketing & Sales: Direct marketing efforts provided an additional opportunity to speak to our audience with tactical messaging that was directed to them. Additionally, co-op advertising allowed us to leverage our dollars. Following are a few programs that were implemented.
 - a. Interest-Based Emails: Opted-in subscribers to VisitSedona.com who have specifically requested information on specific subjects. The Sedona Chamber of Commerce Tourism Bureau sent four email blasts to these qualified audiences. Businesses submitted 75 words or less with photo/logo that was included in the Chamber's email blast and landing page. See Exhibit B for sample of Summer Escape email blast.

Results include:

- 14% click thru rate for the January "Renew Your Spirit" blast *
- 29% click thru rate for the March "Spirit of Adventure" blast *
- 16% click thru rate for the May "Culinary & Wine Escapes" blast *
- 28% click thru rate for the July "Summer Escape" blast *

* Direct Marketing Association's industry standard for click thru rates is 6%.

- b. KUGO Travel Radio: A co-op project with three Chamber members, Sedona is promoted with a five-minute long radio segment to those traveling to and around the Grand Canyon area.
- c. Arizona Republic Wrap: Custom newspaper wrap delivered to 7,400 Arizona Republic non-subscribers in highly-targeted Phoenix zipcodes (85045, 85085, 85086, 85253, 85255, 85262, 85284, 85297, 85310, 85331, 85383.) Wrap pushes all users to VisitSedona.com/Deals to track responses. The latest wrap included cutting-edge QR Code technology where smartphone users can simply scan the code with their phone to be taken directly to the VisitSedona.com/Deals landing page.

Results include:

- Winter Wrap - 11% response rate *
- Summer Wrap - 7% response rate *

* Direct mail industry standard response rates between 1-3%.

- d. Los Angeles Times Travel & Adventure Show: Sedona was promoted to over 20,000 travel enthusiasts at the March 2011 Los Angeles Times Travel & Adventure Show in Los Angeles.
 - e. Football Bowl Marketing: In addition to advertising in the Fiesta Bowl Entertainment Guide, we also marketed via Facebook marketing directed to school alumni, and a letter and call campaign to the Athletic Directors.
3. Internet Marketing: Trends and statistics continue to indicate that consumers do their research largely online before taking a trip. As our consumer is responding more and more to online communications, we continued to put our focus towards Internet marketing in 2011.
- a. LATimes.com email blast: Sedona was a featured destination in this email blast sponsored by the Arizona Office of Tourism in January. Custom email sent to 24,000 within the database target demographic.
 - b. ChicagoTribune.com email blast: Sedona was a featured destination in this email blast, also, sponsored by the Arizona Office of Tourism in January. Custom email sent to 50,000 within the database target demographic.
 - c. Go-Arizona.com advertising: Garners an average of 100 leads per week.
 - d. SEO: Search engine optimization on VisitSedona.com
 - e. Consumer e-Newsletter: Distributed monthly to over 73,000 VisitSedona.com subscribers.
 - f. Spring Training Pay-Per-Click campaign: Campaign designed to promote Sedona to those visitors coming to Phoenix area for Spring Training.
 - g. Grand Canyon Pay-Per-Click campaign: Campaign designed to promote Sedona to those visitors who are researching or making arrangements to travel to the Grand Canyon.

- h. Summer Internet Marketing campaign: Aggressive Facebook campaign, pay-per-click Internet campaign, video display banner ads on AZFamily.com and geographic targets. See Exhibit C for sample of the look & feel of campaign creative.

Additional information for VisitSedona.com:

- New online booking engine added to site with new Facebook booking widget
- VisitSedona.mobi (mobile version of VisitSedona.com) in development
- Number of Deals & Discounts = 110
- Most popular Deals & Discounts categories: Accommodations+, and Spa/Spiritual & Personal Enrichment
- New event-oriented categories are added as relevant, ie, Sedona Arts Festival
- Monthly-themed categories are created based on PR calendar to create additional marketing synergy, i.e., "Summer Escapes" is the theme for July and August.

4. Regional Marketing: The Chambers of Commerce of Camp Verde, Clarkdale, Cottonwood, Jerome and Sedona continue to work under the Sedona Verde Valley Tourism Council (SVVTC). SVVTC has developed a collection of current tourism promotions aimed at:
 - Branding the Sedona Verde Valley region and all of its attractions
 - SedonaVerdeValley.org website enhancements
 - Fulfillment of inquiries and requests for regional information

All targets for the proposed projects are segments of the Leisure Travel Market and represent a healthy mix of viable sources to prospect for increased tourism revenue. The ultimate goal is to create more awareness resulting in higher visitation of the region in order to boost economic impact.

5. Concierge: Continuing efforts to reach our primary concierge audience in Phoenix and Tucson include the following:
 - a. Monthly e-newsletter to Phoenix concierge contacts: Concierge opt-in database of over 400 professional concierge contacts.
 - b. Presentations: Presentations to key concierge groups such as the Valley of the Sun concierge network, NCA, and the local chapter of the Sedona Concierge Network.
6. Public Relations: Ongoing public relations continue to promote Sedona, and include:
 - a. Media Newsletter- themed newsletter: Distributed the first week of each month.
 - b. Pitched story ideas based on themes and high impact insertions.
 - c. Social Media Tools
 - Twitter- We currently have 2,384 followers, examples of followers: LA Times, National Geographic Travel Writer, Chicago Sun Times, Fodor's Food & Wine Editor, TravelingMamas- voted in top 99 travel blogs in the world
 - Facebook- Sedona Chamber of Commerce has 5,117 Facebook fans and Visit Sedona (when combined with Sedona, AZ) has 5,182. This site allows us to post photos, video testimonials, links to events, and event listings, fans can post comments about Sedona providing us opportunity to engage with fans
 - YouTube- Videos posted, currently over 7,840 video views
 - Flickr- Post photos of Sedona, also allows fans to post their own Sedona photos

7. Shop in Sedona: The Sedona Chamber of Commerce, the Sedona Main Street Program and the City of Sedona created a Shop Sedona local promotion to encourage residents to shop locally.

a. Business Participation

We continue to encourage all area businesses to participate with an *incentive* program for local residents. A Shop Sedona window sticker/decal identifies participating businesses, and these businesses are currently featured on www.ShopInSedona.com. There are over 80 deals currently posted on this site. A listing of the deals is shown in Exhibit D.

b. Residential Marketing Promotion

Promoting the Shop Sedona program to local residents is imperative to the success of the campaign. Each Sedona area resident (including VOC and Oak Creek Canyon) received a postcard with a VIP Loyal Sedona Shopper Card. This "VIP card" identifies each carrier as a local resident who is eligible for the incentive.

This is an ongoing campaign which will be promoted through email newsletters, print advertising, radio, and through the Sedona Chamber, the Sedona Main Street Program and the City of Sedona's publications and events. There are 630 residents signed up for the contest.

8. Partnerships & Sponsorships:

a. Event Sponsorships – Promotion assistance for Sedona Events included:

- Banner ad placement on SedonaChamber.com and VisitSedona.com
- Inclusions in weekly E-Flash and B-Flash
- Inclusions in monthly Consumer e-Newsletter and Concierge e-Newsletter
- Included in Social Media as warranted
- Sedona Events Alliance Flyer developed and distributed to members, through e-Newsletters and to area hotels/concierge
- Special categories created for VisitSedona.com Deals & Discounts section

b. Scottsdale & Sedona Partnership – Short Drive, Sweet Diversions

- Site developed. www.scottsdale-sedona.com, includes Scottsdale & Sedona itineraries, calendar of events, links to each DMO's site
- Scottsdale and Sedona brochure developed and part of ongoing collateral distribution
- Partnership is being reviewed for additional enhancements and opportunities.

c. Barrett Jackson: Sponsorship of this affluent automotive auction event. Sponsorship included Sedona promotion on two bidder email blasts and official sponsorship mention on all marketing materials.

d. 56th Annual Scottsdale Arabian Horseshow: Sponsorship of high-end equestrian event. Sponsorship included full page program ad, patron bag stuffers, exhibitor bag stuffers, Sedona event banners, Sedona email blast to exhibitors, closed circuit TV ads, and TV ads in the Invitational Cup.

9. Travel Trade Industry:

a. Tradeshaw & Sales Mission Participation 2011 YTD:

Go West Summit

- Target: International & receptive & domestic operators
- 26 travel/trade meetings and appointments
- 10 qualified inquiries
- 4 media meetings and appointments

Las Vegas Sales Mission

- Target: Japanese receptives & Las Vegas area receptives
- 56 participants
- Destination Training/Sales Calls to Bonotel Exclusive Travel, AlliedTPro, Vegaru Inc., Tourico Holidays, Allegiant Travel Company, LT Tours, Nevada Kanko Service & JTB International

International Pow Wow

- Target: International & receptive operators
- 61 travel/trade meetings and appointments
- 12 qualified inquiries
- 50 media meetings and appointments

b. Continual attention towards U.S. domestic tour operators and U.S. Receptive Incoming Operators

c. International tour operators with focus on Canada, the UK, Germany and Japan

IV. Travel Outlook for 2011 – Tourism Statistics and Trends

The general manager of the U.S. Travel Association, Malcolm Smith, showed confidence in positive growth for U.S. travel in 2011 according to the Pow Wow Daily's Preview Issue distributed to 5,000 travel trade professionals and media representatives at the International Pow Wow held May 21 – 25, 2011 in San Francisco, California.

"Earlier this year the U.S. Department of Commerce announced that overseas visitation to the U.S. grew 11 percent in 2010 over the previous year. When we look back at 2009 only a handful of countries showed positive growth; in 2010, 21 of our 25 top markets registered gains. Those kinds of figures really build optimism for 2011 and the years ahead" said Smith.

The U.S. Travel Association's International Pow Wow is the travel industry's premier international marketplace and is the largest generator of Visit USA travel. During the intensive pre-scheduled, computer-generated business appointments, U.S. travel executives representing more than 1,000 U.S. supplier organizations and destinations from every region of the USA, and close to 1,500 International and Domestic Buyers from more than 70 countries conduct business negotiations that result in the generation of billions of dollars in future Visit USA travel.

The Sedona Chamber of Commerce's Tourism Bureau attended this tradeshow with the goal of bringing as much business to our area as possible in the coming years. We promoted Sedona and the region to those Tour Operators who have yet to "buy" Sedona product for their tour programs, and also worked to enhance Sedona inclusions with those Tour Operators who already have existing partnerships with us. We also met with National and International Media to promote Sedona in their publications between now and Pow Wow 2011. Over the course of three days, we held over 60 appointments with Operators and more than 50 meetings with Media!

The state of Arizona is a popular destination for international travelers, many who travel during the summer months – a typically slower time for Sedona tourism. Because of previous efforts at Pow Wows over the past seven years, Sedona and the Verde Valley are on the radar of many of these buyers, and we have made great strides in positioning the region as a premiere destination for outdoor recreation, arts and culture, and spiritual and metaphysical services.

That said, Summer is still historically a slower season for our city. To assist in increasing visitation to Sedona during our slower summer season, the Tourism Bureau of the Sedona Chamber of Commerce has launched an intensive marketing campaign to bring awareness of Sedona to potential visitors with the goal of increasing traffic to our beautiful area.

This exciting effort targets our drive markets of the Phoenix Valley and Southern California, as well as Houston, Dallas, San Antonio, Austin, and Chicago. The themes include Family Friendly Fun Ideas and ways to Escape the Heat. The campaign uses photographs that show Oak Creek to illustrate a sense of "coolness". The copy is fun and engaging, portraying a playful side of Sedona, perfect for attracting those who are looking to enjoy their vacations. The campaign is geared largely towards the Internet and includes a Facebook sweepstakes, Pay-Per-Click technology, advanced targeting video display banners, mobile display banners, e-mail marketing and SMS text marketing.

Marketing directed at the Grand Canyon traveler continues as well, and includes a new partnership with the Grand Canyon Journal annual guide with presence in their direct mail, website, and e-newsletters. It's important that we appeal to the visitor who will be a mere 2 hours north of us, and promote to them all that Sedona has to offer for a multi-day trip. We will also be launching a new mobile version of VisitSedona.com soon. Plus, we're in the development phases of our exciting and new Sedona brand which will launch in 2012.

Having just attended the annual Governor's Conference on Tourism, we were able to compare our marketing strategies and tactics with that of our statewide peers. The verdict is out – our marketing programs are forward-thinking and on-strategy. We will do everything we can to continue striving towards excellence, and to make a positive impact on tourism, the livelihood of our wonderful city.