



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

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**The following results represent: January – October 2011**

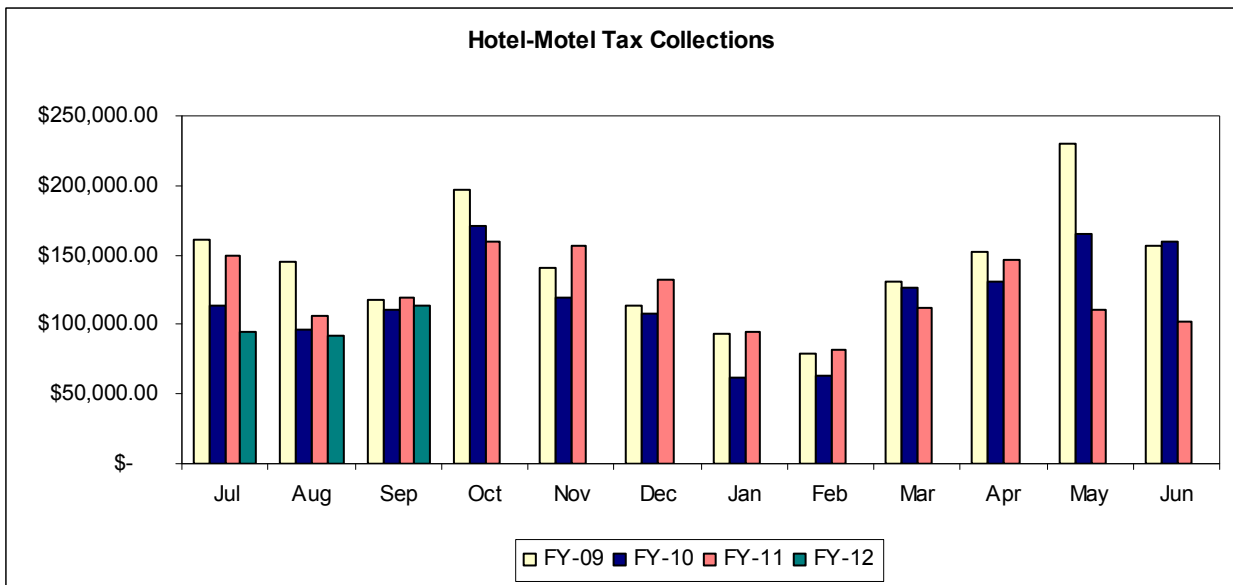
<b>I.</b>	<b>External Performance Indicators</b>	
	<b>A. Hotel-Motel Tax Revenue Collections.....</b>	<b>Page 2</b>
	<b>B. Smith Travel Research .....</b>	<b>Page 3-4</b>
	<b>C. Ad-Value Editorial .....</b>	<b>Page 5</b>
<b>II.</b>	<b>Internal Performance Indicators</b>	
	<b>A. Leads Generated.....</b>	<b>Page 6</b>
	<b>B. Internet Statistics .....</b>	<b>Page 7</b>
	<b>C. Fulfillment Statistics.....</b>	<b>Page 8</b>
	<b>D. Visitor Statistics .....</b>	<b>Page 9-10</b>
<b>III.</b>	<b>Highlights 2011.....</b>	<b>Page 11-16</b>
<b>IV.</b>	<b>Exhibits</b>	
	<b>A. Comparative City Funding.....</b>	<b>Exhibit A</b>
	<b>B. Fall Interest-Based Email.....</b>	<b>Exhibit B</b>
	<b>C. Winter Internet Marketing - Sample Artwork.....</b>	<b>Exhibit C</b>
	<b>D. Shop in Sedona Participants.....</b>	<b>Exhibit D</b>
	<b>E. Facebook Accolade.....</b>	<b>Exhibit E</b>

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

# I. External Performance Indicators YTD

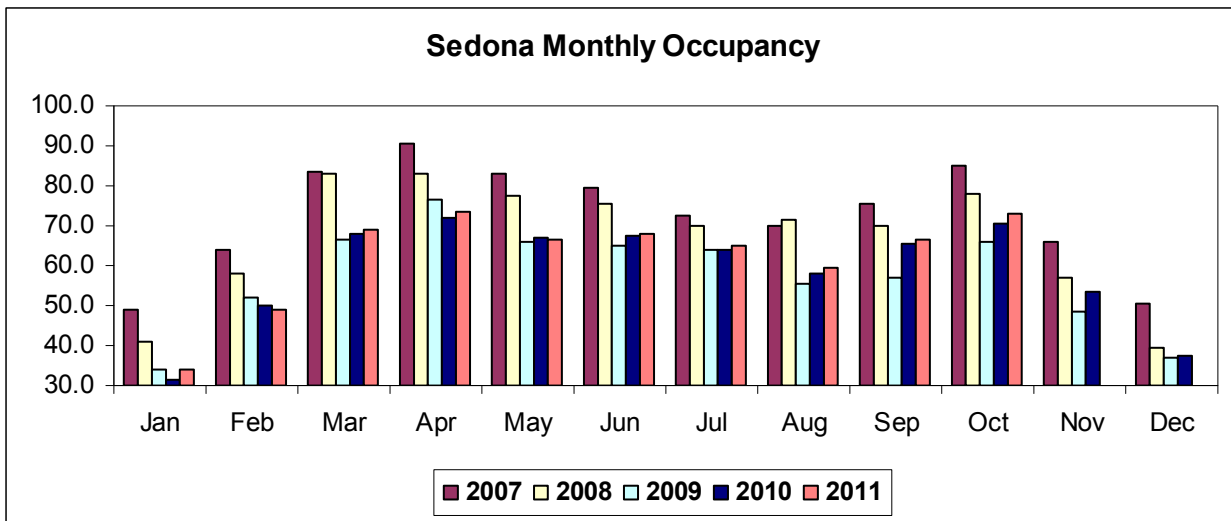
## A. Hotel Occupancy Tax Revenue Collections (3% hotel tax)

	FY-09	FY-10	Monthly % change 09 vs 10	FY-11	Monthly % change 10 vs 11	FY-12	Monthly % change 11 vs 12
<b>Jul</b>	\$ 161,091.87	\$ 112,888.02	-29.9%	\$ 150,105.76	33.0%	\$ 94,538.46	-37.0%
<b>Aug</b>	\$ 144,475.33	\$ 96,164.69	-33.4%	\$ 106,759.77	11.0%	\$ 92,225.53	-13.6%
<b>Sep</b>	\$ 117,739.50	\$ 110,387.38	-6.2%	\$ 118,808.29	7.6%	\$ 113,152.72	-4.8%
<b>Oct</b>	\$ 196,878.27	\$ 171,488.23	-12.9%	\$ 158,875.61	-7.4%		
<b>Nov</b>	\$ 140,391.95	\$ 119,658.98	-14.8%	\$ 156,499.92	30.8%		
<b>Dec</b>	\$ 114,128.64	\$ 107,967.39	-5.4%	\$ 131,844.66	22.1%		
<b>Jan</b>	\$ 93,594.61	\$ 61,849.33	-33.9%	\$ 95,427.50	54.3%		
<b>Feb</b>	\$ 79,273.82	\$ 62,786.07	-20.8%	\$ 81,536.91	29.9%		
<b>Mar</b>	\$ 131,245.67	\$ 125,859.63	-4.1%	\$ 111,956.09	-11.0%		
<b>Apr</b>	\$ 151,590.85	\$ 131,418.42	-13.3%	\$ 146,407.47	11.4%		
<b>May</b>	\$ 229,699.07	\$ 165,833.66	-27.8%	\$ 111,248.80	-32.9%		
<b>Jun</b>	\$ 156,947.55	\$ 159,938.80	1.9%	\$ 102,721.86	-35.8%		
<b>YTD</b>	<b>\$ 423,306.70</b>	<b>\$ 319,440.09</b>	<b>-24.5%</b>	<b>\$ 375,673.82</b>	<b>17.6%</b>	<b>\$ 299,916.71</b>	<b>-20.2%</b>
<b>Total</b>	<b>\$1,717,057.13</b>	<b>\$1,426,240.60</b>	<b>-16.9%</b>	<b>\$ 1,472,192.64</b>	<b>3.22%</b>	<b>\$ 299,916.71</b>	<b>-79.63%</b>



Analysis – Hotel occupancy tax revenue is down 20.2% YTD for FY-12 (July - September) versus FY-11. The above collections represent the previous month’s performance. Per the City of Sedona Financial Report from November 9, 2011: *RDS and City staff continues to assist taxpayers with categorizing of their remittance of sales and bed taxes. The bed tax category will continue to fluctuate as corrections are made. In addition, annual comparisons compare RDS collection methodology to ADOR collection methodology until February 2012 when the methodology will align.*

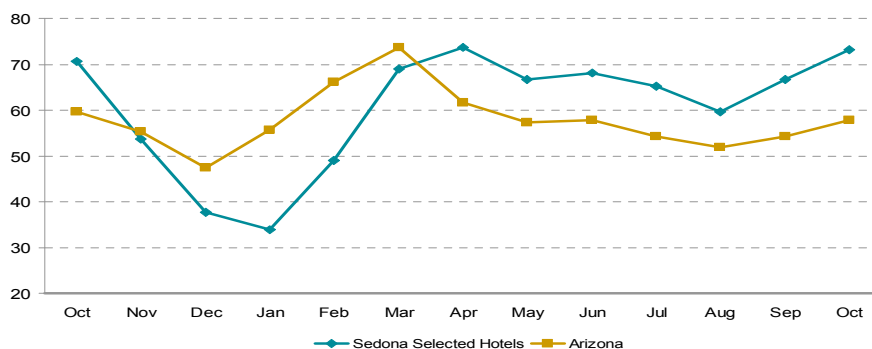
**B. Smith Travel Research:** *A monthly report that is standard throughout the tourism industry to provide a snapshot of the hotel industry.* The Tourism Bureau uses this report to gauge the occupancy percentages and average daily rate (ADR) on a monthly basis. This report reflects 10 average-sized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



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

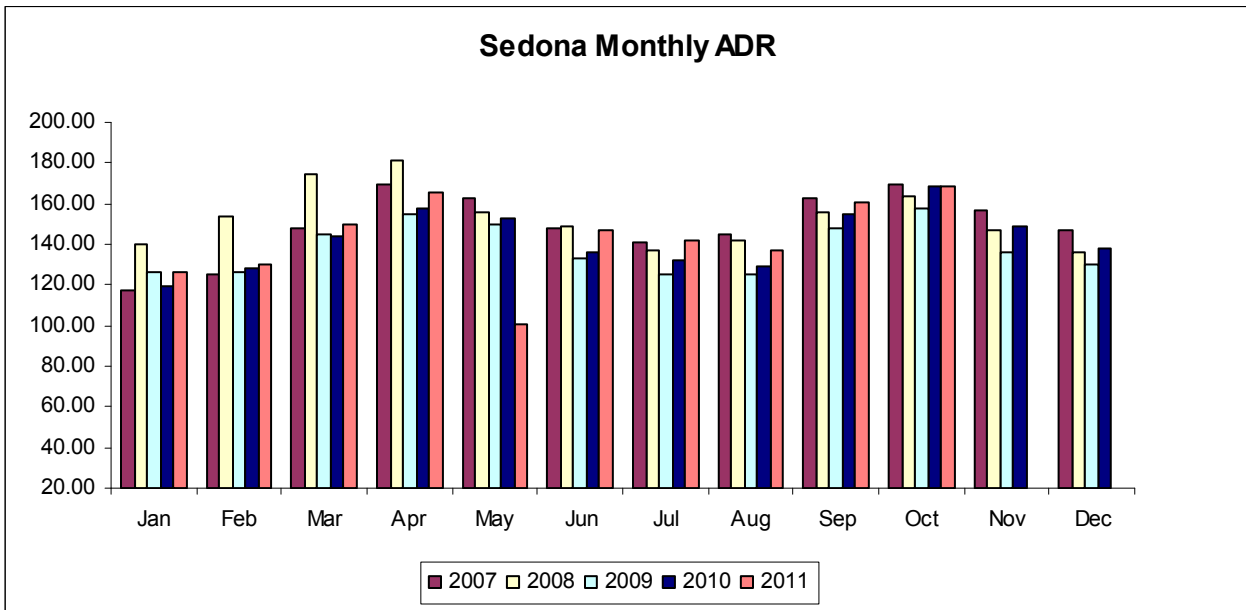
	<b>2010</b>	<b>2011</b>	<b>Change</b>
Santa Fe, NM	60.5%	59.8%	-1.1%
Summit County, UT (Park City)	45.2%	48.6%	7.7%
Santa Barbara Co., CA	64.6%	68.0%	5.2%
Teton County, WY (Jackson Hole)	56.3%	56.1%	-0.4%
Scottsdale, AZ	60.0%	62.6%	4.3%
Sonoma County, CA	60.6%	66.1%	9.0%
Napa County, CA	62.7%	67.2%	7.1%
Monterey County, CA	60.8%	63.1%	3.7%
Yavapai County, AZ	55.0%	56.6%	2.9%
Coconino County, AZ	68.6%	67.4%	-1.7%
<b>Sedona, AZ</b>	<b>61.5%</b>	<b>62.6%</b>	<b>1.8%</b>
<b>State of AZ</b>	<b>56.7%</b>	<b>59.0%</b>	<b>3.9%</b>

**Occupancy Comparison**



Analysis – Sedona hotel occupancy is up almost 2% YTD 2010 vs 2011 (January – October) 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 in Sonoma County is indicative of a healthy marketing budget due to a larger allocation of public funding compared to Sedona (see Exhibit A.)

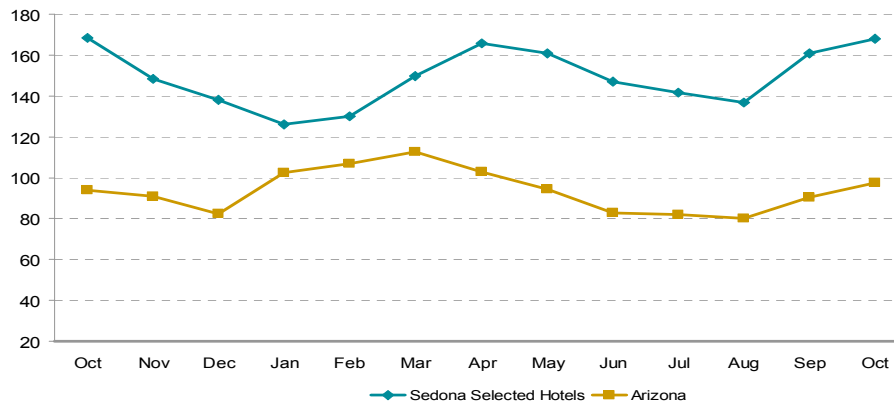
## Sedona Average Daily Rate (ADR)



### Comparative Cities – ADR YTD (Jan – Oct 2010 vs Jan – Oct 2011)

	<b>2010</b>	<b>2011</b>	<b>% Change</b>
Santa Fe, NM	109.44	110.28	0.8
Summit County, UT (Park City)	195.83	219.13	11.9
Santa Barbara Co., CA	143.37	148.39	3.5
Teton County, WY (Jackson Hole)	172.94	179.15	3.6
Scottsdale, AZ	142.08	148.85	4.8
Sonoma County, CA	111.88	114.02	1.9
Napa County, CA	218.83	234.85	7.3
Monterey County, CA	160.27	159.69	-0.4
Yavapai County, AZ	113.95	116.73	2.4
Coconino County, AZ	87.10	91.74	5.3
<b>Sedona</b>	<b>144.80</b>	<b>151.00</b>	<b>4.3</b>
<b>State of AZ</b>	<b>93.66</b>	<b>96.05</b>	<b>2.6</b>

### ADR Comparison



**Analysis:** The Average Daily Rate (ADR) in Sedona has increased from \$144.80 YTD 2010 to \$151.00 YTD 2011, a 4.3% increase. The state also saw an increase in ADR of 2.6%. 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 – October 31, 2011 the Sedona Chamber of Commerce has generated the following:

	<b>Print</b>	<b>Online/Blog/TV</b>	<b>Totals, including International</b>
<b>Ad Value</b>	\$2,047,131	\$6,134,204	\$8,181,335
<b>Circulation</b>	61,535,526	525,119,245	586,654,771

A special notation regarding Japanese media for 2011: We assisted the authors of several guidebooks and magazines resulting in nearly 1 million in reader circulation and almost \$2 million in ad value.

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.
- *\* Special Note \** - OnlineTravelPartners.com recognized Sedona Chamber of Commerce Tourism Bureau's efforts for our Summer Internet Marketing Campaign and our well-designed and executed Facebook Welcome Tab (please see Appendix E).

## 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 – October).***

### Media Leads

	<b>Jan-Oct 2010</b>	<b>Jan-Oct 2011</b>
Media Hosted	61	49
Media Assisted	246	227
Media Leads Sent	73	60
Press Releases Produced	28	20
Press Release Impressions	55,149	60,417

### Travel/ Meeting/ Group Leads

	<b>Jan-Oct 2010</b>	<b>Jan-Oct 2011</b>
Tradeshows/Sales Missions Attended	4	4
Hotel & Non-Hotel Inquiries (Trade)	64	51
Hotel & Non-Hotel Leads (Group)	17	32
Travel Professionals Receiving Services	384	319
Meeting/Event Planners Receiving Services	76	89

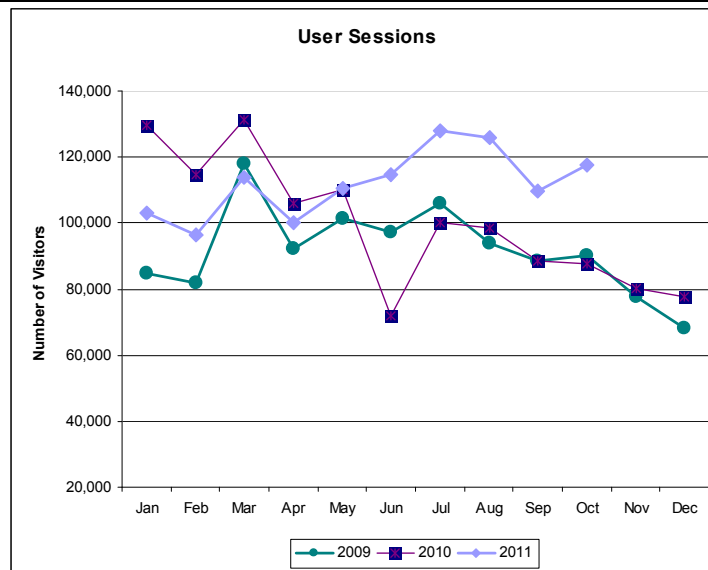
Examples of some of the group leads and the planners assisted include:

- University of Arizona
- EJ Krause
- Chopra Center for Wellbeing
- SMGP
- California Host
- ConferenceDirect
- NACOG
- Flavor Journey\_
- Univeristy of CA Irving, Chief Executive Roundtable
- AZ Game & Fish
- Hello Arizona
- Boy Scouts Of America
- McKinsey & Company, Inc.
- Transformational Life Counseling
- Arizona State University
- Pilgrim Rest Baptist Church Security Ministry
- Bagley Enterprises, Inc., SB-DVBE, SDVOSB
- Arizona State University
- EcoVantage Professionals
- USENIX Association
- EHAP Inc.

**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
<b>Jan</b>	84,730	129,756	102,863	-20.7%	466,132	544,574	441,330	-19.0%
<b>Feb</b>	81,708	114,472	96,457	-15.7%	434,196	502,070	415,295	-17.3%
<b>Mar</b>	118,000	131,150	113,692	-13.3%	586,344	617,437	493,124	-20.1%
<b>Apr</b>	92,068	105,867	100,262	-5.0%	494,495	487,381	396,160	-18.7%
<b>May</b>	101,585	109,984	110,389	0.0%	479,561	494,958	434,235	-12.3%
<b>Jun</b>	97,282	72,056	114,668	59.0%	465,441	325,044	455,375	40.1%
<b>Jul</b>	105,966	100,076	127,832	28.0%	497,944	441,790	491,552	11.3%
<b>Aug</b>	93,712	98,281	125,720	28.0%	453,817	433,538	473,600	9.2%
<b>Sep</b>	88,652	88,450	109,707	24.0%	418,850	379,230	414,391	9.3%
<b>Oct</b>	90,153	87,533	117,518	34.0%	419,626	369,475	430,301	16.5%
<b>Nov</b>	77,784	80,159			339,213	335,073		
<b>Dec</b>	68,114	77,870			301,364	310,319		
<b>YTD</b>	<b>953,856</b>	<b>1,037,625</b>	<b>1,119,108</b>	<b>7.9%</b>	<b>4,716,406</b>	<b>4,595,497</b>	<b>4,445,363</b>	<b>-3.3%</b>
<b>Totals</b>	<b>1,099,754</b>	<b>1,195,654</b>			<b>5,356,983</b>	<b>5,240,889</b>		



**Analysis** – All of our branding, marketing, and public relations efforts drive the consumer to VisitSedona.com. To illustrate how marketing impacts website traffic, reference June 2011, when User Sessions spiked to 59% and Page Views increased 40% as a result of the launch of our aggressive Summer Internet marketing campaign.

Additionally, two out of three visitor survey respondents who have yet to visit Sedona plan to do so in the next 12 months. Since 73% of Sedona visitors say they've used VisitSedona.com prior to their visit, the website continues to illustrate its strength in converting non-visitors to visitors.

User Sessions are up 8% YTD and Page Views are down slightly at 3% YTD. When reviewing these YTD numbers, it should be taken into consideration the major marketing campaign from January/February 2010. That same marketing campaign was NOT implemented in 2011 which caused 2011 numbers to be down. Additionally, total page views could be down due to the increased number of sweepstakes held in 2011.

VisitSedona.mobi has recently launched, and visitor traffic will be reported on an ongoing basis. The User Sessions for VisitSedona.mobi in its first month of October 2011 was 11,585.

### 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.)

#### **Fulfillment – Other**

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

<b>2011</b>	<b>Mailed</b>	<b>Online</b>	<b>To Various Locations</b>	<b>Total Distribution</b>
<b>Jan</b>	1,165	2,246	16,200	19,611
<b>Feb</b>	668	1,965	19,080	21,713
<b>Mar</b>	396	2,165	29,950	32,511
<b>Apr</b>	243	2,021	15,510	17,774
<b>May</b>	328	1,964	23,630	25,922
<b>Jun</b>	315	1,890	18,670	20,875
<b>Jul</b>	230	1,904	18,300	20,434
<b>Aug</b>	361	2,018	134,000	136,379
<b>Sep</b>	188	1,867	10,400	12,455
<b>Oct</b>	190	1,585	10,900	12,675
<b>Nov</b>				
<b>Dec</b>				
<b>YTD</b>	<b>4,084</b>	<b>19,625</b>	<b>296,640</b>	<b>320,349</b>

#### 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 (up 46% YTD) due to the growing trend of consumers going "green" and their opportunity to save on the shipping/handling. Now that the Tourism Bureau is sending less via mailings, we're also able to stock more at our various locations providing a higher level of exposure at these locations than in prior years – we are up 32% in our deliveries compared to this time last year. Finally, the online ESG can now be found in the iTunes store contributing to exposure.

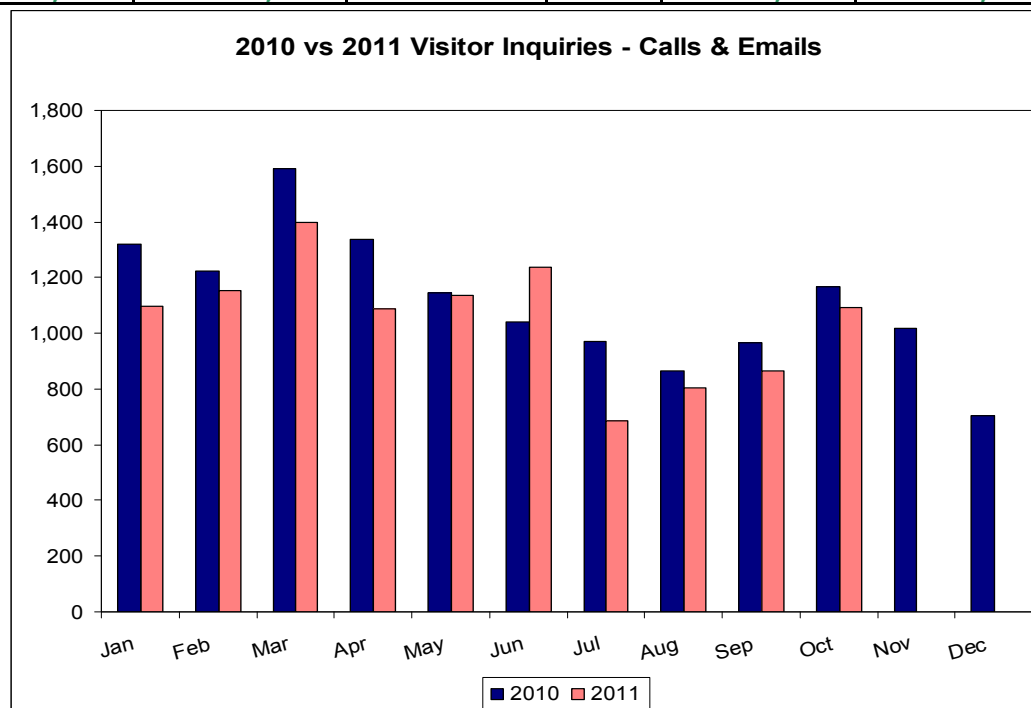
- The average time spent reviewing the online guide is 10 minutes.
- The top five cities viewing the online guide are Phoenix, Los Angeles, Las Vegas, Tucson, and Chicago.
- The top five countries viewing the online guide are the US, Canada, the UK, Germany, and Australia.
- 5% of online guide users viewed the guide via their i-devices (iPad, iPhone, iPod Touch.)

## 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
<b>Jan</b>	936	807	-13.8%	<b>Jan</b>	383	288	-24.8%
<b>Feb</b>	892	953	6.8%	<b>Feb</b>	331	202	-39.0%
<b>Mar</b>	1,188	1,181	-0.6%	<b>Mar</b>	402	216	-46.3%
<b>Apr</b>	952	873	-8.3%	<b>Apr</b>	387	214	-44.7%
<b>May</b>	861	961	11.6%	<b>May</b>	283	177	-37.5%
<b>Jun</b>	796	1,045	31.3%	<b>Jun</b>	245	193	-21.2%
<b>Jul</b>	752	577	-23.3%	<b>Jul</b>	217	110	-49.3%
<b>Aug</b>	703	677	-3.7%	<b>Aug</b>	163	127	-22.1%
<b>Sep</b>	792	742	-6.3%	<b>Sep</b>	172	122	-29.1%
<b>Oct</b>	1,018	950	-6.7%	<b>Oct</b>	150	142	-5.3%
<b>Nov</b>	852			<b>Nov</b>	165		
<b>Dec</b>	571			<b>Dec</b>	131		
<b>YTD</b>	<b>8,890</b>	<b>8,766</b>	<b>-1.4%</b>	<b>YTD</b>	<b>2,733</b>	<b>1,791</b>	<b>-34.5%</b>

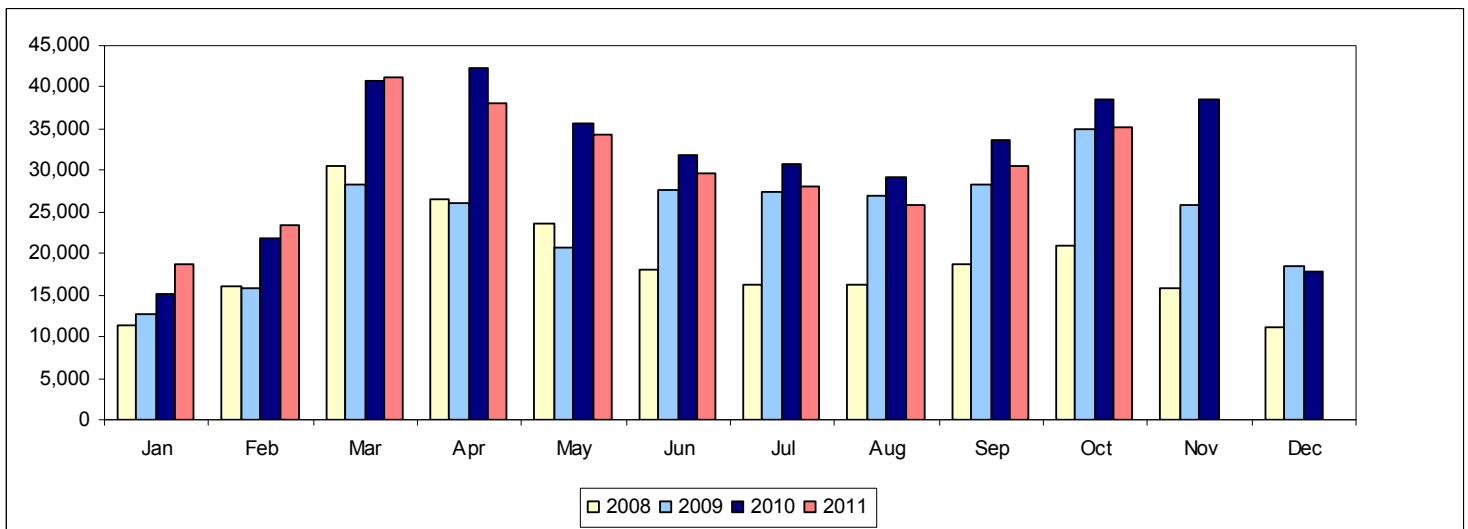


#### Analysis:

Phone calls are down slightly at 1.4% YTD (January – October) and emails are down 34.5%. We're seeing a consistent trend this year with the number of emails decreasing. We've seen 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 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. We have also further scrutinized the way that the phone calls and emails are reported in 2011, resulting in slightly lower but non-repetitive counts.

## Visitor Center Walk-Ins

	2008	2009	2010	2011	Change 10 vs 11
<b>Jan</b>	11,257	12,614	15,210	18,817	23.7%
<b>Feb</b>	16,092	15,769	21,812	23,345	7.0%
<b>Mar</b>	30,609	28,357	40,656	41,169	1.3%
<b>Apr</b>	26,450	26,086	42,300	37,988	-10.2%
<b>May</b>	23,577	20,634	35,670	34,367	-3.7%
<b>Jun</b>	18,050	27,524	31,789	29,518	-7.1%
<b>Jul</b>	16,323	27,506	30,776	28,145	-8.5%
<b>Aug</b>	16,240	26,888	29,122	25,887	-11.1%
<b>Sep</b>	18,606	28,382	33,701	30,439	-9.7%
<b>Oct</b>	20,987	34,975	38,633	35,307	-8.6%
<b>Nov</b>	15,717	25,768	38,633		
<b>Dec</b>	11,030	18,408	17,779		
<b>YTD</b>	<b>198,191</b>	<b>248,735</b>	<b>319,669</b>	<b>304,982</b>	<b>-4.6%</b>
<b>TOTALS</b>	<b>224,938</b>	<b>292,911</b>	<b>376,081</b>		



### Analysis:

The beginning of the year saw a large increase in walk-in visitors compared to January 2010, and the months to follow were consistent with the previous year. April was down 10% in visitation over April 2010. The drop in April may be due to the high cost of fuel. Weather also played a role in visitation as indicated in October, a normally busy month, which saw more rain than normal.

January through October YTD ended with a slight dip in walk-in visitor counts for 2011.

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

### **III. Sedona Chamber of Commerce Tourism Division Highlights: January–October 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 (refer to statistics on page 8.)
  - 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 businesses 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 new 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 \*

- 27% click thru rate for September "Arts & Festivals" blast \* (see Exhibit B)

\* 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 74,000 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.
- i. Winter 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 campaign design.

Additional information for VisitSedona.com:

- New online booking engine added to site with new Facebook booking widget
  - VisitSedona.mobi (mobile version of VisitSedona.com) launched
  - Number of Deals & Discounts = 95
  - Most popular Deals & Discounts categories: Accommodations+, and Spa/Spiritual & Personal Enrichment
  - New event-oriented categories are added as relevant, ie, Red Rock Fantasy
  - Monthly-themed categories are created based on PR calendar to create additional marketing synergy
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 2,672 followers, examples of followers: American Road Magazine, Travel & Leisure, 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 5,597 Facebook fans and Visit Sedona has 6,733. 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 7,800 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](http://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
- \* New \* Full-color ad created and place in Kudos each month that displays Sedona events

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

- Site developed. [www.scottsdale-sedona.com](http://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. Sedona/Flagstaff Partnership Sales Missions:

- Conducted destination training/sales calls to Las Vegas based receptive tour operators - (1) Bonotel Exclusive Travel, (2) AlliedTPro, (3) Vegaru Inc., (4) Tourico Holidays, (5) Allegiant Travel Company, (6) LT Tours, (7) Nevada Kanko Service & (8) JTB International
- Conducted destination training/sales calls to Los Angeles based receptive tour operators - (1) Kintetsu International Tour Operation Company, (2) Nippon Travel Agency, (3) JTB International, (4) J-Pac Travel, (5) AMNET - LAX BRANCH, (6) Idea Resource Systems, (7) Jetsave Touring, (8) Premier World Discovery, (9) America 4 You, (10) New World Travel, (11) America Tour Systems, (12) America Travel Factory, (13) H.I.S. U.S.A., (14) H.I.S. International Tours & (15) AmericaTours International

b. Go West Summit

Target: international & receptive & domestic operators

- 26 travel/trade meetings and appointments
  - o 9 international (35%)
  - o 12 receptives (46%)
  - o 4 domestic (15%)
  - o 1 others – US Commercial Services (4%)
- 10 qualified inquiries
- 4 media meetings and appointments

c. Las Vegas Sales Mission

Target: Japanese receptives & Las Vegas area receptives

- 56 participants
- Destination Training/Sales Calls to (1) Bonotel Exclusive Travel, (2) AlliedTPro, (3) Vegaru Inc., (4) Tourico Holidays, (5) Allegiant Travel Company, (6) LT Tours, (7) Nevada Kanko Service & (8) JTB International

d. International Pow Wow

Target: international & receptive & domestic operators

- 62 travel/trade meetings and appointments
  - o 30 international (48%)
  - o 16 receptives (26%)
  - o 3 domestic (5%)
  - o 4 others – US Commercial Services (6%)
- 12 qualified inquiries

e. Los Angeles Sales Mission

Target: Japanese receptives & Los Angeles area receptives

- 64 participants
- Destination Training/Sales Calls to (1) Kintetsu International Tour Operation Company, (2) Nippon Travel Agency, (3) JTB International, (4) J-Pac Travel, (5) AMNET - LAX BRANCH, (6) Idea Resource Systems, (7) Jetsave Touring, (8) Premier World Discovery, (9) America 4 You, (10) New World Travel, (11)

America Tour Systems, (12) America Travel Factory, (13) H.I.S. U.S.A., (14) H.I.S. International Tours & (15) AmericaTours International

f. NTA

- 1/4 page coop ad offered by AOT
- NTA Conference/Tradeshaw to be held in Las Vegas - December 5-9, 2011
- Target: Domestic (and some Canadian) motorcoach tour operators

g. Trade FAMs

- As of October 15: offered Sedona experience to 148 travel professionals on 18 FAM tours
- As of October 15: in-kind from members - \$8,075 by 55 businesses

h. Trade e-Newsletter

- Domestic/International TO & Travel Agents - 1,671 contacts, average open rate: 22.8%
- Japanese TO, Travel Agents, Media - 694 Contacts, average open rate: 37.8%

i. Rate Tiger Presentation 6/11

Six hotel properties participated (Sedona Rouge, Diamond Resort, White House Inn, Sedona Real, Hilton Sedona, Poco Diablo)

j. Japan Visit USA Committee (JVUC) - KNT (Kinki Nippon Tourist) 7/11

MICE Presentation - Disney Land, Los Angeles, New York & Sedona

k. American Airlines Japan

Summer Campaign

l. Trafalgar FAM 8/11

95 executive representatives of their sales & marketing team from all over the world (Red Rock Western Jeep Tours & Heartline Cafe, blessings by the Way of the Ancients) Met Gavin Tollman, Chief Executive Office, Christophe Ghaye, President of Destination America

m. Southwest Vacations

Fall Campaign with Greater Phoenix, Tucson, Mesa & Scottsdale CVB.  
Mark Travel added 9 more properties to their offerings.