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Explore Sedona Like Never Before

Sedona's new Secret 7 campaign offers guide to lesser-known parts to create a unique travel experience

SEDONA, Ariz. (July XX, 2017) – The Sedona Chamber of Commerce & Tourism Bureau is launching Sedona's Secret 7, an innovative campaign that reveals hidden trails and locations across Red Rock Country.

The campaign gives even frequent Sedona visitors more reasons to return and extend their stay by providing a list of unfamiliar places. The Chamber also wants to move visitors away from trails that are heavily traveled in order to help sustain the natural resources for generations to come.

Sedona's Secret 7 is broken down into seven categories:

- Picnics
- Sunrise/Sunset Vistas
- Stargazing
- Spiritual
- Arts and Culture
- Biking Trails
- Hiking Trails

Within each category there are seven different places that offer a doorway to lesser-known parts of Sedona. These hidden gems allow visitors the opportunity to create a one-of-a-kind itinerary based on their interests. Sedona's Secret 7 also offers secret tips, like the quiet site with sweeping sunrise views that goes mostly undiscovered by Sedona visitors, or best bets to find reflective pools of water after summer monsoons.

"With this new innovative campaign, we are hoping to introduce fresh locales to help disperse foot traffic from popular destinations while aiding in sustainability efforts," said Jennifer Wesselhoff, President and CEO of the Sedona Chamber of Commerce & Tourism Bureau. "We have an abundance of off the beaten path gems to share with the world and this campaign will introduce them in a uniquely interactive way."

The goal of the campaign is to attract visitors to new destinations in Sedona while aligning with the Chamber's mission to promote sustainable travel. For those looking to visit Sedona, tips on how to be a responsible traveler can be found [here](#).

"With this campaign, we are welcoming new and returning visitors to experience their public lands in new ways. We're also meeting the increasing interest in our precious and fragile Red Rock Country by distributing use sustainably throughout the area," said Nicole Branton, Red Rock District Ranger.

For more information on Sedona's Secret 7 visit [XXX](#).

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