



SEDONA VISITOR SURVEY EXECUTIVE SUMMARY

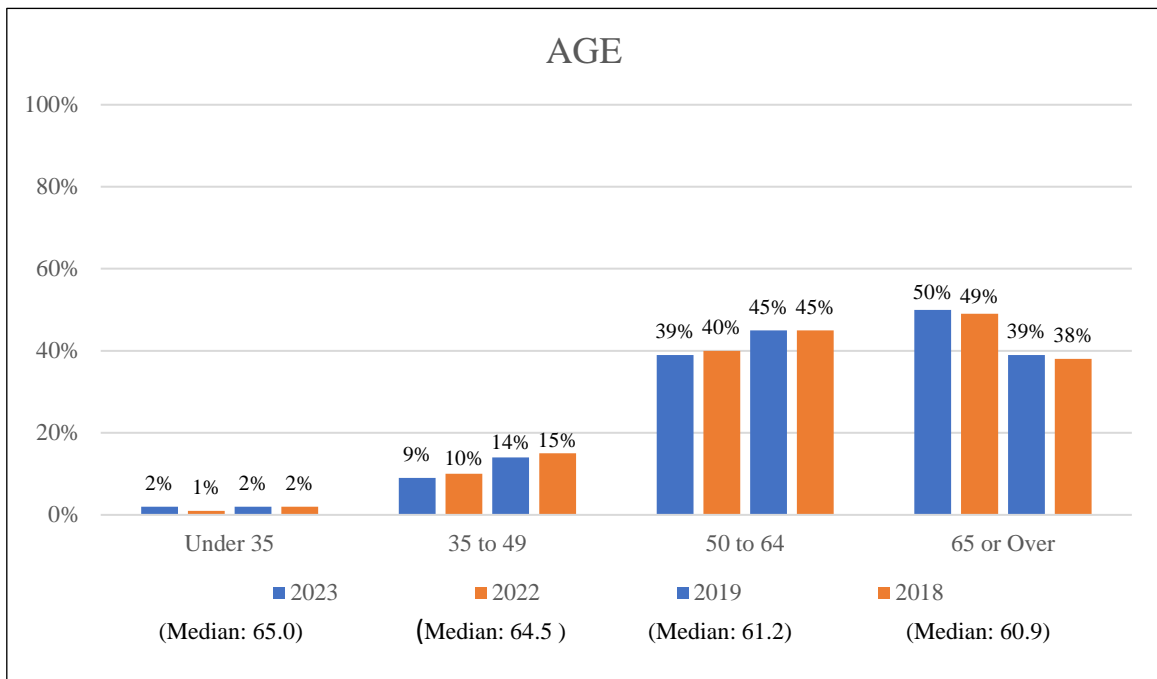
ANNUAL REPORT – 2018, 2019, 2022, 2023

The information contained in this report is based on interviews conducted with individuals who requested the Chamber's Visitor Guide during 2018, 2019, 2022 and 2023. All of the interviewing on this project was conducted by the Sedona Chamber of Commerce and Tourism Bureau via a web-based survey which was sent to requesters a minimum of three months after their Visitor Guide request. For the purpose of this research, only respondents who indicated they had visited Sedona or would visit Sedona in the next 12 months are included in the following summary data.

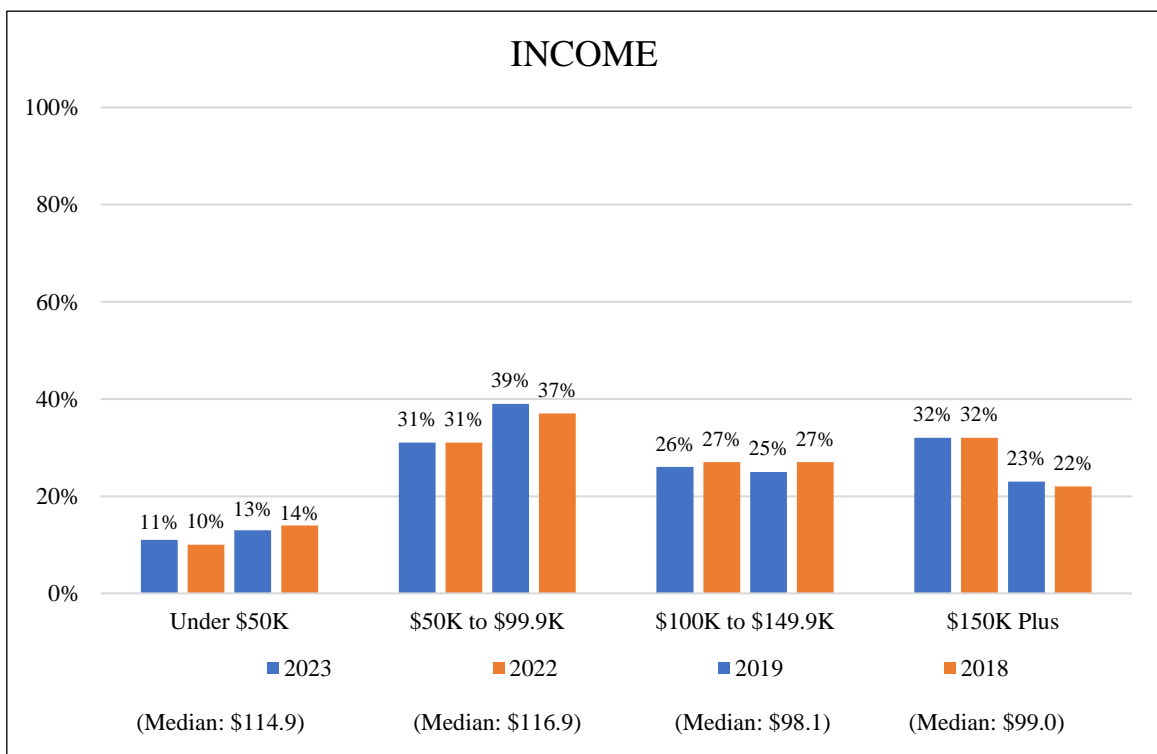
Note: This study only addresses visitors who requested the Chamber's Visitor Guide, not all Sedona visitors. Further, due to covid no surveys were conducted in 2020 and only limited surveys were conducted in 2021.

VISITOR CHARACTERISTICS

- The typical 2023 visitor was 65.0 years old – up from 60.9 in 2018. 85% of visitors were 50 or older.

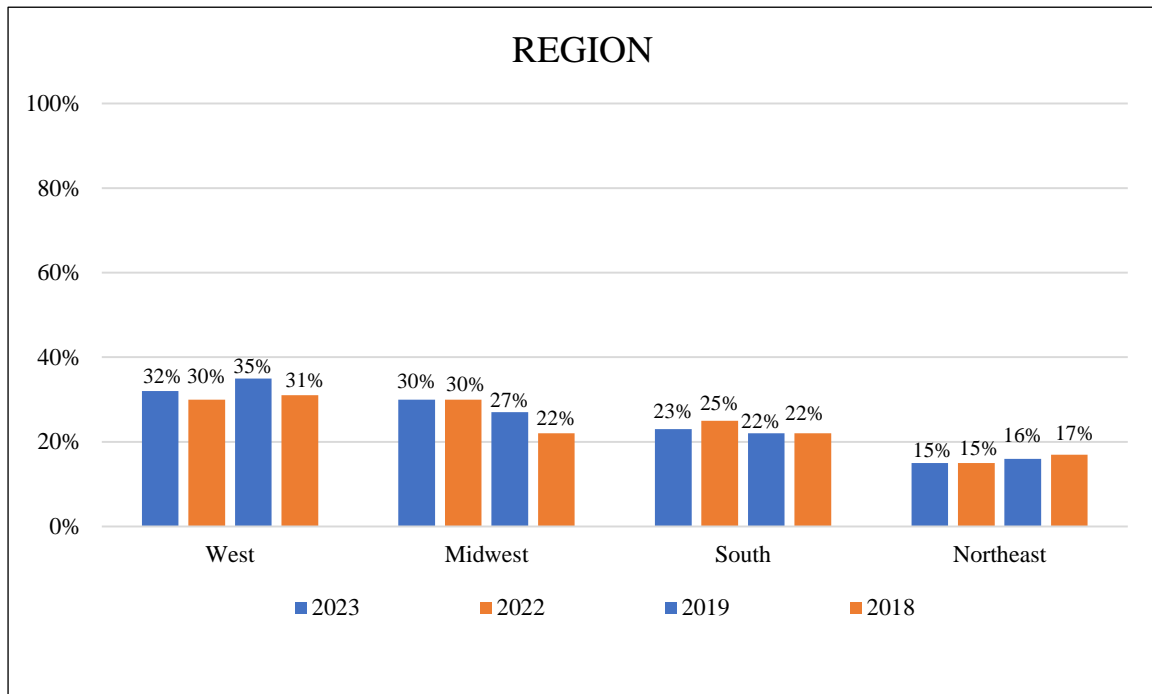


- The typical 2023 visitor earned \$114,900 per year with 58% earning \$100,000 or over. This median figure is up from \$99,100 in 2018.

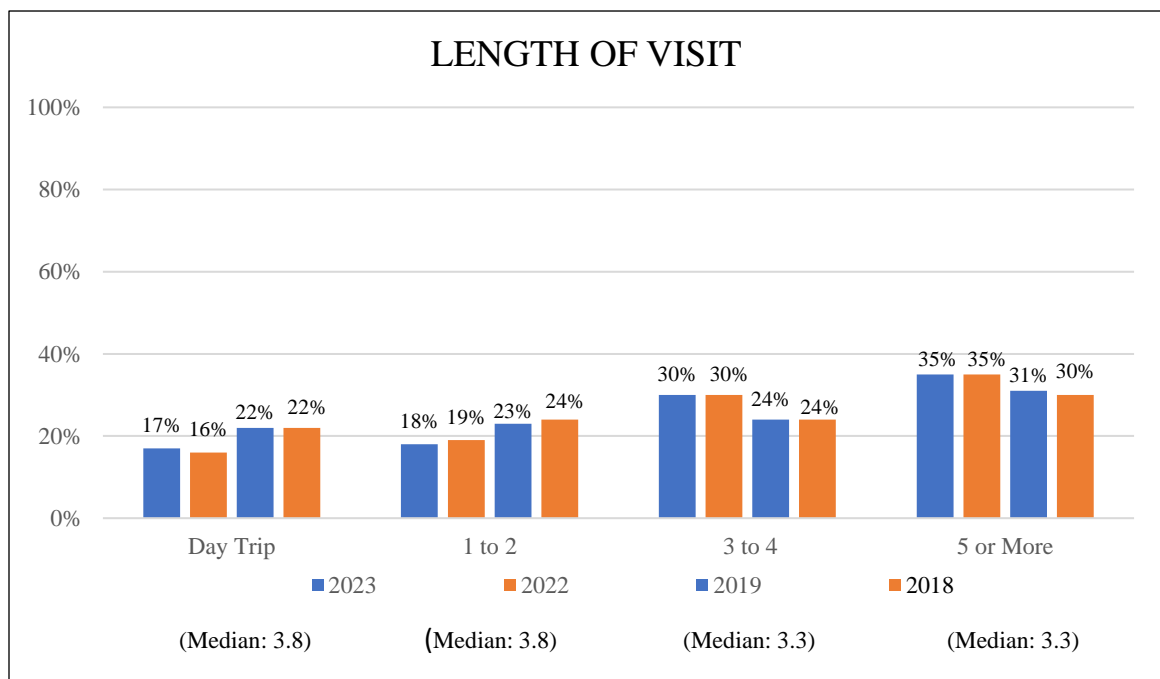


VISITOR TRIP CHARACTERISTICS

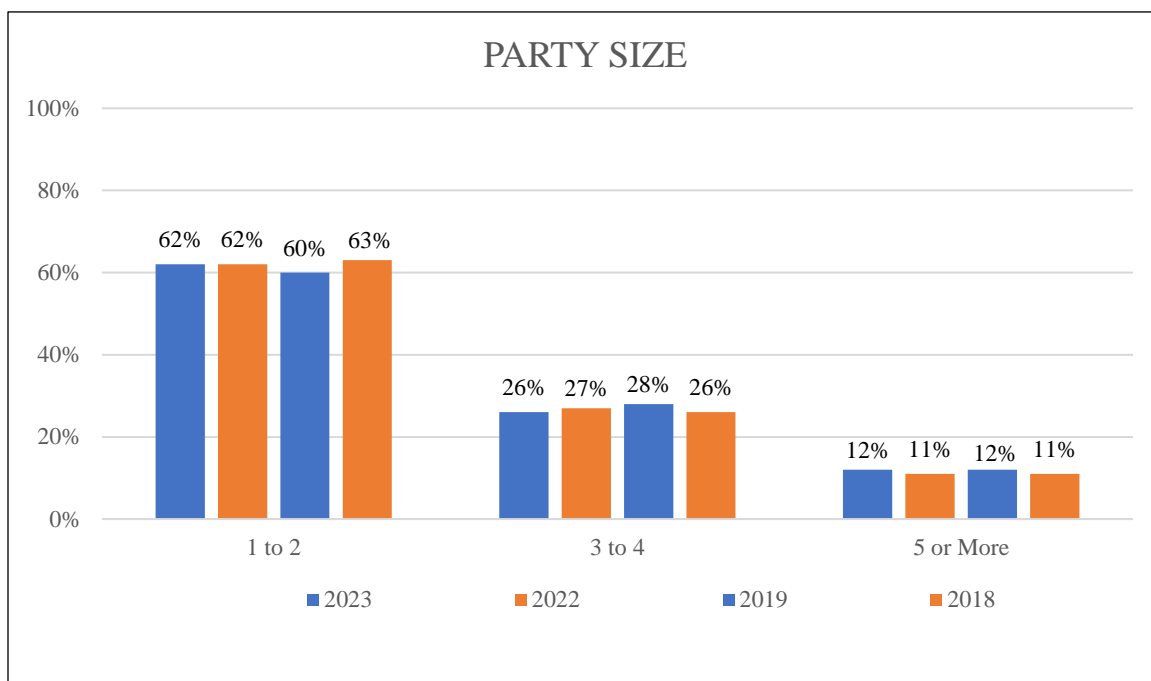
- Geographically, the west (32%) and midwest (30%) contribute the largest share of visitors to Sedona. The states of California (12%), Arizona (9%), Illinois (6%) and Wisconsin (6%) contributed the most visitors.



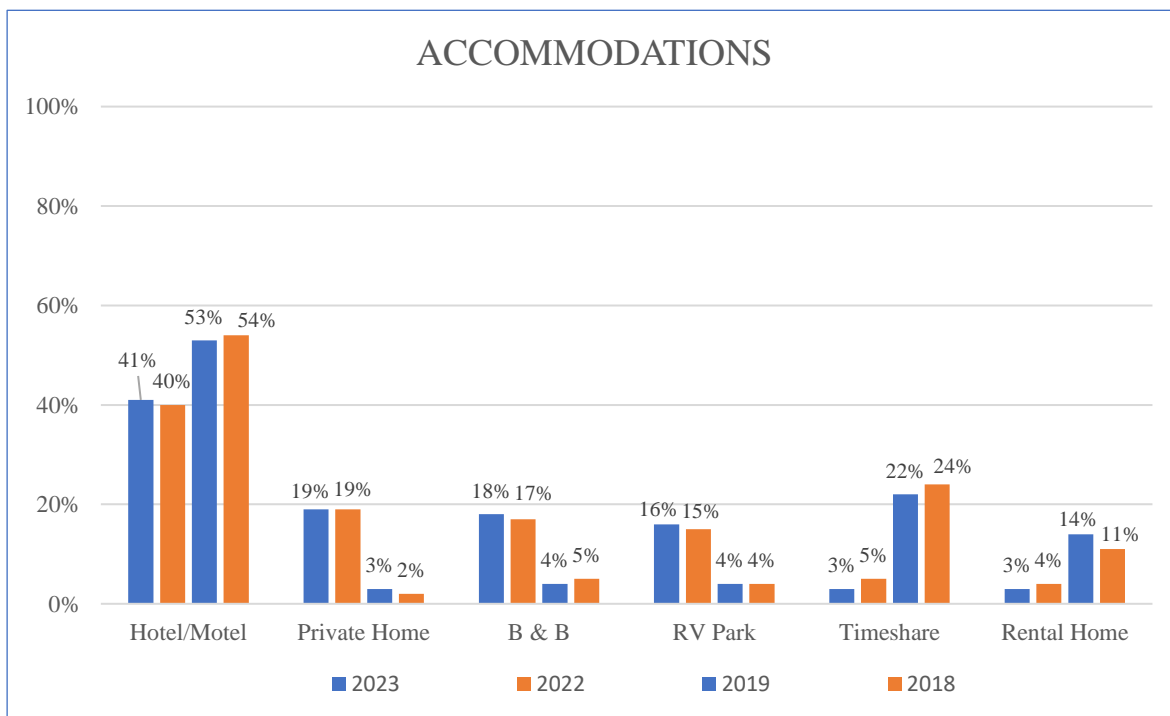
- The typical visitor to Sedona in 2023 spent 3.8 days (unchanged from 2022) with day-trippers comprising 17% of surveyed visitors.



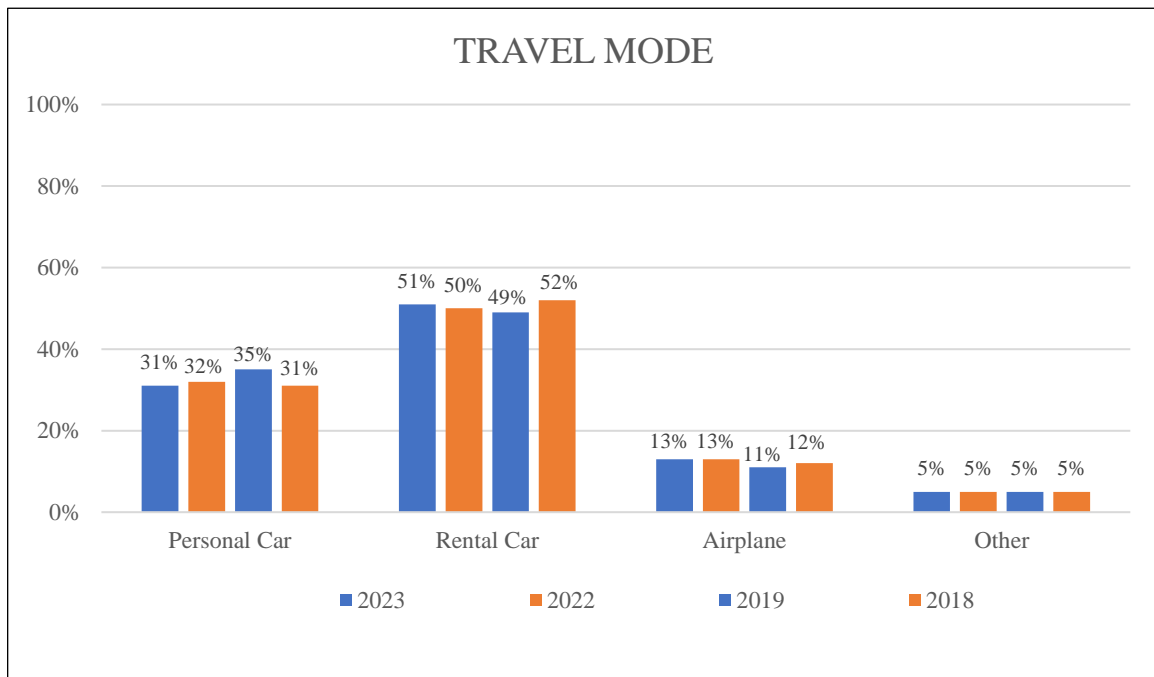
- 62% of travel parties to Sedona in 2023 contained one or two people, with 54% of all parties containing two individuals – unchanged from 2022.



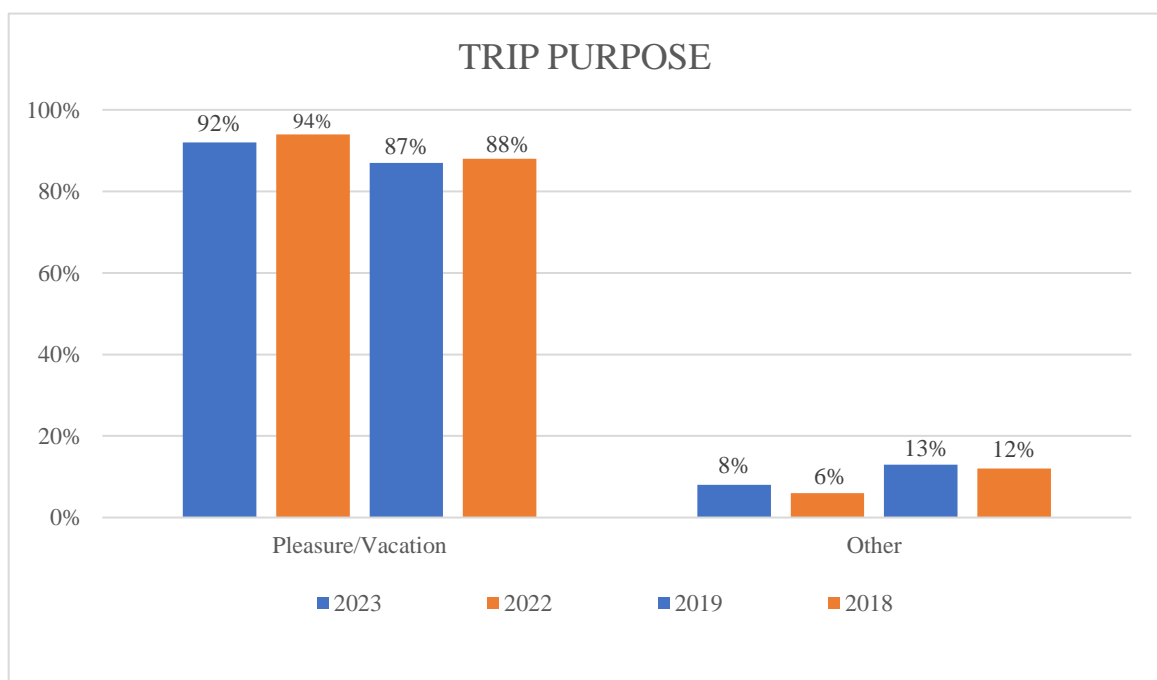
- 41% of 2023 visitors stayed at a hotel while 19% stayed at a private home and 18% stayed at a B&B. These figures are very similar to 2022.



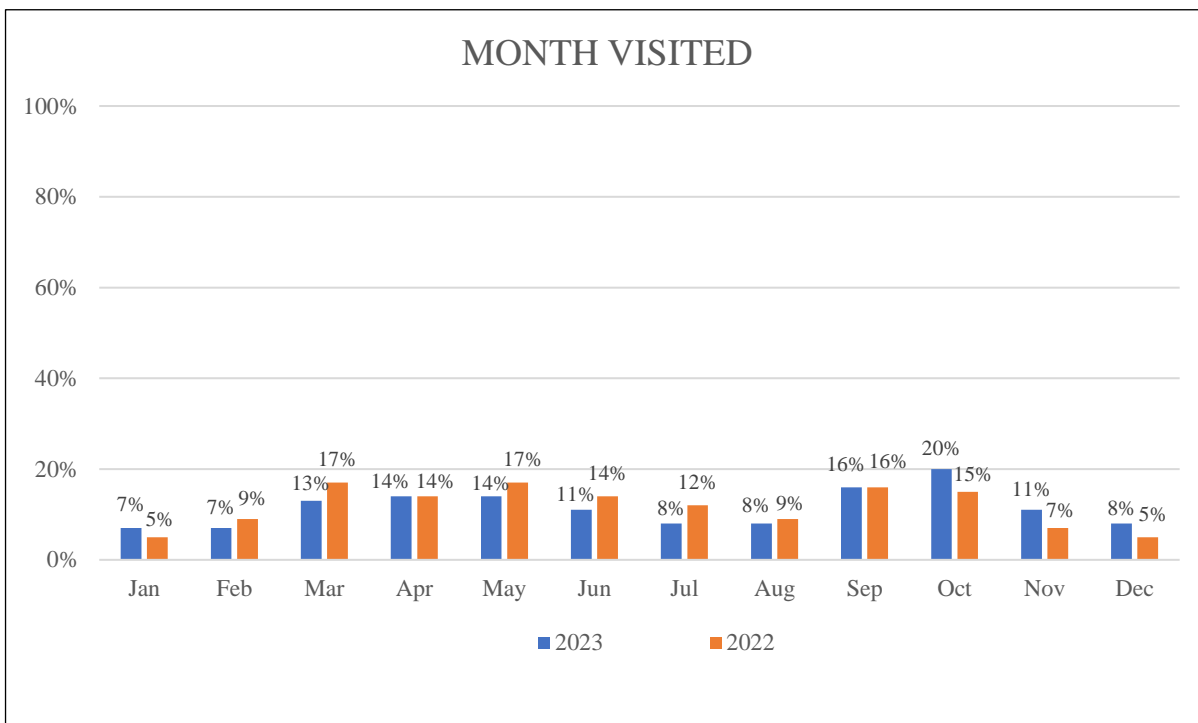
- 82% of 2023 Sedona visitors arrived in Sedona via personal car (31%) or rental car (51%).



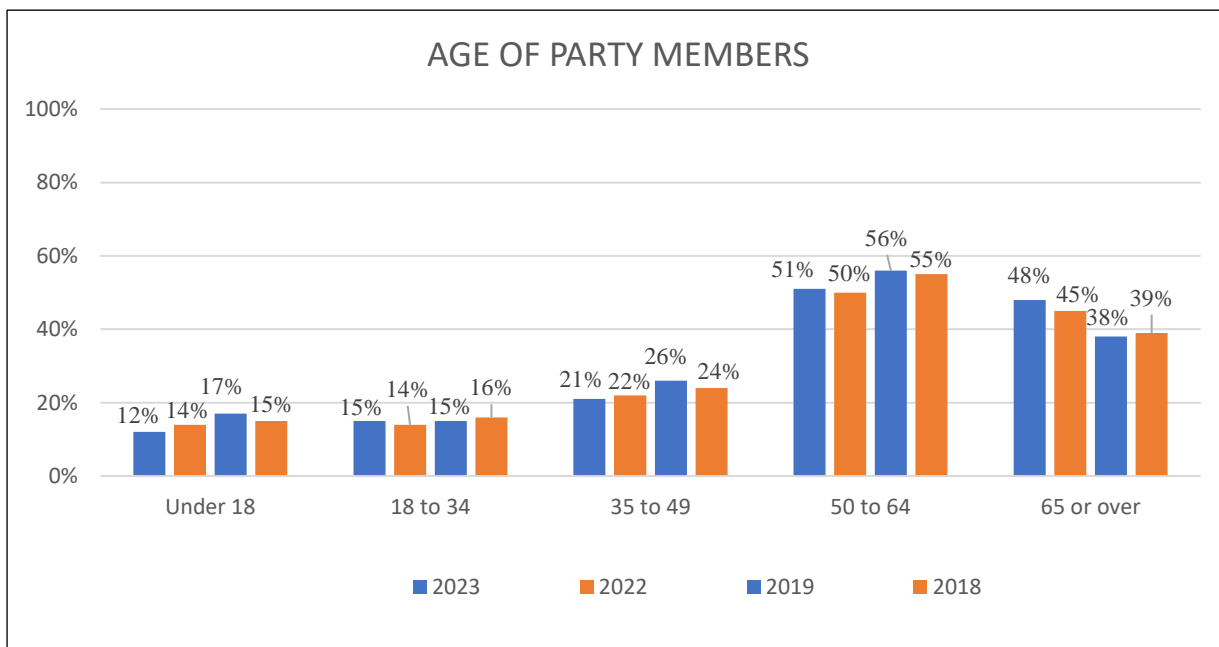
- 92% of 2023 visitors were leisure travelers.



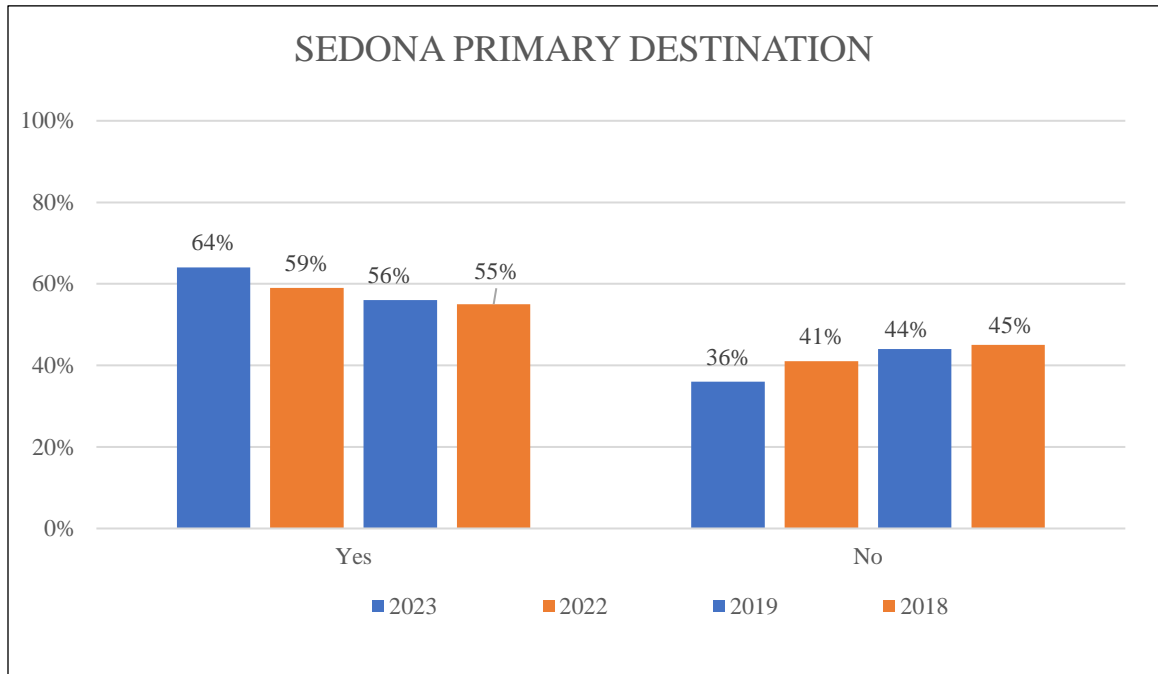
- March (13%), April (14%), May (14%), September (16%) and October (20%) were the heaviest travel months in 2023.



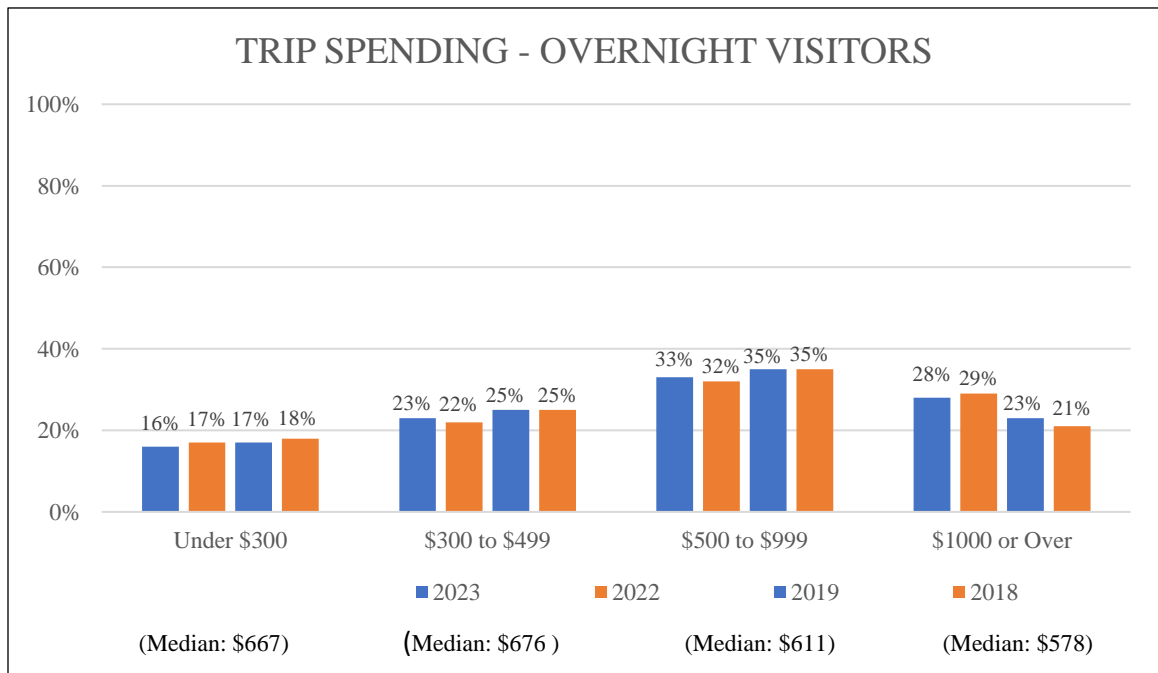
- 51% of visitor parties contain individuals 50 to 64 years old and 48% individuals 65 or over.



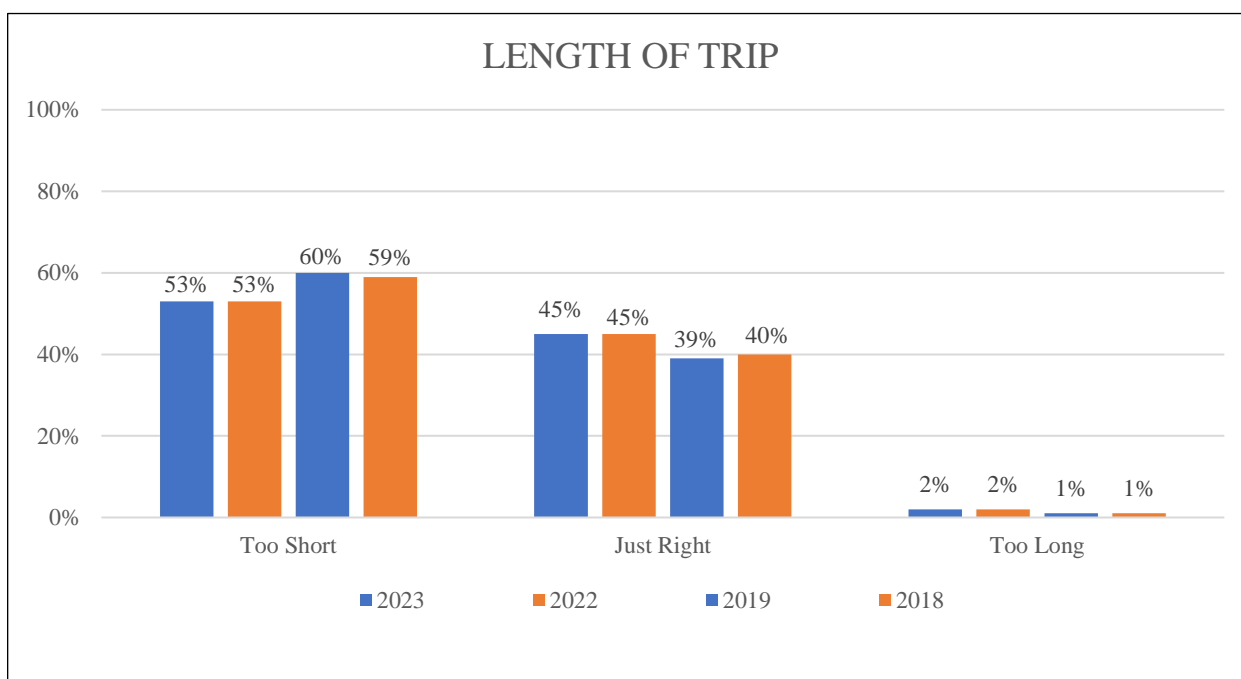
- Sedona was the primary destination of 64% of visitors.



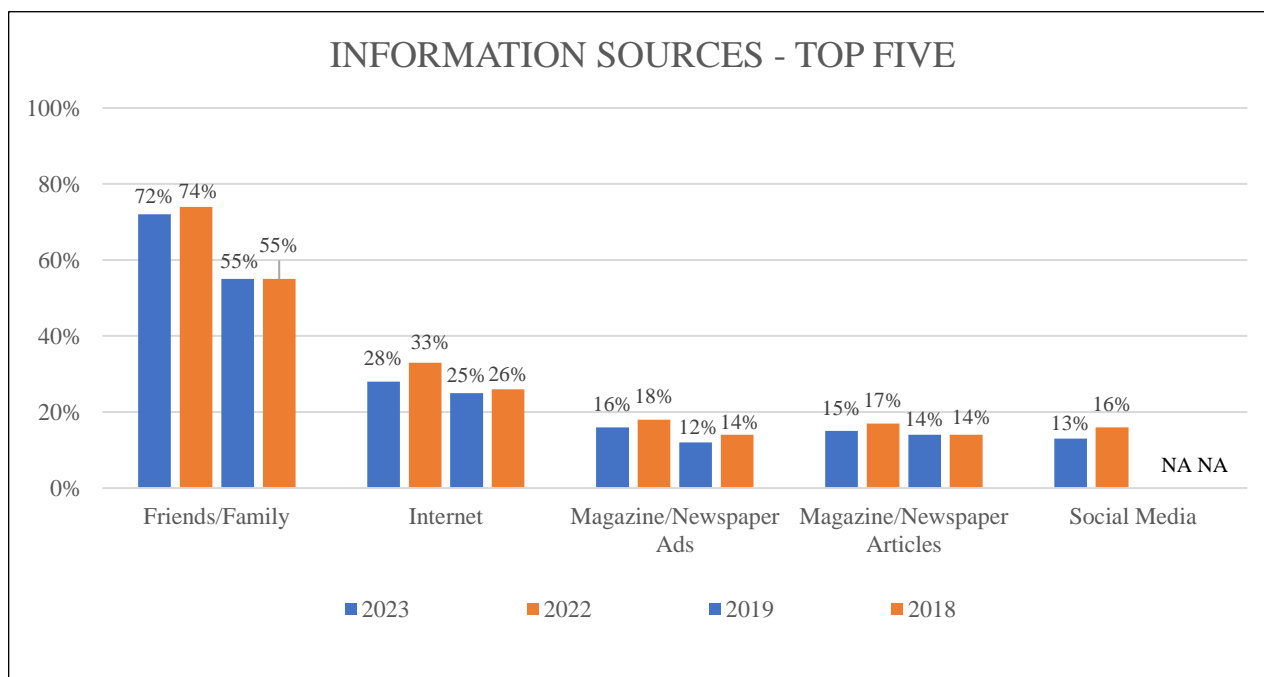
- The other areas 2023 visitors traveled to most often during their visit to Sedona continued to be the Grand Canyon (49%), Flagstaff (42%), Jerome (38%) and Cottonwood (37%).
- The typical overnight visitor party in 2023 spent \$667 per day while in Sedona – little changed from \$670 in 2022. The typical day-tripper spent \$350 during their visit.



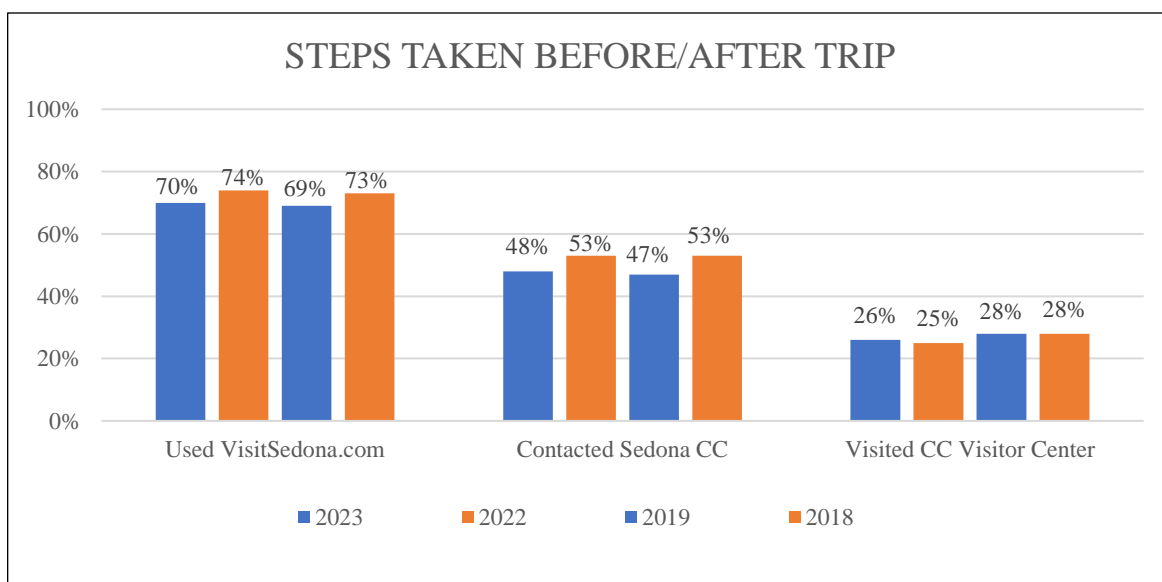
- 53% of 2023 visitors say their length of stay in Sedona was too short, while 45% say it was just right – unchanged from 2022.



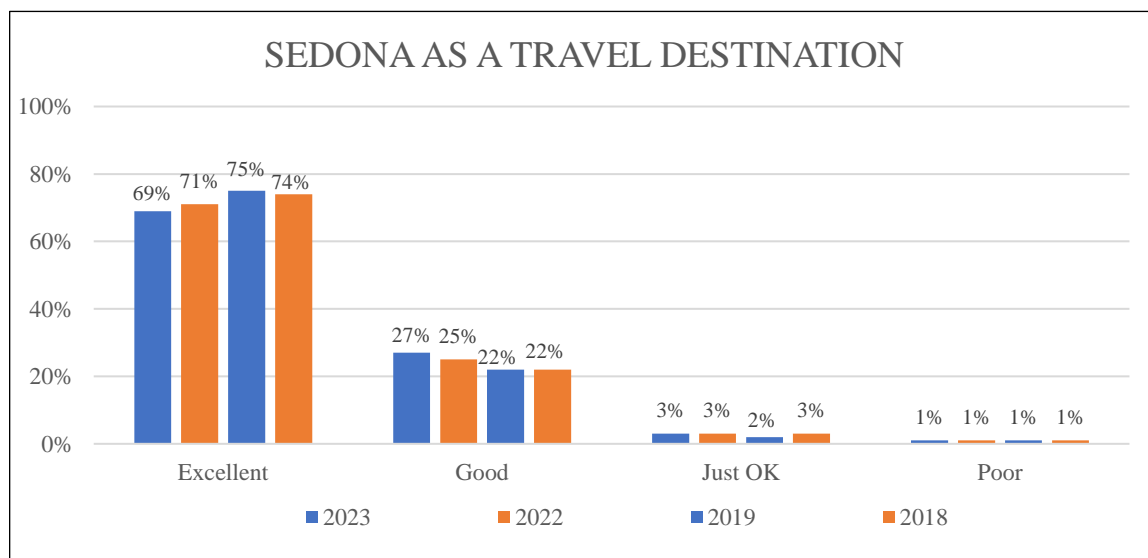
- Word of mouth (friends/family) (72%) continues to be the most common way visitors hear about Sedona followed by the Internet (28%), magazine/newspaper ads (16%), magazine/newspaper articles (15%), social media (13%), Sedona E-Newsletter (7%), television (5%), and direct mail (3%).



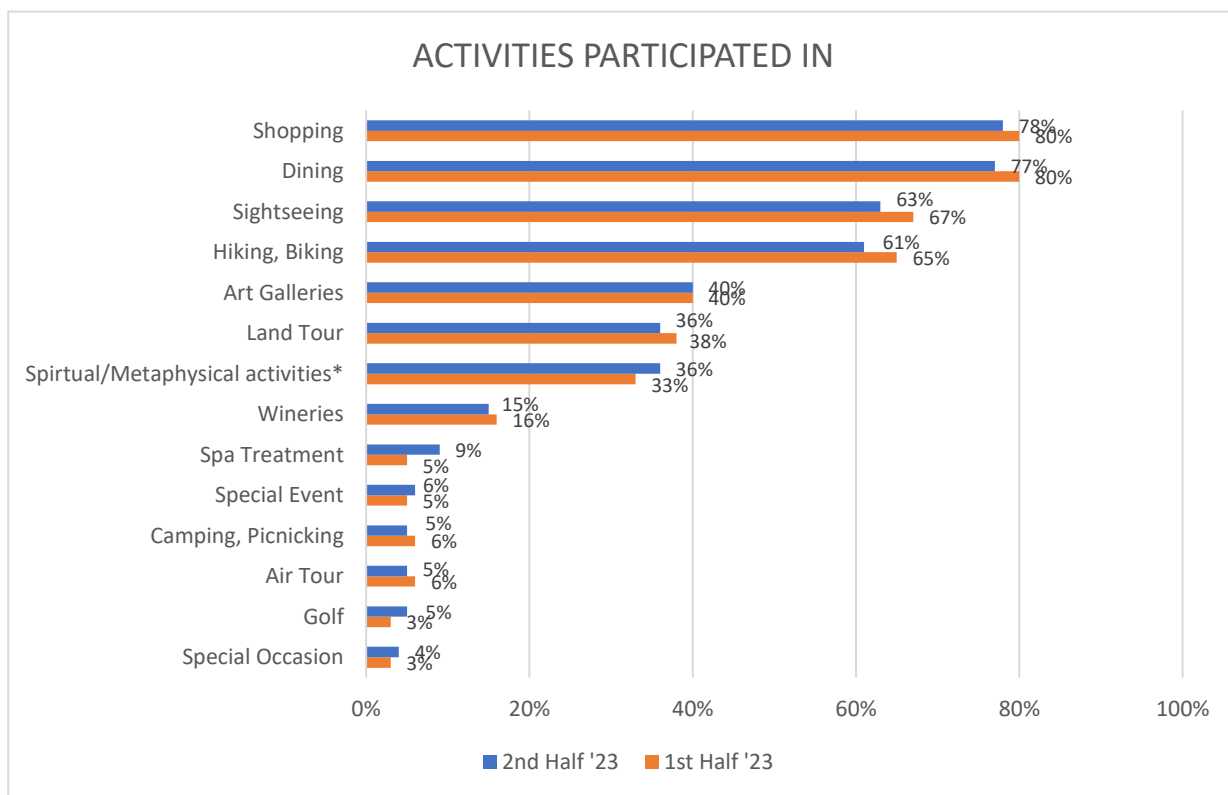
- 70% of 2023 visitors used the VisitSedona website prior to their visit, while 48% contacted the Chamber and 26% visited the Visitor Center.



- Among those visitors who visited the Chamber's Visitor Center, the following patterns are revealed:
 - 49% found out about the Center on VisitSedona.com while 29% drove by it, 26% walked by it, 11% heard about it from friends or family, 11% read an article about the Center, 6% were referred by a local business and 6% found out on social media.
 - 86% felt the staff member who helped them was very knowledgeable and 14% somewhat knowledgeable.
 - 99% say the staff was polite and professional.
 - 93% indicate they would stop by again on a future trip.
- 69% of visitors give Sedona an excellent rating as a travel destination while 27 percent offer a good rating. Only 3% offer a just ok reading and 1% a poor reading.



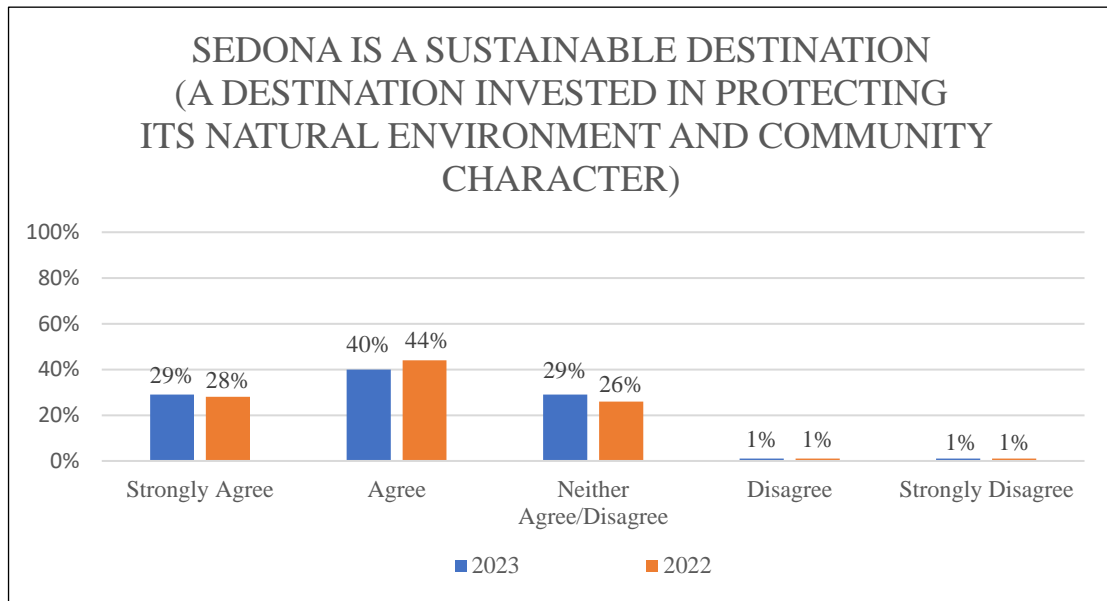
- Similar to past years, shopping (78%), dining (77%), sightseeing (63%) and hiking biking (61%) are the most popular activities among 2023 visitors.



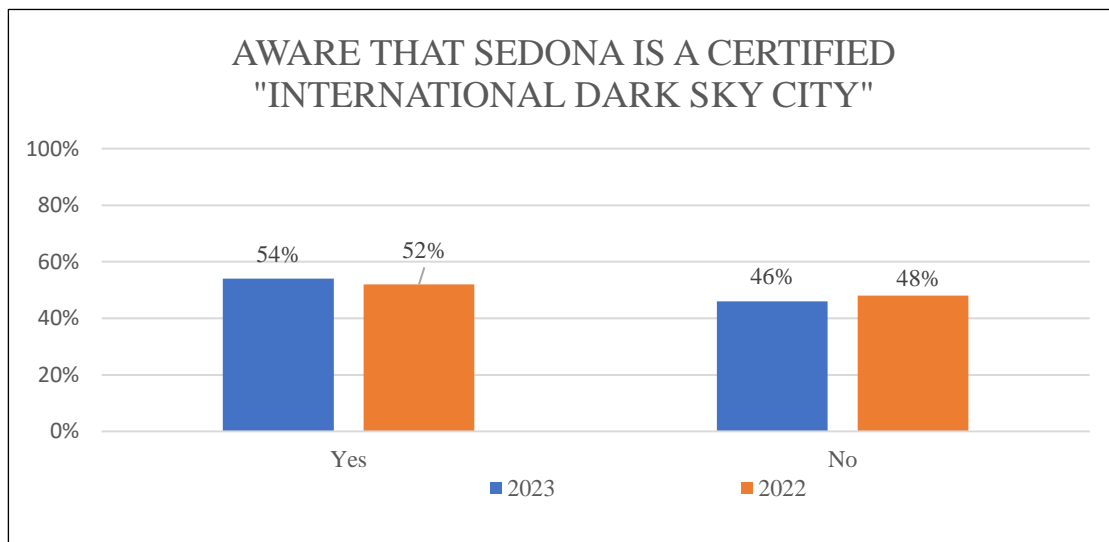
- By far and away, the number one thing that visitors continue to like about Sedona is the natural beauty of the area (81%).
- The top things that visitors dislike about Sedona continue to be the traffic (28%), the crowds (16%), the high prices (7%), and the lack of parking (6%).
- In a related couple of questions, we find that 42% of visitors either strongly agree (12%) or agree (30%) that they could walk between their activities while in Sedona and that 57% found it easy to find a parking spot when needed – 44% did not.

SUSTAINABILITY ISSUES

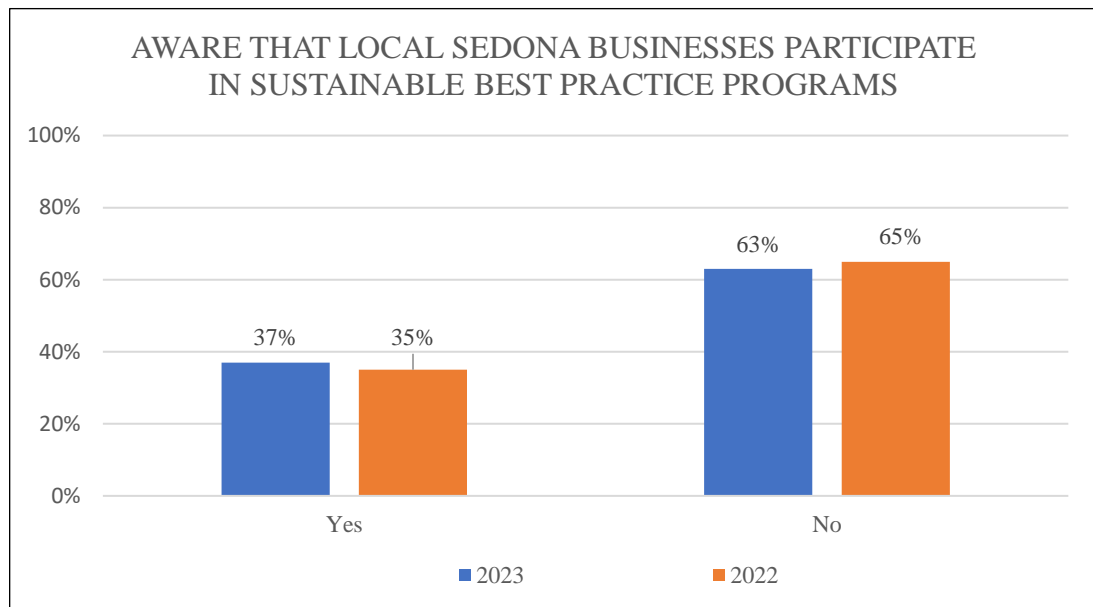
- 69% of visitors either strongly agree (29%) or agree (40%) that Sedona is a sustainable destination.



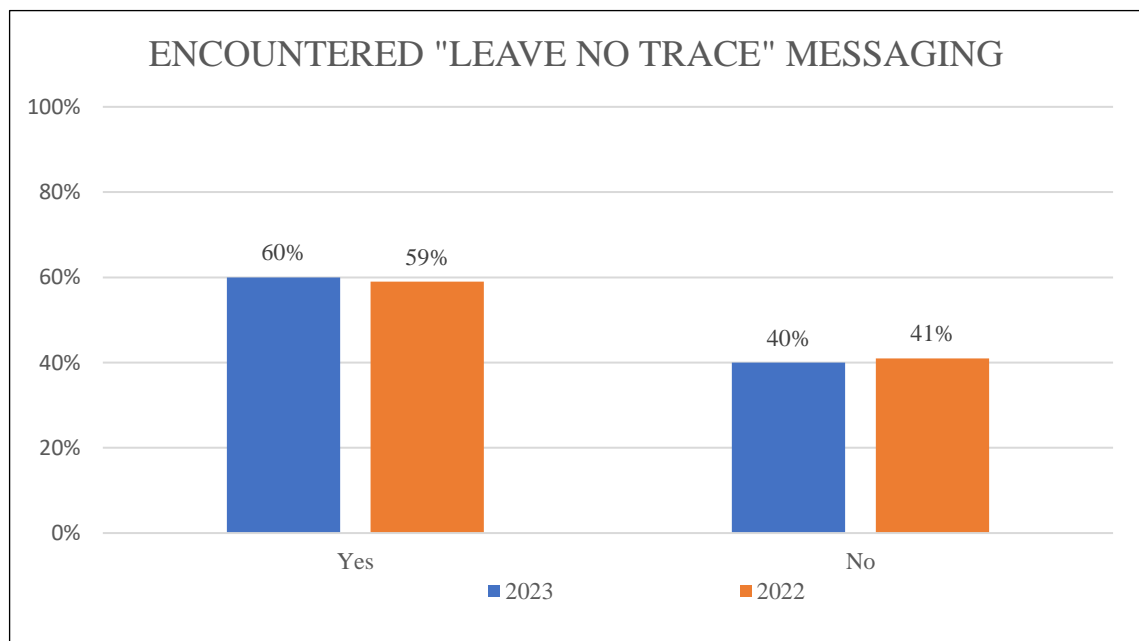
- 54% of visitors are aware that Sedona is a certified “International Dark Sky City.”



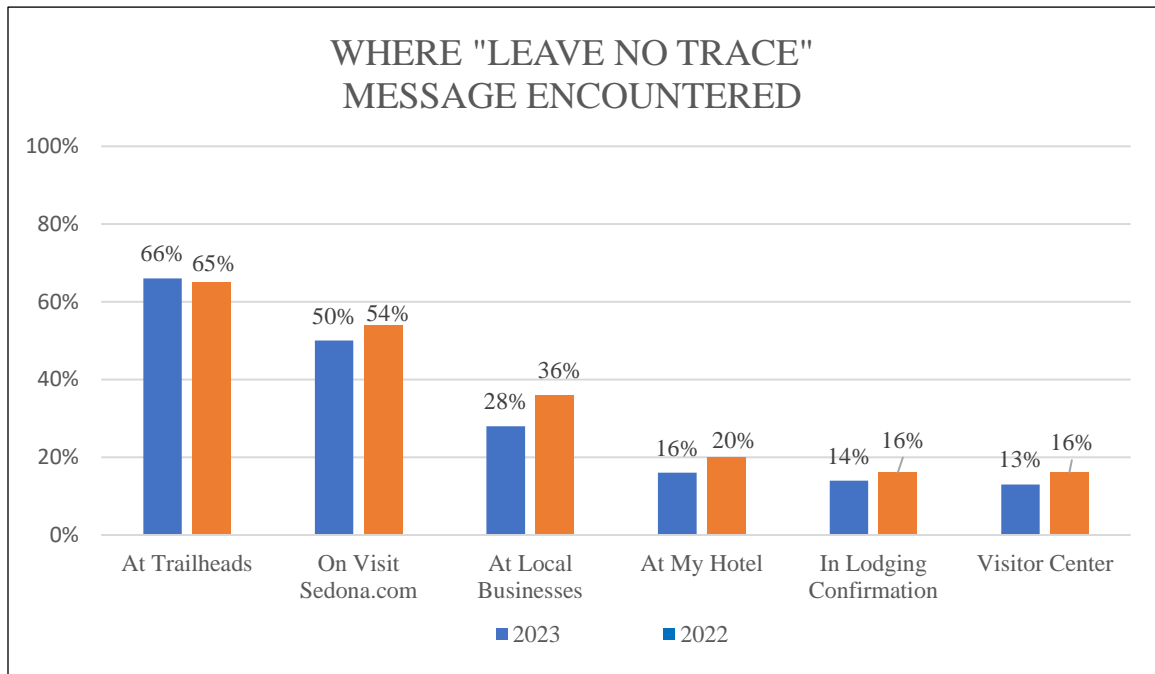
- 37% of visitors are aware that local Sedona businesses participate in sustainable best practice programs – up from 35% in 2022.



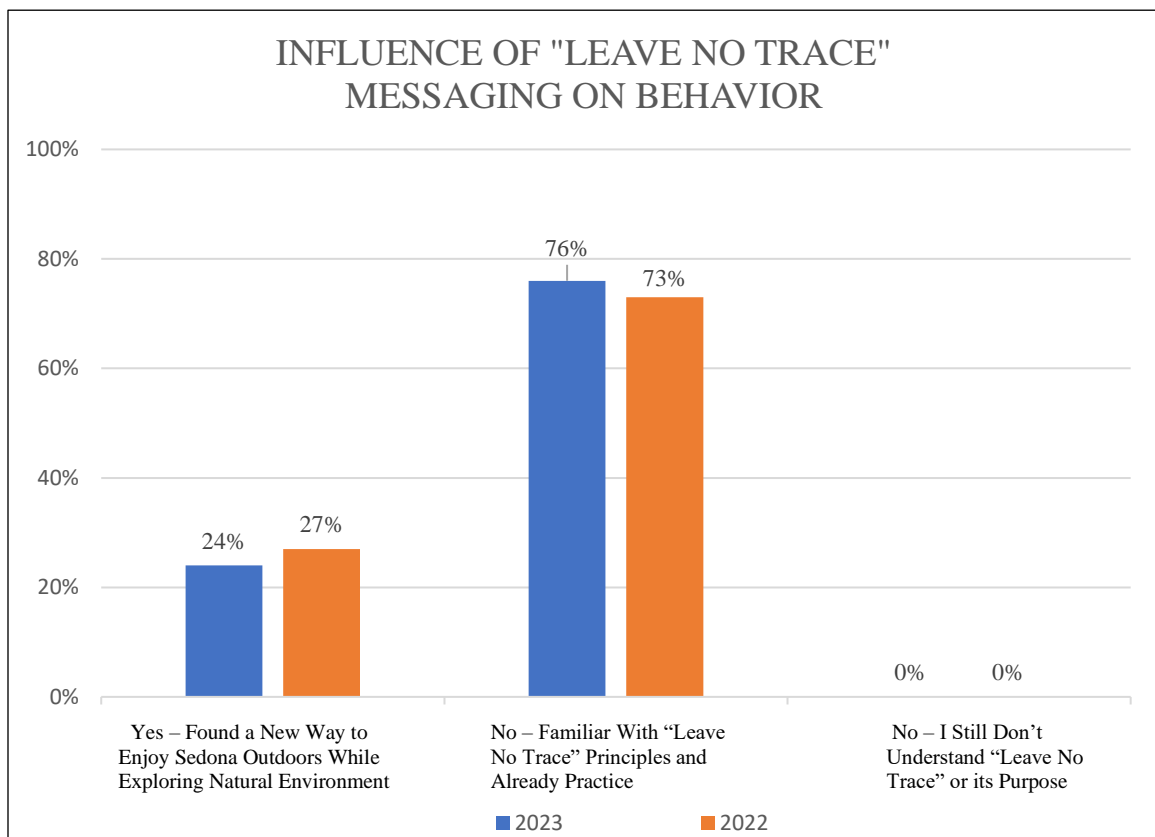
- 60% of visitors encountered Sedona’s “Leave No Trace” messaging.



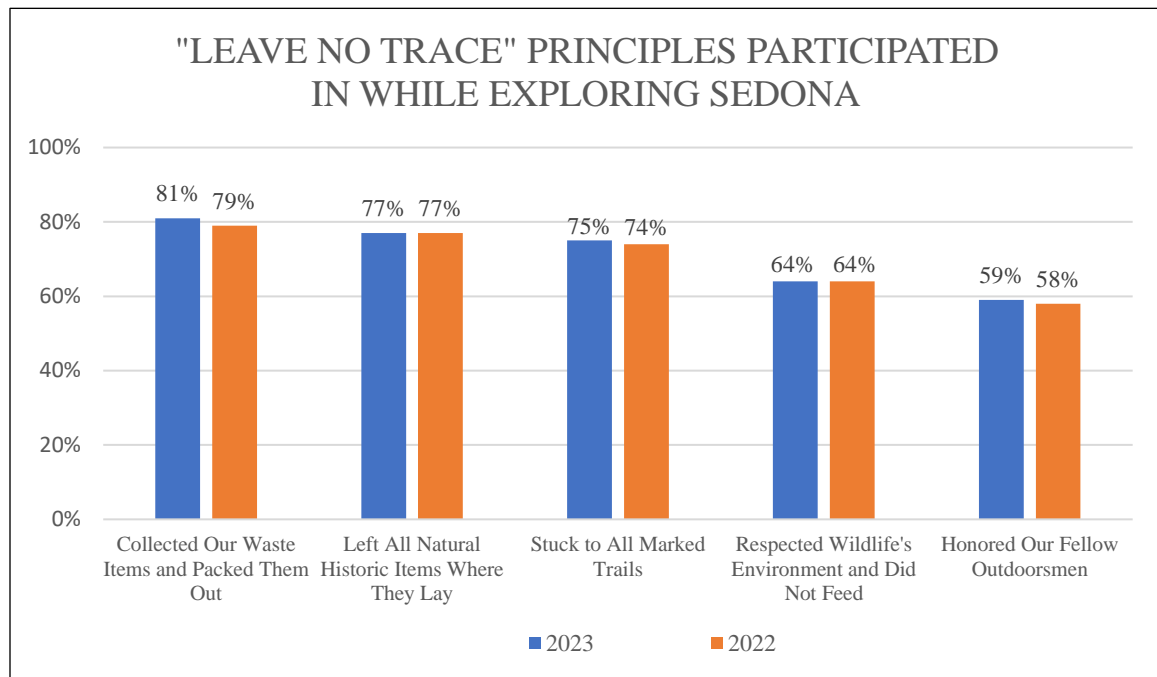
- The primary locations where “Leave No Trace” messages were encountered were at one or more trailheads (66%) on VisitSedona.com (50%), at local businesses (28%), at hotel (16%), in lodging confirmation (14%) and at Visitor Center (13%). Also mentioned were at vacation rental (12%) and via electronic notification (12%).



- 76% of visitors who saw “Leave No Trace” messaging were familiar with the principles prior to their arrival and already practiced them regularly, while 24% found a new way to enjoy the outdoors in Sedona due to the messaging.



- The most frequent “Leave No Trace” principles participated in by visitors were to collect their waste items and pack them out and dispose of them properly (81%), to leave all natural, historic and prehistoric items where they lay (77%), to stick to all marked trails (75%), to respect wildlife’s environment (64%), and to honor our fellow outdoorsmen (59%). In addition, 19% of visitors checked fire restrictions while 13% used a shuttle.



AMONG NON-VISITORS WHO PLAN TO VISIT IN NEXT 12 MONTHS

- The typical planned visitor is 61 years old with 84% being 50 or older. These figures are somewhat younger than the visitor readings.
- The typical planned visitor to Sedona will spend 4.8 days with 43% staying five or more days.
- The typical planned visitor party to Sedona will consist of two persons (59%).
- 55% of planned visitors plan to stay at a hotel (42% full service) while 21% plan to stay at a rented vacation home.
- The typical planned visitor has an annual income of \$147,000, well above the \$114,000 figure for visitors.
- 61% of planned visitors plan to arrive in Sedona via rental car while 27% plan to arrive in a personal car.
- Nine out of ten planned visitors (91%) indicate they are leisure travelers.
- The heaviest travel months for planned visitors are October (24%), April (21%), May (20%) and September (19%).
- 48% of all planned visitor travel parties will contain persons between 50 and 64 years old and 42% persons 65 or over.

- Sedona will be the primary destination of 76% of planned visitors.
- Cottonwood (65%) and the Grand Canyon (62%) are the most frequently mentioned other areas planned visitors will travel to during their visit to Sedona.
- Word of mouth continues to be the most common way (73%) planned visitors hear about Sedona.
- 95% of planned visitors will use the VisitSedona website prior to their visit.
- The most frequent activities planned visitors plan on participating in are sightseeing (76%), dining (69%), hiking/biking (66%), shopping (65%), land tours (52%), and art galleries (46%).
- 32% of planned visitors are from the south while 29% are from the midwest, 20% are from the northeast and 19% are from the west.

AMONG NON-VISITORS WHO DO NOT PLAN TO VISIT IN NEXT 12 MONTHS

- The main reasons non-visitors do not plan to visit in the next 12 months are a preference for other locations (43%) and a lack of money (24%).
- 95% of those respondents who do not plan to visit in the next 12 months indicate that if they change their minds they will visit www.VisitSedona.com to plan their trip.