



Annual Report

2011

Sedona
Chamber of
Commerce &
Tourism
Bureau

Letter from the Chairman and the President/CEO

Dear Valued Partners,



Jennifer Wesselhoff
President/CEO

The Sedona Chamber of Commerce is made up of four divisions: 1) Chamber of Commerce; 2) Tourism Bureau; 3) Film Office; and 4) Events.

In 2011, the Chamber Membership Division expanded and improved member programs in order to best ensure a valuable return on investment for our partners. You'll continue to see enhancements to programs like our SCORE trainings, Networking Mixers and Strategies for Success Skill-Building Workshops. We'll boost the Shop Sedona campaign with additional marketing efforts and will be vigilant in providing business exposure and opportunities for our members.

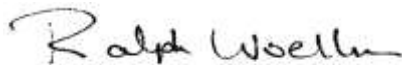
As far as the Tourism Division, we are very excited about our new 2012 brand image campaign for Sedona designed to appeal to potential visitors in our target markets. Our targeted marketing approach will be founded in research with a keen eye on travel trends and aggressive public relations efforts focused on area events and festivals. We will continue to promote our niche positions: Scenic Beauty, Outdoor Adventure, Arts & Culture, and Spiritual & Personal Enrichment. Our Visitor Center will continue to provide quality customer service to more than 350,000 visitors per year and we will enhance the use of technology through our Internet Kiosk system.

Our Film Office continues to facilitate productions and position Sedona as a premier destination for filmmakers. And finally our latest endeavor, the Sedona Marathon, will continue to bring thousands of visitors to Sedona in a time when we really need the business. The 2012 7th Annual Event will host more than 6,000 participants and supporters.

The partnership with the City of Sedona continues to grow and enables us to aggressively market Sedona as a premier vacation destination and serve our many valued visitors. Special thanks to the Sedona City Council and staff for recognizing the importance of a vibrant business community. Thanks to our many volunteers who donated more than 8,500 hours and made it possible for us to maintain the highest level of customer service for our visitors. Thank you to our Board of Directors who provide leadership and guidance. It is under their direction that your Chamber of Commerce continues to grow and remain relevant in these changing times.

We passionately serve our community and it will be with enthusiasm and perseverance that we will overcome these difficult economic times and prosper together. It is through all of these programs that we ultimately achieve success for the entire community and the destination. It is our privilege to share with you our past year's accomplishments, and we look forward to sharing in your success in 2012.

Sincerely,



Ralph Woellmer
Chairman of the Board of Directors



Jennifer Wesselhoff
President/CEO

Board of Directors

Ralph Woellmer, Chairman
Matterhorn Inn & Shoppes

Joel Gilgoff, Vice Chairman

Brenda Pakay, Secretary
Coldwell Banker

David Biermann, Treasurer
Biermann Construction

Linda Goldenstein, Immediate
Past-Chairman
Goldenstein Gallery

Ed Conway, Sedona Rouge
Hotel & Spa

Myra DeGersdorff, Enchantment
Resort & Mii amo Destination Spa

Carol Golden, Sedona Elegant
Weddings & Events

Lonnie Lillie, Best Western PLUS
Arroyo Roble Resort & Creekside Villas

Wendy Lippman, Tlaquepaque Arts
& Crafts Village

Becky O'Banion, Zonies Galleria

Tony Rizzo, VOC Association &
Oakcreek Country Club

Greg Stevenson, The Hike House

Michele Moore, Marketplace Cafe

Deb Weinkauff, Sedona Monthly

Chamber of Commerce Overview

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.

Member Promise: We promise to provide our members opportunities to build and grow their business.

Visitor Promise: We commit to providing memorable visitor experiences and accurate personal travel planning advice.

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)

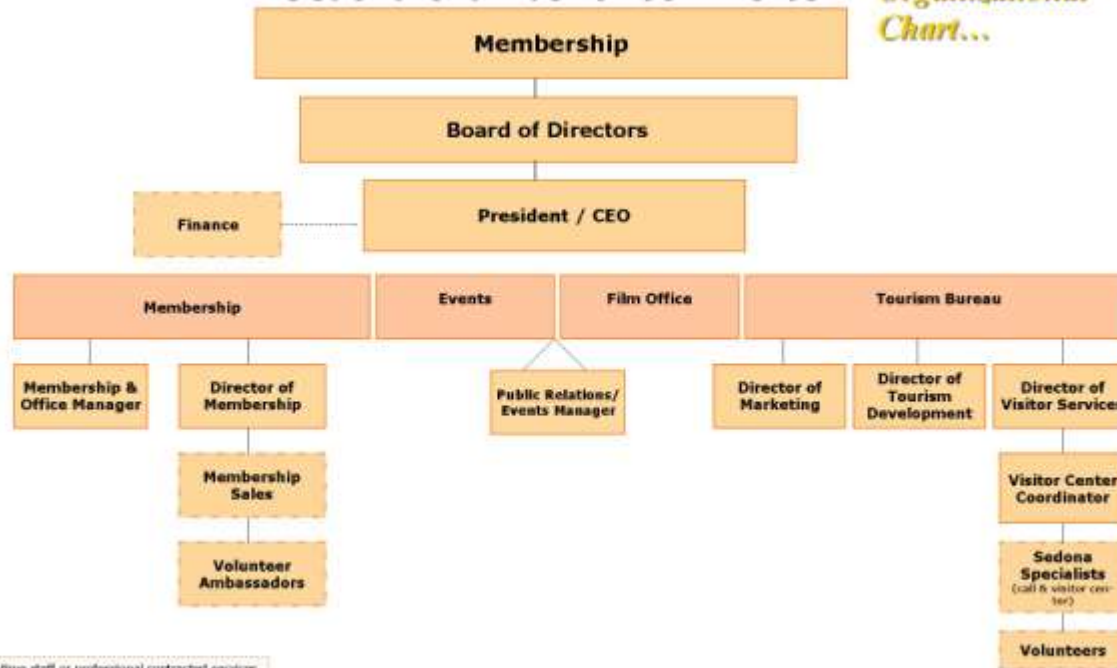
Luci Gadreau
(928) 282-2688
info@sedonaspiritual.com
SedonaSpiritual.com

Sedona Area Restaurant Association

Michele Moore
(928) 284-5478
michele@mpcsedona.com
SedonaRestaurantAssociation.com

Sedona Chamber of Commerce

Organizational Chart...



Indicates part-time staff or professional contracted services

Chamber of Commerce Membership Division

Member Programs & Events

The Sedona Chamber of Commerce is in the business of making businesses successful. We do that by offering a number of products and services to our members. In 2011, the Chamber worked to ensure our members received the best ROI on their membership investment. We did this with one-on-one assistance, great programs and networking opportunities. For example, our Services Checklist proved to be an excellent tool to ensure that members are taking advantage of the myriad of programs and benefits available, such as discounts with AFLAC, Sam's Club, and Sedona Monthly magazine.

We also improved our member communication by redesigning and refocusing our electronic newsletters. Our E-Flash is an excellent resource for all the upcoming Chamber events and programs. The B-Flash, our business-to-business communication provided members the opportunity to showcase their products and services and keep other members abreast of newsworthy items. Readership has grown and the articles are easier to read.

Education

Education is key to the success of any business. Whether it is personal or professional skills, or knowledge about trends and issues, businesses will be more successful with the power of knowledge behind them. This year, the Chamber of Commerce held a number of educational forums on important topics / community issues in order to help keep our businesses informed, we provided quarterly "Strategies for Success" educational workshops, as well as individual business mentoring through SCORE and SBDC.

Networking

Networking is an important part of ensuring the success of your business. This year, the Chamber offered numerous opportunities to network with other business people. These included four Good Morning Sedona networking events, monthly Networking Mixers, Speed Networking, and Business Forum with the CEO. Partnering within your business sector is also key to enhanced success, and with that in mind, the Chamber helped launch a new Affinity Group - the Sedona Area Restaurant Association.

Maintained
membership
retention
rate at 85%



Conducted 11 ribbon cuttings at local businesses



54 people interested in learning more about international business relations traveled to China with the Chamber in 2011, generating \$10,000 revenue

[Home](#) | [Contact Us](#) | [Newsletter](#)



SHOP LOCAL

- View Local Deals
- Our Sponsors
- Why Shop Local?
- Get Loyal Shopper Card
- Download All Current Deals (PDF)

BUSINESS INFO

- Submit Your Local Deal
- Join the Chamber
- Join Sedona Main Street Program
- City Registration



Shop in Sedona

Shop local businesses using your **Loyal Sedona Shopper Card** and receive special incentives and VIP treatment. Your Loyal Sedona Shopper Card identifies you as a local shopper. You can click here to download your card, or stop by the Chamber's Administrative Office at 45 Sunset Drive to pick up one - and start shopping!

When shopping locally, you simultaneously create jobs, fund more city services through sales tax, invest in neighborhood improvements and promote community development. Each time we spend locally, we invest in the future of our home town.

Local businesses play a vital role in our community:

- Shopping locally strengthens the overall economy and keeps local businesses strong.
- Buying from local merchants fosters community by enriching the quality of life for all residents.

All Sedona businesses and residents are invited to participate! In fact, it's FREE to promote your business on this site if you are a Sedona Chamber of Commerce member, a member of the Sedona Main Street Program or your business is registered with the City of Sedona.

The Chamber wishes to extend a big "Thank You" to our Shop In Sedona partners:

- Sierra Pacific Mortgage - Nicholle Miller & Jonathan Burgueno
- Sedona, The Motion Picture

[Click here to view all local deals and incentives](#)

When shopping locally, you simultaneously create jobs, fund more city services through sales tax, invest in neighborhood improvements and promote community development. Each time we spend locally, we invest in the future of our home town.

The *Shop Sedona* promotion is geared to loyal Sedona shoppers, including residents, employees and area shoppers, to encourage local commerce. Businesses are urged to post deals and discounts geared towards residents on ShopInSedona.com. Consumers can download their Loyal Sedona Shopper card at the same site.

During 2011, the Sedona Chamber of Commerce ramped up its *Shop Sedona* promotion including aggressive marketing, printable coupons, and the creation of a flyer featuring local deals and a monthly consumer electronic newsletter sent to more than 2,000 recipients and more than 1,000 visits to the website each month.

All Sedona businesses and residents are invited to participate! In fact, it's FREE to promote your business on this site if you are a Sedona Chamber of Commerce member.

Shift the Way you Shop in 2012

In 2012, the Sedona Chamber of Commerce will continue to promote shopping locally. We encourage residents to "*Shift the Way You Shop*" and simply change one trip out of ten to shopping locally. Locally owned businesses produce an average of 70% more local economic activity than chain stores on comparable revenue. The small act of shifting shopping habits will strengthen our local economy.

We'll continue to promote the ShopInSedona.com website with new features and more marketing to local shoppers, and the monthly email newsletters.

Sign up today at www.ShopInSedona.com to receive your monthly newsletter with local deals and discounts - or to download your loyal Sedona Shopper card.

Destination Marketing & Promotion



Sedona is very unique! We have many luxurious resorts, extraordinary shops, impressive art galleries, and fine restaurants. All of this is nestled in a rugged canyon that is surrounded by 1.8 million acres of national forest. Sedona is also home to beautiful Oak Creek Canyon which is considered one of America's Top 10 Scenic Drives. With all of this, it's no wonder Sedona is consistently voted the Most Beautiful Place in America!

This belief in our city is the basis of the Tourism Bureau's destination marketing efforts. The Tourism Bureau is the Chamber's destination marketing division, and our goal is to promote Sedona as a premiere destination to encourage visitation and increase visitor spending.

Target Markets

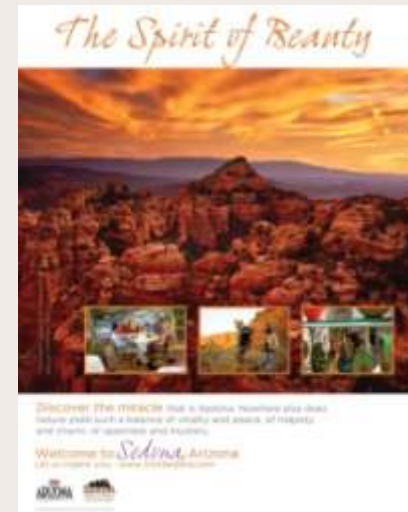
In 2011, we targeted the drive markets of Arizona and Southern California; Phoenix convention attendees; visitors to Arizona who attended major events such as the Fiesta Bowl, the Insight Bowl, the Scottsdale Arabian Horseshow and Barrett Jackson; the Midwest and Texas, and international markets of Canada, Europe and Japan. Our target audience was between the ages of 35-54, with an annual household income of \$100,000+. They tended to be couples, who are college educated, possibly retired, and are inclined to take at least three overnight leisure trips per year.

Branding

We marketed Sedona to these audiences through print advertising, the Internet, sales efforts, social media, direct marketing, and co-op advertising. To help determine the look/feel of these marketing materials, we continued our official Sedona Brand Campaign (*view right*).

Much of this marketing couldn't have been done without our Tourism Bureau members, who help support Sedona destination marketing.

We look forward to a positive 2012 as we launch our new Sedona brand image, which will be backed by research, a continuous watch of industry trends, and a well-rounded marketing plan that includes effective and innovative ideas.





Details Enter Sweepstakes Invite Friends

Escape the Heat Summer Sweepstakes



Enter Sweepstakes

Invite Friends

Sedona, Arizona



EVENT CALENDAR

WHAT TO DO

WHERE TO SHOP

WHERE TO STAY

WHERE TO EAT

DEALS & DISCOUNTS

BUSINESSES



VIEW FULL SITE



Summer Internet Campaign

VisitSedona.mobi

Internet Marketing

The Tourism Bureau increased visitation to VisitSedona.com by 10% (more than 1.2 million unique visitors!) through a variety of marketing efforts including print advertising, direct marketing campaigns and Internet marketing.

New to VisitSedona.com this year was the development of a more robust online room booking engine that is backed by technology that allows all sizes of hotel properties to participate. We also created new themed Deals & Discount Package categories on VisitSedona.com, asking our members to tailor their offers to suit these themes. Similarly, we developed categories that fit our aggressive pay-per-click campaigns that ran during Spring Training and during summer months to attract visitors to the Grand Canyon.

Internet marketing was a large key to our success in 2011, due to the lower cost, wider reach, and the increasing ability to target demographics such as age, household income, geographic markets, interests and lifestyles. Facebook marketing campaigns that included a sweepstakes component took place in our off-peak seasons of summer (*view left*) and winter to initiate excitement and encourage visitation. We also engaged our subscribers and concierge contacts through monthly e-newsletters.

As our primary fulfillment piece, our Experience Sedona Guide was not only published, but was also developed for online viewing, using turn-page technology. New in 2011 for the Experience Sedona Guide was the development of an app for all iDevices that can be found in the iTunes store.

Going Mobile

In 2011 we also launched our mobile site – VisitSedona.mobi (*view left*). This mobile-friendly website contains all our Tourism Bureau members' information and weblinks, deals, and discounts – additional exposure for our members at no additional cost. This mobile site is seeing an additional 11,000+ viewers each month.

2011 Statistics

VisitSedona.com

10% increase

In unique visitors, more than 1.2 million!

Internet Campaigns

59% increase in

VisitSedona.com user sessions in June

7,000 new

Facebook Fans as a result of these campaigns

13,700 total Fans, up 462% YTD

Interest-based Emails

An average 23% avg click thru rate

Consumer Database

Increased by 15%

Official Offers & News from the Sedona Chamber of Commerce

Thank you for requesting information on Sedona...

The Fall season has arrived - soon the leaves will be a gorgeous array of oranges, yellows, coccas, and crimson to match our Red Rocks. Photographers and painters come from all over the world to capture the Fall colors. And locals appreciate this change of season just as much, as indicated in this selection below...

After summer's heat, Sedona's evenings are cooling off so that you can tell Fall is close in the offing. Summer's monsoon weather is largely past, but we still get late afternoon clouds that make for some of the most spectacular sunsets you will ever see. At the end of the day, sitting outside to enjoy a cool drink and dinner brings a delicious sense of relaxation as we can feel the seasons changing and enjoy sunsets that take our breath away. Finally, as we retire for the night, the cool air coming in the windows offers deep, relaxing sleep that leaves us refreshed and renewed for the next day.

Quick Links

- [VisitSedona.com](#)
- [City of Sedona](#)
- [Deals & Discounts](#)
- [VisitSedonaBlog](#)

Sedona Wine Fest - September 28 & 29

Every season in Sedona has its special events. The Sedona Wine Fest is no exception. It's a celebration of the local wine industry and the scenic beauty of Sedona. The festival features wine tastings, live music, and a variety of food options. It's a great way to enjoy the fall season and the beautiful views of Sedona.

Festival of Native American Culture - September 30 - October 3

The Festival of Native American Culture is a celebration of the rich and diverse heritage of the Native American tribes of the Sedona region. The festival features traditional dances, music, and art. It's a great way to learn about the history and culture of the Native American people.

Fall Arts & Crafts Sale - October 13

The Fall Arts & Crafts Sale is a celebration of the local art and craft community. The sale features a variety of handmade items, including pottery, jewelry, and textiles. It's a great way to support local artists and find unique gifts.

Sedona Psychic Fair & Wellness Event - October 23

The Sedona Psychic Fair & Wellness Event is a celebration of the spiritual and wellness community. The event features a variety of workshops, seminars, and demonstrations. It's a great way to learn about the power of the mind and the benefits of a healthy lifestyle.

El Dia de los Muertos - October 29

El Dia de los Muertos is a traditional Mexican celebration that honors the deceased. The celebration features a variety of activities, including parades, altars, and traditional food. It's a great way to learn about the history and culture of the Mexican people.

Interest-based Email

Special Projects

Additional special projects aided in the Tourism Bureau's marketing efforts, such as the Convention/Meetings Pre-Post campaign; our presence in the Arizona Pride Annual Guide; our promotion on Sedona Now TV; and distribution of our brand collateral (*view right*), including Sedona Lure Brochures in English, Japanese, German and French and branded postcards for member use.

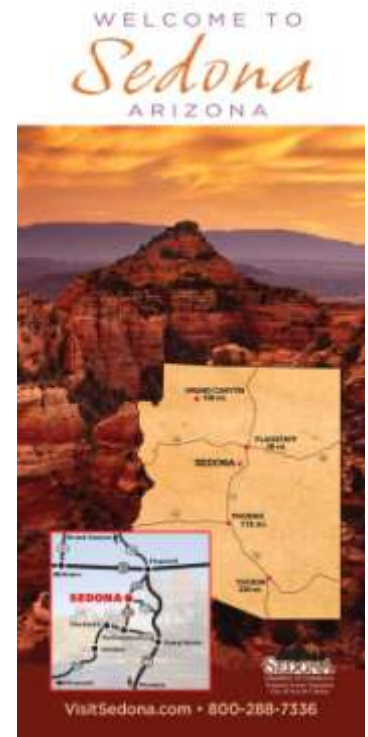
The Tourism Bureau also had the opportunity to market Sedona to 250,000 high-income horse enthusiasts at the 56th Annual Scottsdale Arabian Horse Show; 3,200 Valley residents at the Arizona Highways Travel Show; 20,000 California residents at the LA Times Travel & Adventure Show; Grand Canyon travelers via KUGO travel-information format radio; and high-income readers of JetSet Magazine and Western Art & Architecture.

Co-Ops

As a member-based organization, the Chamber's Tourism Bureau continues to produce the Sedona SuperPass coupon booklet, chock full of member discounts.

We developed Internet marketing programs that provided members an opportunity to participate, such as our Interest-based e-mails sent to thousands of consumers (*view left*).

In partnership with Key Magazine/360 Media, the Tourism Bureau also organized an impressive familiarization (FAM) tour to Sedona and a "Sue Stops By" video for the Phoenix/Scottsdale professional concierge network who continue to refer guests to our beautiful city.



Sedona Directional Rack Card



Sedona Brand Postcard

Travel Distribution System

The Sedona Chamber of Commerce Tourism Bureau provides extensive guidance and information to domestic and international tour operators, travel agents, and group and event planners to ensure the best Sedona experience for their clients and Sedona's inclusion in their tour products.

In 2011, the Tourism Bureau targeted meeting planners and convention attendees in the Greater Phoenix area; assisted 94 meeting and event planners generating 35 qualified inquiries, and made referrals to 17 meeting and event planners. We also assisted 386 travel trade professionals generating 66 qualified leads, and 75 travel professionals received referrals.

The Tourism Bureau conducted 6 domestic and receptive tour operator familiarization (FAM) tours & 13 International tour operator FAM tours, hosting 148 travel professionals. It should be noted that *Tourism Bureau members provided nearly \$8,500 worth of complimentary rooms, meals and activities for travel trade FAM tours. This allows the Sedona Tourism Bureau to host travel professionals to experience Sedona firsthand so they can better promote Sedona to their clients.*

We communicated regularly with our travel trade industry professionals through quarterly travel trade e-newsletters to 1,500 domestic and international travel professionals and Japanese newsletters to 650 Japanese travel professionals. In addition, we featured Sedona in the Canadian Traveller Annual Guide and the West Annual Magazine.

Other sales activities included participation in the Arizona Office of Tourism sales missions to Los Angeles and Las Vegas; attendance at the US Travel Association's International Pow Wow, Go West Summit, and National Tour Association's travel tradeshows.

2011 Statistics

Smith Travel Research

Occupancy	2010	2011
	61%	62%
ADR*	2010	2011
	\$145	\$151

* ADR = Average Daily Rate.
Jan - Nov statistics

Online Visitor Survey

What activities did you participate in while in Sedona?

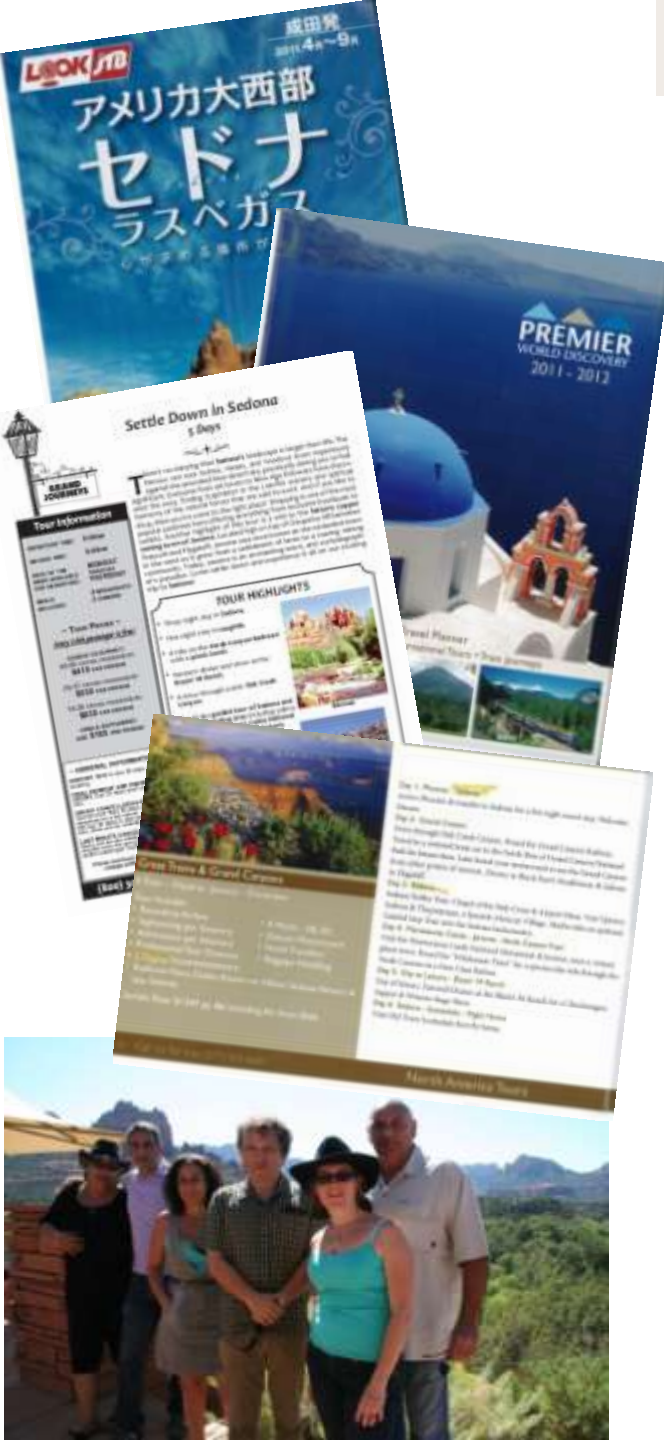
Activities:	
Shopping	80%
Dining	74%
Sightseeing	72%
Hiking/Biking	51%

How many nights did you stay in Sedona?

"More than 5" - 31%

Did you use our website, VisitSedona.com, to gather information before making your trip to Sedona?

"Yes" - 73%





The Sedona Chamber of Commerce has long used Public Relations to promote Sedona as a destination. With the change in economic climate and the growth of social media, it was even more important to focus our efforts this year. The Chamber introduced a theme-based approach to our Public Relations efforts by developing a calendar to tie in with Tourism Marketing efforts and local events. We utilize these themes to pitch story ideas, create conversation and generate awareness about Sedona as a destination.

Social Media

We developed an aggressive social media campaign utilizing:

- Facebook @ visitsedona - 10,000 fans
- Facebook @ sedonachamber - 5,800 fans
- Twitter @SedonaAZ for visitor information – 2,800 followers
- Twitter @SedonaChamber for members – 275 followers
- Our own YouTube Channel
- Flickr
- 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.

Pitching Sedona Stories

This year, we sent 50 press releases to local, national, & worldwide media and generated a monthly media newsletter sent to a database of 2,000 media nation and worldwide. We also partnered with the Flagstaff CVB and the Arizona Office of Tourism to organize two press trips hosting 12 media.

To assist our public relations efforts, we attended Media Missions in Vancouver, Los Angeles and Scottsdale along with other Arizona Cities. Some 2011 high impact insertion outlets include:

- Arizona Republic
- Golf.com
- Great Escapes Arizona
- Sunset Magazine
- 3TV
- Las Vegas Review Journal
- City Style and Living
- Away.com
- Yahoo! Travel
- New York Post online
- Robb Report – Exceptional Properties

MEDIA

The Sedona Chamber of Commerce generated over **\$10 million in ad-value editorial** about Sedona in print, online, blogs, and on TV)

assisted more than **250 media** professionals

and hosted **50 media professionals** in Sedona.

Thank you to our members who provided more than **\$100,000 in goods and services for media.**

Visitor Services



Our valuable volunteers donated almost 8,500 hours in 2011

The Uptown Visitor Center staff and volunteers assisted almost 5% less visitors this year compared to 2010, serving almost 328,500 visitors.

In order to best serve visitors to our area, the Visitor Center introduced technology to increase efficiency & accuracy while streamlining reporting and statistics. The implementation of the Internet Kiosks, which feature VOIP, SMS, & booking functions allowed the Chamber to serve additional visitors after hours. The kiosk system showcased almost 20,000 page views featuring members of the Chamber of Commerce.

Our dedicated staff and volunteers provided visitors with valuable information about Sedona and area businesses and worked to provide the best customer service in order to exceed the expectations of our guests. In order to best serve our members, we rotate business brochures on a monthly basis in order to ensure the best exposure. We also increased awareness of the Visitor Center as a resource not just for visitors, but for local residents too.

In addition, we distributed 250,000 *Experience Sedona Guides* to visitors in Sedona and via mail, and delivered this primary Sedona fulfillment piece to Phoenix airport, other Chambers of Commerce/CVB Information Centers around the state, AAA offices, trade shows, AZ concierge desks, and car rental agencies at Sky Harbor Airport.



Visitors Assisted in 2011

328,500 walk-in visitors
8,485 phone inquiries
3,020 e-mail inquiries

Volunteers

We would not have been able to effectively serve these visitors without the help of our volunteers. It's critical that we educate, train and communicate with our volunteers about what is happening in order to better promote area attractions, products, and services. This year, we communicated with our volunteers through a monthly e-newsletter, conducted twenty volunteer open houses at local businesses, held bi-monthly classes with the US Forest Service, held three quarterly volunteer training functions and held our annual volunteer appreciation event.

2011 Statistics

Top Visitor Origins

Domestic	International
CA	Canada
AZ	England
TX	Japan
IL	Germany
NY	

Length of Visit

	2010	2011
½ - 1 day	28%	45%
2 days	19%	16%
3 days	14%	11%
4-6 days	20%	14%
7 + days	19%	14%

62% of the visitors who signed the guest book were **first-time visitors** (compared to 56% in 2010)

The above visitor statistics have been obtained from the Visitor Center Guest book, in which approximately 30% of visitors signed-in.

2011 Revenue & Expenses

Chamber Membership Revenue	
Membership Revenue Collected (Examples include Internet income, royalties)	\$ 311,853
Event Revenue	\$ 15,658
Other Revenue	\$ 13,436
Total Chamber Revenue	\$ 340,947
Tourism Bureau Revenue	
Tourism Bureau Membership Revenue	\$ 120,082
City of Sedona Re-Investment	\$ 270,000
Other Revenue (Examples include co-op advertising funds generated, royalty income)	\$ 125,346
Total Tourism Bureau Revenue	\$ 515,428
Visitor Center Revenue	
City of Sedona Operations Contract	\$ 277,500
Retail Sales and Other Revenue	\$ 230,658
Total Visitor Center Revenue	\$ 508,158
Administrative Revenue	
Total Administrative Revenue	\$ 2,351
Total Revenue	
Total Gross Revenue	\$ 1,366,023
Total Cost of Goods Sold & Events Produced	\$ 171,224
Total Net Revenue	\$ 1,194,799
2010 Expenses	
Chamber Membership Services	\$ 155,876
Tourism Bureau Marketing Programs	\$ 444,609
Visitor Center/Visitor Services	\$ 341,101
Film Office	\$ -
Administrative	\$ 174,515
Total Expenses	\$ 1,116,101
Net Increase in Unrestricted Assets	\$ 78,698

Preliminary numbers as of 1/20/12

Chamber Members 2011	
Accommodations	103
Arts & Culture	63
Associate Members	25
Associations / Organizations	73
Attractions / Entertainment	31
Business / Financial Services	50
Churches / Places of Worship	24
Community / Professional Services	83
Construction Services	28
Internet / Computer Services	9
Media Services	49
Medical Services	38
Metaphysical & Spiritual Services	83
Outdoor Recreation	34
Personal Enrichment	58
Photography / Photographers	6
Real Estate / Relocation	56
Restaurants / Food / Beverage	79
Retail / Shopping	128
Tours and Sightseeing	56
Transportation	14
Travel Services	12
Wedding / Meeting / Event Services	60
Total Chamber Members*	984
*members may be in multiple categories	

Tourism Bureau Members 2011	
Accommodations	89
Arts & Culture	32
Associate Members	0
Associations / Organizations	4
Attractions / Entertainment	22
Business / Financial Services	2
Churches / Places of Worship	6
Community / Professional Services	7
Construction Services	1
Internet / Computer Services	0
Media Services	16
Medical Services	4
Metaphysical & Spiritual Services	52
Outdoor Recreation	22
Personal Enrichment	37
Photography / Photographers	2
Real Estate / Relocation	22
Restaurants / Food / Beverage	59
Retail / Shopping	57
Tours and Sightseeing	45
Transportation	10
Travel Services	6
Wedding / Meeting / Event Services	42
Total Tourism Bureau Members*	379

2012 Top 5 Tourism Trends to Watch...

The Sedona Chamber of Commerce keeps abreast of consumer trends and issues that affect Sedona's economy. Here's what we are seeing for 2012 and beyond. Keep in mind that trends are not fads. Trends are big picture forces that alter the way people think and feel. In 2011, those forces will be dramatic, and their impact profound. Take a look...

Medical Travel is Poised to Gain Momentum in 2012

PepsiCo's decision to provide medical travel benefits reflects growing interest by the corporate world in the potential cost savings of medical travel. Previous milestones included a partnership by Lowes, the home improvement chain, with the Cleveland Clinic, and Hanaford supermarkets' medical travel health insurance benefit. The PepsiCo announcement will raise awareness and generate momentum for other companies to offer medical travel benefits, experts said. Look for the employer market to begin generating acceptance of medical travel.

There will be more mobile bookings and research

More travelers will be turning to their mobile devices to not only research lodging and travel options, but to book and communicate preferences directly. Google is projecting that mobile will overtake PC's as the most common Web- access device by 2013. With travelers adopting smart phones and tablets at such a rapid pace, it's crucial for hospitality businesses to optimize their website for mobile usage to capture potential mobile transactions.

Social media will continue to transform connections with travelers

It is being projected that by 2016, half of the travel industry will be using social media as a way of generating revenue and bookings. Social media will become more of a key component of Search Engine Results Page (SERP) algorithms. Facebook's posts are already integrated into Bing search and Google+ emerged with native integration into Google search. Hospitality businesses can no longer afford to linger over adding social media to their marketing mix. It's now a necessary element of traffic-driving success.

The search for meaning

The recession and its aftermath are renewing a consumer focus on meaningfulness, making people look inward at things that are really important to them. What matters now are families and friends; education and self-improvement; health and spirituality; creativity; community involvement; and the environment.

- excerpts taken from *TravelMarketReport.com*

Membership Division

Shop Local Promotion & Monthly Newsletter

Website Enhancements

Business Exposure

Tourism Marketing & Public Relations

Aggressive Social Media & Internet Marketing

SMS Text Messaging Campaign

Theme-based approach Co-Ops

Events & Festivals

AZ Centennial Promotion

Visitor Services

Outstanding Customer Service

Technology & Tracking Volunteerism

2012 Strategic Goals

Administrative Goals

Increase Chamber visibility & strengthen relationships in the community
Investigate organizational structure and events division
Focus on events as a form of economic development

Chamber Membership Division

Maintain a strong membership base through retention and growth
Increase the percentage of businesses who are members of the Chamber based on new City license program
Increase awareness of and expand/improve member programs
Increase Chamber visibility & strengthen relationships in the community

Tourism Marketing, PR & Sales

Develop sustainable, reliable funding sources
Increase visitor spending in Sedona
Increase percentage of city tax collected (bed/sales) to tourism promotion
Keep brand campaign current and relevant
Continue to investigate new and emerging markets and strategies

Visitor Services

Maintain vibrant volunteer core
Incorporate brand philosophy at the visitor center
Maintain the highest level of customer service at Visitor Center and Call Center

Film Office

Increase awareness of the value of film production as economic development

2012 Operational Goals

Membership

Maintain retention rate above national average of 85% and increase membership to 1,050
Expand / improve member programs, benefits & increase participation
Continue and enhance the Shop Sedona program.
Maintain dues and non-dues revenues through promotions
Improve member business exposure on SedonaChamber.com
Improve Ambassadors program through incentives and better tracking

Tourism Bureau: Marketing & PR

Maintain regional programs
Enhance Internet presence, social networking & mobile marketing efforts
Increase visitation to VisitSedona.com & increase consumer database by 5%
Continue visitor survey program (on a monthly basis)
Generate \$10 million in ad-value editorial
Assist 275 media professionals
Target high impact insertions based on editorial coverage

Tourism Bureau: Sales

Generate 50 qualified leisure trade inquiries & 50 qualified group leads
Distribute quarterly travel industry e-newsletters
Conduct 10 industry FAMs for travel professionals
Create awareness of Sedona to tour operators and meeting planners

Tourism Bureau: Visitor Services

Expand training programs for volunteers and local businesses
Conduct 10 open houses, 3 volunteer breakfasts and appreciation event
Position Visitor Center as a "must stop" for visitors and incorporate the brand philosophy
Position the Chamber of Commerce as the premier volunteer opportunity
Maintain the highest level of customer service
Develop activities to enhance visitor experiences and collect visitor data

Film Office

Assist production companies as needed with Sedona filming
Maintain SedonaFilmOffice.com website

Events

Assist, co-op and/or produce events that generate positive economic development for Sedona
Develop and grow the Sedona Marathon Event to a sustainable and profitable level