Sustainable Tourism Plan Update
Quality of Economy

Quality of the Visitor Experience

Stewardship of the Natural Environment

Quality of Life
Welcome to the Global Sustainable Tourism Council
The GSTC Destinations Program

Comprehensive Destination Sustainability Assessment of Sedona
To satisfy the definition of sustainable tourism, destinations must take a **holistic and integrative approach** which includes four main objectives:

<table>
<thead>
<tr>
<th>Destination Management</th>
<th>Social &amp; Economic</th>
<th>Community &amp; Culture</th>
<th>Environment</th>
</tr>
</thead>
<tbody>
<tr>
<td>14 criteria</td>
<td>9 criteria</td>
<td>6 Criteria</td>
<td>12 Criteria</td>
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<tr>
<td>• Strategy</td>
<td>• Economic</td>
<td>• Attraction</td>
<td>• Environmental</td>
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<td></td>
<td>Monitoring</td>
<td>Protection</td>
<td>Risks</td>
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<td>• Career</td>
<td>• Visitor</td>
<td>Wildfire</td>
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<td>Opportunities</td>
<td>Management</td>
<td>Protection</td>
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<td>• Community</td>
<td>• Visitor</td>
<td>Energy</td>
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<td></td>
<td>Opinion</td>
<td>Behavior</td>
<td>Water</td>
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<td></td>
<td>• Support of</td>
<td>• Site</td>
<td>Management</td>
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<td>community</td>
<td>Interpretation</td>
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<td>• Education</td>
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<tr>
<td>• Effective DMMO</td>
<td>• Visitor</td>
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<td>• Public</td>
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<tr>
<td>Organization</td>
<td>Management</td>
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<td>Transit</td>
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<tr>
<td>• Monitoring</td>
<td>• Visitor</td>
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<tr>
<td>• Planning</td>
<td>Behavior</td>
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<tr>
<td>• Visitor Satisfaction</td>
<td>• Site Interpretation</td>
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<tr>
<td>• Safety &amp; Security</td>
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<td>• Crisis Planning</td>
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<td>• Promotion</td>
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</table>
33 of the 41 criteria being implemented with documentation and evidence of management systems and efforts in place.

“Right now the destination is one of the world leaders for implementing sustainable tourism but this is for the most part being done with little coordination between the various parties involved.”

Main recommendations: **Better coordinate** the various organizations involved in destination management to work more collaboratively. Specifically:

- **A1**: Sustainable destination strategy
- **A11**: Sustainability Standards
- **B4**: Local Community Opinion
- **D12**: Low Impact Transportation
SUSTAINABLE TOURISM: FINDING THE BALANCE
PROCESS

• Developed Advisory Committee
• Analyzed existing data, trends, best practices
• NEW research
  – Resident Survey
  – Business Survey
  – Visitor Survey
  – Focus Groups
  – Public Forums
Long Term Sustainability

Tactics

Objectives

Pillars

Mission
SUSTAINABLE TOURISM PLAN
MISSION

To lead the Sedona Tourism Industry in embracing sustainability practices that enable the long-term health of Sedona – its environment, an excellent quality of life, long-term economic strength and a positive visitor experience.
PLAN PILLARS

ENVIRONMENT
Lead the tourism industry in implementing sustainability principals, positioning Sedona as a national and international leader in destination stewardship

RESIDENT QUALITY OF LIFE
Maintain and enhance the elements that make Sedona a truly special place to reside

QUALITY OF THE ECONOMY
Shape and expand the Sedona economy in ways that ensure its long-term sustainability and vibrancy

VISITOR EXPERIENCE
Continue to provide an excellent visitor experience that highlights Sedona's sustainability values and keeps visitors coming back
**ENVIRONMENT**

Lead the tourism industry in implementing sustainability principals, positioning Sedona as a national and international leader in destination stewardship

<table>
<thead>
<tr>
<th>Objective 1</th>
<th>Implement <em>new waste prevention, reduction and diversion strategies</em>, focused on visitors and their impacts in the Sedona region</th>
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<tbody>
<tr>
<td>Objective 2</td>
<td>Expand programs that <em>encourage minimal water usage and protect water quality</em></td>
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<td>Objective 3</td>
<td>Create new programs to help businesses and visitors <em>moderate energy use</em> and utilize alternative forms of energy</td>
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<td>Objective 4</td>
<td>Launch initiatives that <em>lessen impacts to lands (including noise, air and light pollution)</em> and better ensure long term sustainability</td>
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<td>Objective 5</td>
<td>Take leadership role in <em>educating and engaging visitors</em> on sustainability initiatives and encouraging them to be a sensitive guest while in the destination</td>
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## RESIDENT QUALITY OF LIFE

Maintain and enhance the elements that make Sedona a truly special place to reside

<table>
<thead>
<tr>
<th>Objective</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Objective 1</strong></td>
<td>Expand <em>use of shuttle systems</em> to reduce vehicular traffic and enhance access to trails and other key destinations</td>
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<tr>
<td><strong>Objective 2</strong></td>
<td>Implement <em>new infrastructure and multi-modal solutions</em> to facilitate visitor traffic flows</td>
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<tr>
<td><strong>Objective 3</strong></td>
<td>Expand <em>use of technology</em> to help solve transportation challenges</td>
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<tr>
<td><strong>Objective 4</strong></td>
<td>Deepen engagement with Sedona residents, expanding their knowledge of tourism and efforts to manage it to an effective balance</td>
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<tr>
<td><strong>Objective 5</strong></td>
<td>Develop <em>new sustainability-focused experiences</em> that resonate with both Sedona residents and visitors</td>
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<tr>
<td><strong>Objective 6</strong></td>
<td>Manage <em>current and future accommodations</em> in ways that ensure they are in balance with long term sustainability of destination</td>
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QUALITY OF THE ECONOMY
Shape and expand the Sedona economy in ways that ensure its long-term sustainability and vibrancy

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<th>Objective 1</th>
<th>Sustain adequate levels of economic activity in need periods and disperse visitation to moderate congestion</th>
</tr>
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<tbody>
<tr>
<td>Objective 2</td>
<td>Expand interagency collaboration to maximize capabilities among diverse Sedona organizations</td>
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<tr>
<td>Objective 3</td>
<td>Adjust tourism marketing to achieve a balance between quality of life and a healthy economy</td>
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<tr>
<td>Objective 4</td>
<td>Pursue innovative approaches to employee housing and training</td>
</tr>
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VISITOR EXPERIENCE
Continue to provide an excellent visitor experience that highlights Sedona's sustainability values and keeps visitors coming back

<table>
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<tr>
<th>Objective 1</th>
<th>Deepen understanding of existing experiences, how best to access them, and how to apply sustainable practices while visiting</th>
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<tr>
<td>Objective 2</td>
<td>Work to disperse visitors across the broader Verde Valley region to help moderate congestion at key Sedona experiences</td>
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</table>
Tactics
Stewardship of the Natural Environment
Quality of Life
Transportation

401 Jordan Road Property Acquisition

Approximately 50+ NEW parking spots in Uptown
1 hr 46 min (62 mi)
Fastest route, despite much heavier traffic than usual
Elevator
Jordan Historical Park  10 min
Parking Lots 5, 6 & 8  
Destination TBD  5 min
There are currently **23** parking spaces open in town. Refresh browser to show most up-to-date information.
How to Drive Sedona’s Roundabouts & Bike Safety Videos
Quality of Economy
Budget

AFFORDABLE HOUSING

KPI
KEY PERFORMANCE INDICATOR
Quality of the Visitor Experience
SedonaSustainable.com

Jennifer Wesselhoff
928-204-1123
jwesselhoff@sedonachamber.com
board@sedonachamber.com
Questions & Answers
98% of visitors believe that Sedona is an excellent (68%) or good (30%) place to visit compared to other options.
In the 2017 National Citizen Survey, Residents say...

87% Sedona’s Quality of Life is GOOD or EXCELLENT

90% Sedona is an “excellent” or “good” place to live

Residents ranked their quality of life higher in 2017 than they did 10 years ago
SedonaSustainable.com

Jennifer Wesselhoff
928-204-1123

jwesselhoff@sedonachamber.com
board@sedonachamber.com
Andy Dickey
Director of Public Works/City Engineer
SETTING INTO MOTION THE CITY OF SEDONA’S TRANSPORTATION MASTER PLAN
SIM Public Outreach

- More than 3,500 engaged via survey responses, public meetings, open houses, and news coverage from spring 2016, the start of the TMP to now, as we enter the process for construction on SIM projects.
- Seven TMP and SIM online surveys with over 2,800 responses.
- Four TMP and SIM public meetings with over 250 people in attendance.
SIM-1 Uptown Roadway Improvements

- Design Concept Report Complete
- Design is 60% complete
- Median Concept survey complete
- Business support plan during construction
- Contractor advertisement soon
- 90% Design in February
SIM-3 Parking & Wayfinding

- City-wide wayfinding sign locations have been identified
- Pedestrian kiosks in Uptown
- Parking garage siting study in FY 19 as part of Uptown CFA
SIM-4 SR 179 Improvements

- IGA with ADOT approved in October for cost sharing
- Execution pending final review by ADOT ROW
- Next step is to set up a meeting with adjacent owners/stakeholders
- Design FY 19
- Construction FY 21
SIM-4 SR 179 Improvements

- Consultant working on feasibility of pedestrian crossing improvement alternatives at the SR 179 crosswalk
  - Overpass
  - Underpass
  - Multiuse path under Oak Creek Bridge
  - Additional Ped Control
- Tlaquepaque committed $18K from Tlaquepaque North escrow
SIM-5 Major Roadway Connections

- **Forest Road Connection**
- Survey launched on 10/22 and closed on 11/19
- ~1050 letters were sent
- Included unique password that could only be used once
- 334 survey responses representing 660 parcels (~50% response rate)
SIM-6 Neighborhood Connections

- HOA meetings held in April
- Near unanimous opposition including residents near other potential connections
- OFF THE TABLE – unless partners identified or neighborhoods ask
- 1st step would be extensive outreach
SIM-7, 8 Enhanced Transit Service

- Utilizes $160K federal transit planning grant, and $10K from Coconino County
- Contract with LSC Transportation Consultants approved at June 26 meeting
- Technical Advisory Committee consists of City staff, ADOT, USFS, AZ State Parks, Coconino County, Verde Lynx, SFD, and Chamber of Commerce
- Stakeholder interviews, public open house, intercept surveys, and online survey completed
- Interim Report #1 has been published on City’s website
- TAC and stakeholder meetings in January to discuss service options
SIM-11 Bicycle & Pedestrian

- Consultant under contract to provide construction plans for high priority areas
- High level of support for this strategy, developing a workgroup
- Green bike lanes at turn lane transitions on SR 89A in West Sedona
As of 12/11/18 ADOT is displaying travel-time information on I-17 for northbound and southbound travelers.

Verizon Traffic Data Solutions is finalizing route designation mapping, and calibrating data against existing sources – includes ongoing origin-destination data.

Exploring interactive camera installations.
SEDONAAZ.GOV/SIMNEWS
Tourism is a 

$600 MILLION Industry in Sedona*

Visitors Add 

$14.5 MILLION in Local Tax Dollars*

Sedona Visitors Generate Over 

66% of the City’s Sales Tax Revenues*

Tourism Supports Over 

10,000 Jobs in Sedona*

Sedona Tourism Generates Nearly 

$200 MILLION in Wages*
Target Audience

AGE 35-54 PRIMARY, AGE 55+ SECONDARY

ANNUAL HOUSEHOLD INCOMES $150,000+

COLLEGE-EDUCATED
Summer  Spring  Fall  Winter
Warm Up Your Winter in Sedona, Arizona

Plan Your Visit
Go ahead. Take a peak. Pretty incredible, right? That’s the amazing thing about Arizona—every view comes with views. It’s almost hard to know where to look first. So pace yourself, because you won’t want to miss a thing.

Plan your fun-filled gateway at ExploreArizona.com or call 1.877.206.8575.
The Country’s Largest
3D Holiday Light Show

DECEMBER 13-16

SedonaNorthernLights.com
Sedona Northern Lights
3D Holiday Light Show

December 13-16

SEDONA
ARIZONA

THE COUNTRY’S LARGEST
3D LIGHT SHOW ON A NATURAL CANVAS

Sedona Northern Lights is the 3D holiday spectacle you don’t want to miss! The captivating light show is projected on a natural canvas and set against the backdrop of Sedona’s starry sky. Experience it from Uptown Sedona and Gallery Row. For more information, visit SedonaNorthernLights.com.
Create Your Own Youtopia

SEDONA
ARIZONA

SedonaYoutopia.com
Nurture your spirit this year in Sedona!

Discover Your Youtopia

Courtney Smith and 2.8K others
150 Comments  253 Shares
The most beautiful place on Earth... just 90 minutes away.
The most beautiful place on Earth... just 90 minutes away.

Sedona welcomes you before and after the Barrett-Jackson event. Stay more than a day – plan an outdoor adventure, a romantic getaway or rejuvenating escape to this wonderland of extraordinary beauty.

Click here to explore Sedona
Communications

The SCC&TB Communications department tells the story of our destination to garner positive publicity and word-of-mouth while promoting niche markets and the amenities of our partners. Focused, positive media exposure helps to generate consumer interest and drives demand in our target markets worldwide.

Engaging with Visitors

132,000 FANS  
▲11% vs FY17  
@VisitSedona

12,300 FOLLOWERS  
▲11% vs FY17  
@SedonaAZ

47,000 FOLLOWERS  
▲32% vs FY17  
@VisitSedona

1,290 FANS  
▲15% vs FY17  
@VisitSedona

SEDONA YOUTUBE VIDEOS  
256,424 VIEWS  
SedonaAZ1
LESS IS MORE.
Questions & Answers