



City of Sedona Tourism Program

October 2025 Lodging and Spending Reports

This document contains the following reports for Sedona lodging and credit card spend information:

- **Monthly Market Narrative:** This is a distillation of key findings for October 2025 provided by Tourism Economics.
- **Lodging Summary:** This includes a presentation of the Smith Travel Research data on hotel & motel performance within the Sedona+ study area and the KeyData scraped Airbnb and VRBO data on short term rental performance for listings located in residential zones within the City of Sedona.
- **Hotel Performance Summary:** Two snapshots are available for the Sedona+ study area and the Village of Oak Creek+ study area within the Smith Travel Research information on hotel & motel performance.
- **Short-term Rental Performance Summary:** Three snapshots from KeyData are available that include the scraped Airbnb and VRBO listings located in residential zones within the City of Sedona and the scraped Airbnb listings located within the City of Sedona.
- **Booking Pace Trend:** This is the most recent TravelClick report on hotel booking pace from December 10, 2025.
- **Credit Card Spending Summary:** We experienced a delay with the publication of the October 2025 credit card data, so this is not available in this October 2025 report.
- **Sample Size Information**
- **Glossary**





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October 2025 Monthly Market Narrative

Data Sources: STR, TSA, Bureau of Labor Statistics

Hotel performance in Sedona was down in October compared to last year as revenue dropped 1.9% YOY to \$22.9M. This drop was primarily driven by a 3.7% YOY decrease in occupancy to 74.8%. Despite softening demand, ADR increased 8.1% YOY to \$446 and RevPAR increased 4.1% YOY to \$334.

Short-term rentals in the City of Sedona had an exceptionally strong month as occupancy increased 21.4% YOY to 55.9%. ADR increased 21.2% to \$443 and RevPAR increased 47.1% to \$248. Calendar year-to-date RevPAR increased 19.1% YOY to \$103 in the city.

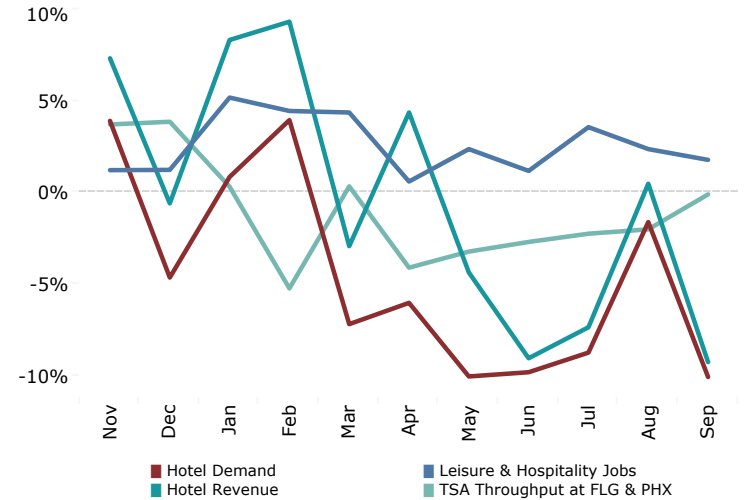
Visitors spent an average of 1.1 days in market in October with more than two thirds of visitors (67%) staying overnight. Just under half (46%) of visitors were repeat visitors to Sedona. Top origin markets were Phoenix (48.1%), Los Angeles (3.7%), and Tucson (3.6%).

Future Partners' survey of U.S. travelers shows that average planned travel spending per respondent continues to climb, reaching \$6,068 in September 2025, up from \$3,996 in January 2024. This 52% increase far outpaces inflation, reflecting consumers' willingness to allocate more to leisure travel.

U.S. air travel remains steady at 796M YTD passengers (flat to 2024 and above 2019), through mid-November. November MTD air travel is down 2.5%, likely due to the government shutdown. Tourism Economics estimates the shutdown cut U.S. travel spending by 2.1%, or \$62.7M per day.

Tourism Market Indicators

% Change relative to same month of previous year



<p>74.8% Hotel Occupancy ▼ -3.7% YOY</p>	<p>\$22.86M Hotel Revenue ▼ -1.9% YOY</p>	<p>60.5% Short Term Rental Occupancy - Airbnb ▲ 15.0% YOY</p>	<p>\$9.80M Short Term Rental Revenue - Airbnb ▲ 12.9% YOY</p>
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Monthly Aggregated Lodging Report – October 2025

Data Sources: STR and Keydata

Hotel Performance

Source: STR (Sedona+)

	Occupancy	ADR	RevPAR	Revenue
Oct 2025	74.8%	\$446.31	\$333.95	\$22.9M
YOY % Change	-3.7% YOY	+8.1% YOY	+4.1% YOY	-1.9% YOY
Calendar Year-to-Date	67.2%	\$358.08	\$240.69	\$164.4M
YTD YOY % Change	-2.2% YOY	+5.0% YOY	+2.7% YOY	-1.5% YOY

Short Term Vacation Rental Performance - Scraped Airbnb Data

Source: KeyData (Vacation Area - Residential Zone)

	Occupancy	ADR	RevPAR	Revenue
Oct 2025	60.5%	\$504.08	\$304.97	\$9.8M
YOY % Change	+15.0% YOY	+26.6% YOY	+45.6% YOY	+12.9% YOY
Calendar Year-to-Date	49.4%	\$465.91	\$230.19	\$75.5M
YTD YOY % Change	+9.8% YOY	+26.1% YOY	+38.5% YOY	+12.5% YOY

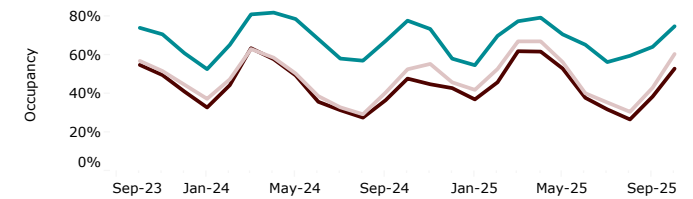
Short Term Vacation Rental Performance - Scraped VRBO Data

Source: KeyData (Vacation Area - Residential Zone)

	Occupancy	ADR	RevPAR	Revenue
Oct 2025	52.9%	\$589.29	\$311.92	\$6.4M
YOY % Change	+10.8% YOY	+28.5% YOY	+42.4% YOY	+72.3% YOY
Calendar Year-to-Date	44.9%	\$554.04	\$248.76	\$51.3M
YTD YOY % Change	+5.0% YOY	+29.7% YOY	+36.2% YOY	+73.3% YOY

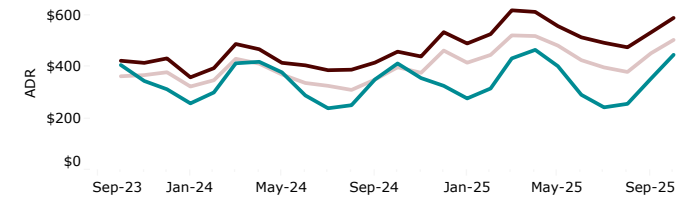
Occupancy by Month

Legend: ■ Hotels ■ Short Term Vacation Rentals - Scraped VRBO Data ■ Short Term Vacation Rentals - Scraped Airbnb Data



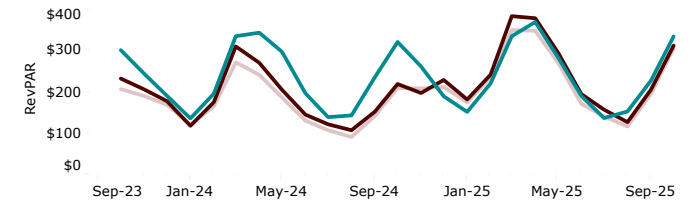
ADR by Month

Legend: ■ Hotels ■ Short Term Vacation Rentals - Scraped VRBO Data ■ Short Term Vacation Rentals - Scraped Airbnb Data



RevPAR by Month

Legend: ■ Hotels ■ Short Term Vacation Rentals - Scraped VRBO Data ■ Short Term Vacation Rentals - Scraped Airbnb Data



* Note that total hotel room supply in Sedona+ was reduced when the Poco Diablo Resort closed for renovations in June, which caused an increase to occupancy.





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Hotel Performance STR Report – October 2025

Data Source: STR

Sedona+ Hotel Performance

Calendar Year-to-Date Performance
compared to last year

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
67.2%	\$358	\$241	683.1K	459.2K	\$164.4M
-2.2%	+5.0%	+2.7%	-4.1%	-6.2%	-1.5%

Monthly Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Aug	59.6%	+4.4%	\$256	+2.1%	\$153	+6.7%
Sep	64.2%	-4.5%	\$354	+0.9%	\$227	-3.7%
Oct	74.8%	-3.7%	\$446	+8.1%	\$334	+4.1%

Village of Oak Creek+ Hotel Performance

Calendar Year-to-Date Performance
compared to last year

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
66.3%	\$213	\$141	237.7K	157.5K	\$33.5M
+3.1%	+3.4%	+6.6%		+3.1%	+6.6%

Monthly Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Aug	60.1%	+8.6%	\$165	+5.8%	\$99	+14.9%
Sep	65.9%	+2.6%	\$214	+8.2%	\$141	+11.0%
Oct	71.9%	-1.2%	\$251	+7.7%	\$180	+6.4%





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Short-term Rental Data Report (Residential Zones Airbnb and VRBO Scraped) – October 2025

Data Source: Keydata

Residential Zone (Airbnb) Performance

Calendar Year-to-Date Performance
compared to last year

Occupancy
49.4%
+9.8%

ADR
\$466
+26.1%

RevPAR
\$230
+38.5%

Monthly Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Aug	30.6%	+4.4%	\$380	+22.4%	\$116	+27.8%
Sep	43.1%	+6.2%	\$452	+29.1%	\$195	+37.1%
Oct	60.5%	+15.0%	\$504	+26.6%	\$305	+45.6%

Residential Zone (VRBO) Performance

Calendar Year-to-Date Performance
compared to last year

Occupancy
44.9%
+5.0%

ADR
\$554
+29.7%

RevPAR
\$249
+36.2%

Monthly Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Aug	26.7%	-3.4%	\$475	+22.3%	\$127	+18.2%
Sep	38.5%	+5.2%	\$533	+28.1%	\$205	+34.7%
Oct	52.9%	+10.8%	\$589	+28.5%	\$312	+42.4%





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Short-term Rental Data Report (Scraped) – October 2025

Data Source: Keydata

City of Sedona Performance

Calendar Year-to-Date Performance
compared to last year

Occupancy	ADR	RevPAR
36.8%	\$279	\$103
+3.4%	+15.2%	+19.1%

Monthly Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Aug	26.8%	+7.9%	\$349	+20.0%	\$93	+29.5%
Sep	39.4%	+11.2%	\$415	+27.2%	\$164	+41.5%
Oct	55.6%	+20.7%	\$465	+27.1%	\$258	+53.4%

Greater Sedona Performance

Calendar Year-to-Date Performance
compared to last year

Occupancy	ADR	RevPAR
41.6%	\$395	\$164
+10.1%	+24.6%	+37.2%

Monthly Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Aug	26.2%	+6.9%	\$326	+18.7%	\$86	+26.8%
Sep	39.0%	+12.4%	\$383	+26.3%	\$150	+42.0%
Oct	55.3%	+24.6%	\$427	+25.2%	\$236	+56.0%

Village of Oak Creek Performance

Calendar Year-to-Date Performance
compared to last year

Occupancy	ADR	RevPAR
37.7%	\$324	\$122
+7.9%	+29.3%	+39.5%

Monthly Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Aug	21.9%	-4.2%	\$274	+21.6%	\$60	+16.4%
Sep	34.9%	+7.2%	\$316	+33.4%	\$110	+43.0%
Oct	53.5%	+31.9%	\$339	+27.7%	\$181	+68.4%





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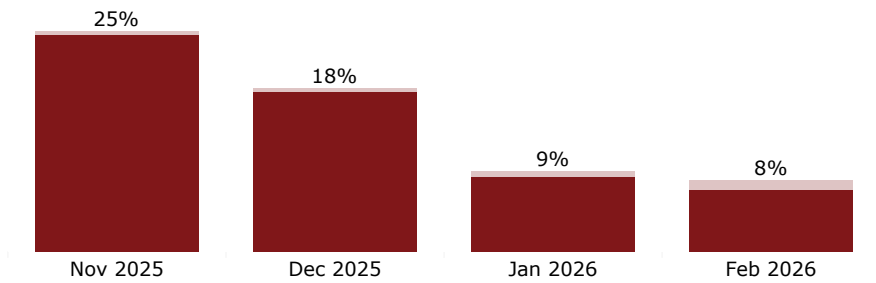
Booking Pace Trend Report – As of December 10, 2025

Data Source: TravelClick

Occupancy as of 12/10/2025

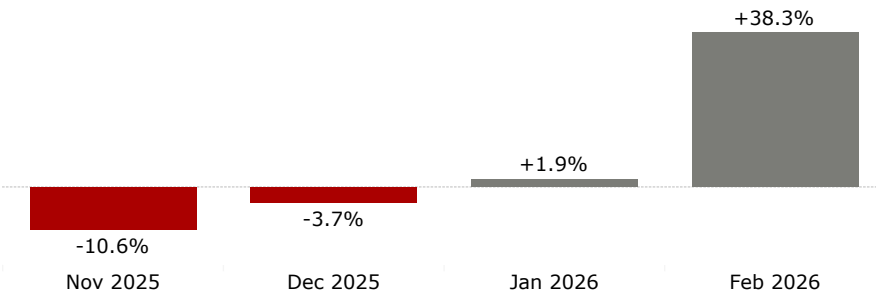
Current Occupancy

■ Group Committed ■ Transient



Booking Pace

Total Rooms Committed vs. Same-Time-Last-Year



Bookings by Segment

	Nov 2025	Dec 2025	Jan 2026	Feb 2026
Transient	5.1K	3.9K	1.9K	1.4K
Group Committed	96	112	122	197
Total with Group Committed	5.2K	4.0K	2.0K	1.6K

Rooms Booked

YOY % Change

	Nov 2025	Dec 2025	Jan 2026	Feb 2026
Transient	-9.3%	-3.5%	-0.3%	+25.1%
Group Committed	-48.7%	-11.1%	+52.5%	+432.4%
Total with Group Committed	-10.6%	-3.7%	+1.9%	+38.3%





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Sample Size Information

KeyData Scraped Data (OTA)	Residential Zone Airbnb includes ~1,550 Airbnb listings
	City of Sedona includes ~2,425 Airbnb listings
	Village of Oak Creek includes ~875 Airbnb listings
	Greater Sedona includes ~3,525 Airbnb listings
	Residential Zone VRBO includes ~775 VRBO listings
Smith Travel Research (STR)	Sedona+ includes reporting from 21 of the 44 (48%) of available hotels within the study area that represent 1,792 of the 2,3381 (77%) available hotel rooms within the study area.
	Village of Oak Creek+ includes reporting from 6 of the 14 (43%) of available hotels within the study area that represent 526 of the 768 (68%) of available hotel rooms within the study area.
TravelClick	Includes 8 properties with 678 hotel rooms within the 86336 zip code

As of April 2025





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Hotel Performance	General	Booking Segments	Rooms occupied by source of demand: Transient, Group, and Contract travelers
		Contract Segment	Block of rooms committed at stipulated contract rates for an extended period over 30 days with payment guaranteed regardless of use, such as airline crews and permanent guests.
		Group Segment	Typically defined as 10 or more rooms per night sold pursuant to a signed agreement.
		Transient Segment	Includes rooms sold to individuals or groups occupying less than 10 rooms per night.
		ADR	Average Daily Room Rate: a measure of the average rate for rooms sold. $ADR = \text{Room Revenue} / \text{Rooms Sold}$
		Demand/Room Nights	Number of rooms sold in a specific time period excluding complimentary rooms.
		OCC	Occupancy: rooms sold (demand) divided by rooms available (supply) multiplied by 100 and expressed as a percent of rooms occupied.
		Occupancy	Percentage of available rooms sold during a specific time period. $\text{Occupancy} = \text{Rooms Sold} / \text{Rooms Available}$
		Revenue	Room revenue: total room revenue generated by the sale of rooms. Does not include food & beverage or other misc. charges
		RevPar	Revenue Per Available Rooms: A revenue measure generated per available room, whether or not they are occupied. $\text{RevPar} = \text{Room Revenue} / \text{Rooms Sold}$. A key KPI for hotel operators
		Rooms Revenue	Total room generated from guestroom rentals/sales.
		Supply	Number of rooms available for sale multiplied by the number of days in a specific time period. Excludes rooms under renovation and/or temporarily closed
		MOM	Month Over Month: Compare results to prior year.
		YOY	Year Over Year: Compares results to same time last year.
		STR	STR





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Hotel Performance	TravelClick	Discount	Transient reservations made at discounted rate, including extended stay rates, house discount rate, loyalty redemption, airline distress, advance purchase, OTA opaque rates (e.g. Priceline), Package rates with bundled amenities like stay for breakfast.
		Group (booked)	Contains group reservations made against the blocks, e.g. group tours , domestic and international groups, association, convention and corporate groups
		Group Committed	Contains unsold group blocks (includes any rooms that are holding inventory but have no reservation), this includes inventory for groups, crew and wholesale
		Negotiated	Transient reservations containing corporate negotiated rates and consortia. (e.g. agencies like ABC, THOR . .) and American Express travel but also corporate negotiated rates such as Apple or local accounts.
		Other	Transient reservations including contract and crew rooms and permanent residents as well as other uncategorized rates.
		Qualified	Transient reservations containing demand sold to customers qualified for affiliation discounts. e.g. employee rates, friends and family, Government per diem, AAA, AARP
		Retail	Transient reservations made at rack, best available (BAR), non-discounted, non-contracted customer demand, including OTAs
		Trans-contract	Group reservations contracted and build similar to a group block and reserved continuously for a period of time. More likely to be crew, rail or trucking companies.
		TravelClick	Powered by Amadeus Business Intelligence data, TravelClick compares future hotel reservations to the number made at same time prior year
		Wholesale	Transient reservations sold via wholesalers/consolidators/tour operators, such as Gulliver, Tourico or other destination management companies.
Short Term Rentals/Lodging	KeyData	Adjusted Paid Occupancy	Guest nights/(total nights-owner nights-hold nights). This includes nights that guests can't book because they are taken up by an owner or maintenance hold/block from the inventory. Measuring how well managers have filled the nights that are available to them. Also accounts for homes taken out off market for long period due to reno..
		KeyData	Key Data combines short term rental data from OTA sites with reservation data sourced directly from 65+ of the world's top property management systems.
		OTA	Online Travel Agencies including Airbnb and VRBO
		Owner	Owner of the property.
		Paid	Guest nights that are paid to measure revenue paid in the markets.
		Paid + Owner	(Guest nights + owner nights)/total nights. Measures the nights that are occupied by a guest or an owner to show usage of the property.
		Paid Occupancy	Guest nights/total nights. Measures how many properties were occupied by guests and doesn't consider holds or owner stays.
		Partner Data	Partnered with thousands for channel managers, hosts and property management systems to add source data to scraped data. Leveraged as a quality control mechanism.





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Short Term Rentals/Lodging	General	All Properties	Combination of Entire Place, Private Room, and Shared Room.
		Available Listings	Total number of listings whose calendars had at least one day classified as available or reserved during the reporting period.
		Booked Listings	Total number of listings that had a least one reservation during the reporting period.
		Entire Place	Guests have whole home to themselves. Usually includes bedrooms, bathrooms, and kitchen.
		Hotel Comparable	Studio and one-bedroom Entire Home rentals most likely to compete directly with hotels.
		Private Room	Guests have own private room, but other areas could be shared.
		Revenue	Revenue earned during the reported period including advertised price at time of booking and cleaning fees.
		Scraped Data	On a daily basis, using a host of servers, reservation data is collected/extracted for Airbnb and VRBO. From daily calendar pricing to cancellation policies and booking lead time, data is aggregated.
		Shared Room	Guests sleep in bedroom or common area shared by others.

