

# Destination Management & Sustainable Tourism

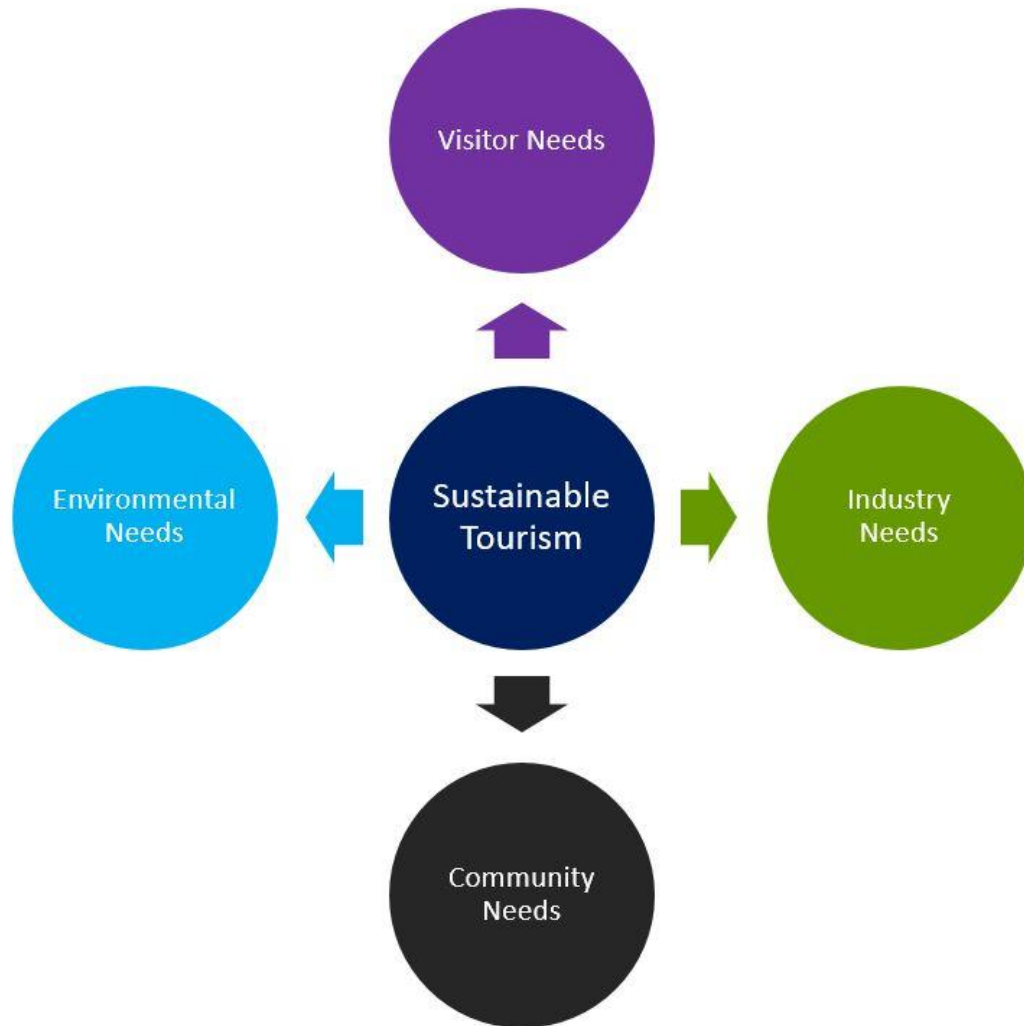




# DESTINATION MANAGEMENT & MARKETING



# Responsible Tourism





# Sustainable Tourism

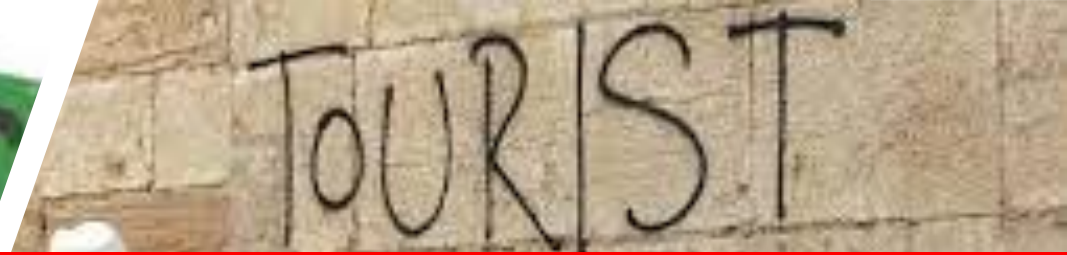
“Tourism that takes full account of its current and future **economic, social and environmental impacts**, addressing the needs of **visitors, the industry, the environment and host communities**”

*Making Tourism More Sustainable - A Guide for Policy Makers,*  
UNEP and UNWTO, 2005



WHY?

The image shows the word "WHY?" written in a simple, hand-drawn black font. Above the word, there are six red arrows pointing downwards towards the letters W, H, Y, and the question mark. Below the word, there are six red arrows pointing upwards towards the same letters and the question mark. The arrows are arranged in two rows of three, with the last arrow in each row pointing towards the question mark. The background is a light, textured surface.



# Residential Rebellion



A close-up photograph of a woman with blonde hair and blue eyes, holding several US dollar bills (including a \$20 bill) in front of her mouth and nose. The image is framed by a green border.

# SEDONA CHAMBER OF COMMERCE



And the lies just keep on coming

## WILL THE LYING EVER STOP? NOT UNTIL THIS CITY COUNCIL IS VOTED OUT & THE CHAMBER CONTRACT IS VOIDED

They've claimed the opposition is anti-business, anti-chamber, anti-visitor,

- city services slashed by more than 50 percent
- the Chamber & Tourism Bureau functions destroyed
- reductions in our police force
- slashed recreation programs
- no non-profit funding including events, Meals on Wheels, Sedona Recycles and many more.
- no transportation improvements, including crosswalk attendants

EACH ONE AN OUTRIGHT LIE THAT  
HAS BEEN DISPROVEN LONG AGO  
BUT THEY CONTINUE TO LIE



### Local e-News Tuesday, July 31



#### Message from the CEO: Sedonans Reject Negativity as Voting Begins

Sedona election ballots go out this week! I want to thank the many Sedonans who tell me they are rejecting negativity on the issues this election season. Let's stay positive!

How is an investigation FALSE NEWS?

The city provided the docs to the state, if 5 pages are missing provide them again!

The Sedona Red Rock News had two bombshell reports Friday that I hope banishes misinformation for good. One shows the complaint filed with the Attorney General by Phoenix-area Sen. Judy Burges, falsely alleging state law violations regarding the Chamber/City contract for tourism promotion, is missing five pages of critical information – information that disprove portions of the complaint. The other report produces emails showing Sedona Rep. Bob Thorpe wrote the complaint and asked Sen. Burges to file it, though as a state representative Thorpe could have done it himself. Rep. Thorpe declined to comment. **How does it matter to the investigation who filed it? Are they implying the state has a vendetta against them? Do they believe they do this without reason?** Fortunately, these strange twists are not distracting us from the important job of keeping control of our future so Sedonans can decide how to handle traffic and tourism-related concerns. Hundreds have offered ideas for the 'Sedona in Motion' traffic improvement projects. Hundreds more are chiming in on the Sustainable Tourism Plan that will help us manage tourism in ways that preserve our character. **Tourism is sustainable without the chamber as both the Mayor and RRN have stated. After 19 traffic studies over 25 years they suddenly have a way to manage tourism and preserve our character so what's the plan? Why haven't they shared it before now? With their history of lying I wouldn't believe one thing they claim unless they could show the people.**

Voting YES preserves Sedona's right to govern ourselves. YES guarantees our freedom to fund the services, traffic solutions and tourism improvements we want. YES means we won't be forced to slash services. YES means we won't cede control of Sedona to the state



August 8 at 7:53 AM · 🌐

It's obvious that lying is the only tool in their bag but you would think being called out every time would eventually become embarrassing. But no, it was a successful propaganda technique well used by Hitler. (No reference to the evil of Hitler himself intended, just the technique)

# Whaaat?

## The CoC continues to lie!

Nothing collapses, the State has no more control than having Home Rule,

This is a choice of self-governing there is NO disaster and nothing stops except the pushing of connector roads and the bastardization of Uptown that will hurt businesses & tourism in the short and long term which the people do not need or want



### Local e-News Tuesday, August 7



#### Message from the CEO: Generosity Helped by Home Rule

As voting gets underway, it's time we refocus on what makes Sedona so wonderful, such as our amazing neighbors working to help others at Sedona's nonprofits.

Mainly by tapping tourism sales tax dollars, the City will contribute more than \$1 million in FY19 to help these agencies. In just-ended FY18, City support included:

- \$70,000 to help the Sedona Community Center provide thousands of meals
- \$5,000 to Verde Valley Caregivers to provide 6,900 trips for Sedona seniors and adults with disabilities
- \$50,000 to the Sedona Humane Society to care for stray pets
- \$432,000 to fund the Sedona Public Library, which sees 17,500 visits per year

With these incredible agencies providing service, the City does not need new city departments to do the job, another fantastic benefit our nonprofits offer. City support is critical to their survival.

Without Home Rule, this enviable system will collapse. NO means the state takes over and by law, slashes our budget by more than half. Besides disaster for our nonprofits, much-needed traffic improvements and tourism management plans will also stop.

A YES on Home Rule means supporting our nonprofits, continuing our progress, and keeping the power to decide what's best for Sedona here in Sedona - where it belongs. Please join me and vote YES on Home Rule.

Jennifer Wesselhoff, President/CEO

Another lie!

She said, "Sam, they don't get taxpayer funding, it's not costing the taxpayers anything."





Board

2 hrs • 

ISN'T IT TIME TO WEAN THE SEDONA CHAMBER OFF  
GOVERNMENT MONEY???

You be the judge! When is ENOUGH?



~~Problems~~

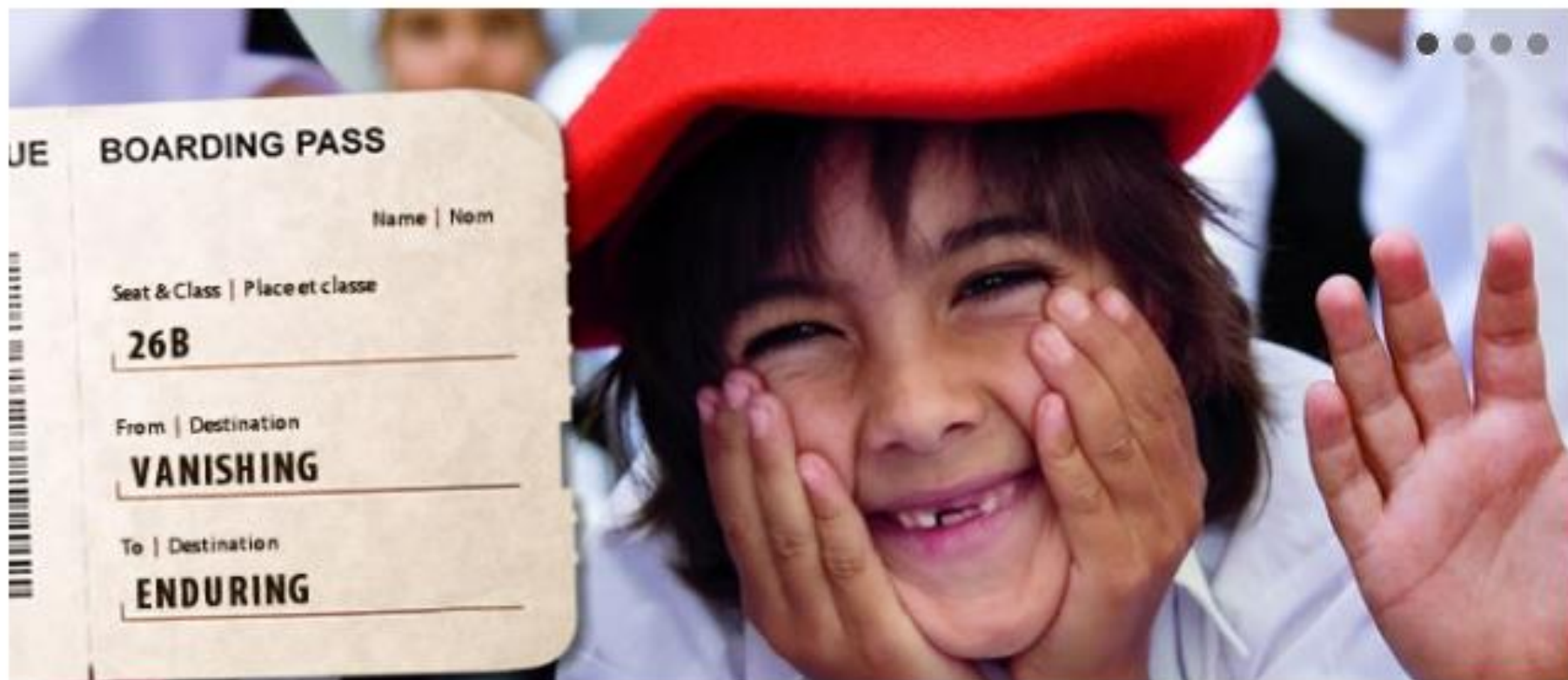
Solutions







*travel forever*



Welcome to the Global Sustainable Tourism Council



**TRAVELFOREVER**  
GLOBAL SUSTAINABLE TOURISM COUNCIL

# The GSTC Destinations Program



## Destinations Assessed to Date



- |                                      |                                 |                                 |                    |
|--------------------------------------|---------------------------------|---------------------------------|--------------------|
| 1. Jackson Hole, Wyoming, USA        | 11. St. Croix, USVI             | 22. Hwaseong Fortress, Korea    | 32. Corfu          |
| 2. Mt. Huangshan, China              | 12. Sierra Gorda, Mexico        | 23. CocoCay, Bahamas            | 33. Heraldon       |
| 3. St. Kitts & Nevis, West Indies    | 13. Samoa, South Pacific        | 24. Chelenko, Chile             | 34. Athens         |
| 4. Fjords Norway                     | 14. Riviera Maya, Mexico        | 25. Labadee, Haiti              | 35. Summit County! |
| 5. Lanzarote, Spain                  | 15. Lombok, Indonesia           | 26. Cozumel, México             |                    |
| 6. Okavango Delta, Botswana          | 16. Sieman, Indonesia           | 27. San Pedro de Atacama, Chile |                    |
| 7. Cuzco & Sacred Valley, Peru       | 17. Pangandaran, Indonesia      | 28. Roatán, Honduras            |                    |
| 8. Lago Llanquihue, Chile            | 18. Wakatobi, Indonesia         | 29. Belize City, Belize         |                    |
| 9. Southern Sardinia, Italy          | 19. Cayman Islands, West Indies | 30. Ras Al Khaimah, UAE         |                    |
| 10. Mara Naboisho Conservancy, Kenya | 20. Sinaloa Sur, Mexico         | 31. Dubrovnik, Croatia          |                    |
|                                      | 21. Sedona, Arizona, USA        |                                 |                    |



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

### Destination Management

14 criteria

- Strategy
- Effective DMMO Organization
- Monitoring
- Planning
- Visitor Satisfaction
- Safety & Security
- Crisis Planning
- Promotion

### Social & Economic

9 criteria

- Economic Monitoring
- Career Opportunities
- Community Opinion
- Support of community
- Education

### Community & Culture

6 Criteria

- Attraction Protection
- Visitor Management
- Visitor Behavior
- Site Interpretation

### Environment

12 Criteria

- Environmental Risks
- Wildfire Protection
- Energy
- Water Management
- Water Quality
- Light & Noise Pollution
- Public Transit

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**

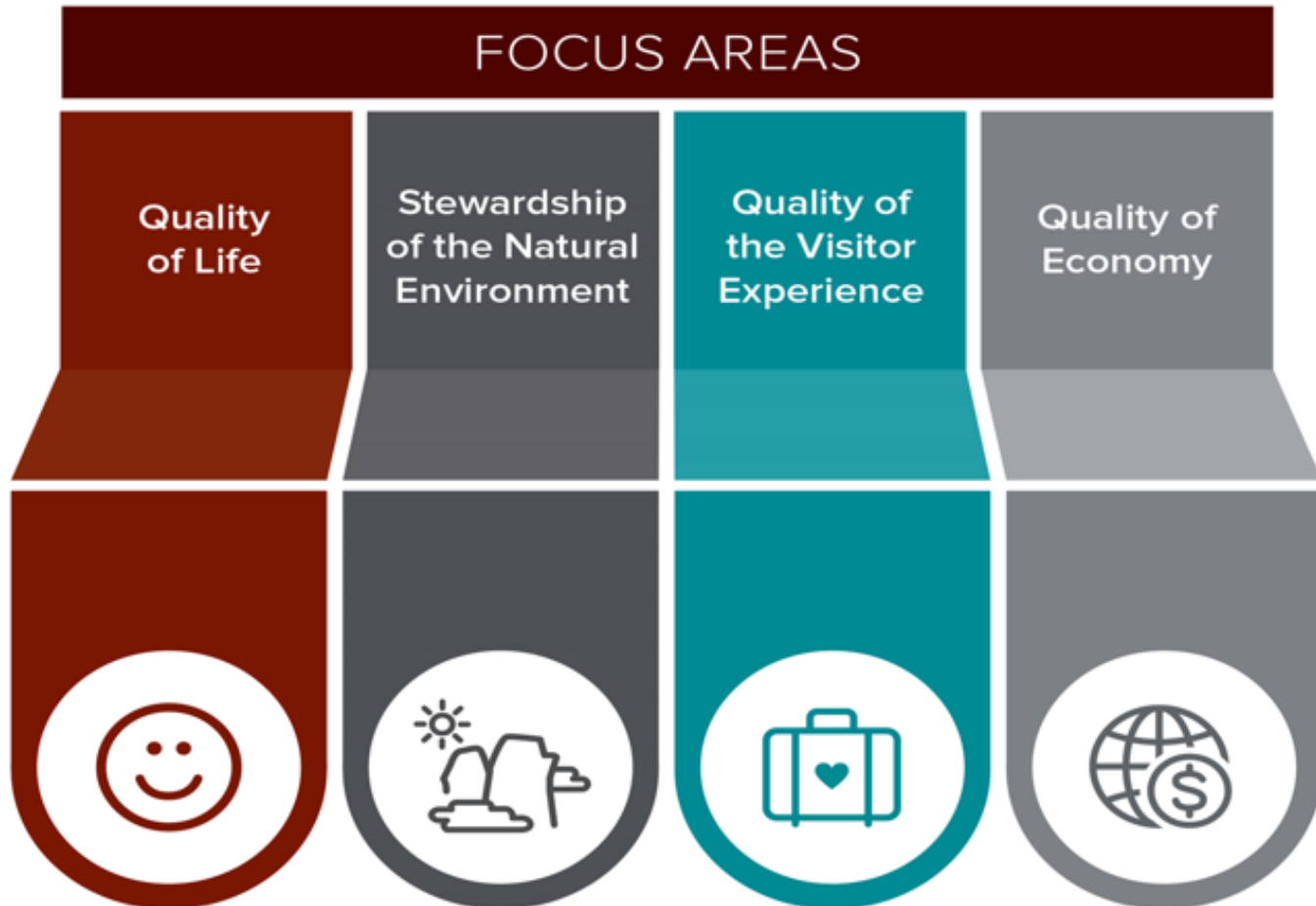
# PROCESS





[illegible]

# Shared Vision





**RESULTS**



# SUSTAINABLE TOURISM PLAN

## MISSION

*To lead the Tourism Industry in embracing sustainability practices that enable the long-term health of the community – 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 the destination as a national and international leader in destination stewardship.



## **Resident Quality of Life**

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



## **Quality of the Economy**

Shape and expand the economy in ways that ensure its long-term sustainability and vibrancy.



## **Visitor Experience**

Continue to provide an excellent visitor experience that highlights sustainability values and keeps visitors coming back



## ENVIRONMENT

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

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



## RESIDENT QUALITY OF LIFE

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

Objective 1	Expand <b>use of shuttle systems</b> to reduce vehicular traffic and enhance access to trails and other key destinations
Objective 2	Implement <b>new infrastructure and multi-modal solutions</b> to facilitate visitor traffic flows
Objective 3	Expand <b>use of technology</b> to help solve transportation challenges
Objective 4	<b>Deepen engagement with Sedona residents</b> , expanding their knowledge of tourism and efforts to manage it to an effective balance
Objective 5	Develop <b>new sustainability-focused experiences</b> that resonate with both Sedona residents and visitors
Objective 6	<b>Manage current and future accommodations</b> in ways that ensure they are in balance with long term sustainability of destination



## QUALITY OF THE ECONOMY

Shape and expand the economy in ways that ensure its long-term sustainability and vibrancy

Objective 1	Sustain <b>adequate levels of economic activity</b> in <b>need</b> periods and <b>disperse visitation</b> to moderate congestion
Objective 2	<b>Expand interagency collaboration</b> to maximize capabilities among diverse Sedona organizations
Objective 3	<b>Adjust tourism marketing</b> to achieve a balance between quality of life and a healthy economy
Objective 4	Pursue innovative approaches to <b>employee housing and training</b>





## **VISITOR EXPERIENCE**

Continue to provide an excellent visitor experience that highlights our sustainability values and keeps visitors coming back

### **Objective 1**

**Deepen understanding of existing experiences**, how best to access them, and how to apply sustainable practices while visiting

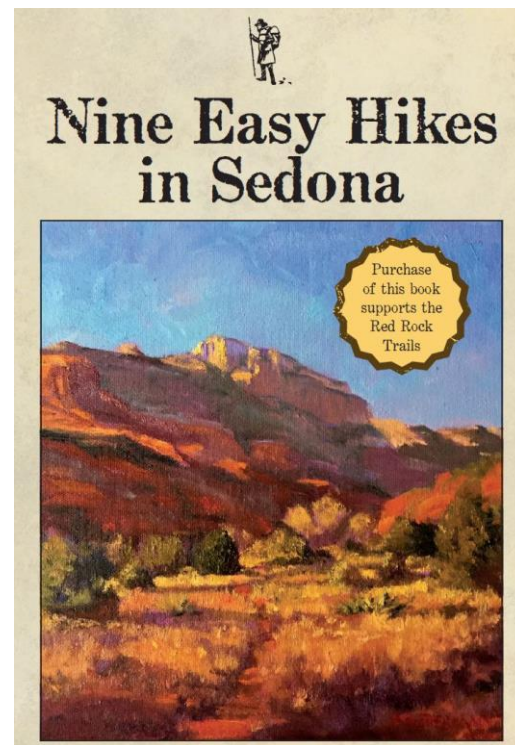
### **Objective 2**

Work to **disperse visitors across the broader Verde Valley** region to help moderate congestion at key Sedona experiences



# Caring for the *Environment*

Locals and Visitors  
*Together*





# “Volun – Tourism”







Desktop



Mobile



SedonaSecret7.com

#Secret7

**SEDONA**



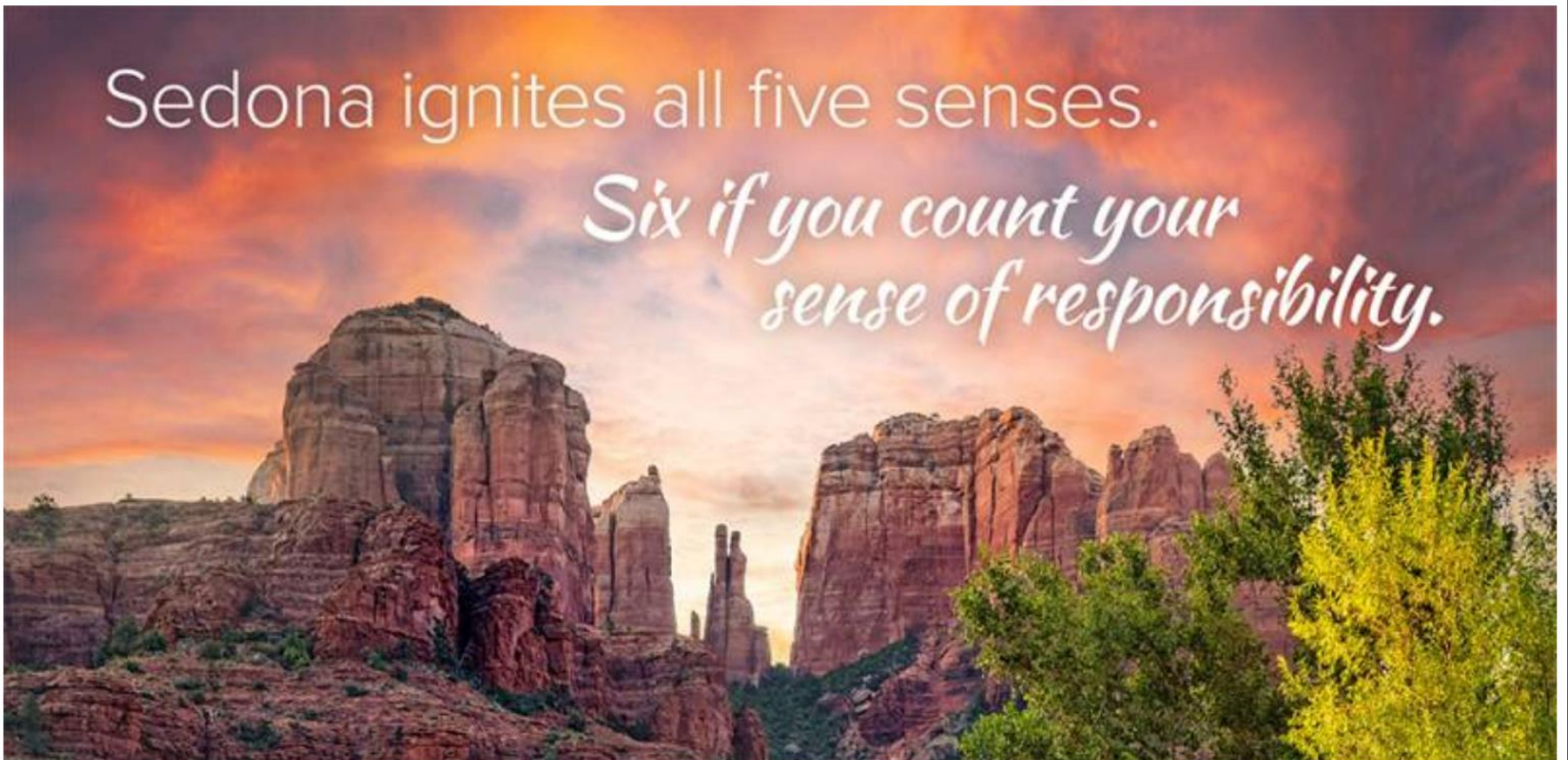
**CARES**

# TAKE THE SEDONA CARES PLEDGE

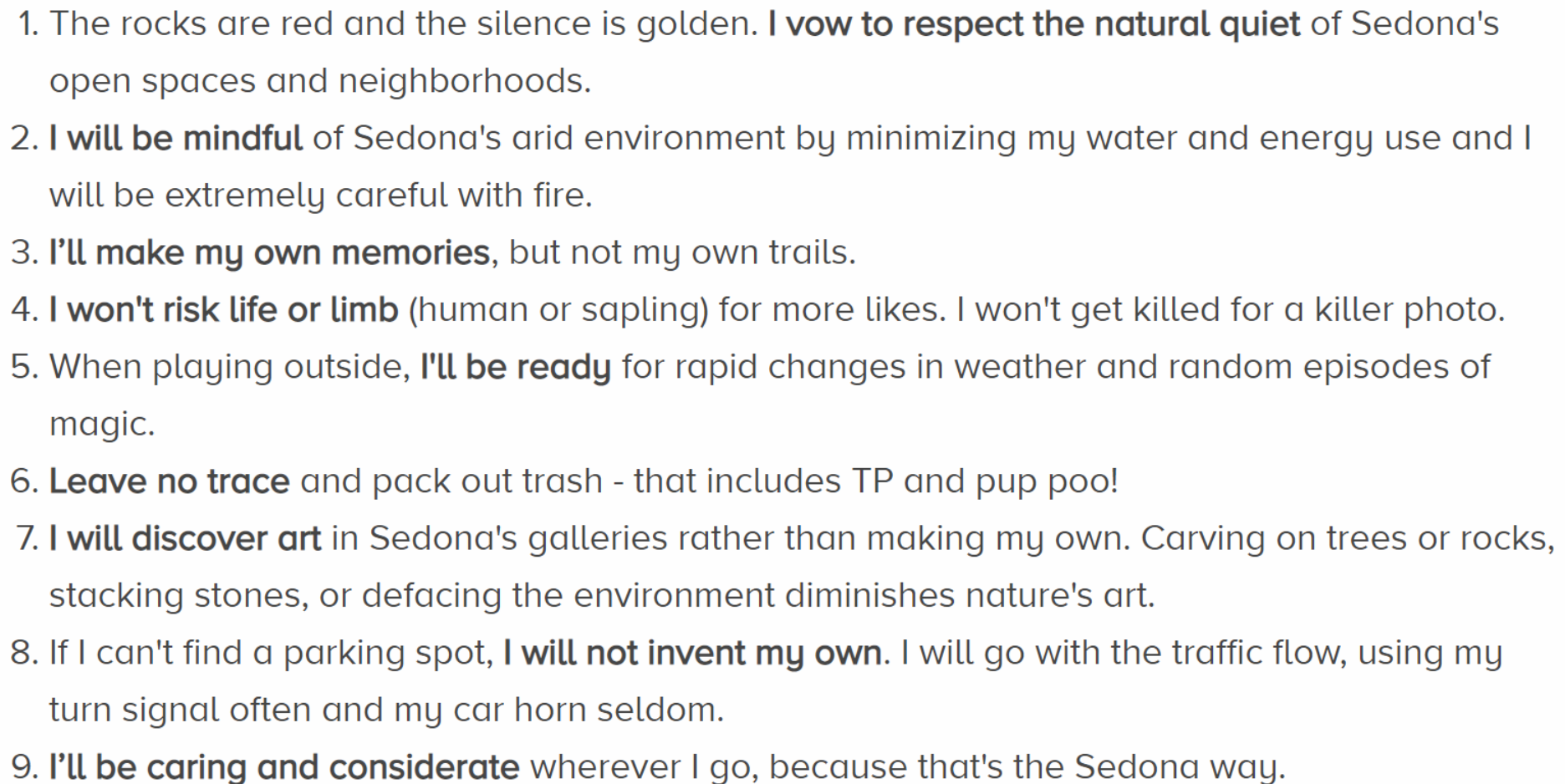


Sedona ignites all five senses.

*Six if you count your  
sense of responsibility.*





- 
1. The rocks are red and the silence is golden. **I vow to respect the natural quiet** of Sedona's open spaces and neighborhoods.
  2. **I will be mindful** of Sedona's arid environment by minimizing my water and energy use and I will be extremely careful with fire.
  3. **I'll make my own memories**, but not my own trails.
  4. **I won't risk life or limb** (human or sapling) for more likes. I won't get killed for a killer photo.
  5. When playing outside, **I'll be ready** for rapid changes in weather and random episodes of magic.
  6. **Leave no trace** and pack out trash - that includes TP and pup poo!
  7. **I will discover art** in Sedona's galleries rather than making my own. Carving on trees or rocks, stacking stones, or defacing the environment diminishes nature's art.
  8. If I can't find a parking spot, **I will not invent my own**. I will go with the traffic flow, using my turn signal often and my car horn seldom.
  9. **I'll be caring and considerate** wherever I go, because that's the Sedona way.

---

# Caring for...

# *Sedona locals*

Locals and Visitors  
*Together*

---



A word cloud shaped like a speech bubble, containing the words "WE CARE", "VALUE", "SENSE OF PRIDE", "LISTEN", and "COMMUNITY" in various sizes and colors. The words are arranged in a way that they appear to be floating within the speech bubble, with "WE CARE" and "VALUE" being the most prominent words in the center. "SENSE OF PRIDE" is also a large word, and "LISTEN" and "COMMUNITY" are smaller words scattered around the edges. The colors used are teal, green, red, and blue.



**Transportation**





G1 - Primary Gateway



ID9 - Primary Facility Identity



ID10 - Secondary Facility Identity



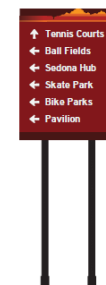
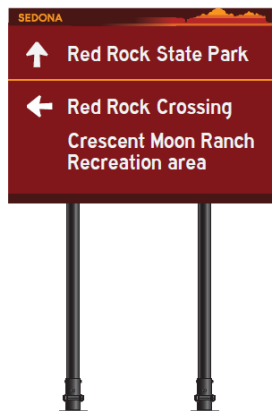
ID11 - Tertiary Facility Identity  
Multiple Line

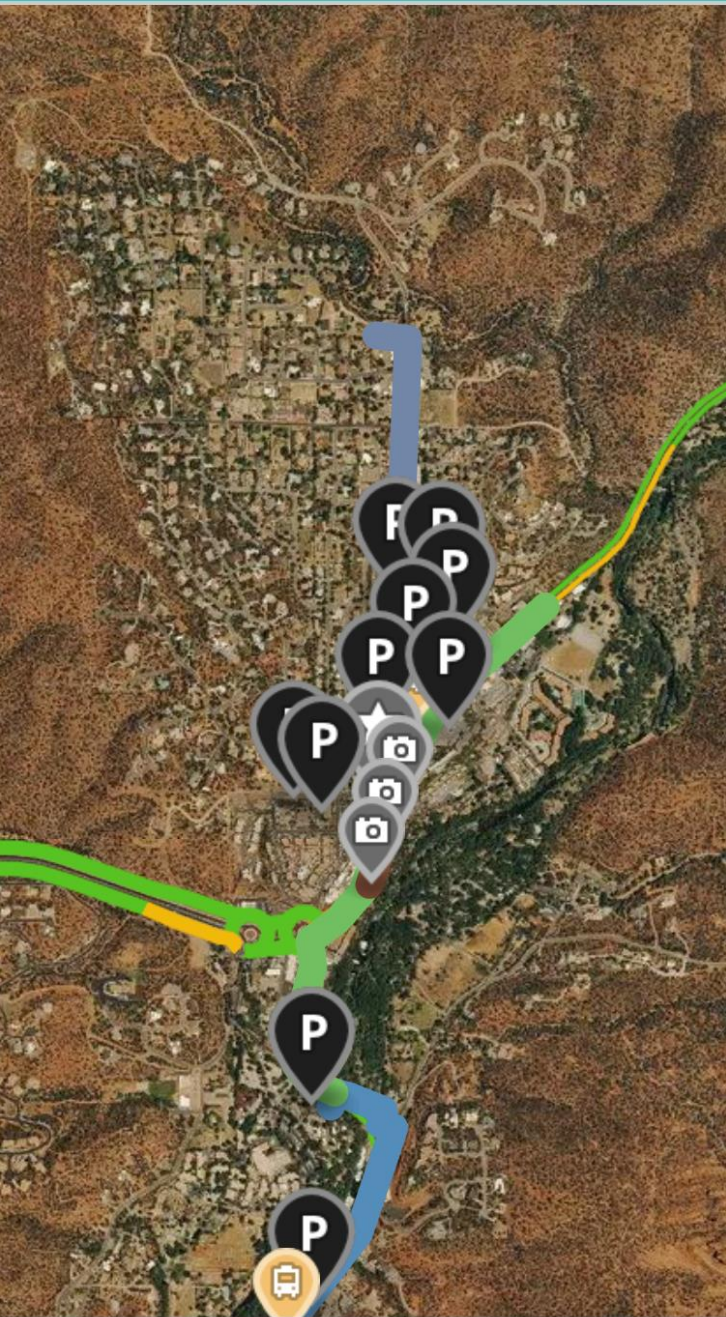


ID12 - Tertiary Facility Identity  
Single Line



ID13 - Trail Head Identity





# WalkSedona.com

---

- Featuring:
  - Galleries
  - Restaurants
  - Public Restrooms
  - Verde Lynx stops
  - Recycling stations
  - Trailheads
  - Public art
  - Traffic congestion



There are currently **(23)** parking spaces open in town. Refresh browser to show most up-to-date information.

OK

ParkInSedona.com



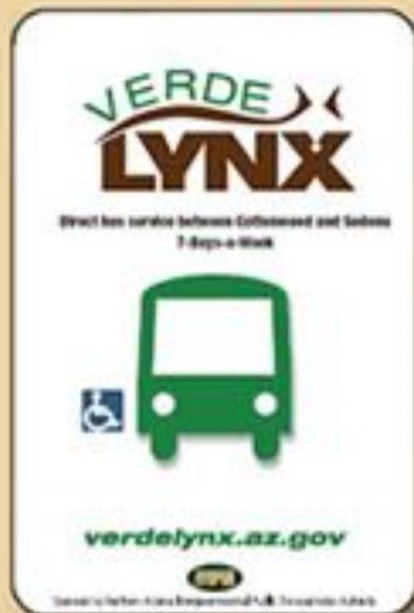




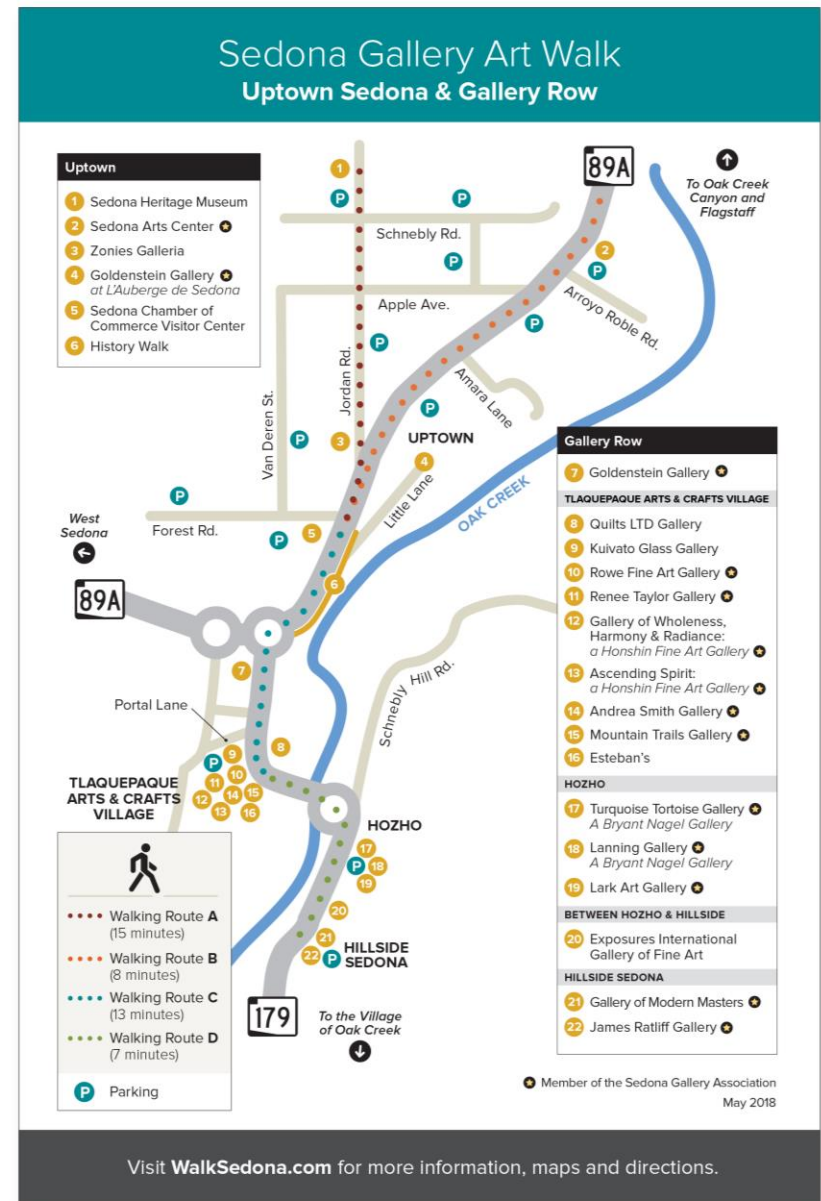
## How to Drive Roundabouts & Bike Safety Videos

# VERDE LYNX

COTTONWOOD ◀ ▶ SEDONA









# Caring for *Business*

Locals and Visitors  
*Together*





Support  
Local Business



# Drive Business During Need Seasons ONLY



**Summer**



**Spring**



**Fall**



**Winter**





# Success?

1. Quality of Economy (Taxes, jobs, business retention)
2. Visitor Experience (Satisfaction rate)
3. Resident Quality of Life (survey)
4. Perception of Sustainability
  - Residents / Businesses / Visitors

**With tourism success, comes  
great civic and social  
responsibility...**





The big picture of tourism is changing all around us. Adapting to change – *leading the change* – presents exciting new opportunities.







**Jennifer Wesselhoff, President/CEO**  
**Park City Chamber of Commerce | Convention & Visitors Bureau**  
**[Jennifer@visitparkcity.com](mailto:Jennifer@visitparkcity.com)**

Jennifer Wesselhoff

928-300-8229

Jennifer@visitparkcity.com

More information:  
[SedonaSustainable.com](http://SedonaSustainable.com)