

Sedona Fun Facts



Sources: 2017 Census; City of Sedona; National Citizens Survey

Community

Total City Area



Geographically Split

COCONINO
County



YAVAPAI
County



City Elevation
4,350^{ft}
(1,330 m)



Miles of Trails
300+

Total Population (2017)



Average Age of Residents



Median Home Value

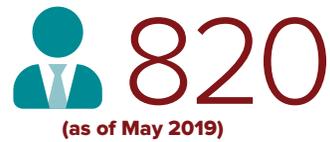


Number of Households



Bachelor's Degree or Higher

Number of Chamber Partners



Places of Worship



Non-profit Organizations



Number of Galleries & Shops



Number of Restaurants

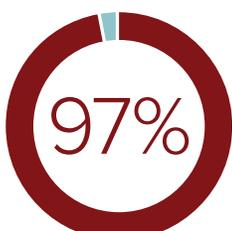


Retail TAX RATES Lodging

5.600%	State of Arizona	
3.500%	City of Sedona	3.500%
1.300%	Coconino County	1.300%
6.900%	TOTAL (Outside Sedona)	6.900%
10.400%	TOTAL (Inside Sedona)	13.900%
0.750%	Yavapai County	0.725%
6.350%	TOTAL (Outside Sedona)	6.325%
9.850%	TOTAL (Inside Sedona)	13.325%

Tax percentages by county (within/outside Sedona city limits) as of January 2018. Amounts subject to change.

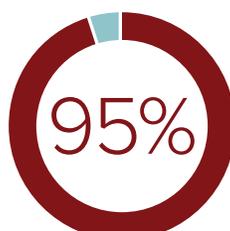
How Residents Rate Sedona (Quality of Life)



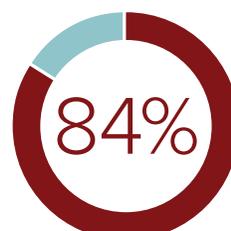
Safety



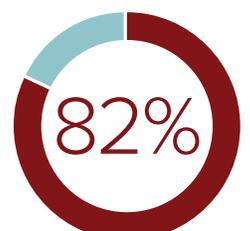
Cleanliness



Environment



Volunteering



Recreation

Sedona Fun Facts



Sources: 2018 Visitor Intercept Study; BRC Sedona Visitor Services; City of Sedona; Yavapai College

Tourism



Tourism is a
\$1 BILLION
Industry in Sedona



Tourism Generates
10,000
Jobs in Sedona

Sedona Visitors Generate Over

77% of the City's
Sales Tax
Revenues

Number of Annual Visitors (Approx.)

3 MILLION



37%
Day Tripper

\$293
Spending/Day



63%
Overnighter

\$618
Spending/Day

Typical Sedona Visitors

47 Average Age **2** Party Size
\$97K Household Income

97%
OF VISITORS

rate Sedona **above average (42%)**
or **excellent (55%)**

Average Length of Stay

3.5 NIGHTS

Number of Properties

65+ Includes Hotels,
Resorts, Bed & Breakfasts
and Timeshares

(**Equals More Than 4,000 ROOMS**)
not including Short Term Rentals, of which there are more
than 825 in the Sedona region

Accommodations (Where Visitors Stayed)



20%
Resort



33%
Hotel
(Full & Limited Service)



10%
Timeshare



7%
Private Home
(Friends & Family)



15%
Rental Home
(Short Term Rental)



8%
Bed & Breakfast



9%
Campground

Top Visitor Activities



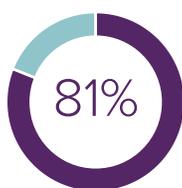
Sightseeing



Dining



Shopping



Outdoors
Hiking/Biking/Golf



Art
Galleries/Museums



Land Tour



Wellness
Spa/Vortex/Spiritual
Metaphysical



282,820
Walk-in Visitors Assisted*
*per Sedona Visitor Center



76%
Domestic



24%
International