

GROUP SALES PERFORMANCE DASHBOARD –January 2026

Year to date Tracking

Visalia Convention and Visitors Bureau Sales Comparison Recorded as Room Nights	GOAL	CY 2025 Actual	2024- 2025 Variance	CY2025 Goal vs Actual	CY 2026 Actual	2026 Variance	CY2026 Goal vs Actual	2025-2026 Variance
New VCVB Generated Leads Contracted	7,300	2,205	-5,097	30%				
2025 New VCVB Generated Leads Pending					3,460			
2026 New VCVB Generated Leads Pending					14			
VCVB Assists - Leads <u>Not Generated by VCVB</u> (Includes new and returning contracted and lost.)	2,000	21,885	19,885					
2025 Pending Assists					3,950			
2026 Pending Assists								
ADDITIONAL LEAD BROKERING								
New VCVB Generated Leads - Total		13,706						
New VCVB Generated Leads Lost		8,027			477			
Returning CVB Generated Leads Pending					1,210			
Returning VCVB Generated Leads Won		5,250						
Returning VCVB Generated Leads Lost		2,523						
					9,111			
							as of 01/09/2026	

GROUP SALES PERFORMANCE DASHBOARD –January 2026

Year to date Lost Reason Tracking

Reasons All Leads Were Lost (Number of groups)	2025 Room Nights	2026 Room Nights
TOTAL	18095	
1-Meeting Space not available: CY '25:10)	6870	
2-Location chosen based on preference or rotation (CY'25: 5)		
3-Partners or Client Declined all years proposed (CY'25:3)	1350	
4-Commercial Airport Access (CY'25: 4 CY'26: 1)	1149	400
5-3rd Party Planner did not deliver proposal (CY'25: 3)	3102	
6- Lack of Downtown Sleeping Rooms		
7-Unmet Expectations/cost:		
8-Unknown/Other: (CY'25: 6 - CY'26: 1)	2814	77
9-Canceled (CY'24: 5)		

GROUP SALES PERFORMANCE DASHBOARD –January 2026

Year to Date Servicing

26	United Pentacolstal Western District Ladies		2027 & 2028 contract facilitation	
26	Knights of Columbus- District Deputies January	Concierge Table		
26	Knights of Columbus _ District Deputies - July		VCC And Marriott Contract Facilitation	
26	United Pentacolstal Western District Men's		Contract Details, Discussion on "after Burn" concessions	
26	Rainbow Girls)	Attendees Microsites		
26	Knights of Columbus - State Convention	Two Microsites(staff and attendee) for attendees and staff, Tour Preentation. Golf Tournament Promotion Video	New lodging agreements with \$20 rebate for 26, 27,28. Sub committee meeting on punch list	Golf Tournament coordination with Mulligans, Tour creation and transportation coordination
26	WD Mens		contract questions, catering questions.	
26	3C2A Championship		Face to Face Meeting, Concierge Services, securing courtesy room blocks	

PERFORMANCE DASHBOARD

December 2025 Snapshot

****Gov't shutdown** Oct 1-Nov 12.

Visitation # not confirmed.

PR / FAM

Adventurers Guide to Hidden Heartland	Nat Geo Traveller UK Paid content	12/9/2025
Head for Sequoias, Stay for Charm	LA Times	12/16/2025
CA Not-to-Miss Events in2026	Media-Visit CA	12/17/2025

2025 VISITOR SERVICES

Source	DEC	YTD	Top Countries	Domestic
Walk-in	23	846	USA Russia	CA, CT, MI, TN, ID, NV, WA
Phone	2	63		
Digital	4	16		

Sequoia & Kings Canyon Visitation - 2025

Month	Sequoia	Kings Cyn	Combined Total	% of change to prior year
Jan	52,728	24,235	76,963	18%
Feb	41,834	16,869	58,703	9%
Mar	76,089	23,674	99,763	11%
Apr	105,279	43,209	148,488	22%
May	139,514	99,931	239,445	5%
Jun	162,711	71,307	234,018	2%
Jul	201,439	132,481	333,920	0%
Aug	196,342	122,833	319,175	2%
Sep	147,732	88,671	236,403	-2%
Oct	123,459	70,361	193,820	4%
Nov	80,547	37,687	118,234	13%
Dec	63,500	21,680	85,180	5%

Previous **YEAR** comparison



Big Blend Radio
Dec 4, 2025

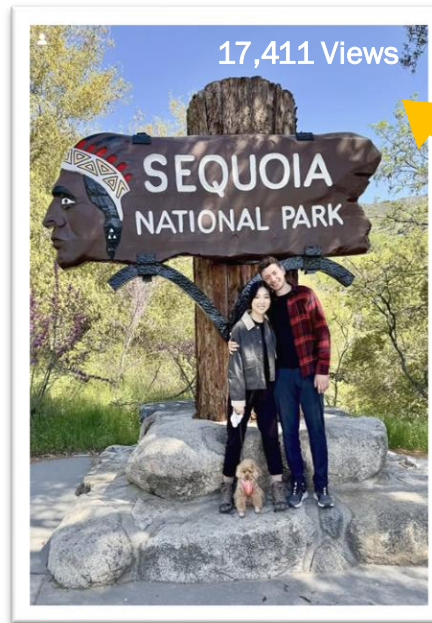
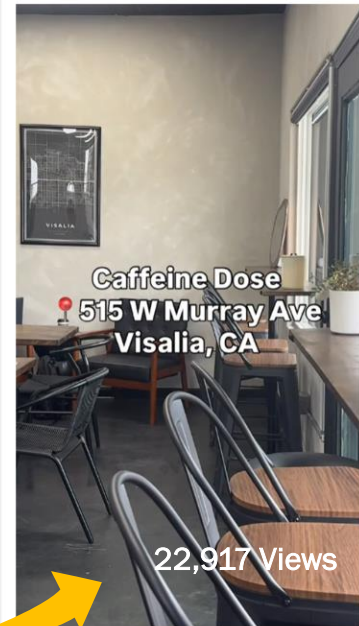
[Winter Experiences in Sequoia Country](#)

INSTAGRAM:
Top Social Media
Platform
Instagram
[@visitvisalia](#)

Total
Followers
38K+

PERFORMANCE DASHBOARD

Social Media DECEMBER 2025



SOCIAL MEDIA

SOCIAL MEDIA FOLLOWERS

12K	18.9K	148	455

2,097,595
Facebook Views

121.7K
Instagram Views

YouTube
Video
Stats:

1.3K
Views

6.5
Watch Time

TikTok

Video Views: 28K
Profile Views: 339
Followers: 6.8K

Pinterest

Imp: 4.3K
Eng: 202
Audience:
2.92K

Consumer Newsletter – December 2025:

Winter Adventures, Holiday Guide, 2026 Fee Free Days, Trek to the Trees, Bird Count, NYE

Sends: 7,206 | Opens: 31.95% | CTR: 5.69%



Website Results: [Link to complete report](#)

PERFORMANCE DASHBOARD
DECEMBER 2025 Snapshot

	Landing page	Views ▼	Key events	Views per session
1.	/winter-in-the-parks	17,569	73	1.15
2.	/calendar	7,740	9	3.1
3.	/	3,769	88	2.39
4.	/sequoia-national-p...	3,472	62	2.51
5.	/stay	2,968	138	1.42
6.	/things-to-do	2,606	90	2.76
7.	/articles/10-things-t...	1,342	32	1.3
8.	/hiking	931	9	1.99
9.	/eventdetail/2502/a...	917	0	1.79

Website Performance Summary				
Active users	Event count	Engagement rate	Key events	Sessions
32.8K	249.3K	39.09%	1.1K	38.1K
↓ -21.2%	↓ -23.9%	↓ -10.7%	↓ -82.4%	↓ -26.5%

Session Channel	Sessions	Views ▼	Views per user	Engagement rate	Key events	Session key event rate	Event count per user
1... Organic Search	11,023	22,487	2.75	66.68%	596	4.12%	13.06
2... Paid Social	12,293	13,683	1.22	17.06%	58	0.39%	4.13
3... Paid Search	3,901	9,442	2.88	66.83%	276	5.18%	12.49
4... Display	5,759	5,894	1.12	9.19%	1	0.02%	3.42
5... Direct	3,317	5,120	1.75	41.6%	83	1.75%	7.36
6... Referral	1,312	2,364	2.19	69.13%	73	2.67%	10.86
7... Cross-network	258	545	2.29	57.36%	8	2.71%	8.89
8... Organic Social	358	423	1.24	33.52%	2	0.28%	4.99
9... Unassigned	109	99	0.97	20.18%	3	1.83%	4.54
1... Organic Video	1	1	1	0%	0	0%	3

Previous YEAR comparison