

PERFORMANCE DASHBOARD – January 2025

Convention Sales Pipeline – December Results

Open Leads | RFPs:

Sourcing rooms and meeting space

Proposal Submitted-

Contracts Pending:

Client has received proposal and/or contracts.

Contracted: Meetings was awarded to Visalia and signed contracts have been received

Lost Business:

Client has declined Visalia's proposal in favor of another destination.

Servicing: Visit Visalia provided event services such as Concierge Table, Press Release, Registration supplies, Welcome Posters, etc.

Open Leads: 4 RFPs | 970 RN

**Proposals Submitted
Contracts Pending
Pending 14 | 7762 RN**

**YTD Contracted Events:
17 | 4312 RN**

**YTD Lost
Events:
36 | 16,927 RN**

**Serviced
0**

PERFORMANCE DASHBOARD

December 2024 Snapshot

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

Website Performance Summary

Active users	Event count	Engagement rate	Key events	Sessions
41.6K	327.5K	43.77%	6.2K	51.8K
↑ 8.8%	↑ 12.5%	↓ -16.0%	↑ 173.3%	↑ 15.4%

Previous YEAR comparison

	Landing page	Views ▾	Key events	Views per session
1.	/	15,698	1,538	1.49
2.	/stay	10,353	519	1.23
3.	/plan	9,627	342	1.19
4.	/calendar	6,890	326	2.8
5.	/eventdetail/1682/a...	5,429	473	1.42
6.	/things-to-do	3,387	316	2.74
7.	/where-to-see-holid...	2,999	607	1.74
8.	/itineraries	2,450	160	2.75
9.	/FINALDRAFTOKTO...	1,977	0	16.75

Channel Performance Detail

Views	Event count per user	Key events	Total users	Active users
81,791	7.87	6,245	42,471	41,612

Session Channel	Sessions	Views ▾	Views per user	Engagement rate	Key events	Session key event rate	Event count per user
1... Organic Search	14,571	27,122	2.45	69.69%	2,669	15.5%	11.57
2... Paid Social	16,140	19,373	1.53	21.86%	705	4.21%	4.61
3... Paid Search	10,335	16,415	1.92	43.51%	1,567	13.4%	8.01
4... Direct	4,173	6,642	1.81	33.07%	289	5.34%	6.77
5... Cross-network	4,606	6,584	1.63	54.88%	783	15.59%	7.03
6... Referral	1,716	4,850	3.34	52.62%	198	8.97%	11.27
7... Unassigned	408	464	1.25	23.28%	25	5.15%	4.65
8... Organic Social	159	203	1.3	63.52%	5	2.52%	5.38
9... Organic Video	41	49	1.2	12.2%	0	0%	3.98
1... Paid Video	31	38	1.36	41.94%	4	12.9%	6.18

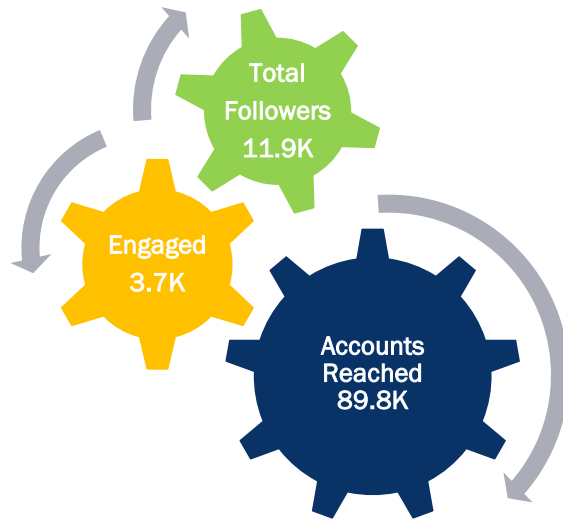
Demographic Detail

Total	41,612 100% of total	40,031 100% of total	22,672 100% of total
United States	39,559	37,954	22,028
(not set)	755	755	40
Mexico	319	305	111
Germany	122	122	31
United Kingdom	101	99	54
Canada	87	87	48

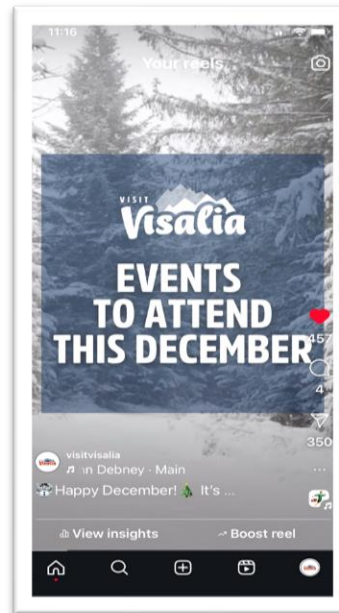
PERFORMANCE DASHBOARD

Social Media Dec 2024

INSTAGRAM: Top Social Media Platform

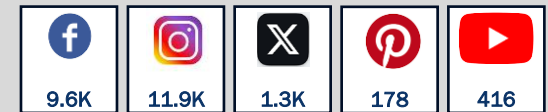


Plays: 16K
Reach: 7,889
Engagements: 925



SOCIAL MEDIA

SOCIAL MEDIA FOLLOWERS



2.08M

Facebook Reach

89.8K

Instagram Reach

YouTube
Video
Stats:

39.8K
Views

531.8 hrs
Watch Time

TikTok

Video Views: 22K
Profile Views: 355
Followers: 1.5K

Media Mentions



Big Blend Radio –Dec 5, 2024
Winter Magic and Holiday Fun
<https://discover-the-sequoias.podbean.com/>

PR / FAM

10 Places to visit in High Sierra	California High Sierra Newsletter	12/2/2024
Christmas Traditions in the High Sierra	CA High Sierra Newsletter/ Blog	12/2/2024
50 Amazing CA Attractions	Love Exploring	11/8/24
A Festival Among Giants	MediaDecision Scott McConkey	12/23/2024
A Festival Among Giants	Longview Journal Scott McConkey	12/23/2024
A Festival Among Giants	Northeast Mississippi Daily Journal - S McConkey	12/20/2024
A Festival Among Giants	Greenville Sun S McConkey	12/20/2024
A Festival Among Giants	Emporia Gazette S McConkey	12/20/2024
A Festival Among Giants	Fox 28 S McConkey	12/23/24

2024 VISITOR SERVICES

Source	DEC	YTD	Top Countries	States
Walk-in	42	966	USA Germany Australia	CA OH, NV, NY, NE, OR, WA
Phone	6	129		
Digital	1	11		

Sequoia & Kings Canyon Visitation - 2024

Month	Sequoia	Kings Cyn	Combined Total	% of change to prior year
Jan	48,948	16,534	65,482	56%
Feb	39,889	13,791	53,680	10%
Mar	69,652	20,096	89,748	903%*
Apr	89,121	32,384	121,505	108%
May	137,644	90,635	228,279	57%
Jun	124,873	103,491	228,364	5%
Jul	213,979	120,497	334,476	11%
Aug	200,233	112,327	312,560	21%
Sep	149,404	91,517	240,921	3%
Oct	118,346	68,821	187,167	13%
Nov	72,571	31,614	104,185	1%
Dec				

July saw 46% increase over June.

Sept: Coffee Pot Fire – Mineral King closed, some smoke impacts.

March: Hard closure due to winter road damage in 2023. Total visitation 8,952.