

# PERFORMANCE DASHBOARD – February 2025

## Convention Sales Pipeline – January 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: 2 RFP | 518 RN**

**Proposals Submitted  
Contracts Pending  
15 | 7,683 RN**

**YTD Contracted Events:  
6 | 2622 RN**

**YTD Lost  
Events:  
3 | 588 RN**

**Serviced  
4**

# PERFORMANCE DASHBOARD

February 2025 Snapshot

Website Results:

## Website Performance Summary

Active users	Event count	Engagement rate	Key events	Sessions
19.2K	181.0K	50.19%	3.1K	23.3K
↓ -28.2%	↓ -28.3%	↓ -6.9%	↓ -6.2%	↓ -27.6%

	Landing page	Views	Key events	Views per session
1.	/plan	6,334	184	1.24
2.	/calendar	5,340	334	2.5
3.	/	4,476	314	2.65
4.	(not set)	3,205	25	3.73
5.	/itineraries/visalia-b...	2,772	448	1.27
6.	/things-to-do	2,072	184	2.76
7.	/sequoia-national-p...	957	55	1.96
8.	/FINALDRAFTOKTO...	710	0	13.92
9.	/sequoia-national-p...	616	52	2.75



Visit Visalia AI Assistant

Welcome! I'm an AI from Visit Visalia, here to help with your inquiries on attractions, activities, and dining. While I don't know everything, I'm equipped with a vast array of Visalia-related information. Feel free to ask in any language.

**INTENTFUL**  
a GMS company

## Launching Soon!

A GenAI model that knows our business and brand, and tailors AI to become an integral part of our enterprise.

Session Channel	Sessions	Views	Views per user	Engagement rate	Key events	Session key event rate	Event count per user
1... Organic Search	10,447	20,007	2.45	68.01%	1,821	14.52%	12.26
2... Unassigned	5,403	9,912	1.91	19.56%	201	3.24%	4.77
3... Direct	2,741	5,228	2.56	52.9%	287	7.99%	11.13
4... Referral	1,851	4,613	3.16	67.31%	367	15.13%	13.99
5... Paid Social	2,458	2,971	1.4	31.94%	399	13.87%	5.06
6... Organic Social	180	235	1.48	61.67%	29	14.44%	6.48
7... Paid Search	132	194	1.66	28.03%	3	2.27%	6.91
8... Organic Video	47	47	1	2.13%	0	0%	3.04
9... Display	5	5	1	0%	0	0%	3
1... Cross-network	1	1	null	0%	0	0%	null

Previous **YEAR** comparison

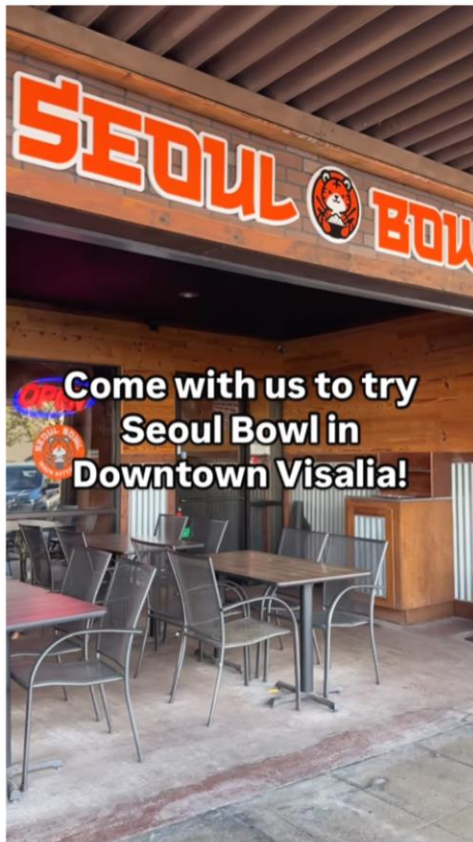
[Link to complete report](#)

# PERFORMANCE DASHBOARD

Social Media Feb 2025

INSTAGRAM:  
Top Social Media  
Platform

Instagram  
[@visitvisalia](#)



Plays: 153,153  
Reach: 108,961  
Engagements: 11,054  
Shares: 5,091  
Watch time: 300 hours

## SOCIAL MEDIA

### SOCIAL MEDIA FOLLOWERS

9.6K	12.9K	1.3K	178	420

162,873  
Facebook Views

135.7K  
Instagram Reach

YouTube  
Video  
Stats:

1.1K  
Views

11.1 hrs  
Watch Time

### TikTok

Video Views: 26K  
Profile Views: 302  
Followers: 1.7K

# PERFORMANCE DASHBOARD

## Marketing Feb 2025

### PR / FAM

<a href="#">Visit CA Roadtrip - Visalia</a>	Reisen Reisen Podcast	<a href="#">2/10/2025</a>
<a href="#">Sequoia Legacy Tree Celebration</a>	Valley Voice	<a href="#">2/13/2025</a>
<a href="#">Nearly century yr old tree to be cut down</a>	KSEE24 CBS47	<a href="#">2/13/2025</a>
<a href="#">Nearly century yr old tree to be cut down</a>	MSN	<a href="#">2/13/2025</a>
<a href="#">Sequoia Tree to be Removed</a>	Visalia Times Delta	<a href="#">2/18/2025</a>
<a href="#">Sequoia Tree Celebration</a>	The Sun Gazette	<a href="#">PAYWALL</a>
<a href="#">Sequoia Tree to be Removed</a>	<a href="#">Yahoo.com</a>	<a href="#">2/18/25</a>
<a href="#">Beloved Tree to be removed</a>	ABC30	<a href="#">2/20/25</a>
<a href="#">Majestic Mountain Loop - PAID</a>	Yosemite Journal Newsletter	<a href="#">2/19/2025</a>
<a href="#">Beloved Tree to be removed</a>	<a href="#">ABC30/Yahoo</a>	<a href="#">2/20/25</a>
<a href="#">Tree Ceremony</a>	KSEE 24	<a href="#">2/20/25</a>
<a href="#">Blossom and Orchard Trail</a>	Valley Voice	<a href="#">2/20/25</a>
<a href="#">Visalia Memorializes Tree</a>	CBS47	<a href="#">2/20/25</a>
<a href="#">Visalia 's Legacy Tree cut down</a>	Newsbreak-Fresno Bee	<a href="#">2/25/2025</a>

### 2025 VISITOR SERVICES

Source	FEB	YTD	Top Countries	Domestic Visitors
Walk-in	40	101	USA Mexico Canada Argentina Finland Slovenia Sweden	CA MA, MI, MS, WY, HI, TX
Phone	3	4		
Digital	1	11		

### 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				
Mar				
Apr				
May				
Jun				
Jul				
Aug				
Sep				
Oct				
Nov				
Dec				

January: very dry start to the year; little snow/rain.



Big Blend Radio –Feb 6, 2025  
Farms, Food and Flower Power Fun  
<https://discover-the-sequoias.podbean.com/>



# WELCOME

**WORLD  
AG EXPO**  
TULARE, CA 2025

Make the most of your visit and  
experience all Visalia has to offer!



On behalf of the City of Visalia, Welcome!

We are delighted to host you during the World Ag Expo, one of the most significant gatherings for the agricultural community. The dedicated volunteers and staff of the International Agri-Center have worked tirelessly to create an exceptional exhibition that advances innovation and fosters growth in your industry. We are proud to honor their contributions and recognize the tremendous economic and cultural impacts of this event.

Visalia is your home away from home, a place to unwind and recharge after a day of inspiration and discovery. Known for our proximity to the awe-inspiring Sequoias, we offer a perfect blend of natural beauty, warm hospitality, and vibrant amenities.

We invite you to explore our diverse dining options, unique attractions, and charming downtown. Every interaction, whether at a local eatery or on our picturesque streets, reflects Visalia's "ag-culture".

Your presence here means so much to us, and we are committed to exceeding your expectations during your stay.

Thank you for choosing Visalia.

*Brett*

Brett Taylor, Mayor  
City of Visalia



## PERFORMANCE DASHBOARD Event Marketing

### Digital Marketing:



### Visalia Senior Games

Flight: Jan 28–Feb 26, 2025  
Views: 46,925  
Reach: 24,540  
Clicks: 1,044  
CPC: \$0.27

**RESULTS: 28 Registrations by attendees 100+ miles away.**



### Visalia Blossom and Orchard Trail

Flight: Feb 12-Mar 7, 2025  
Views: 104.3K  
Reach: 53,202  
Clicks: 2,982  
CPC: \$0.12

### 2025 Sequoia Visitor Guide



### Consumer Newsletter

Feb 10, 2025

Sent: 6,693 | Open Rate: 44.29% | CTR: 4.41%

