

PERFORMANCE DASHBOARD – April 2025

Convention Sales Pipeline – March 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: 0 RFP | 0RN

**Proposals Submitted
Contracts Pending
14 | 8,113 RN**

**YTD Contracted Events:
12 | 4,037RN**

**YTD Lost
Events:
3 | 808 RN**

**Serviced
1**

PERFORMANCE DASHBOARD

March 2025 Snapshot

Top Landing Pages

	Landing page	Views ▼	Key events	Views per session
1.	/calendar	5,964	211	2.36
2.	/plan	4,544	29	1.12
3.	/	3,733	194	2.58
4.	/things-to-do	2,492	142	2.72
5.	/knights-of-columb...	1,209	54	1.7
6.	/sequoia-national-p...	938	52	1.79
7.	/itineraries/visalia-b...	844	77	1.23
8.	/FINALDRAFTOKTO...	570	0	13.9
9.	/visit-the-parks	494	5	1.37

Website Results:

[Link to complete report](#)

Previous YEAR comparison

Website Performance Summary

Active users	Event count	Engagement rate	Key events	Sessions
17.5K	177.5K	53.28%	2.2K	21.8K
↓ -67.2%	↓ -58.1%	↑ 23.0%	↓ -57.4%	↓ -64.4%

Session Channel	Sessions	Views ▼	Views per user	Engagement rate	Key events	Session key event rate	Event count per user
1... Organic Search	12,546	23,645	2.44	67.46%	1,669	10.72%	12.42
2... Unassigned	4,519	5,019	1.19	13.74%	40	0.82%	3.99
3... Direct	2,724	4,708	2.3	47.5%	221	6.24%	9.97
4... Referral	1,460	2,708	2.75	68.9%	148	8.56%	15.65
5... Paid Social	655	835	1.44	25.65%	62	7.79%	4.96
6... Organic Social	196	256	1.39	63.27%	13	6.12%	5.93
7... Paid Search	34	49	1.75	23.53%	1	2.94%	8.61
8... Display	14	14	1	7.14%	0	0%	3.14
9... Organic Video	4	8	2.67	50%	0	0%	11.33
1... Cross-network	2	2	null	0%	0	0%	null

PERFORMANCE DASHBOARD

Social Media March 2025

INSTAGRAM:
Top Social Media
Platform

Instagram
[@visitvisalia](#)



Plays: 18K
Reach: 8,460
Engagements: 427
Shares: 38

SOCIAL MEDIA

SOCIAL MEDIA FOLLOWERS



24,368
Facebook Views

55.1K
Instagram Reach

YouTube
Video
Stats:

507
Views

7.9 hrs
Watch Time

TikTok

Video Views: 50K
Profile Views: 662
Followers: 1.9K

PERFORMANCE DASHBOARD

Marketing March 2025

PR / FAM

Chief Salazar named Chair CPCA	CA Police Chiefs Assn Newsletter	3/12/2025
High Sierra Visitor Council	March Newsletter	3/1/2025
VCA Pan-Euro Mission-CVTA	German, English, French Travel Advisors + Media	3/28-4/2/2025



Big Blend Radio –Mar 6, 2025
Spring in CA's Sequoia Country
<https://discover-the-sequoias.podbean.com/>

2025 VISITOR SERVICES

Source	MAR	YTD	Top Countries	Domestic Visitors
Walk-in	78	179	USA Australia Spain Canada Belgium Germany	CA TX, FL, OH, OR, AZ, MS, NC, ND, WA, TN
Phone	2	6		
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	41,834	16,869	58,703	9%
Mar				
Apr				
May				
Jun				
Jul				
Aug				
Sep				
Oct				
Nov				
Dec				

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

MAY 1

STC CONCIERGE COLLEGE

Registration coming soon.



Kevin Symons



Steve Jones



Mina, Dom &
Peanut



Group Dinner

Live Visalian
Video Production