

PERFORMANCE DASHBOARD – September 2024

Convention Sales Pipeline

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 | 1,150 RN

**Proposals Submitted
Contracts Pending
Contracts 5 | 2510 RN**

**Contracted Events:
3 | 2050 RN**

**YTD Lost
Events:
27 | 11,368 RN**

**Serviced
1**

PERFORMANCE DASHBOARD

Website Results:

VISITVISALIA.COM SEPTEMBER 2024 SNAPSHOT			
Landing page	Views	Key events	Views per session
1. /	16,587	441	1.59
2. /plan	8,826	43	1.2
3. /dark-sky-festival	7,704	38	1.14
4. /calendar	6,359	20	2.45
5. /itineraries	3,948	115	2.44
6. /in-a-landscape-clas...	3,614	56	1.17
7. /things-to-do	3,589	158	2.47
8. /FINALDRAFTOKTO...	3,068	0	16.58
9. /sequoia-national-p...	1,612	48	1.66

320,600
EVENT COUNT

42,800
USERS

50,300
SESSIONS

46%
ENGAGEMENT RATE

↓

↓

↓

↓

-14%

-12%

-11%

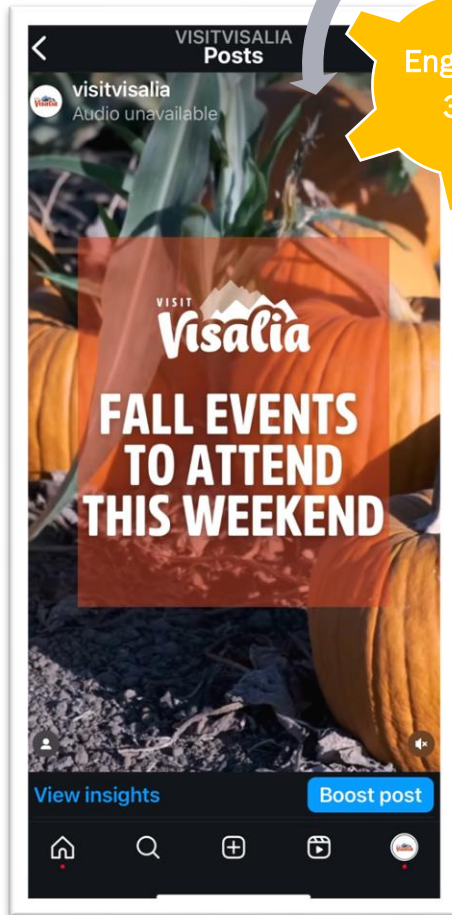
-1%

Previous YEAR comparison

VISITVISALIA.COM Geographic Detail SEPTEMBER 2024		
City	Active users	Key events
1. (not set)	3,225	
2. Los Angeles	3,194	
3. San Jose	2,287	
4. Visalia	1,732	
5. Sacramento	1,294	
6. San Francisco	1,105	
7. Seattle	798	
8. Phoenix	689	
9. Las Vegas	649	
1... Fresno	629	

PERFORMANCE DASHBOARD

INSTAGRAM:
Top Social Media
Platform

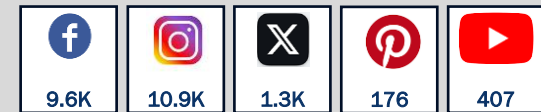


Plays: 20,203
Reach: 12,398
1.1K Engagements



SOCIAL MEDIA SEPTEMBER 2024

SOCIAL MEDIA FOLLOWERS



838K
Facebook Reach

179K
Instagram Reach

YouTube
Video
Stats:

585
Views

11.3 hrs
Watch Time

TikTok

Video Views: 12K
Profile Views: 255
Followers: 1.2K

PERFORMANCE DASHBOARD

Media Mentions



Big Blend Radio –Sept 6, 2024
Early Fall Fun in Sequoia Country
<https://discover-the-sequoias.podbean.com/>

PR – September 2024

Marjorie Dewey - Visit CA Japan	Sept 4, 2024	Visit includes Modesto, Yolo (CVTA)	Visit CA - Japan
Scott McConkey (MSN, Blog) Based in Ohio; wife Julie does the photography	Sept 6-8, 2024 Gold Pass	Dark Sky Festival SEKI MML with Ventura	IMM 2024
Svenja Borberg - Blogger Chamy Travels	Sept 19-22, 2024	VCA Germany	Visit CA - Germany
Kyle Mulinder - @BareKiwi Visit CA GIAB	Sep 20-22, 2024	National Parks trip to Channel Islands, SEKI and Yosemite	Visit CA GIAB

2024 VISITOR SERVICES

Source	SEP	YTD	Top Countries	States
Walk-in	127	809	USA (80) Mexico, Belgium, Germany, UK, France, Australia, Costa Rica, Poland, Argentina	CA
Phone	10	84		IA, MN, SC, IL, MI, NY, NV, TN, UT, VA, WA, AK, DC, PA
Digital	0	7		

Sequoia & Kings Canyon Visitation - 2024

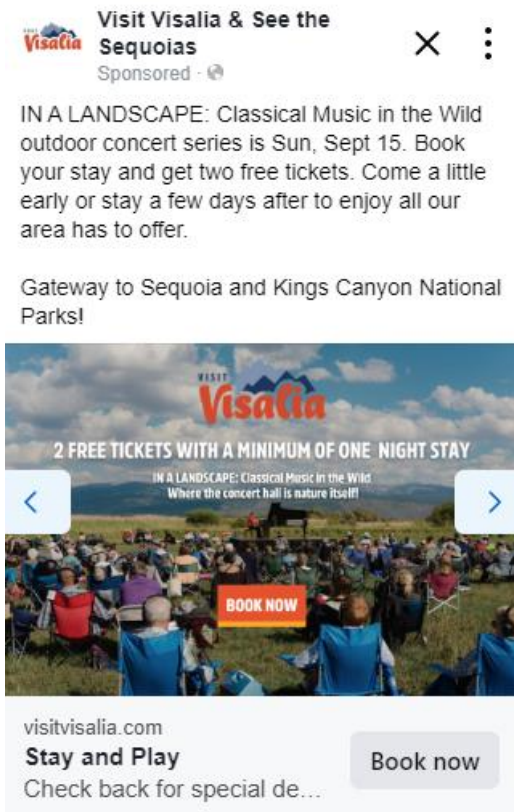
Month	Sequoia	Kings Cyn	Combined Total	% of change to prior year
Jan	48,948	16,534	65,482	56%
Feb	39,889	13,791	53,680	10%
Mar	69,652	20,096	89,748	903%*
Apr	89,121	32,384	121,505	108%
May	137,644	90,635	228,279	57%
Jun	124,873	103,491	228,364	5%
Jul	213,979	120,497	334,476	11%
Aug	200,233	112,327	312,560	21%
Sep				
Oct				
Nov				
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.

PERFORMANCE DASHBOARD

HOTEL BEDS: Campaign Live: Sept 15, 2024-Dec 15, 2024



Event Marketing - Facebook Ad:

IN A LANDSCAPE: Classical Music in the Wild

2 Free tickets

Flight: Aug 30-Sept 14, 2024

Spend: \$150

Reach: 33,603 | CTR: 318 | CPC: \$.47



IT'S TIME FOR AN ADVENTURE TO VISALIA

The Gateway to Sequoia & Kings Canyon
National Parks

Final Results

Concierge College:

September 26 – 8:00 – 10:30 am
at the Galaxy Theater in Tulare.

Total Estimated attendance: 40

