

PERFORMANCE DASHBOARD –October 2025

Convention Sales Pipeline –September 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: 11 RFP | 9475 RN

Returning: 3 | New: 8

Proposals Submitted | Contracts Pending

13 | 10,157 RN

Returning: 6 | New: 7

YTD Contracted Events:

24 | 8868 RN

New: 10 | 2148 RN

YTD Lost

Events:

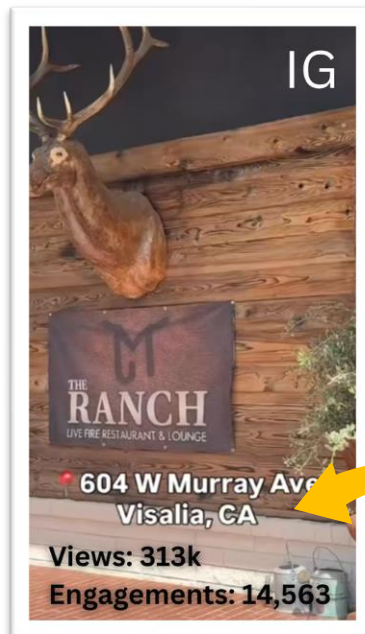
19 | 9311 RN

Serviced

2

INSTAGRAM: Top Social Media Platform

Instagram
[@visitvisalia](#)



Consumer Newsletter – September 2025:

Visalia Craft Beer Trail, From Summer to Fall in National Parks, Dark Sky Festival

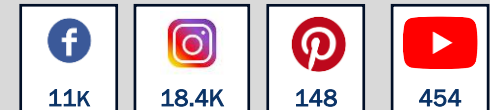
Sends: 6,658 | Opens: 41.56% | CTR: 6.68%

PERFORMANCE DASHBOARD

Social Media SEPTEMBER 2025

SOCIAL MEDIA

SOCIAL MEDIA FOLLOWERS



1,116,485

Facebook Views

46K

Instagram Reach

YouTube
Video
Stats:

TikTok

Video Views: 1.3M

Profile Views: 2.4K

Followers: 6K

Pinterest

Imp: 8.2K

Eng: 495

Audience:

5.14K



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

PERFORMANCE DASHBOARD
September 2025 Snapshot

Top Landing Pages

	Landing page	Views	Key events	Views per session
1.	/road-trips-scenic-dr...	15,776	72	1.26
2.	/fall-in-sequoia-and-...	12,837	29	1.16
3.	/calendar	7,848	14	2.78
4.	/sequoia-national-p...	6,326	124	2.64
5.	/articles/get-a-taste...	5,661	22	1.11
6.	/	5,418	162	2.08
7.	/itineraries/a-rock-le...	4,924	3	1.07
8.	/experience-visalia	3,955	11	1.14
9.	/stay	3,906	192	1.42

Increase in paid social traffic is why we see an increase in overall sessions but a decrease in engagement.

Website Performance Detail

Active users	Event count	Engagement rate	Key events	Sessions	Views per session
58.1K	407,267	35.89%	1,729	69,015	1.47
↑ 35.7%	↑ 27.0%	↓ -21.5%	↓ -16.2%	↑ 37.1%	↓ -6.1%



Session Channel	Sessions	Views	Views per user	Engagement rate	Key events	Session key event rate	Event count per user
1... Paid Social	34,171	39,862	1.41	23.2%	183	0.5%	4.65
2... Organic Search	12,608	25,080	2.56	66.54%	895	5.48%	12.61
3... Paid Search	7,068	15,727	2.7	65.46%	415	4.61%	12.1
4... Display	9,079	9,518	1.15	9.96%	0	0%	3.48
5... Direct	3,997	7,047	2.13	42.86%	124	2.28%	9.85
6... Referral	1,381	2,922	2.62	59.23%	82	3.91%	11.82
7... Paid Video	388	468	1.29	30.41%	5	0.26%	5.1
8... Cross-network	107	363	3.56	81.31%	8	5.61%	14.31
9... Organic Social	277	356	1.37	64.26%	7	2.53%	6.05
1... Unassigned	614	201	0.33	6.84%	8	0.98%	2.36

Previous YEAR comparison