

PERFORMANCE DASHBOARD – February 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: 11 RFPs | 2,900 RN

**Proposals Submitted
Contracts Pending
6 Contracts | 2,555 RN**

**Contracted Events:
3 | 710 RN**

**YTD Lost Events:
6 | 2,924 RN**

**Serviced
2**

PERFORMANCE DASHBOARD

February 2024

VISITVISALIA.COM FEB 2024 SNAPSHOT

TOP 10 PAGES

Page path	Views	User engagem...
1. /	11,583	<div></div>
2. /calendar	3,231	<div></div>
3. /things-to-do	3,081	<div></div>
4. /stay	2,513	<div></div>
5. /itineraries	2,095	<div></div>
6. /plan	1,820	<div></div>
7. /visitor-guide	994	<div></div>
8. /sequoia-nationa...	984	<div></div>
9. /dine	873	<div></div>
1... /newsletter-signup	792	<div></div>

258,100
EVENT COUNT



+5.5%

27,200
USERS



-28.7%

3.4K
CONVERSIONS



+59.4%

53%
ENGAGEMENT
RATE



+8.1%

Previous year comparison

SOCIAL MEDIA February 2024

SOCIAL MEDIA FOLLOWERS



557K

Facebook Reach

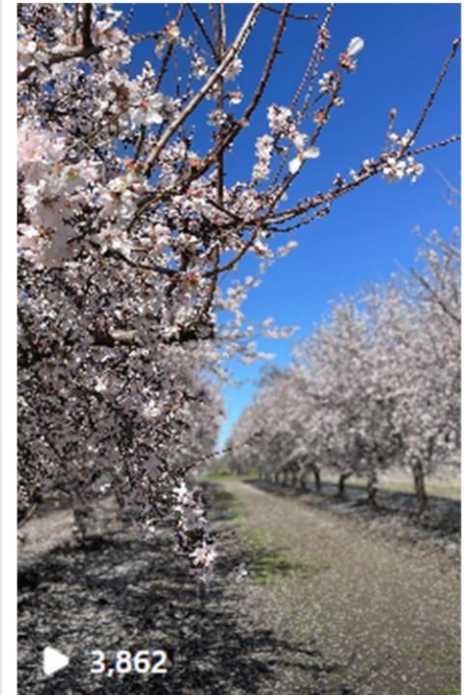
132K

Instagram Reach

YouTube
Video
Stats:

538
Views

9.4 hrs
Watch Time



Springtime Bliss

Visalia Blossom and
Orchard Trail

Plays: 3,862

Interactions: 262

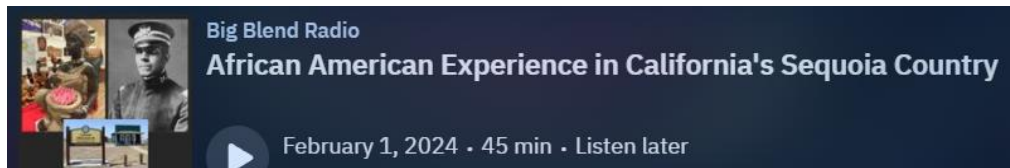


PERFORMANCE DASHBOARD

February 2024

Media Mentions

Big Blend Radio –February 1, 2024
African American Experience in Tulare County



Events and FAMs

Event	Date	Outlet/ Location
Go West Summit • 41 scheduled appts	Feb. 26-28, 2024	South Lake Tahoe
LA Travel Show (STC)	Feb. 3-4, 2024	Los Angeles
World Ad Expo Travel Booth	Feb 13-15, 2024	Tulare
Visit CA France Travel Agent FAM	March 22, 2024	

2024 VISITOR SERVICES

	February	YTD	Countries	States
Walk-in	43	100	USA Australia Germany Argentina	CA AR, TN, TX, WI, IL, MI
Phone	10	10		
Digital	0	2		

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				
Apr				
May				
Jun				
Jul				
Aug				
Sep				
Oct				
Nov				
Dec				