

# PERFORMANCE DASHBOARD – March 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: RFPs 7 | 1,030 RN**

**Proposals Submitted  
Contracts Pending  
Contracts 7 | 2,119 RN**

**Contracted Events:  
3 | 1,390 RN**

**YTD Lost Events:  
12 | 4,480 RN**

**Serviced  
3**

# PERFORMANCE DASHBOARD

## March 2024

### Website Results:

## VISITVISALIA.COM

### MARCH 2024 SNAPSHOT

#### TOP 10 PAGES

	Page path + query string and screen class	Views
1.	/plan	17,526
2.	/	13,659
3.	/stay	11,718
4.	/calendar	3,737
5.	/things-to-do	3,570
6.	/itineraries	1,855
7.	/newsletter-signup	1,599
8.	/eventdetail/1686/irish-fest-in-the-park	1,441
9.	/dine	1,150
10.	/family-fun	1,148

**424,000**  
EVENT COUNT  **+19.6%**

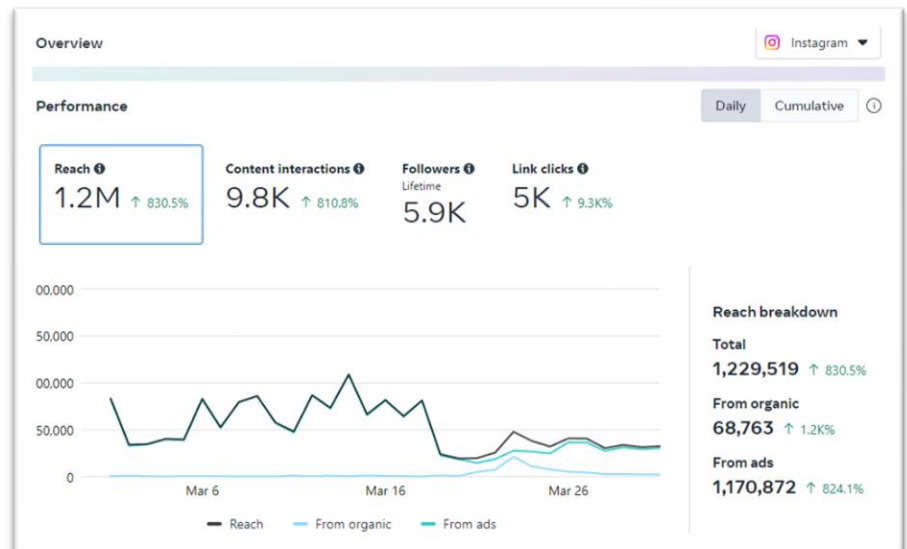
**53,500**  
USERS  **+1.8%**

**5.1K**  
CONVERSIONS  **+91.4%**

**43.31%**  
ENGAGEMENT RATE  **+2.1%**

Previous year comparison

### Social Media Results:



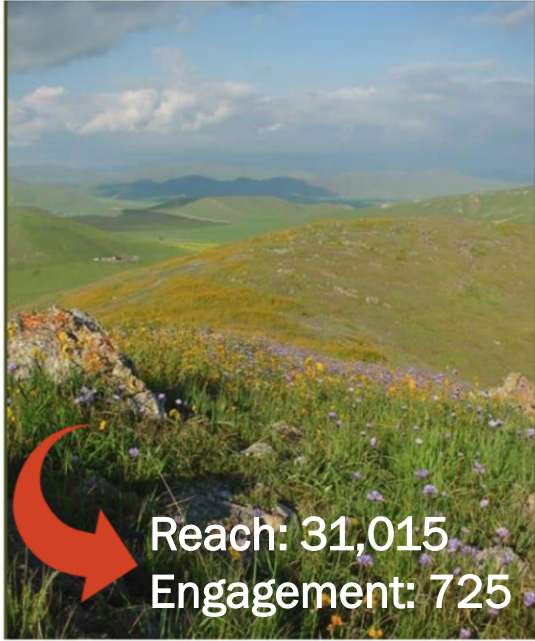
# PERFORMANCE DASHBOARD

## March 2024

Visit Visalia & See the Sequoias  
Published by Hootsuite · March 13 at 10:02 AM ·

Visalia is embracing the arrival of Spring 🌸🌿🍀

As the days grow longer and the air begins to warm, there's an undeniable sense of anticipation in the air. Spring is on the horizon, bringing with it a symphony of colors and scents that awaken the senses and rejuvenate the soul. This weekend is a great opportunity for us to enjoy the amazing landscapes that surround us! 🌄



Reach: 31,015  
Engagement: 725



107K



4,631

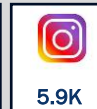
## SOCIAL MEDIA

March 2024

### SOCIAL MEDIA FOLLOWERS



9.2K



5.9K



1.3K



176



391

1.2 M

Facebook Reach

1.2 M

Instagram Reach

YouTube  
Video  
Stats:

572  
Views

10.3 hrs  
Watch Time





# PERFORMANCE DASHBOARD

## March 2024

### Media Mentions



Big Blend Radio –March 7, 2024  
Celebrating Spring in Sequoia Country



Reader's Digest Lisa Kadane	Winter Vacation Ideas	
<u>Bio Solutions</u> – (Client submitted)	Greenhouse Grower	3/6/2024
Big Blend Radio - STC Podcast	<u>Big Blend</u>	3/7/2024

### Events and FAMs

Event	Date	Outlet/ Location
Visit CA Outlook Forum	Mar 10-12, 2024	Palm Springs, CA
Visit CA France Travel Agent FAM	March 22, 2024	12 French Travel Agents sponsored by Visit CA

### 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				

### 2024 VISITOR SERVICES

	March	YTD	Countries	States
Walk-in	61	161	USA Germany Canada Belgium	CA CO, MA, NE, SC, UT, WA
Phone	14	24		
Digital	3	5		