

# PERFORMANCE DASHBOARD – May 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 | 1,250 RN**

**Proposals Submitted  
Contracts Pending  
Contracts 9 | 2,127 RN**

**Contracted Events:  
3 | 1,305 RN**

**YTD Lost Events:  
15 | 5,308 RN**

**Serviced  
2**

# PERFORMANCE DASHBOARD

## Website Results:

### VISITVISALIA.COM MAY 2024 SNAPSHOT

#### TOP 10 PAGES

|      | Page path             | Views ▾ | User engagem... |
|------|-----------------------|---------|-----------------|
| 1.   | /                     | 33,212  | <div></div>     |
| 2.   | /calendar             | 4,972   | <div></div>     |
| 3.   | /stay                 | 4,560   | <div></div>     |
| 4.   | /FINALDRAFTOK...      | 4,330   | <div></div>     |
| 5.   | /things-to-do         | 4,104   | <div></div>     |
| 6.   | /itineraries          | 3,490   | <div></div>     |
| 7.   | /newsletter-signup    | 2,198   | <div></div>     |
| 8.   | /family-fun           | 1,921   | <div></div>     |
| 9.   | /6-top-attractions... | 1,724   | <div></div>     |
| 1... | /sequoia-national...  | 1,556   | <div></div>     |

**471,300**  
EVENT COUNT



**+14%**

**52,100**  
USERS



**-3.1%**

**5.4K**  
CONVERSIONS



**-6.9%**

**51.44%**  
ENGAGEMENT RATE



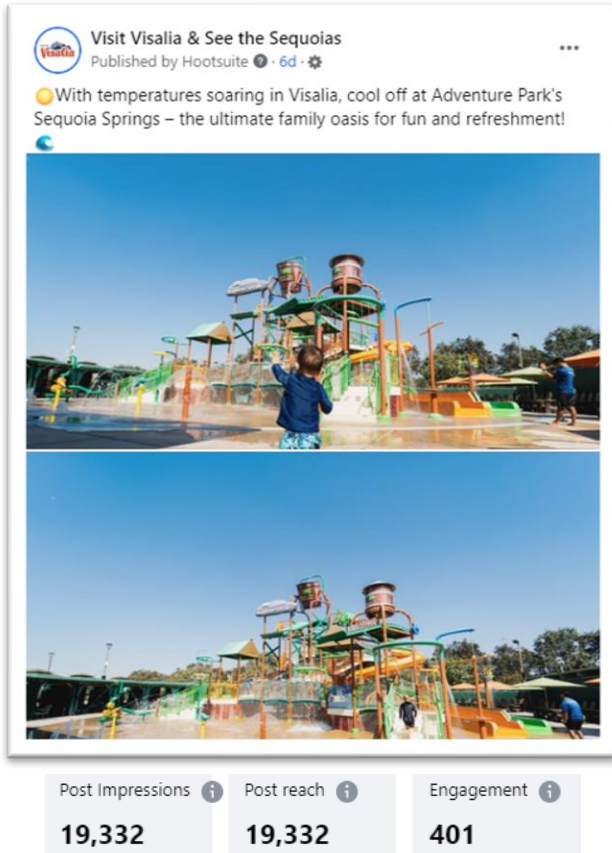
**+11.03%**

Previous year comparison

### VISITVISALIA.COM Demographic Detail MAY 2024

|    | Country ▾ +    | ↓ Users<br>-----               | New<br>users<br>-----          |
|----|----------------|--------------------------------|--------------------------------|
|    |                | <b>47,180</b><br>100% of total | <b>45,498</b><br>100% of total |
| 1  | United States  | 45,200                         | 43,565                         |
| 2  | Canada         | 232                            | 224                            |
| 3  | Germany        | 190                            | 163                            |
| 4  | United Kingdom | 169                            | 166                            |
| 5  | France         | 109                            | 104                            |
| 6  | Japan          | 100                            | 100                            |
| 7  | Mexico         | 89                             | 87                             |
| 8  | Australia      | 88                             | 87                             |
| 9  | Netherlands    | 83                             | 83                             |
| 10 | India          | 72                             | 70                             |






# PERFORMANCE DASHBOARD



| Impressions ⓘ       | Reach ⓘ             | Interactions ⓘ      |
|---------------------|---------------------|---------------------|
| 25,217              | 21,774              | 3,139               |
| Higher than typical | Higher than typical | Higher than typical |

## SOCIAL MEDIA May 2024

### SOCIAL MEDIA FOLLOWERS

|  |  |  |  |  |
|---|---|---|---|---|
| 9.4K  | 7.3K  | 1.3K  | 260   | 394   |

|                |                 |
|----------------|-----------------|
| 1,035K         | 342.1K          |
| Facebook Reach | Instagram Reach |

|                            |              |                        |
|----------------------------|--------------|------------------------|
| YouTube<br>Video<br>Stats: | 911<br>Views | 16.5 hrs<br>Watch Time |
|----------------------------|--------------|------------------------|

# PERFORMANCE DASHBOARD

## Media Mentions



Big Blend Radio –May 2, 2024  
 Ways to Explore and Experiences in Sequoia Country  
<https://discover-the-sequoias.podbean.com/>

## Events and FAMs

|   |                 |  |
|---|-----------------|--|
| American Rock Art Research Association    | May 3, 2024     | Site Visit                               |
| Ribanna Ginsberg                          | May 10, 2024    | German Tour Operator<br>Ruck Zuck Urlaub |
| Juan Toselli, Juan Toselli Int'l Tours    | May 8, 2024     | Travel Agency Argentina                  |
| Jane Canapini Grown Up Travels            | May 9-10, 2024  | Canadian Travel Writer                   |
| Georgina Fuller (Autistic Son and Father) | May 24-30, 2024 | iPaper, UK Press                         |

## 2024 VISITOR SERVICES

| Source  | May | YTD | Top Countries | States                  |
|---------|-----|-----|---------------|-------------------------|
| Walk-in | 142 | 402 | USA           | CA                      |
| Phone   | 11  | 53  | France        | AZ, TN, NJ, TX, FL, MA, |
| Digital | 0   | 5   | Germany       | IL, OK WI, CO, LA, MI,  |
|         |     |     | Netherlands   | NJ, OH, WA, WY          |
|         |     |     | UK            |                         |
|         |     |     | Canada        |                         |

## 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   |         |           |                |                           |
| Jul   |         |           |                |                           |
| Aug   |         |           |                |                           |
| Sep   |         |           |                |                           |
| Oct   |         |           |                |                           |
| Nov   |         |           |                |                           |
| Dec   |         |           |                |                           |

March: Hard closure due to winter road damage in 2023. Total visitation 8,952.