

# PERFORMANCE DASHBOARD – JULY 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: 1 RFPs | 45 RN**

**Proposals Submitted  
Contracts Pending  
Contracts 8 | 2702 RN**

**Contracted Events:  
3 | 1016**

**YTD Lost Events:  
25 | 11,782 RN**

**Serviced  
1**

# PERFORMANCE DASHBOARD

## Convention Sales

### LinkedIn Ad

Flights: July 5-Aug 5



#### Visit Visalia

377 followers

1mo •

We are excited to invite you to discover why Visalia is the perfect host city for your next convention or competition. Nestled in California's Central Valley, Visalia offers state-of-the-art facilities, stunning natural beauty, and exceptional servi ...see more



#### What Meeting Planners Say About Visalia

youtube.com

You and 4 others



Like



Comment

#### Post performance ?

Running on 1 campaign

Total	Sponsored	Organic
25,956	197	0.76%
Impressions	Engagements	Engagement rate
189	0.73%	5
Clicks	Click-through rate	Reactions
0	1	
Comments	Repost	

# PERFORMANCE DASHBOARD

## Website Results:

### VISITVISALIA.COM JULY 2024 SNAPSHOT

	Landing page	Views	Conversion s	Views per session
1.	/	38,976	516	1.36
2.	/FINALDRAFTOKTO...	5,855	0	20.47
3.	/calendar	4,809	66	2.17
4.	/itineraries	4,349	197	2.43
5.	/things-to-do	4,343	220	2.38
6.	/stay	3,381	413	1.45
7.	/sequoia-national-p...	2,550	100	1.67
8.	/6-top-attractions-in...	2,074	18	1.65
9.	/9-cant-miss-sequoi...	1,694	20	1.46

381,445

EVENT COUNT



-10.7%

52,900

USERS



.05%

60,514

SESSIONS



.01%

40.06%

ENGAGEMENT RATE



-25%

Previous year comparison

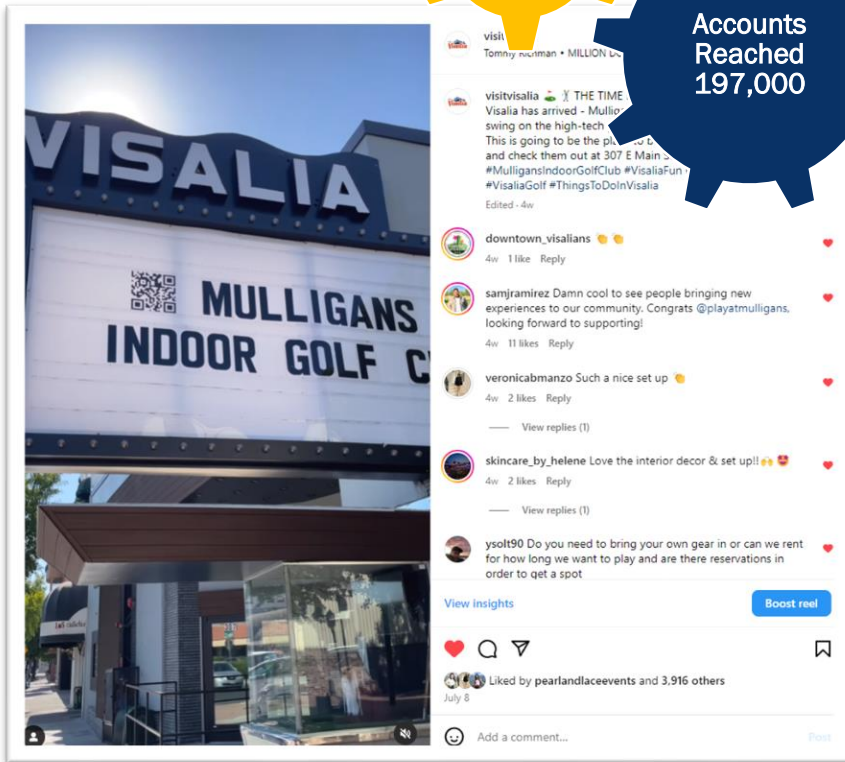
### VISITVISALIA.COM Geographic Detail JULY 2024

Country		↓ Users	New users	Engaged sessions
		52,866 100% of total	52,169 100% of total	24,243 100% of total
1	United States	50,741	50,002	23,151
2	(not set)	327	327	38
3	Canada	214	211	146
4	United Kingdom	146	143	93
5	Germany	132	122	93
6	Singapore	132	132	12
7	Mexico	103	101	61
8	Ireland	85	85	62
9	France	83	80	47
10	Netherlands	76	74	52

# PERFORMANCE DASHBOARD

INSTAGRAM:  
Top Social Media  
Platform

Stats:  
July 2024



## SOCIAL MEDIA JULY 2024

### SOCIAL MEDIA FOLLOWERS



Reach: 120,000 | 3,900 Likes  
92% non-followers | 500+ new follows

## Media Mentions



Big Blend Radio –July 4, 2024  
Super Summer in Sequoia Country  
<https://discover-the-sequoias.podbean.com/>

## PR - July

<a href="#">Perfect 3 Park Loop (MML)</a>	National Park Trips - Outside	<a href="#">7/7/2024</a>
<a href="#">California's Outdoor Wonderland</a>	Visit CA Consumer Newsletter	7/10/2024
<a href="#">Legacy Tree</a>	KSEE 24 / KGPE	<a href="#">7/26/24</a>
<a href="#">Legacy Tree</a>	Sun Gazette	<a href="#">7/27/24</a>
<a href="#">Legacy Tree</a>	Our Valley Voice	<a href="#">7/31/24</a>
<a href="#">Legacy Tree</a>	Visalia Stringer	
<a href="#">Legacy Tree</a>	CBS47	<a href="#">7/27/24</a>
<a href="#">Legacy Tree</a>	Visalia Home Shows	<a href="#">7/29/24</a>
<a href="#">Legacy Tree</a>	Visalia Times Delta	<a href="#">7/26/24</a>
<a href="#">Legacy Tree</a>	Yahoo News	<a href="#">7/26/24</a>
<a href="#">Legacy Tree - Interview with Mike Pesto</a>	My 97.5FM	8/1/2024

## 2024 VISITOR SERVICES

Source	JULY	YTD	Top Countries	States
Walk-in	100	613	USA (73) France, Bulgaria Russia, Germany, Netherlands, Netherlands, New Zealand	CA TX, NJ, IN, TN, MA, OR, AZ, CT, HI, LA, MO, OK, WA NC, NE, WI
Phone	3	67		
Digital	0	7		

## PERFORMANCE DASHBOARD

### 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	<b>903%*</b>
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				
Aug				
Sep				

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

# SEQUOIA LEGACY TREE

## “BELOVED LANDMARK IN DOWNTOWN VISALIA TO BE REMOVED”

[Click to read Press Release](#)



BELOVED LANDMARK IN DOWNTOWN VISALIA TO BE REMOVED

*Sequoia Legacy Tree To Be Removed*

### LOCAL NEWS

## Why is Visalia's Sequoia Legacy Tree being removed?

by: [Victoria Meza](#)

Posted: Jul 26, 2024 / 06:14 PM PDT

Updated: Jul 26, 2024 / 06:14 PM PDT

## Visalia's beloved Legacy Tree set for removal

By Karis Caddell Published July 27, 2024 • 8:00 am

## We're Losing A Piece Of Valley History

[Blogs Home](#)

[More Posts](#)

sted by Mike Pesto at Thursday, August 1, 2024 at 7:19 AM

▶ 0:00 / 0:00



KSEE articles

## Why is Visalia's Sequoia Legacy Tree being removed?

Victoria Meza

July 26, 2024 • 1 min read