
Visalia CVB Board Reports

MONTHLY INSIGHTS

DATE: APRIL 2026

PERFORMANCE DASHBOARD

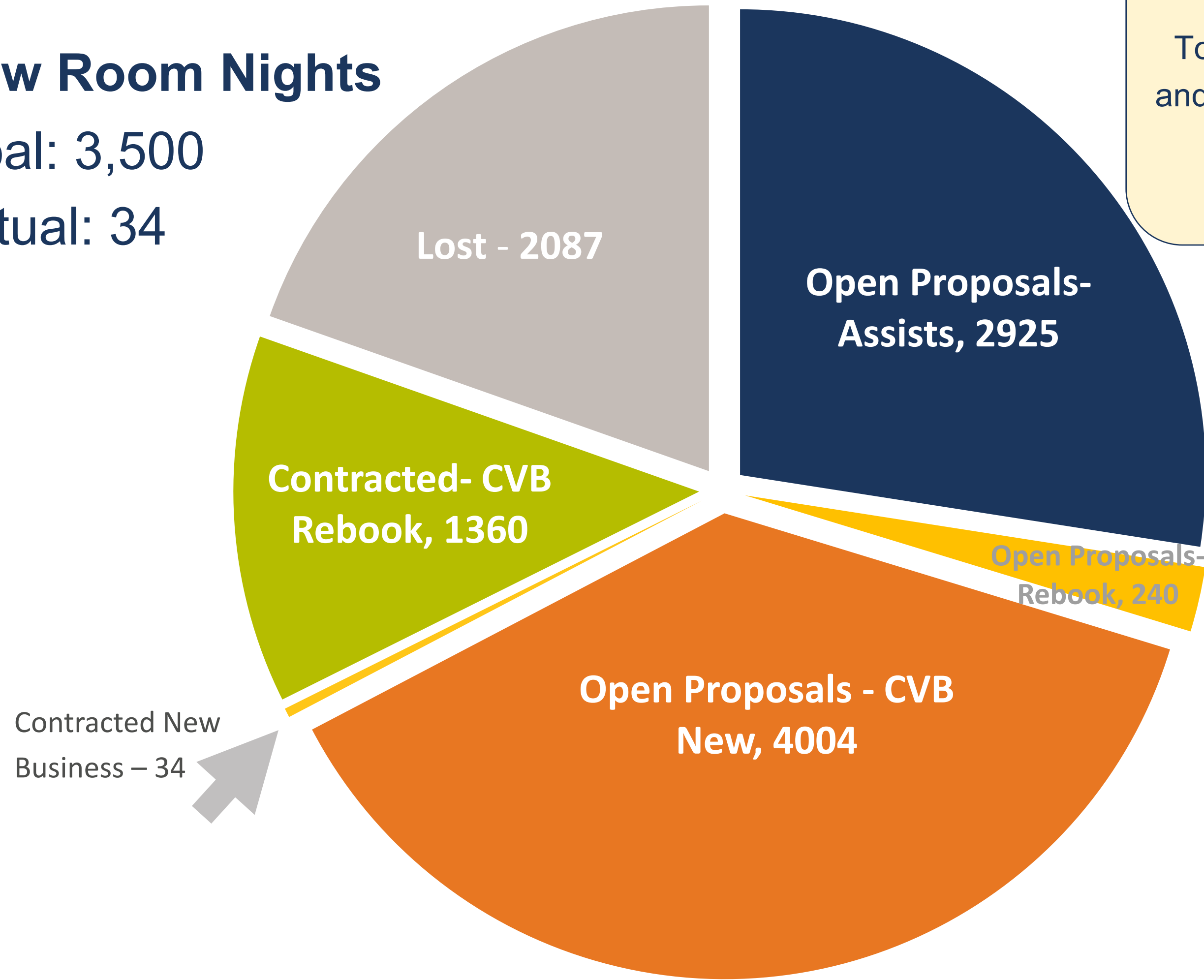
SNAPSHOT: AS OF 4/1/2026

Group Sales Pipeline

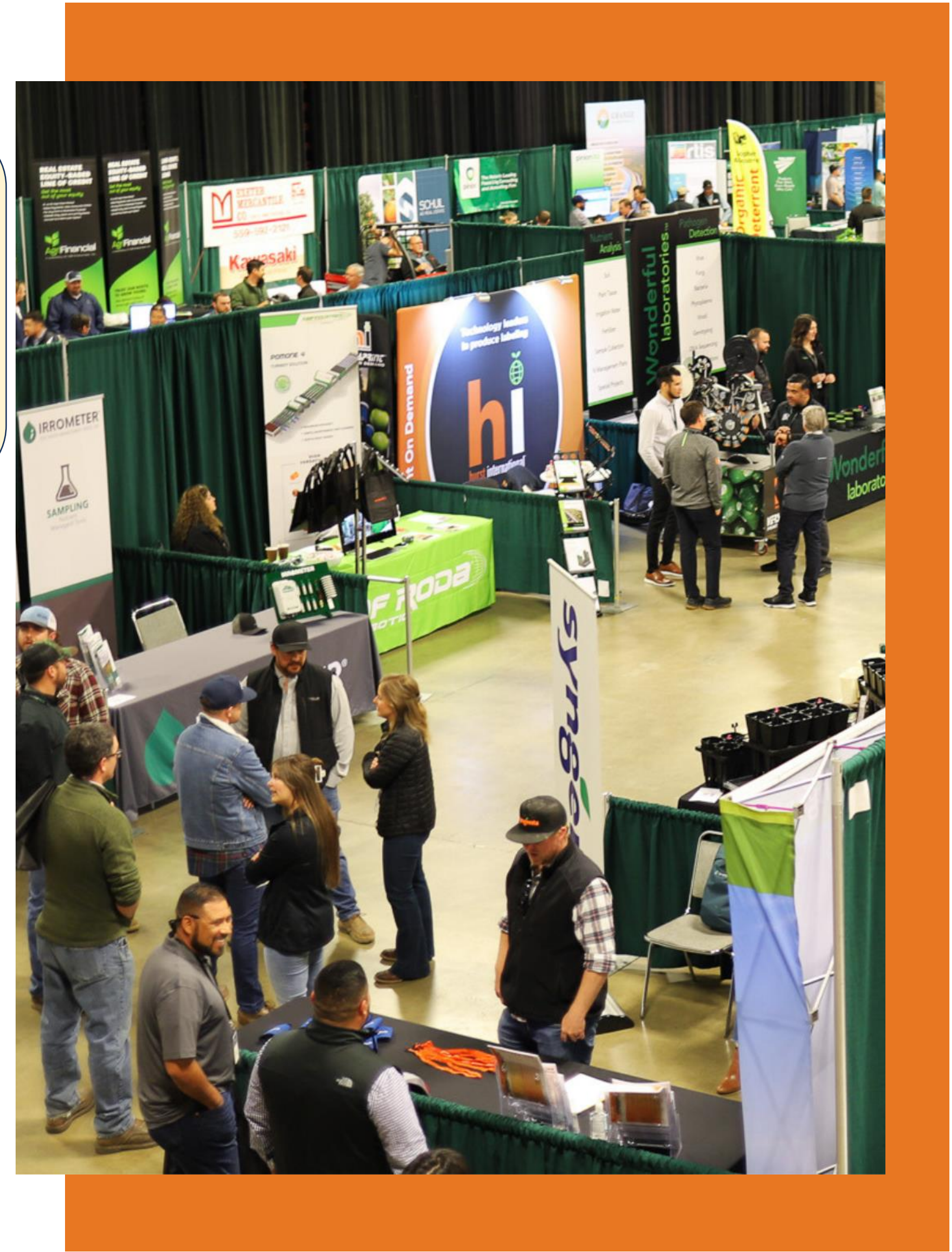
New Room Nights

Goal: 3,500

Actual: 34



10,429
Total Contracted and Pending Room Nights



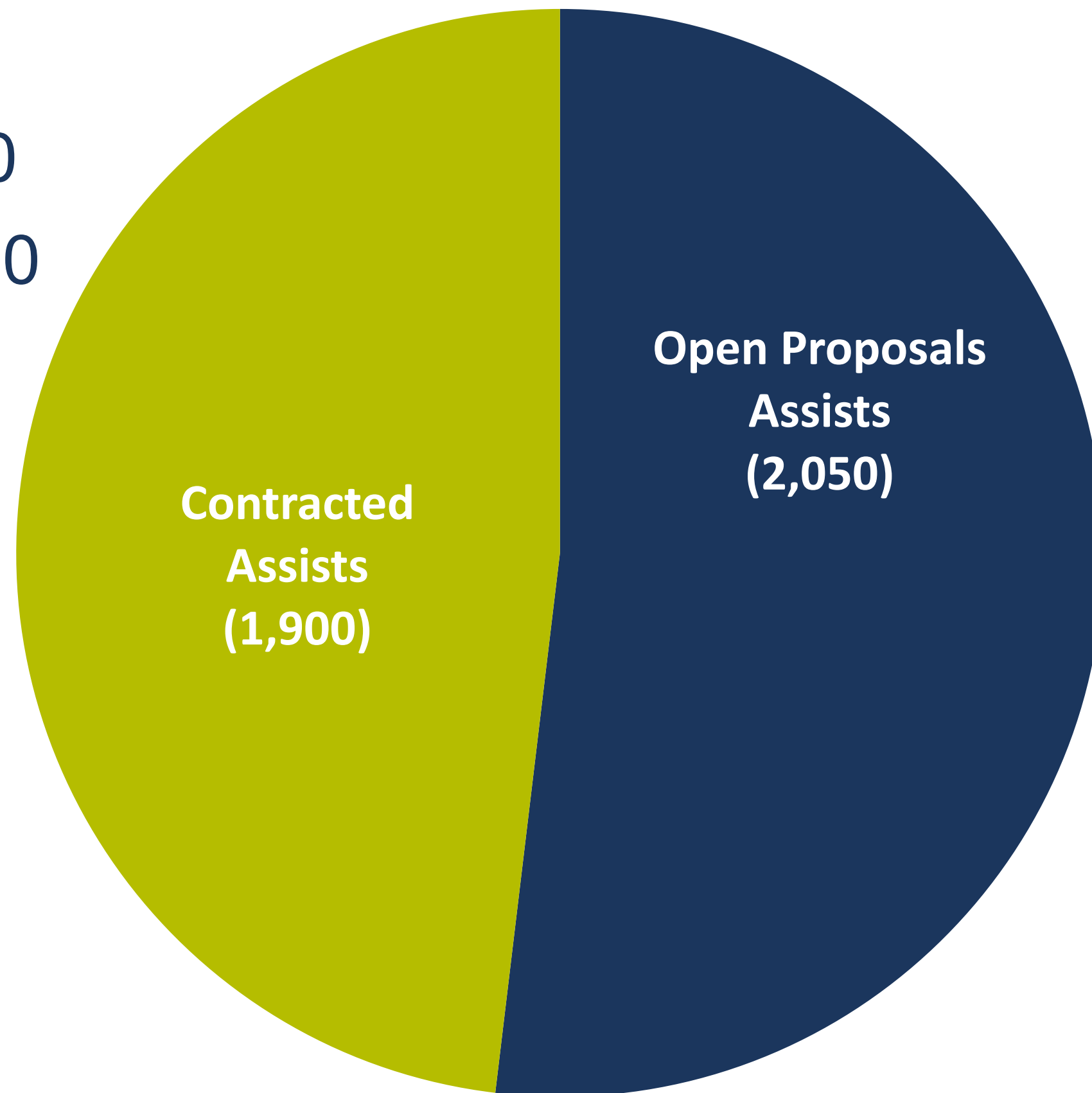
■ Open Proposals-Assists
 ■ Open Proposals-Rebook
 ■ Open Proposals - CVB New
 ■ Contracted-New
 ■ Contracted- CVB Rebook
 ■ Lost

PERFORMANCE DASHBOARD

SNAPSHOT: AS OF 04/01/2026

Group Sales Pipeline - ASSISTS

Assist RN
Goal: 2,000
Actual: 1,900



■ Open Proposals - Assists ■ Contracted - Assists ■ Lost Business-Assists



GROUP SALES: YEAR TO DATE LOST TRACKING AS OF 3/5/2026

Reasons All Leads Were Lost (Number of groups)	2025 Room Nights	2026 Room Nights
1-Meeting Space not available (2025:10)	6870	
2-Location chosen based on preference or rotation (2025: 5 - 2026: 1)	2810	1610
3-Partners or Client Declined all years proposed (2025: 3)	1350	
4-Commercial Airport Access (2025: 4 - 2026: 1)	1149	400
5-3rd Party Planner did not deliver proposal (2025: 3)	3102	
6- Lack of Downtown Sleeping Rooms		
7-Unmet Expectations/cost		
8-Unknown/Other: (2025: 6 - 2026: 1)	2814	77
9-Canceled (2024: 5)		
TOTAL	18095	2087

PERFORMANCE DASHBOARD

MARCH 2026 SNAPSHOT

Sequoia & Kings Canyon Visitation - 2026

Month	Sequoia	Kings Cyn	Combined Total	% of change YOY
Jan	61,845	21,932	83,777	9%
Feb*	46,246	16,744	62,990	7%
Mar				
Apr				
May				
Jun				
Jul				
Aug				
Sep				
Oct				
Nov				
Dec				

* Feb 16-28: Generals Hwy closed from Hospital Rock to Giant Forest due to snow.



Big Blend Podcast
Mar 5, 2026

[Flower Powered Adventures](#)

PR / FAM

Visalia: Gateway to Giant and Guardians of Water	WilderUtopia (OWAC)	3/12/2026
Rustic Cheese Shop Opens	Business Journal	3/17/2026
MML Road Trip Packs a Punch	Yahoo! Scott McConkey	3/21/2026
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MML Explore Three Parks	YouTube Flying Dawn Marie	3/26/2026

2026 VISITOR SERVICES

Source	MAR	YTD	Top Countries	Top States
Walk-in	55	184	USA	CA, CO, WA, IL, KS, LA, MT, PA, VA
Phone	8	27		
Digital	1	4		

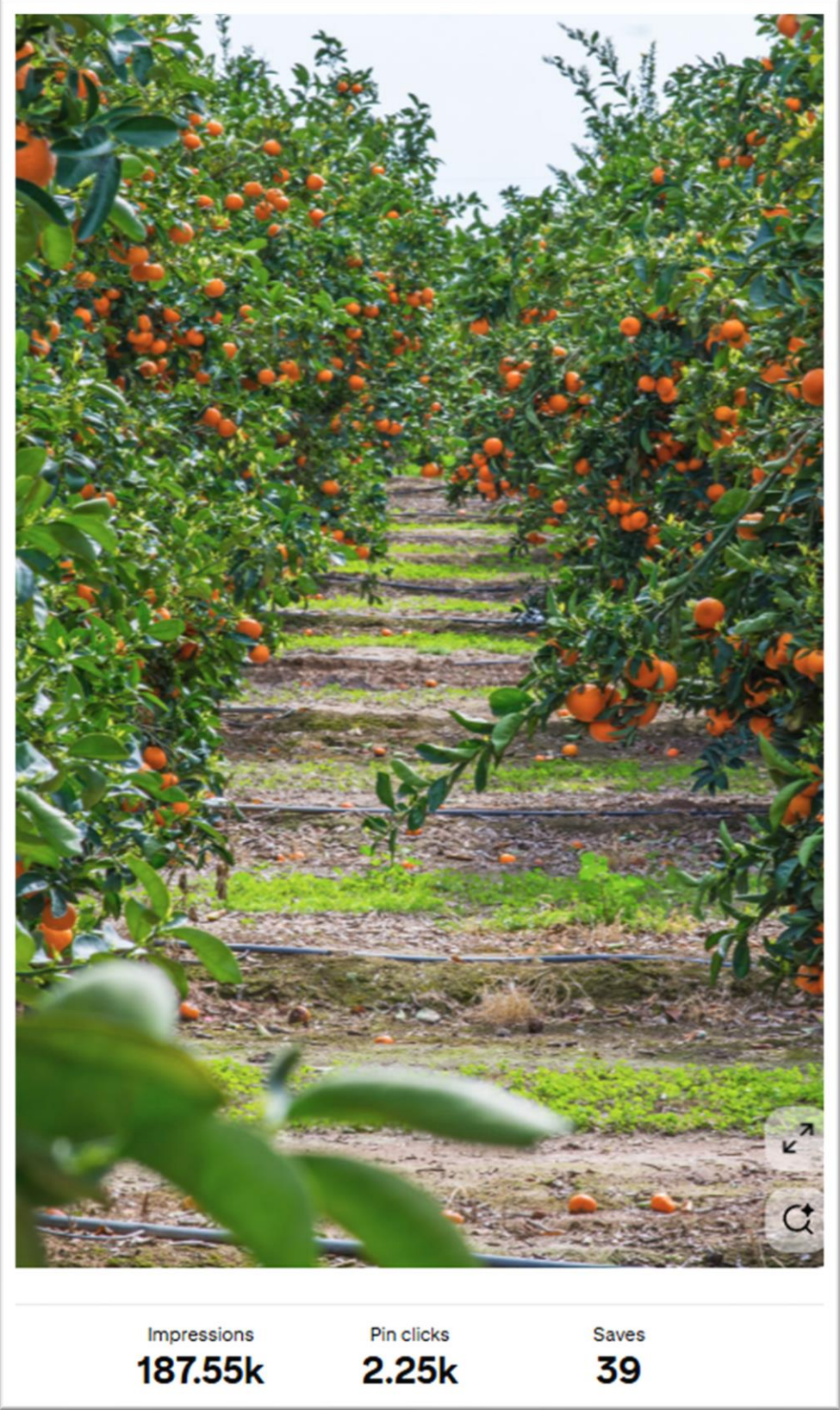
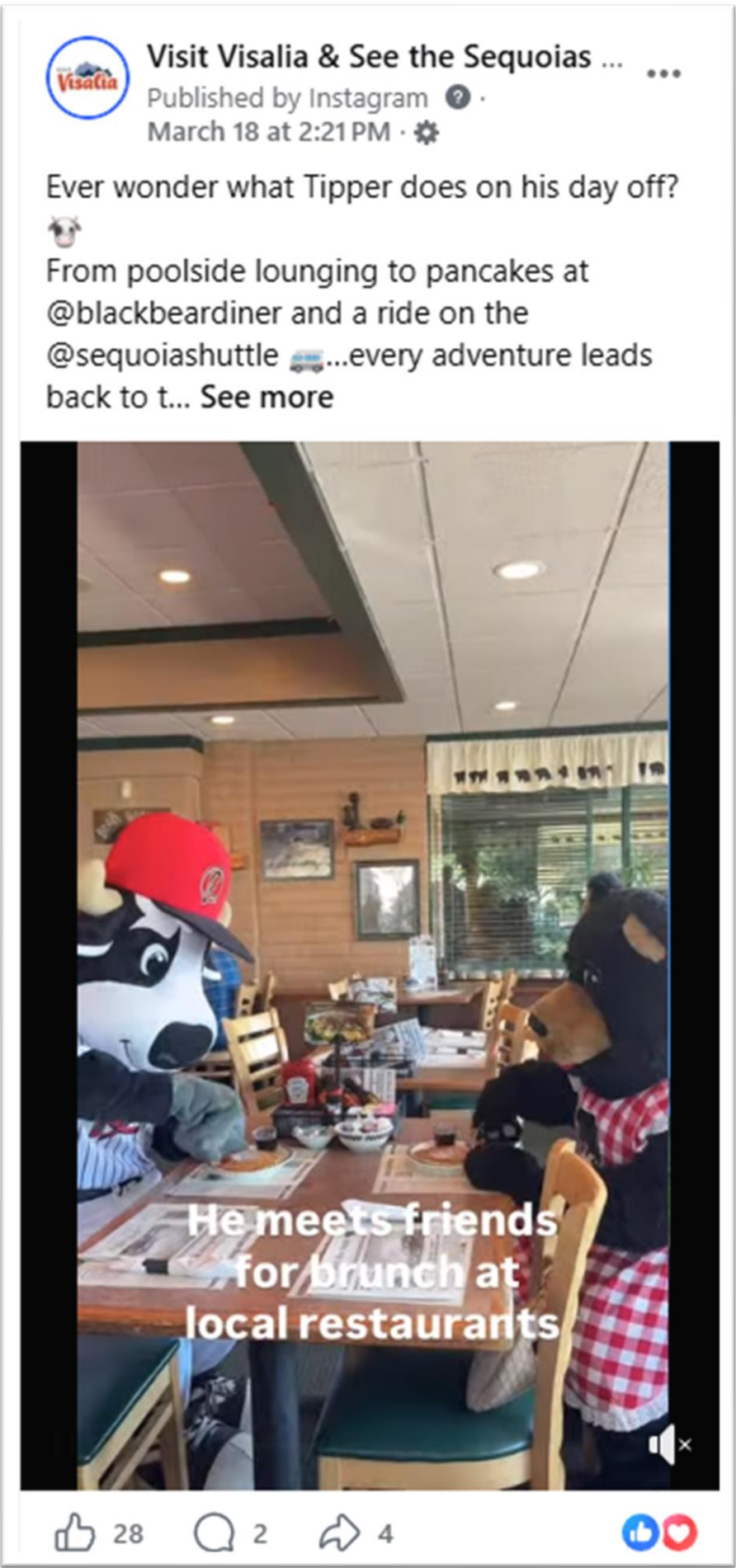


Performance Dashboard

SOCIAL MEDIA @VISITVISALIA

March 2026 snapshot

PLATFORM	Views	Other
Facebook	1,678,938 56,253 ENGAGEMENTS	12.7K Followers
Instagram	204,635	118,580 Accts reached
YouTube	90.4K	240.7 hours Watch time
TikTok	30K	7K Followers
Pinterest	796.62K Impressions	388.86K Total Audience



187.55k Impressions
Pinterest

2,655 Views Facebook
Collaboration with Visalia Rawhide, Holiday Inn Express, Black Bear Diner and Sequoia Shuttle

[Consumer Newsletter – March 9, 2026](#)
Spring is Bloomin, Outdoor Adventures, Ready for World’s Biggest Sporting Event (FIFA), Relaxing Hotel Stays
Sends: 7,898 | Opens: 35% | CTR: 7.44%

Jim Henson's
Wowserabout!



SEQUOIA

This special was shot on location here in Sequoia National Park, highlighting its landscapes, giant trees, and cultural context as the backdrop for discovery and emotional learning.

That makes our parks not just a place in the story but a character in the curriculum, inviting families to notice awe in their own experiences.



VISALIA PREMIERE – APRIL 26

VISALIA FOX THEATRE AT 11:30

Run of Show

10:00 - VIP Experience

11:00 – Doors Open to General Public

11:30 – Programs Begins

12:00 – Ranger Talk and Stargazing

12:15 – Puppets on Stage

Wowsabout Activation:

“Wow and Wonder Walk”

On Encina St: Booths and activities for families



Roxy and Ronald will be on hand to celebrate the Visalia premiere!

Attendees include:

Dorien Davies – Puppeteer “Roxy” and co-creator

John Tartaglia – Puppeteer “Ronald”

Halle Stanford - Exec Producer

Nicole Goldman – Jim Henson Company

Juliet Gillian, National Parks Foundation

Heather Campbell – National Parks Foundation

Robert Mollison - CEO Valley Public Television

Allison Hopkins – Valley Public Television

PERFORMANCE DASHBOARD WEBSITE

MARCH 2026



1	Visit Visalia Welcomes You To Sequoia & Kings Canyon National Parks	24,263 (14.86%)
2	Enjoy Visalia's Scenic Blossom Trail Drive	14,109 (8.64%)
3	Incredible Facts About Sequoias	13,080 (8.01%)
4	The Best Road Trips Near Sequoia National Park	11,689 (7.16%)
5	Keep Up With What's New With Visalia's Newsletter	11,618 (7.12%)
6	Majestic Mountain Loop: Visit 3 Of The USA's Top National Parks	8,815 (5.4%)
7	2026 Free Entrance Days in the National Parks	8,612 (5.28%)
8	VISALIA AND NATIONAL PARK BUCKET LIST	7,406 (4.54%)
9	SPRING & SUMMER OUTDOOR ADVENTURES	6,079 (3.72%)
10	Visalia Event Calendar: Great Festivals, Shows, And Current Events	4,405 (2.7%)

