



# It Starts with the Visit.

Tourism is more than an overnight stay in our hotels. Tourism plays a crucial role in fostering a well-rounded, diverse economy, ultimately enhancing a community's quality of life.

Visit Visalia, the only dedicated Destination Management Organization in Tulare County, strives to inspire travel to the City of Visalia through domestic and international marketing, advocating for tourism asset development and securing multi-day conventions throughout the City.

**Visit. Live. Work. Invest.**  
It all starts with the visit.



## 6,100 Jobs

### Travel-Generated Employment in Tulare County\*

Accom. & Food Serv.	4,100	3.2%
Arts, Ent. & Rec.	1,100	8.2%
Retail**	440	1.9%
Ground Trans.	230	5.1%
Other Travel*	220	4.7%
<b>Total</b>	<b>6,100</b>	<b>4.1%</b>

\*Dean Runyan Assoc. 2023 Economic Impact of Travel in California. Percentage change from 2022.

## THE WORK OF A DESTINATION ORGANIZATION

### 1. VISIT

If you built a place where people want to visit, then you have built a place where people want to live.

### 2. LIVE

And if you built a place where people want to live, then you have built a place where people want to work.



### 4. INVEST

And if you built a place where business and residents will invest, then you have built a place where people will want to visit.

### 3. WORK

And if you built a place where people want to work, then you have built a place where business and residents will invest.



## Monthly Employment Tracker: Area Employment Snapshot

Visalia-Porterville, CA - As of February 2024

### Employment by Sector

February 2024, Visalia-Porterville, CA

	Jobs	Jobs Gained/Lost vs. 2019	% Change vs. 2
Total Nonfarm	142.6K	15.5K	12.2%
Government	34.8K	1.9K	5.8%
Education and Health Services	23.2K	6.6K	39.8%
Retail Trade	16.4K	0.5K	3.1%
Leisure and Hospitality	14.0K	2.3K	19.7%
Manufacturing	13.8K	0.9K	7.0%
Professional and Business Services	11.1K	-0.6K	-5.1%
Transportation, Warehousing, and Utilities	9.5K	2.6K	37.7%
Other Services	3.8K	0.4K	11.8%
Finance and Insurance	2.0K	-0.7K	-25.9%
Information	0.6K	-0.1K	-14.3%

**Leisure and Hospitality:  
5<sup>th</sup> Largest Employer  
in Tulare County**

Sherrie Bakke, Executive Director | VisitVisalia.com | (559) 334-0141

# Visitor Impacts

**\$594 Million** in Direct Travel  
Spending in Tulare County

**In 2023, every \$1 million in travel related spending resulted in 10.27 jobs.**

<https://industry.visitcalifornia.com/research/economic-impact>

## Tulare County / Impact Summary

### Direct Travel Impacts, 2014-2023p

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>Direct Travel Spending (\$Millions)</b>										
Visitor Spending	368.9	344.9	317.9	404.6	426.4	451.2	255.0	455.0	501.9	510.8
Other Travel*	84.3	74.4	66.0	74.4	85.7	89.2	29.1	58.9	89.5	83.4
<b>Total</b>	<b>453.2</b>	<b>419.3</b>	<b>383.9</b>	<b>478.9</b>	<b>512.1</b>	<b>540.5</b>	<b>284.1</b>	<b>513.9</b>	<b>591.4</b>	<b>594.2</b>

\*Dean Runyan Assoc. 2023 Economic Impact of Travel in California.

## Top Visitor Markets

### Domestic:

#### So Cal:

Los Angeles | San Bernardino  
Riverside | San Diego

#### Nor Cal:

Sacramento | Contra Costa  
Santa Clara

#### Texas

#### Florida

#### Arizona

#### Illinois

### International:

#### France

#### Germany

#### England

#### Canada

#### Mexico

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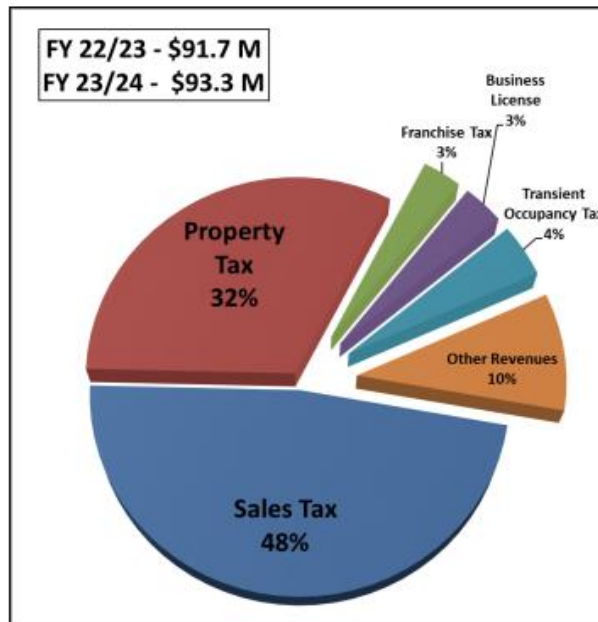


# Visit Visalia

Visit Visalia is a collaboration with the Visalia Tourism Marketing District (VTMD) and Visalia Convention and Visitors Bureau (VCVB).

The VTMD's 2% assessment on overnight stays from properties with 20+ sleeping rooms is invested in tourism marketing and destination development initiatives. Funds received from the City of Visalia are invested in lead generation for citywide convention sales.

## City of Visalia – General Fund\*



\*Transient Occupancy Tax is collected from all sleeping rooms at 10% and accounts for 4% of the City of Visalia's General Fund Revenue.

## Visit Visalia Board of Directors

Anil Chagan, Comfort Suites & Hampton Inn  
Richard Feder, Visalia Mall  
Carrie Groover, Visalia Marriott  
Aaron Hensley, Valley Oaks Golf Course  
Roger Hurick, Adventure Park  
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Samantha Rummage-Mathias, Wyndham Hotel  
Adrian Reynosa, Visalia Convention Center  
Brett Taylor, Council Member-City of Visalia  
Katy Young, Imagine U Children's Museum

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