
Visalia CVB PerformanceDashboard

MONTHLY INSIGHTS

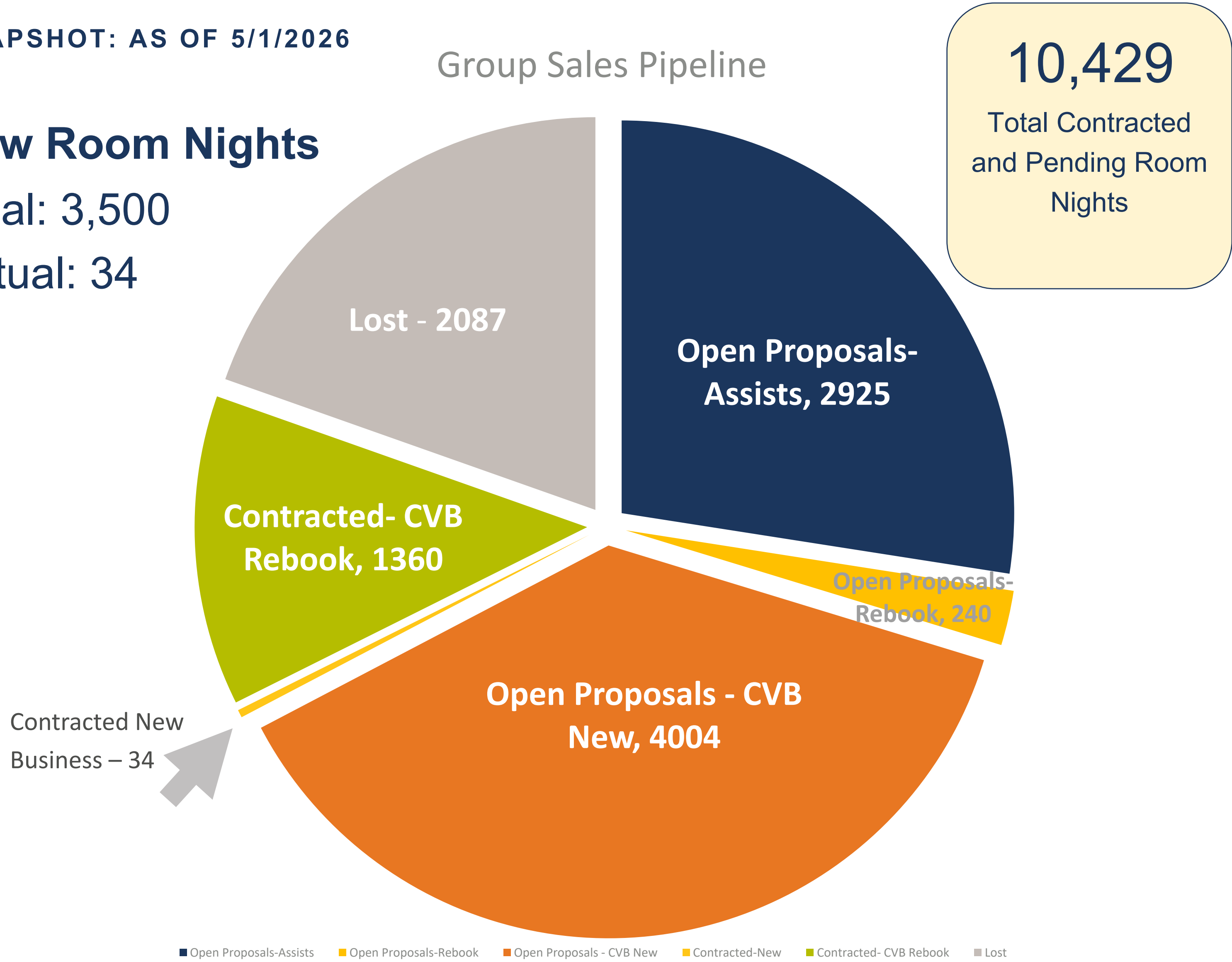
DATE: JUNE 2026

PERFORMANCE DASHBOARD

SNAPSHOT: AS OF 5/1/2026

New Room Nights
Goal: 3,500
Actual: 34

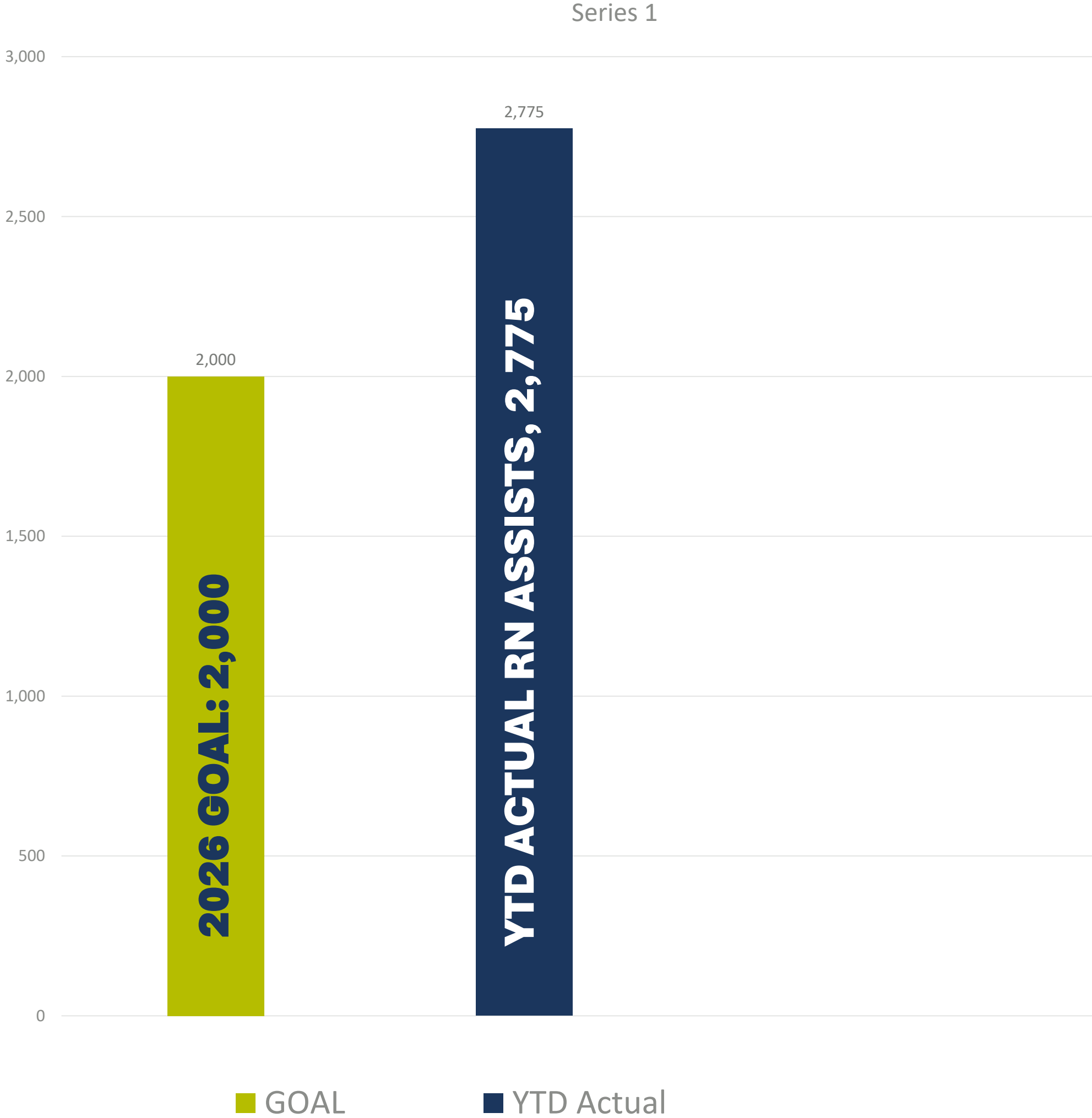
Group Sales Pipeline



PERFORMANCE DASHBOARD

SNAPSHOT: AS OF 06/01/2026

Assist RN
Goal: 2,000
YTD Actual:
2,775
(139% of goal)
CCEA: 875



PERFORMANCE DASHBOARD

MAY 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	85,788	28,798	114,586	15%
Apr	94,639	42,451	137,090	-8%
May				
Jun				
Jul				
Aug				
Sep				
Oct				
Nov				
Dec				

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

2026 VISITOR SERVICES				
Source	MAY	YTD	Top Countries	Top States
Walk-in	111	412	USA Netherlands, Columbia, Mexico, Venezuela, Canada, Germany. UK, China Japan	CA, AZ, NY, OH, AL, FL, IL, IN, MI, MN, TX, WA, WI, NC,
Phone	6	39		
Digital	2	6		

PR / FAM		
MML-Yosemite opens for fee free days	Ad Hoc News-Germany	5/4/2026
Road to Hlgh Sierra	ParisMatch - Guillaume Soularue	5/19/2026
Gateway to Grandeur	Punch Magazine	6/1/2026
Curbfree Cory Lee	Accessibility Influencer	May 27-30, 2026
A wheelchair Adventure	Cory Lee	June 9, 2026



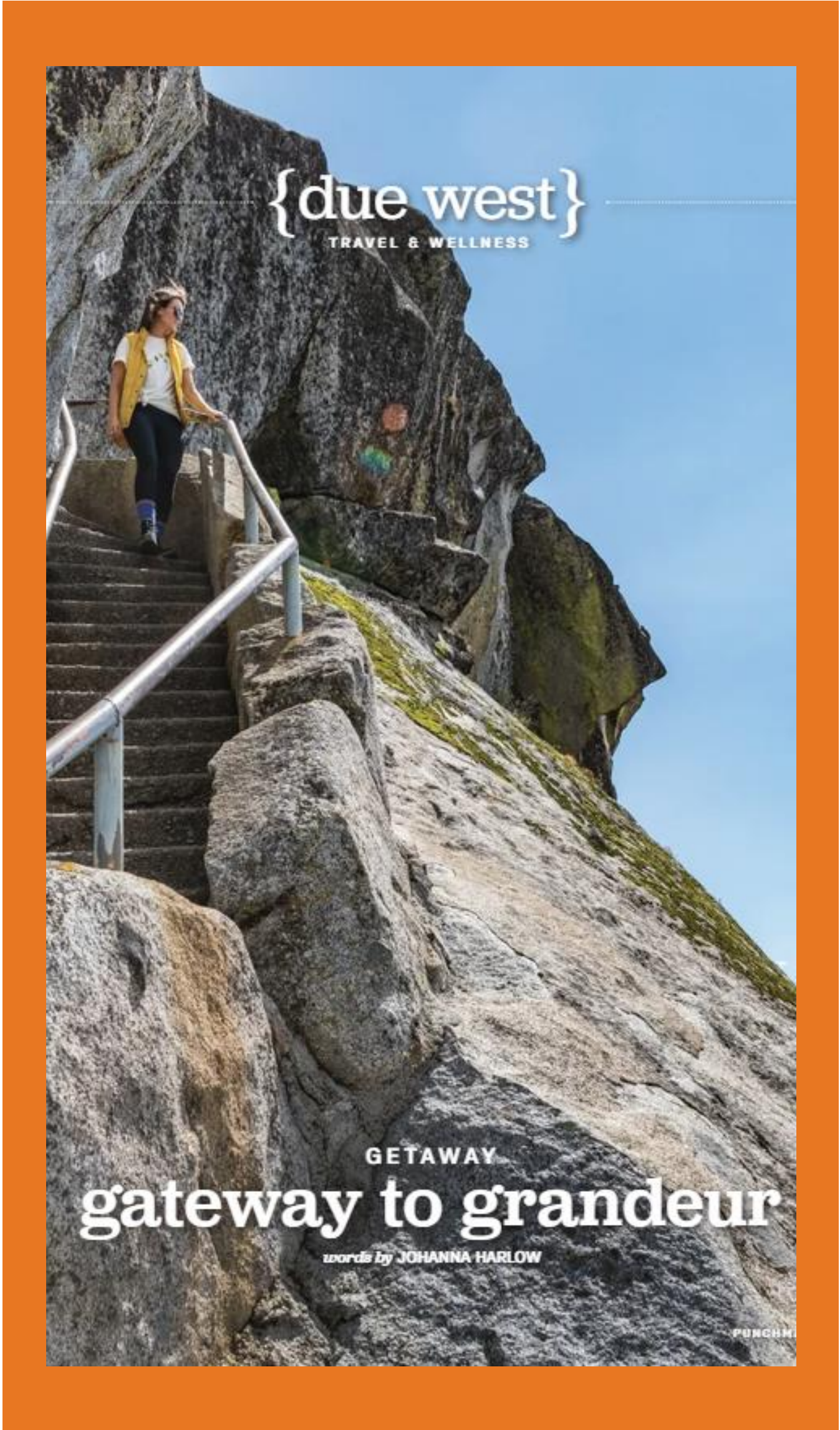
West Coast USA +5 / Jun 4, 2026

Summer Adventures in California's Sequoia Country

From a historic wildlife discovery to the ultimate summer picnic spots, here is your insider guide to exploring Tulare County.



Big Blend Podcast
June 4, 2026
[Summer Adventures in Sequoia](#)



Punch Magazine – Bay Area
Johanna Harlow

Performance Dashboard

SOCIAL MEDIA @VISITVISALIA

MAY 2026 snapshot

PLATFORM	Views	Other
Facebook	1.2 M 30K ENGAGEMENTS	14K Followers
Instagram	293,947	20K Followers
YouTube	319.7K	822 hours Watch time
TikTok	118K	8.3K Followers
Pinterest	51.07K Impressions	28.49K Total Audience

Curb Free Cory Lee:
Cory is an Accessibility Travel Influencer who encourages limited mobility travelers to get out and see the world. Over 60K followers on IG



Consumer Newsletter – May 8, 2026

[Your Guide to a Fresh Season](#)

Shuttle, Best Hikes. Dark Sky, Pride

Sends: 8,237 | Opens: 30.85% | CTR: 5.23%

PERFORMANCE DASHBOARD WEBSITE

MAY 2026

	Landing page	Views ▼	Key events	Views per session
1.	/	32,828	717	1.7
2.	/calendar	8,591	12	2.56
3.	/articles/6-top-attra...	7,915	17	1.13
4.	/road-trips-scenic-dr...	7,831	55	1.36
5.	/articles/9-cant-mis...	6,677	51	1.31
6.	/how-to-drive-the-ki...	5,231	36	1.19
7.	/sequoia-national-p...	5,149	115	3.15
8.	/stay	3,834	679	1.54
9.	/things-to-do	3,700	196	2.96

Website Performance Summary

Active users	Event count	Engagement rate	Key events	Sessions
64.5K	529.6K	41.19%	3.6K	78.0K
↑ 147.3%	↑ 75.1%	↓ -29.5%	↓ -2.2%	↑ 127.8%

How are site sessions trending?

