

PERFORMANCE DASHBOARD – February 2025

Convention Sales Pipeline – January Results

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 RFP | 250 RN

**Proposals Submitted
Contracts Pending
12 | 6,802 RN**

**YTD Contracted Events:
5 | 2362 RN**

**YTD Lost
Events:
1 | 18 RN**

**Serviced
0**

PERFORMANCE DASHBOARD

January 2025 Snapshot

Website Results: [Link to complete report](#)

Previous YEAR comparison

Website Performance Summary

Active users	Event count	Engagement rate	Key events	Sessions
37.3K	271.2K	39.19%	4.6K	43.4K
↑ 71.9%	↑ 21.1%	↓ -37.5%	↑ 99.1%	↑ 65.2%

Channel Performance Detail

Views	Event count per user	Key events	Total users	Active users
68,695	7.27	4,626	38,234	37,313

Session Channel	Sessions	Views ▾	Views per user	Engagement rate	Key events	Session key event rate	Event count per user
1... Paid Social	20,369	23,371	1.45	18.31%	803	3.79%	4.37
2... Organic Search	10,818	20,476	2.37	67.1%	1,898	14.44%	11.65
3... Paid Search	5,229	8,612	1.88	41.46%	878	14.92%	7.84
4... Direct	3,148	5,553	1.98	41.17%	245	6%	7.77
5... Referral	1,616	4,809	3.6	55.14%	207	9.53%	13.09
6... Cross-network	3,110	4,690	1.66	57.07%	546	15.69%	7.18
7... Unassigned	613	766	1.38	22.51%	39	5.38%	5.07
8... Organic Social	179	278	1.79	59.78%	6	3.35%	7.86
9... Display	51	51	1	11.76%	0	0%	3.12
1... Paid Video	41	46	1.28	36.59%	4	9.76%	5.42

	Landing page	Views ▾	Key events	Views per session
1.	/	13,480	1,292	1.63
2.	/stay	12,017	571	1.19
3.	/plan	11,949	409	1.18
4.	/calendar	4,704	295	2.24
5.	/things-to-do	2,792	260	2.67
6.	/FINALDRAFTOKTO...	1,806	0	15.84
7.	/itineraries	1,472	107	3.02
8.	/sequoia-national-p...	1,463	101	1.87
9.	/visit-the-parks	1,201	29	1.28

Demographic Detail

Total	30,469 100% of total	29,272 100% of total	14,119 100% of total
United States	27,884	26,583	13,282
(not set)	673	673	21
United Kingdom	464	528	204
Canada	347	402	132
Mexico	291	278	79
Germany	63	64	37

PERFORMANCE DASHBOARD

Social Media Jan 2025

INSTAGRAM:
Top Social Media
Platform



YouTube

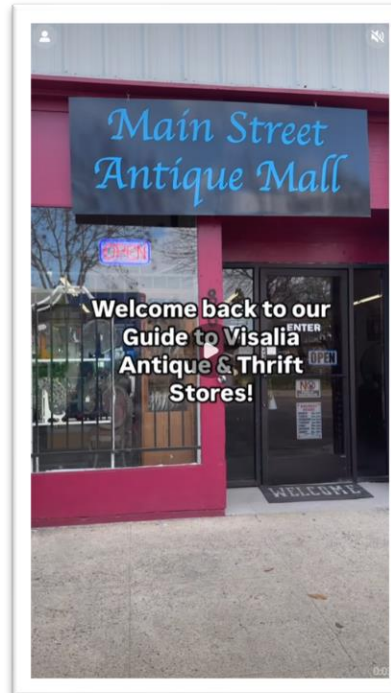
[@visitvisaliaseethesequoias](#)



Views: 62.7K
Watch time: 523 hours

Instagram

[@visitvisalia](#)



Plays: 12K
Reach: 19,476
Engagements: 1,452
Shares: 314

SOCIAL MEDIA

SOCIAL MEDIA FOLLOWERS



1.8M

Facebook Views

109K

Instagram Reach

YouTube
Video
Stats:

47K
Views

571.8 hrs
Watch Time

TikTok

Video Views: 12K
Profile Views: 209
Followers: 1.6K

Media Mentions



Big Blend Radio –Jan 2, 2025
Discover CA Sequoia Country in 2025
<https://discover-the-sequoias.podbean.com/>

PR / FAM

Dark Sky Festival	Miles with McConkey	1/7/2025
Dark Sky Festival	Yahoo.com	1/7/2025
Dark Sky Festival	MSN	1/7/2025

2025 VISITOR SERVICES

Source	JAN	YTD	Top Countries	Domestic Visitors
Walk-in	61	61	USA New Zealand Canada Costa Rica Montenegro United Kingdom	CA WA, IA, FL, AK, NV, OK
Phone	1	1		
Digital	1	11		

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	124,873	103,491	228,364	5%
Jul	213,979	120,497	334,476	11%
Aug	200,233	112,327	312,560	21%
Sep	149,404	91,517	240,921	3%
Oct	118,346	68,821	187,167	13%
Nov	72,571	31,614	104,185	1%
Dec	57,906	22,987	80,893	4%

July saw 46% increase over June.
Sept: Coffee Pot Fire – Mineral King closed, some smoke impacts.

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

Conferences Attended

Go West Summit – Jan 6-8, 2025

Palm Springs, CA

Number of Appointments: 47

Key Contacts:

- Five Star Tours (FIFA Tours)
- Flight Centre Travel Group (FIFA, LA28)
- The Face of America(Media – Cultural Heritage)
- Trips Unlimited (75+ Women, Unexpected CA)

Visit CA New York Media Mission – Jan 21, 2025

New York, NY

- Editor Roundtable
 - Travel & Leisure, Real Simple, People, Parents, Food & Wine, Brides
- “Tools of Today’s Journalists” Panel and Lunch

IMM/ Trad Media Conference – Jan 22-23, 2025

New York, NY

Number of Appointments: 24+

Key Contacts:

- Kristy Durso – Accessible Travel Network
- Jessica Baltzersen – Outdoor Travel Writers of America
- Jeanne Neylon Decker – Travel Tawk, San Diego
- Jeff Jenkins – Chubby Diaries

RCMA

Religious Conferences & Meetings Association



Trade Show

Phoenix, Arizona

Key Contacts:

- Arrowhead Conferences + Events
- Church of Living God (CWFF)