

Mission

To promote Visalia as an ideal overnight travel destination through unique local experiences and engaging marketing.

Vision

Visalia is the destination of choice for travelers.

Values | Guiding Principles

- Advocate: Visit Visalia will engage in advocacy efforts impacting the sustainability and enhancement of our tourism assets.
- Stimulate Visit Visalia will deploy marketing and destination development initiatives expected to stimulate overnight group and leisure travel.
- Collaborate Visit Visalia seeks collaboration in representing, developing and/or enhancing the visitor's experience.

Brand Positioning Statement

For adventure seekers and cultural explorers yearning for discovery, Visalia is rooted in the true spirit of community, where visitors are invited to share in our deep connection to nature's majesty and cultural richness. Ideally situated among National Parks, Visalia is where travelers rest, rejuvenate, and embrace the soul of exploration that inspired early trailblazers—while enjoying a contemporary city that thrives on hospitality, creativity, and an enduring love of the land.