

PERFORMANCE DASHBOARD – June 2025

Convention Sales Pipeline – May 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: 14 RFP | 11,225 RN

**Proposals Submitted
Contracts Pending
7 | 2595 RN**

**YTD Contracted Events:
14 | 6892 RN**

**YTD Lost
Events:
13 | 6465 RN**

**Serviced
4**

PERFORMANCE DASHBOARD

May 2025 Snapshot

Top Landing Pages

	Landing page	Views ▼	Key events	Views per session
1.	/sequoia-national-p...	11,304	528	2.9
2.	/calendar	10,300	340	2.57
3.	/	8,712	367	1.69
4.	/things-to-do	3,595	292	2.79
5.	/road-trips-scenic-dr...	2,982	92	1.88
6.	/kings-canyon-natio...	2,476	118	2.49
7.	/lake-kaweah	1,097	37	1.87
8.	/hotel/list/13001	1,030	0	2.17
9.	/sequoia-national-p...	811	57	1.66

Website Results:

[Link to complete report](#)

Previous **YEAR** comparison

Website Performance Summary

Active users

26.1K

↓ -50.0%

Event count

302.5K

↓ -35.8%

Engagement rate

58.43%

↑ 13.6%

Key events

3.7K

↓ -31.5%

Sessions

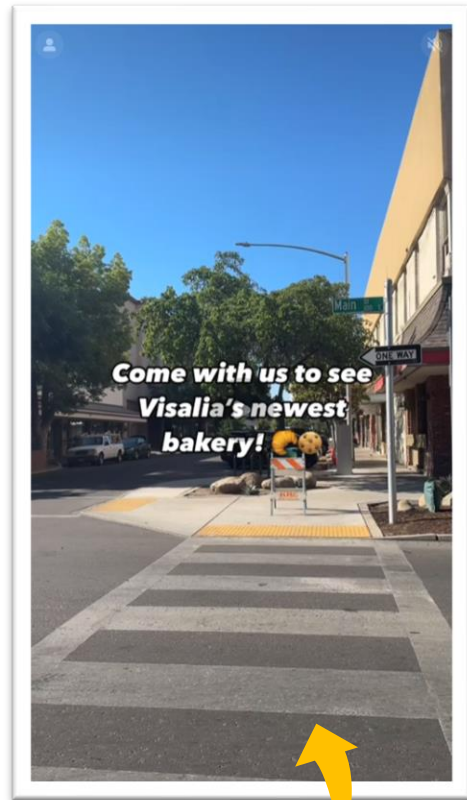
34.3K

↓ -45.4%

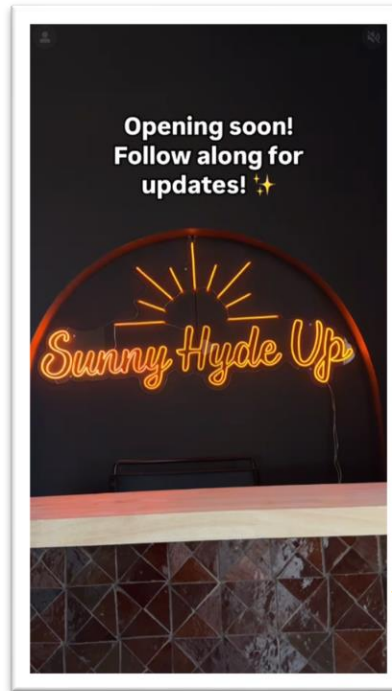
	Session Channel	Sessions	Views ▼	Views per user	Engagement rate	Key events	Session key event rate	Event count per user
1...	Organic Search	17,285	32,839	2.59	66.49%	2,217	9.96%	12.67
2...	Paid Search	7,783	18,775	2.92	67.2%	935	9.88%	13.36
3...	Direct	3,061	6,494	2.63	50.6%	265	6.31%	10.02
4...	Paid Social	2,164	2,663	1.56	18.44%	112	4.07%	5.38
5...	Referral	1,260	2,521	2.68	70.24%	86	5.63%	13.12
6...	Display	1,376	1,418	1.11	9.45%	9	0.65%	3.44
7...	Organic Social	248	335	1.38	61.29%	25	9.68%	6.55
8...	Email	91	288	4	50.55%	11	9.89%	18.38
9...	Cross-network	55	219	3.98	94.55%	9	14.55%	15.16
1...	Unassigned	218	206	1.3	11.47%	8	3.67%	6.33

INSTAGRAM:
Top Social Media
Platform

Instagram
[@visitvisalia](#)



Plays: 158K
Engagements: 14K



Views: 141.6K
Engagements: 12K

PERFORMANCE DASHBOARD

Social Media May 2025

SOCIAL MEDIA

SOCIAL MEDIA FOLLOWERS



174,785
Facebook Views

497,017K
Instagram Reach

YouTube
Video
Stats:

897
Views

13.1 hrs
Watch Time

TikTok

Video Views: 203K

Profile Views: 3.1K

Followers: 3,968K (20.8K likes)



PERFORMANCE DASHBOARD

Marketing May 2025

PR / FAM

Gateway is Vibrant City with Shops and Artsy Charm	MSN	5/6/2025
Crystal Cave Reopening	CA Watchable Wildlife	5/29/2025
The Darling Hotel, A Central Valley Gem	NBC Los Angeles	4/8/2025
Tourism Supports Visalia's Economy	Valley Voice	5/15/2025

2025 VISITOR SERVICES

Source	MAY	YTD	Top Countries	Domestic Visitors
Walk-in	100	347	USA France Germany, UK, Brazil, Spain, Netherlands, Austria, Switzerland, Finland, Georgia	CA OR, AL, MI, CO, IN, KY, ME, NY, PA, VA, TX
Phone	3	12		
Digital		12		

Sequoia & Kings Canyon Visitation - 2025

Month	Sequoia	Kings Cyn	Combined Total	% of change to prior year
Jan	52,728	24,235	76,963	18%
Feb	41,834	16,869	58,703	9%
Mar	76,089	23,674	99,763	11%
Apr	105,279	43,209	148,488	22%
May				
Jun				
Jul				
Aug				
Sep				
Oct				
Nov				
Dec				

January: very dry start to the year; little snow/rain.

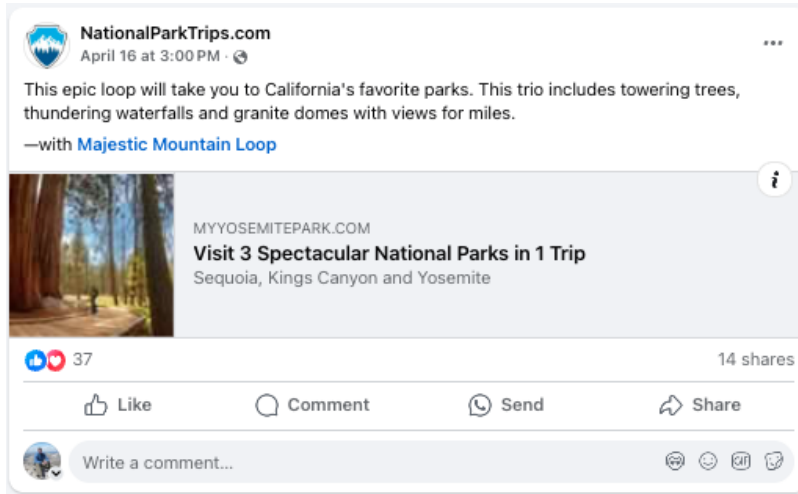


Big Blend Radio –May 1, 2025
Spring Adventures in Sequoia
[YouTube](#)

PERFORMANCE DASHBOARD

Marketing May 2025

MML integrated Yosemite Journal program:
April Results:
Imp: 34,670 | Eng: 1,446 | Clicks 1,345



MML Expedia
Campaign
April 10, 2025

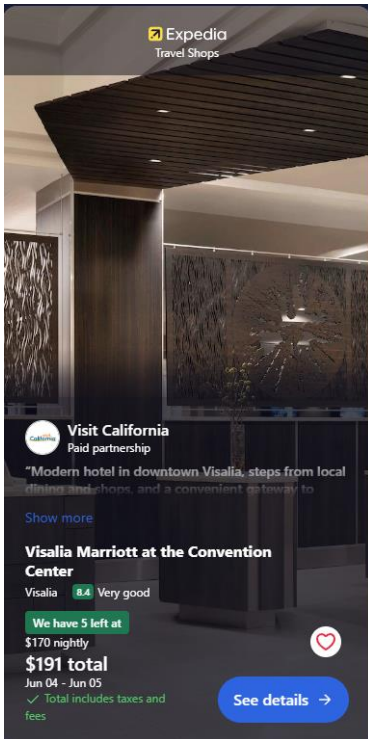



Central Valley
Flavors and
Culture Road
Trip
Expedia
Partnership
April 7, 2025 –
Ongoing





Central Valley Flavors and Culture Road Trip Expedia Partnership April 7, 2025 – Ongoing



Visit California
Paid partnership

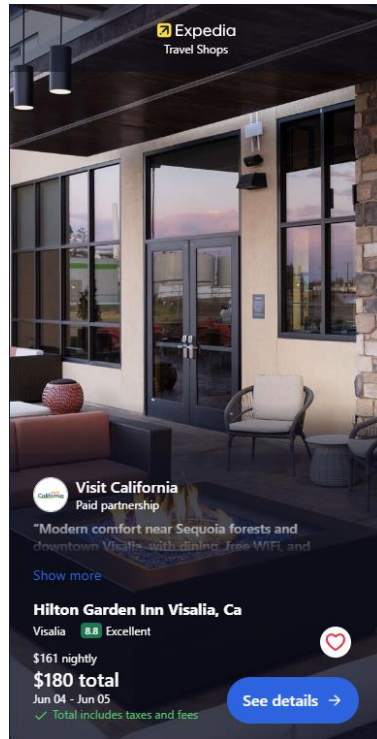

"Modern hotel in downtown Visalia, steps from local dining and shops, and a convenient gateway to

[Show more](#)

Visalia Marriott at the Convention Center
Visalia **8.4** Very good

We have 5 left at
\$170 nightly
\$191 total
Jun 04 - Jun 05
✓ Total includes taxes and fees

[See details →](#)



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Paid partnership

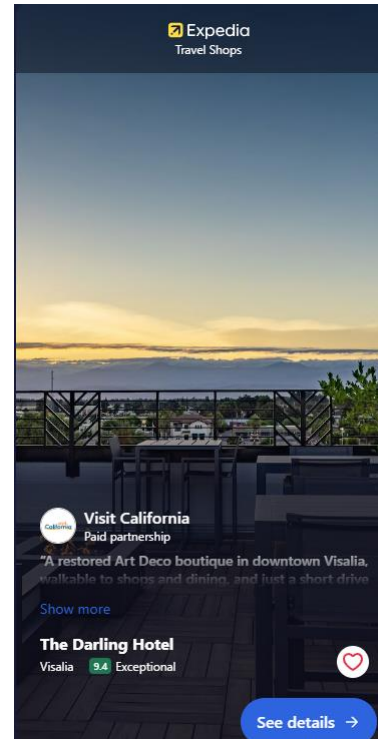

"Modern comfort near Sequoia forests and downtown Visalia, with dining, free WiFi, and

[Show more](#)

Hilton Garden Inn Visalia, Ca
Visalia **8.8** Excellent

\$161 nightly
\$180 total
Jun 04 - Jun 05
✓ Total includes taxes and fees

[See details →](#)



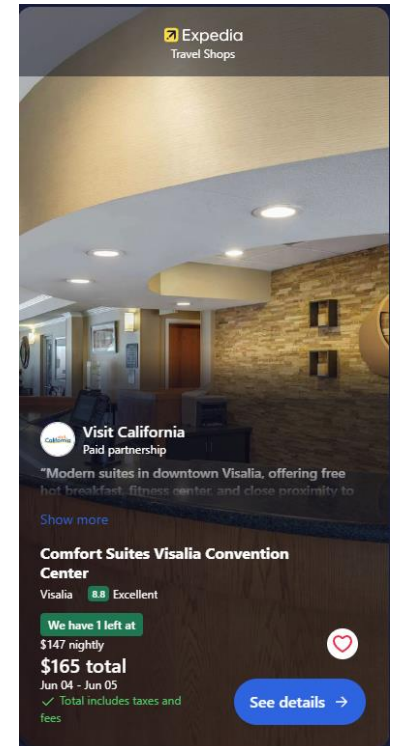

Visit California
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"A restored Art Deco boutique in downtown Visalia, walkable to shops and dining, and just a short drive

[Show more](#)

The Darling Hotel
Visalia **9.4** Exceptional

[See details →](#)



Visit California
Paid partnership

"Modern suites in downtown Visalia, offering free hot breakfast, fitness center, and close proximity to

[Show more](#)

Comfort Suites Visalia Convention Center
Visalia **8.8** Excellent

We have 1 left at
\$147 nightly
\$165 total
Jun 04 - Jun 05
✓ Total includes taxes and fees

[See details →](#)

<http://www.expedia.com/shop/visitcalifornia>