



Visalia Convention and Visitors Bureau 2024 Annual Report

Second Reading 03.12.25 | VCVB Board Approved:
Revised 8/1/2025

1. OPERATIONS OF THE BUREAU

The Visalia Convention and Visitors Bureau (VCVB) Board of Directors is comprised of members reflected in the organization's by-laws and has successfully maintained 501-C6 status.

The VCVB Bylaws were modified in 2024 resulting in the reduction of Board Members from fourteen to seven. The board appointments include, a City of Visalia Representative, a Tourism Marketing District Representative and a representative from Sequoia and Kings Canyon National Parks. All other board member positions are considered "at-large" and appointed based on personal or professional relationship to group sales or leisure tourism interests.


The Executive Board, comprised of the Chair, Vice Chair and Secretary/Treasurer, meets on an as needed basis to review the Executive Director and evaluate staff compensation and benefits and to conduct investigations.

Beginning in 2024, the Visalia Convention and Visitors Bureau (VCVB) accepted the responsibility of implementing the Visalia Tourism Marketing District (VTMD) Owners Association's Management District Plan. The Memorandum of Understanding developed between the VTMD and the VCVB in 2023 signifies a commitment to implementing DMO best practices and responsible fiscal oversight of both organizations.

2024 Board Development highlights include:

- Serving as the Visalia Tourism Marketing District Owner's Association Management Organization for the compliance of annual spending of the Association's collected assessments
- Completion of the HVS Group and Leisure Travel Economic Impact Study
- Implementation of pilot convention sales incentive program
- Engaging with Destination by Design in collaboration with the Tourism Marketing District
- 7.4% YOY Increase in TOT (Comparing the first 11 months of Transient Occupancy Tax Collection; most recent 2024 data available)
- Facilitated 73 Convention Sales Requests for Proposals
- Implementing the return of the Sequoia Tourism Council "Tourism Summit"
- Retaining Certified Autism Destination Certification

The sales and tourism marketing outcomes achieved in 2024 were highly dependent on the funds generated by the VTMD and the support of our tourism partners. The City of Visalia contributed 32% of the 2024 annual budget of \$1.1 million. The City's



contribution toward the work of the Convention and Visitors Bureau was primarily leveraged to secure conventions/group sales, with the VTMD's funding focused on tourism marketing and investing in destination development initiatives.

The 2024 Visit Visalia Sales and Marketing Plan is provided for your reference along with our year-end financials.

Sherrie Bakke
Executive Director

2. SERVICES RENDERED BY THE BUREAU

a. Attract conventions, groups, and meetings to use Visalia as an overnight destination.

DELIVERABLES

- Facilitated 73 Group Leads (*Appendix B*)
 - Won: 17 (23%): 4312 RN
 - New: 10: 2995
 - Repeat: 7 1317
 - Pending: 18 (25%)
 - Lost: 23 (31%) RN: 10,932
 - Too Large for VCC 2 RN: 3193
 - Downtown Rooms Available: 2 RN: 381
 - Lack of Service Recovery: 2 RN: 600
 - Unknown: 11 RN: 4890
 - Other: 6 RN: 1868
 - Cancelled: 5 (7%)
 - Declined: 10 (14%)
 - Dates Unavailable 10 RN: 5800
- Booking Incentives Awarded
 - 2024 Future Business Leaders of America \$5,000
 - 2025 The Wildlife Society: \$5,000
- Implemented Pilot Incentive Program Based on Actualized Room Nights

Room Nights	\$ Per Room	Incentive Range
251+	\$29.88	\$7500+
126-250	\$25.51	\$3200-\$6300
76-125	\$20.27	\$1540-\$2500
25-75	\$17.33	\$433-\$1300
Example		
55 room Nights x \$17.33	\$953.15	
175 Room Nights x 25.51	\$4,464.25	

- Offered: \$102,226.05 | 3,786 RN
 - Pending: \$78,651.57 | 3,496
 - Lost: \$8,754.84 | 293 RN
 - Committed \$14,820.48 | 496 RN
- In-Person Sales Events
 - Corporate Express – March 4-8, 2024
- CalSAE Seasonal Spectacular – December 5, 2024

- Lead Generation
 - Knowland Platform engagement and management
 - CalSAE Seasonal Spectacular – December 2024
 - 2023 – Follow-up
 - Vendor booth management, décor and promotional gifts
 - Newsletters: CalSAE Pre-event Mailers
 - 11/13/2024 - Sent: 447 | Open Rate: 36.01% | CTR: 47%
 - 11/20/24 - Sent: 427 | Open Rate: 24.61% | CTR: .97%
 - 12/2/24 - Sent: 421 | 58.41% | CTR: 1.95%
- Marketing Channels
 - Digital Campaigns
 - CVENT
 - 1 Diamond Listing
 - 36 Meeting Space and Sleeping Room RFPs Received
 - Meetings+Events (October, November, December)
 - Magazine: 125 Views | 84 Sessions (28s)
 - Email: Total Impressions: 51,361 | Open: 9,422 (18.34%)
 - LinkedIn -Video "What Meeting Planners Say"
 - Total Impressions: 26,142
 - VisitVisalia.com/Meetings-and-conventions
 - 360 Degree Interactive Virtual Tour
 - Meeting Planner Toolkit
 - Venues & Facilities
 - Sports Planner Guide
 - Stay & Play
 - Why Choose Visalia
 - Submit RFP
 - Testimonial Video

- b. Create and distribute physical and/or electronic brochures, maps, and guides of Visalia and tourism attractions and/or activities to potential meeting planners and their groups and other visitors.**

DELIVERABLES

- Received 1,737 website requests for Visitor Guides as well as 863 digital views
- 850 Registered for and now receive our Quarterly electronic newsletter
- Visit Visalia Visitor Map and Guide Updated & 55,000 printed - May 2024
 - Distribution Channels include:
 - Certified Folder: Sacramento, Orange Co, Los Angeles, San Francisco, Burbank, Inland Empire,
 - CA Welcome Centers: SF, Pismo, Mammoth, Cabazon
 - Visalia Hotels – bi-weekly distributed by Certified Folder
 - Lead Response | Visitor Requests | Concierge Tables | Welcome Bags
- Distribution of Sequoia Visitors Guide – in partnership with STC
 - CA Welcome Centers: SF, Pismo, Ontario, Oceanside, LA, Modesto
 - Airports: San Diego Intl, Burbank, John Wayne, San Jose
- Visalia: Then & Now Self-Guided Tour Map
 - Historical Walking Tour App (Created by Visalia Heritage)
- Self-Guided Tours, Trails and Map
 - Foodie Guide of Visalia Restaurants: Downtown and Mooney Blvd
 - Brewery Tour
 - Coffee Trail
 - Taco Tour
 - Vintage and Thrift Shopping
- Blogs
 - Brigadier General Charles Young
 - Holiday Gift Guide 2024
 - Holiday Weekend Getaway
 - Christmas Lights Map
 - Best Ways to be Active When Visiting Visalia
 - Visalia and SEKI Bucket List
 - 2025 Fee Free Dates in Sequoia & Kings Canyon NP
 - Updates to 12 key existing blogs

- c. Directly market the Sequoia Shuttle and the Majestic Mountain Loop. This should include a marketing plan with the Sequoia Shuttle portion coordinated with Transit and the Loop with the coordinating body.**

DELIVERABLES

- Sequoia Shuttle Initiatives
 - Consumer Trade Show Promotions: LA and Bay Area Travel & Adventure Show -Prize basket giveaway
 - Visit Visalia Brochure – Prominent content listing
 - Visit Visalia Website – Dedicated pages:
 - Itinerary Page – Pageviews: 2,193 | Event Count: 10,658 | TOS: 1m 20s
 - Blog – “Ride the Shuttle for the Best Day”
Pageviews: 924 | Event Count: 4,410 | TOP: 1m 26s
 - Account page “Sequoia Shuttle” Pageviews: 268
 - “Opening Day” Event Listing
 - Outbound Links: 1,064
- Majestic Mountain Loop (MML) Initiatives
 - Majestic Mountain Loop tri-fold brochure – Updated and reprinted: 10,000
 - MML Website: majesticmountainloop.com
 - Users: 19K (26%) | Unique Visitors: 14K (-10%) Pageviews: 31K (-8%)
(YOY percentage change)
 - Visit Visalia MML Website Content (Page, Blog, Itinerary)
Total Pageviews: 4,089 | Event Count: 16,809 | TOS: 1m 15s
 - VCA Visitors Guide Ad – Co-op with VYMC
 - VCA Road Trips Magazine Ad – ¼ page
 - Yosemite Journal Full Page Ad, Sponsored Newsletter + social media
 - Sequoia Visitor Guide – Full Page ad
 - Lighted Concourse Display – Fresno Yosemite International Airport
 - Visit Visalia office – Window Display
 - IPW Expo-Los Angeles

- d. Offer convention groups advanced servicing options including welcome packets, concierge desk at event, welcome signs, etc.**

DELIVERABLES

21 Convention groups, that met at VCC, Marriott and Wyndham, were provided with a variety of the following services:

- Room block inventory reports
- Customized microsite
- Concierge table
- Welcome posters
- Opening ceremony welcome
- Personalized attendee itineraries
- Press release
- Guest/spouse programs
- VIP welcome gifts
- "Show Your Badge" program (offering event attendees discounts at participating merchants/ restaurants)
- Post event recap reports
- Post-Con SWOT
- Constituent Relationship Management

- e. Manage and enhance the Bureau website and social media to promote the destination in various media outlets to encourage visits to Visalia.**

DELIVERABLES

- VisitVisalia.com Key Results 2024: (YOY Percentage change)
Users: 513.6K (-7.5%) | Key Events: 46.7K (+41%)
Engagement: 45% (-2.2%) | Pageviews per user: 1.9 (5.7%)
- Social Media
Combined platforms: Reach: 24M | Impressions: 28M | New followers: 10,000+
 - Facebook: 9.6K likes | +19% YOY
 - Instagram: 12.1K Followers | +150% YOY
 - Twitter: 1,285 Followers | -1% YOY
 - YouTube: 416 Subscribers | + 7.5% YOY
 - LinkedIn: 419 Followers | +19% YOY
 - Pinterest: 178 Followers | + .6% YOY
 - Tik Tok: 1,582 Followers | +955% YOY

- Press Releases:
 - Miss America Watch Party – Jan 11, 2024
 - Visit Visalia celebrates Autism Awareness Month in April - Mar 27, 2024
 - SEKI Remain Open During Scheduled Road Improvements - Apr 4, 2024
 - Miss CA Centennial Celebration 2024 - Jun 6, 2024
 - Beloved Visalia Landmark to be Removed - Jul 26, 2024

- Paid Social Media Campaigns

2024 INTERNALLY MANAGED CAMPAIGNS					
	Flight	Reach	Engagement	CPC	Total Spend
Summer Gas Card	Flight 1: May 15-31, 2024 Flight 2: June 4-19, 2024	91,926	1,348	\$0.15/ \$0.52	\$310
In A Landscape Stay and Play	Aug 30-Sept 14, 2024	33,603	318	\$0.47	\$150
Allure of the Open Road	Oct 26-Nov 8, 2024	Views: 52,441 Reach: 38,717	1,225	\$0.16	\$200
Miss America Teen Watch Party	Dec 31, 2024	Views: 8,953 Reach: 5,665	798	\$0.31	\$48.87
TOTALS		169,911	3,689	Avg \$.32	\$708.87

- f. **Maintain a Calendar that lists major Festivals and Events that are taking place in Visalia, and the surrounding area, that could attract visitors and incur overnight stays.**

DELIVERABLES

- Tourist friendly events are found on www.visitvisalia.com/calendar
- 2024 Events listed: 278 | Pageviews: 52,4654
- Number of Events Marketed: 1
- Created POS cards with QR code linked to Calendar of Events and distributed to Lodging Partners

- g. **Provide day-to-day management activities, including planning, acquisition of services, equipment, supplies and facilities to fulfill the annual Sales and Marketing Plan of the Bureau.**

DELIVERABLES

Office operations, responsiveness to group sales initiatives and tourism marketing strategies were implemented with positive results.

3. ACTIVITIES TO BE TAKEN BY THE BUREAU WITHIN THEIR SCOPE OF WORK, THE VCVB SHALL:

- a. **Conduct sales, marketing, advertising, and public relations activities that will attract conventions & meetings and extend leisure overnight stays in Visalia hotel properties for a greater economic impact.**

DELIVERABLES

Refer to: 2 a, b, c, d, e, f, g

Extend Stays: All, but one convention lodging property, offer the group rate 3 days pre- and 3 days post.

In addition to paid advertising, domestic and international media releases were distributed and pick up by more than 737 Outlets with potential audience of 384.8 million. Appendix C

- b. **Implement a comprehensive and strategic Sales and Marketing Plan developed by the Executive Director to be executed by VCVB Staff.**

Marketing Plan Top Line Strategies

- Deploy Marketing initiatives to expand our destination brand domestically and globally
- Generate group meetings and convention leads to support our funding

partners

- Engage industry leaders and community champions to amplify the Visit Visalia brand
- Advocate for tourism growth

DELIVERABLES

- **Sales:** Refer to items 2 a, d
- **Tourism:** Refer to items 2 b, c, e, f and additional items below

- Visit Visalia

The Visalia Convention and Visitors Bureau serves as the facilitator of the Tourism Marketing District Owner's Association Management District Plan.
(Appendix D)

MMGY was the 2024 Marketing Agency of Record contracted to create, deploy and manage domestic digital media. More than \$400,000 was invested in MMGY strategies to increase Leisure Travel to Visalia. (Appendix D)

In addition to domestic leisure marketing the following marketing initiatives were deployed in 2024.

- Sequoia Visitors Guide - Full Page Back Cover
- Sequoia Visitors Guide – Full page CAC
- Certified Folder Display – Brochure placements throughout California
- Visit California Newsletters – Dedicated: Aug 6, 2024
(Sent 210,647 | Open Rate: 41.42% | CTOR: 2.89%)
- Visit CA Road Trips Magazine – CVTA 2-pg Co-op spread
- Visit CA Visitors Guide – MML, STC, Visit Visalia
- Expedia: VCA co-op
1st Flight: Jan 1-15, 2024; 2nd Flight: Oct 1-Nov 30, 2024
- Westways Magazine: Full Page Feb/Mar/Apr 2024 | 4.9M circulation
- Consumer Newsletters
Jan 5, 2024 - Sent: 5,651 | Open Rate: 19% | CTR: 3.29%
Apr 30, 2024 - Sent: 5,971 | Open Rate: 21.61% | 4.14%
Dec 4, 2024 – Sept: 6,762 | Open Rate: 22.24% | 3.7%
- Hotel Beds: International marketing targeting travel agents and strategic partners (Visit CA Partnership)
Flight: Sept 15, 2024-Mar 31, 2025 (Campaign In-process)
- USA Today Branded Content: Flight: Feb 8 – Mar 8, 2024

- Majestic Mountain Loop
 - CA Visitors Guide: 1/6-page MML ad (Co-op with VY | MC)
 - CA Road Trips Magazine: ¼ page MML ad
 - Yosemite Journal: Full page MML ad + advertorial
 - Visit Yosemite | Madera County Visitors Guide: Full page MML ad + advertorial.
 - Sequoia Visitors Guide: Full page MML
 - Fresno Yosemite International Airport: concourse display
 - Visit Visalia office window display
 - Social Media: Managed by Mountain High Images (2023)
 - Facebook likes: 2.5K | Instagram followers: 402 | Twitter followers: 87
 - Corporate Partnerships: Enterprise Rental Car and National Rental Car
 - User discount on Enterprise and National Rental Car
 - Visit Visalia Website: See page 5
 - Total Pageviews: 4,088
- Interviews, Podcasts, Appearances
 - Univision – CAD, Interview with Carlos Trejo: April 1, 2024
 - 95.7FM Mike Pesto: Sequoia Legacy Tree, Aug 1, 2024
 - 95.7FM Mike Pesto: Charles Young, Aug 15, 2024
- Hosted FAMs, Influencers and Travel Writers

VCA France - Travel Agents	March 22, 2024
Ribanna Ginsberg	May 10, 2024
Juan Toselli, Juan Toselli Intl Tours	May 8, 2024
Jane Canapini, Grown Up Travels	May 9-10, 2024
Georgina Fuller - (CVTA) iPaper UK Georgina, Autist Son and Her Dad	May 24-30, 2024
Marjorie Dewey - Visit CA Japan	Sept 4, 2024
Scott McConkey (MSN, Blog)	Sept 6-8, 2024
Colleen Goldhorn STC sponsored for Visit USA Parks	Aug 27-29, 2024
Svenja Borberg - Blogger VCA Germany	Sept 19-22, 2024
Kyle Mulinder - @BareKiwi Visit CA GIAB	Sep 20-22, 2024
London Chef's Table - CVTA	Oct 3, 2024
Profi Trip - Ag Tour with John Oneto	Nov 1, 2024

Examples of marketing materials are on file and available upon request.

- c. **Submit an annual review to the City Council each year that describes the success of the VCVB over the previous year.**
- d. **By October 14, 2024, provide an account of the proposed services for the next calendar year.**
Perhaps this request was based on a fiscal year program of work. The CVB operates within a calendar year.
- e. **Include any updates on partner organizations that the VCVB may be closely involved in. By October 12, 2024, provide an account of proposed services for the next contract year (s).**
 - VCVB will continue to work with our key partner organizations to deploy relevant strategies that enhance tourism travel.

2024 DELIVERABLES

- **Sequoia Tourism Council Key Initiatives**
 - Sequoia Visitor Guide
www.discoverthesequoias.com Distribution channels include:
 - Certified Folder
 - Chambers of Commerce
 - Tradeshows: WAE, LA Travel Show, Bay Area Travel Show
 - Advertising and Marketing
 - CA Visitors Guide: 1/8-page STC ad (co-op with CVTA)
 - Yosemite Journal: STC Ad Full page + advertorial + e-blasts
 - Big Blend Podcast monthly: 12 (Jan. – Dec. 2024)
 - National Parks Trip Media Leads
 - Social Media: Managed by Topograph
 - Facebook likes increased 6% to 7.2K
 - Instagram followers: increased 24% to 2,138
 - Twitter followers: decreased .85% 578

Results
 - Trade Shows
 - World Ag Expo (Feb. 2024)
 - Los Angeles Travel & Adventure Show (Jan 3-4, 2024)
Guides Distributed: 550
 - Bay Area Travel & Adventure Show (Mar 16-17, 2024)

- Website:
 - www.Discoverthesequoias.com
 - Users: 2,820 | Pageviews: 3,896
- Tourism Summit – September
 - Secured Ryan Becker, Senior VP Visit California as keynote
 - Engage panel of local industry leaders:
 - Sintia Kawasaki-Yee, Anil Chagan, Connie Conway, Mike Washam, Rob Taylor
- **Central Valley Tourism Association - Key Initiatives**
 - CVTA Map and Guide
 - Co-op Visit CA Visitor Guide
 - Full page ad: 8 partners / co-op funding by Visit CA
 - Trade Shows
 - IPW (Los Angeles, CA 2024)
 - Website: <https://www.visitcentralvalley.com/>
 - UK Trade and Media Representation: Black Diamond | International Tourism Group
 - Hosted Chefs Table – London, Oct 3, 2024
 - Media FAM: Georgina Fuller - Paper, May 24-30, 2024
 - Visit CA Consumer Newsletter: March 20, 2024
- **High Sierra Visitor Council - Key Initiatives**
 - French Trade and Media Representation:
 - Interface Tourism France – to the trade and media
 - Contract with Local Freshies for social media and content creation.
 - Followers - IG: 2,841 | FB: 12K
 - HSVC Social Influencer and Trade FAMs
 - Interface Travel Agent FAM – March 22, 2024
 - 10 Travel Agents
 - Trade Shows
 - IPW Los Angeles, CA June 2024
 - Brand USA Media Forum
 - Website: <https://californiahighsierra.com/>
 - Multilanguage Itineraries: English, French, German, Chinese
 - Visit CA Consumer Newsletter: April 17, 2024
- **Visit California Key Initiatives**
 - Story Submissions: 6 Submitted, 3 published
 - 2024 Media FAMs:
 - Svenja Borberg – Visit CA Germany, Sept 19-22, 2024
 - Kyle Mulinder – Visit CA GIAB, Sept 20-22, 2024
 - Website: <https://www.visitcalifornia.com/places-to-visit/visalia/>

- **US Travel Campaigns**

- Brand USA
 - Global Inspiration Program 2025 - Visalia Cities Page
 - English
 - French
 - Total countries reached in print and digital: 192
 - Total Printed Guides: 125,000
 - Total expected impressions: 2.5 M

- **Visit USA UK**

- Membership listing webpage
- Member listing in Visit USA UK Travel Planner: ⅓ Page
- 19.54 UMV | 74K monthly reach

f. Book 7300 room nights in new sales, where the lead is generated by the VCVB

Lead Generation

2024 Lead Tracking - Summary

Source	Leads	Room Nights	Won	Lost	Declined	Pending	Canceled
CVB-Cvent:	34	17,981	4	13	7	6	4
CVB	21	6411	6	4	1	10	
VCC	11	4043	6	1	2	1	1
Marriott	6	2955	1	4		1	
Wyndham	1	349		1			
	73	31,739	17	23	10	18	5

- **New Events Contracted from VCVB Leads**

- **New Events: 6**
- **Requested New Room Nights: 1541 (21%of 7300 Room Night Goal)**

- VCVB New Leads Lost with Reason

- Lost: 5
 - Dates/Space Unavailable: 4200 Room Nights
 - Downtown Lodging: 381 Room Nights

2024 Contracted VCVB Leads

Event Year	Organization	Lead	New/Repeat	Requested Rooms	Status
2024	Digital Promise	CVB	New	240	Won
2024	California Consortium of Addiction Programs and Professionals (CCAPP)	CVB	New	281	Won
2024	Central Pacific Ministry Network	CVB	New	550	Won
2024	Academic Senate for California Community Colleges	CVB	New	340	Won
2024	Golden State Chapter Order of Eastern Star	CVB-Cvent	New	20	Won
2025	CalPERS (2566) Benefits Education Events	CVB-Cvent	New	110	Won
2024	CA Consortium of Addiction Programs	CVB	Repeat	165	Won
2025	Church of God of Prophecy State Convention	CVB	Repeat	240	Won
2025	CA Animal Nutrition Conference 2025	CVB-Cvent	Repeat	103	Won
2025	Rhino Corp	CVB-Cvent	Repeat	270	Won

2319

CVB New Lead - Lost w/reason

Event Year	ACCOUNT NAME: LEADS JANUARY 1 - DECEMBER 31, 2024	LEAD NAME	Source	New/Repeat	REQUESTED ROOMS	STATUS	NOTES
2025	Church of God of Prophecy	2025 Women's Convention	CVB	New	400	Declined	Dates unavailable
2025	Joint Office for Science Support	CEDAR/GEMS 2025	CVB-Cvent	New	1388	Declined	Dates unavailable
2026	Twist & Shout	Convention 2026	CVB-Cvent	New	524	Declined	Dates unavailable
2024	Valent West Region Training	2024 West Region Training	CVB-Cvent	New	48	Declined	Dates unavailable
2025	Marketing Ops/Mops-Apalooza		CVB-Cvent	New	1840	Lost	Size-Unable to accommodate space needs

4200

2027	Delta Kappa Gamma Society	Annual Convention	CVB-Cvent	New	293	Lost	Downtown Lodging not enough downtown lodging
2026	WLPS - Women's Leadership (Delta Kappa Gama)	Board Meeting	CVB-Cvent	New	88	Lost	Downtown Lodging-Lost 2027 convention - no reason to meet in Visalia

381

g. Assist with at least 2,000 additional room nights, where the lead comes from another source, but assistance with room nights or making of the proposal was needed from the VCVB*

- Total VCVB Contract Assists
 - 7 Contracts
 - 1993 Room Nights (99% of goal)

2024 Contracted VCVB Assists

Event Year	Organization	Lead	New/Repeat	Requested Rooms	Status
2024	Future Business Leaders of America Leadership	Marriott	New	350	Won
2027	Apostolic Assembly	VCC	New	250	Won
2025	American Rock Art Research Association	VCC	New	825	Won
2024	Pacific Union Conference	VCC	New 3+ years	29	Won
2025	One T Works (Karalee)	VCC	Repeat	54	Won
2026	Western District Ladies	VCC	Repeat	235	Won
2025	Miss California	VCC	Repeat	250	Won

1993

*f &g Summary

Booked Business 2024				
Type of Booked Business	Events	Room Nights	Goal	% of Goal
VCVB Lead:				
New Business	6	1541	7300	21%
Repeat Business	4	778	0	
	10	2319		
VCVB Assist:				
New Business	4	1454	0	
Repeat Business	3	539	0	
		1993	2000	99%
Total New Business	10	2995	0	
Total Contracted Business	17	4312	0	

- h. Develop new local travel itineraries and/or micro-adventures to entice visitors to stay, including a specific plan and implementation for target marketing the itineraries/adventures.**

DELIVERABLES

- New Itineraries
 - Coffee Trail
 - Vintage and Thrift Shopping
 - Christmas Weekend Getaway
- Updates to 12 key existing blogs and Itineraries

- i. Develop local features and attractions for new or returning visitors to further engage with.**

DELIVERABLES

- Renewed Commitment to CAD with renewal of Certified Autism Centers – 15 Total Partners (6 hotels, 7 attractions, 2 businesses)
- Updated Tulare County Museum Display
- Developed specialized tours for convention groups
 - International DX – Area Gardens Tour
 - Knights of Columbus - Historic Walking Tour
 - Profi Tours – Ag Tour
 - Photo Bingo - Murals - Historic Sites - Public Art
 - Collette Tours - Historic Tour (10 events)

- j. **Provide personalized tourist information and assistance where needed.**

DELIVERABLES

- Visitor Center Information Requests
 - In Office Visitors: 966 | +3% YOY
 - Geographics by Country (total: 27 countries of origin)
 - United States: 680 (total: CA: 337, 45 states of origin)
 - France: 49
 - Germany: 40
 - UK: 33
 - Canada: 28
 - Australia: 24
 - All others: 112

- k. **Share tradeshow calendar, industry partnerships and memberships with CITY for mutual planning purposes.**

DELIVERABLES

Decisions to attend trade show/prospecting events are advised by and coordinated with the Visalia Convention Center, Marriott Hotel and Wyndham Hotel. Sales staff from additional lodging properties are consulted and invited to attend the events.

Appendix

A) CVB | TMD Memorandum of Understanding

B) Convention Leads – Booked – Actualized Tracking

C) Earned Media

PR ARCHIVE		
Topic	Outlet	Publish Date
PR: Miss America Watch Party	Valley Voice	1/12/2024
Bio Solutions - (Client submitted)	Greenhouse Grower	3/6/2024
Big Blend Radio - STC Podcast	Big Blend	3/7/2024
Explore Central Valley	Visit CA Newsletter	3/20/2024
Winter Vacation Ideas	Readers Digest	

CAD Certification Interview Gustavo.barraza@nbcuni.com	Interview with Carlos Trejo Telemundo Fresno and No Cal	4/1/2024
Telemundo Fresno - Interview	Video	4/1/2024
Media FAM: Autism Certified	AFAR	4/2/2024
Big Blend Radio - Podcast (STC) Parks/Outdoors	Big Blend	4/4/2024
Wander the High Sierra - HSVC	Visit CA Newsletter	4/17/2024
Knights of Columbus	Sun Gazette	4/22/2024
Kaweah Oaks Preserve	Visit CA Media + Trade Story Ideas	4/24/2024
Weekend In Visalia	Trip Advisor Newsletter	6/5/2024
Miss CA Competition June 8-15, 2024	Visalia Times Delta	6/7/2024
Miss CA Competition June 8-15, 2024	Travel and Tour World	6/7/2024
Sherrie Bakke Welcomes Miss CA	Visalia Times Delta	6/16/2024
Miss CA Crowns Winner	Valley Voice	6/16/2024
Miss CA Competition June 8-15, 2024	MSN	6/7/2024
2024 Miss CA Crowned	MidValley Times	6/20/2024
Perfect 3 Park Loop (MML)	National Park Trips - Outside	7/7/2024
California's Outdoor Wonderland	Visit CA Consumer Newsletter	7/10/2024
Legacy Tree	KSEE 24 / KGPE	7/26/24
Legacy Tree	Sun Gazette	7/27/24
Legacy Tree	Our Valley Voice	7/31/24
Legacy Tree	Visalia Stringer	
Legacy Tree	CBS47	7/27/24
Legacy Tree	Visalia Home Shows	7/29/24
Legacy Tree	Visalia Times Delta	7/26/24
Legacy Tree	Yahoo News	7/26/24
Legacy Tree - Interview with Mike Pesto	My 97.5FM	8/1/2024
Pride Journeys - PRIDE Visalia	Pride Journeys	8/7/2024
Charles Young	My 97.5 fm - Mike Pesto	8/15/24
Autism Travel: I took my autistic son ...	I-Paper	08/07/2024
IN A LANDSCAPE Sept Music Festivals	High Sierra Visitor Council	8/22/2024
High Sierra Newsletter		
Discover CA's Central Valley	Roam	10/6/2024
Discover CA's Central Valley	Well Being	10/6/2024
Nature's Wonder Kings Cyn	Yahoo	10/8/2024
Nature's Wonder Kings Cyn	MSN	10/8/2024
Nature's Wonder Kings Cyn	Miles with McConkey Blog	10/8/2024
California Dreaming - Visalia	Chamy Travels	11/2/2024
8 Fun things to do in High Sierra in Nov.	HSVC	11/2/2024
14 Things to do in Sequoia	Miles with McConkey Blog	11/13/2024
14 Things to do in Sequoia	MSN	11/13/2024

<u>14 Things to do in Sequoia</u>	Yahoo	11/13/2024
<u>CA Dreaming - Visalia</u>	Svenja - Chamy Travels	11/29/2024
<u>10 Places to visit in High Sierra</u>	California High Sierra Newsletter	12/2/2024
<u>Christmas Traditions in the High Sierra</u>	CA High Sierra Newsletter/ Blog	12/2/2024
<u>50 Amazing CA Attractions</u>	Love Exploring	11/8/24
<u>A Festival Among Giants</u>	MediaDecision Scott McConkey	12/23/2024
<u>A Festival Among Giants</u>	Longview Journal Scott McConkey	12/23/2024
<u>A Festival Among Giants</u>	Northeast Mississippi Daily Journal - S McConkey	12/20/2024
<u>A Festival Among Giants</u>	Greenville Sun S McConkey	12/20/2024
<u>A Festival Among Giants</u>	Emporia Gazette S McConkey	12/20/2024
<u>A Festival Among Giants</u>	Fox 28 S McConkey	12/23/24

D) Agency of Record Annual Report

E) Board of Directors

January – June:

Steve Nelsen	Chair	Downtown Visalians
Katy Young	Vice Chair	ImagineU Children's Museum
John Oneto	Treasurer	Naturally Nuts
Anil Chagan	Secretary	Comfort Suites & Hampton Inn
Richard Feder		Visalia Mall
Carrie Groover		Visalia Marriott Hotel
Aaron Hensley		Valley Oaks Golf Course
Roger Hurick		Adventure Park
Bob McKellar		McKellar Family Farms
Adrian Reynosa		Visalia Convention Center
Samantha Rummage-Mathias		Wyndham Visalia Hotel
Michael Seaward		The Darling Hotel
Brett Taylor		Council Member

July – December

Steve Nelsen	Chair	Downtown Visalians
Katy Young	Vice Chair	ImagineU Children's Museum
John Oneto	Treasurer	Naturally Nuts
Anil Chagan	Secretary	Comfort Suites & Hampton Inn
Denise Taylor-Conner		Holiday Inn Express
Sintia Kawaski-Yee	Ex- Officio	Sequoia and Kings Canyon National Parks
Adrian Reynosa		Visalia Convention Center
Brett Taylor		Council Member

F) Economic Impact Calculator Methodology

In 2024 the economic impact of Visalia's group and leisure travel was calculated by HVS. They estimate a convention attendee represents \$347 in economic impact. The 2024 HVS Study is available upon request.

G) CVB Convention, Meeting & Event Calendar 2024



CVB Convention, Meeting & Event Calendar

2024

1. January 5-7, 2024: Knights of Columbus Deputy District Meeting
- February – 13 -15: World Ag Expo**
2. February 21 – 24, 2024: United Pentecostal – Western District Ladies Conference
3. March 4-6, 2024: Bio Solutions Conference and Expo (200 attendees, 281 room nights)
4. March 7-10, 2024: OneT Works (Citywide-no room blocks)
5. March 20 – 27, 2024 – International Order of Rainbow Girls (Citywide)
- March 31, 2024: Easter**
6. April 4-7, 2024: CCGI State Gymnastics Championship (Citywide)
7. April 10-13, 2024: International DX Convention -North (VCC/Marriott, Wyndham, Comfort Suites)
8. April 17-20, 2024: United Pentecostal WD Youth Convention (Citywide)
9. May 1-4, 2024: Great Western Fan Festival (Citywide)
10. May 14 – 19, 2024: Knights of Columbus State Convention (Citywide)
11. June 8 -16, 2024: Miss California (100th Anniversary)
12. June 20-22, 2024: Jobs Daughters
13. June 25-30, 2024: American Legion Department of CA
14. July 29-Aug 2, 2024: Assembly of the Lord Jesus Christ
15. August 15-18, 2024: California Consortium of Addiction Programs
16. August 16-17, 2024: Pacific Union Conference iShare
17. September 30-October 1, 2024: Digital Promise, Innovative Schools
18. October 3-5, 2024: Rhinos Corps
19. October 14-19, 2024: California Order of Eastern Star
20. October 25-26, 2024: Golden State Chapter -OES – Youth Leadership
21. November 6-9, 2024: Academic Senate for California Community Colleges
22. November 7-9, 2024: Central Pacific Ministry Network
23. November 14-17, 2024: Future Business Leaders of America
24. Newmarket Air Holidays Tours (Wyndham) – 8 Dates (3/16, 4/27, 5/25, 6/15, 9/14, 9/28, 10/12, 11/16 |

H) Key Destination Industry Partnerships 2024

- Brand USA
 - Visit California
 - Visit USA – UK Association
 - Cal Travel Association
- California Society of Association Executives (CalSAE)
- High Sierra Visitors Council
- Central Valley Tourism Association
- Sequoia Tourism Council

I) Visit Visalia Trade Show Calendar 2024

Suzanne Bianco:

1. TravMedia IMM USA/ VCA New York Media Mission (Jan. 24-26, 2024)
2. New York Travel Show (Jan. 27-28, 2024)
3. Go West Summit (Feb. 26-29, 2024)
4. Visit CA Outlook Forum (Mar 10-13, 2024)
5. IPW Los Angeles - MML (May 3-7, 2024)
6. Visit CA LA Media Reception (Oct. 10, 2024)

Sherrie Bakke:

1. Corporate Express: Woodland Hills, CA (March 4-8, 2024)
2. Seasonal Spectacular: Sacramento, CA (December 4-5, 2024)