

# PERFORMANCE DASHBOARD –September 2025

## Convention Sales Pipeline –August 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: 15 RFP | 11,131 RN**

**Returning: 6 | New: 9**

**Proposals Submitted | Contracts Pending**

**11 | 9102 RN**

**Returning: 4 | New: 7**

**YTD Contracted Events:**

**24 | 8268 RN**

New: 10 | 2148 RN

**YTD Lost**

**Events:**

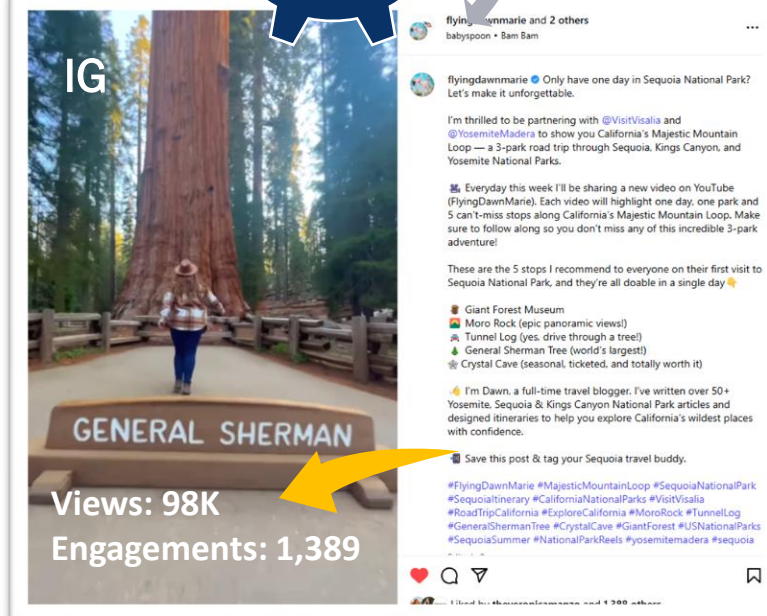
**19 | 9311 RN**

**Serviced**

**0**

# INSTAGRAM: Top Social Media Platform

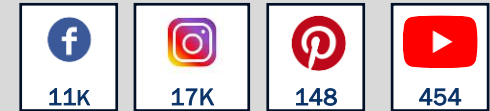
Instagram  
[@visitvisalia](#)



## PERFORMANCE DASHBOARD Social Media AUGUST 2025

### SOCIAL MEDIA

#### SOCIAL MEDIA FOLLOWERS



3,116,485  
Facebook Views

46K  
Instagram Reach

YouTube  
Video  
Stats:

432.9K  
Views

2.7K hrs  
Watch Time

TikTok  
Video Views: 1.3M  
Profile Views: 2.4K  
Followers: 6K

Pinterest  
Imp: 8.2K  
Eng: 495  
Audience:  
5.14K

#### Consumer Newsletter – August 11, 2025:

Road Trip to Kings Canyon, Shop Like a Local, Event Spotlight, Stay, Dark Sky Festival

Sends: 6,772 | Opens: 41.77% | CTR: 5.27%



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

PERFORMANCE DASHBOARD

August 2025 Snapshot

Top Landing Pages

	Landing page	Views	Key events	Views per session
1.	/itineraries/a-rock-le...	14,380	11	1.03
2.	/experience-visalia	13,881	18	1.25
3.	/road-trips-scenic-dr...	10,410	99	1.42
4.	/sequoia-national-p...	8,582	219	2.69
5.	/	7,869	193	1.93
6.	/calendar	7,260	21	2.58
7.	/fall-in-sequoia-and-...	7,238	22	1.29
8.	/itineraries/parks-re...	7,170	5	1.33
9.	/itineraries/romanti...	6,350	9	1.32

Increase in paid social traffic is why we see an increase in overall sessions but a decrease in engagement.

Website Performance Summary

Active users	Event count	Engagement rate	Key events	Sessions
80.2K	532.1K	32.98%	2.6K	102.1K
⬆ 52.1%	⬆ 39.2%	⬇ -22.7%	⬆ 4.1%	⬆ 65.4%

Session Channel	Sessions	Views	Views per user	Engagement rate	Key events	Session key event rate	Event count per user
1... Paid Social	59,771	71,720	1.49	21.74%	185	0.28%	4.44
2... Organic Search	13,421	25,814	2.5	68.01%	1,253	7.4%	12.54
3... Paid Search	7,778	17,911	2.86	66.15%	534	5.45%	12.98
4... Direct	6,661	11,874	2.22	47%	386	4.02%	9.42
5... Display	6,905	7,124	1.14	9.14%	0	0%	3.43
6... Unassigned	659	4,726	6.06	11.23%	12	1.52%	8.56
7... Referral	1,710	3,642	2.65	61.58%	159	5.15%	12.53
8... Cross-network	796	1,409	2.06	57.16%	35	3.52%	8.43
9... Paid Video	743	826	1.18	29.48%	0	0%	5.21
1... Organic Social	245	345	1.49	67.76%	7	2.45%	6.14

Previous YEAR comparison

# PERFORMANCE DASHBOARD

## Marketing August 2025

### PR / FAM

<a href="#">Go on a 2000km road trip across California to hone your manliness!</a>	Leon Japan Riho Nakamori	8/18/2025
<a href="#">FAM: Flying Dawn Marie</a>	Moro to Morro	Aug 25-27, 2025
<a href="#">Congressman Jim Costa</a>	Transportation	Aug 21, 2025

### 2025 VISITOR SERVICES

Source	JULY	YTD	Top Countries	Domestic
Walk-in	62	542	USA Canda Switzerland Argentina Netherlands	CA, AZ, MA, OH, WA, IN, NY, SC
Phone	6	28		
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	<b>11%</b>
Apr	105,279	43,209	148,488	22%
May	139,514	99,931	239,445	5%
Jun	162,711	71,307	234,018	2%
Jul	201,439	132,481	333,920	0%
Aug	196,342	122,833	319,175	2%
Sep				
Oct				
Nov				
Dec				



Big Blend Radio  
AUG 7, 2025  
[Arts, Parks and Communities of Tulare County](#)



### VISIT USA UK

Travel Trade Webinar – Sep2, 2025

### Webinars - Learn what's new and different in the USA from the Experts

Join our **FREE** weekly, 30-minute webinars most **Tuesdays at 1400hrs GMT/BST**, to hear the latest from our members on all things USA. We welcome travel agents and tour operators as well as anyone who just wants to find out about an area of the USA.

We will feature a new member each week and it could be a State, region, attraction, transport operator, accommodation provider or a tour operator. You won't want to miss this opportunity to increase your knowledge and awareness about the USA. Web link and joining instructions will be sent after registration.

If you missed any of our previous webinars, please scroll down.

Here's a list of the webinars coming up. Just click on the register.

#### Visit Visalia

2 September 2025

The charming and vibrant city of Visalia, California, nestled in the foothills below the Sierra Nevada Mountains, first up on September 2.



#### Visit USA resumes webinars in September

Visit USA is to restart its agent webinars next month with Visalia, a south-central Californian city that is nestled in the foothills below the Sierra Nevada Mountains, first up on September 2.



### POST PRESENTATION SURVEY RESULTS:



“Really useful information, on a part of California I knew nothing about”

“Great webinar!”

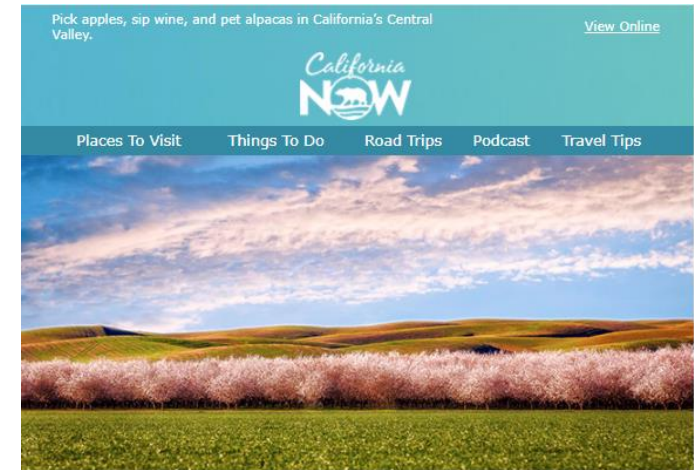
“Excellent webinar full of information about the area.”

### Expedia: Co-op Campaign - MML

Apr 4-May 19, 2025

Display Ads	Ad Spend	Impressions	Clicks
	\$19,995	1,268,314	1,227
	CTR	Revenue	ROAS
	0.11%	\$68,746	3.4

### CVTA: VCA e-Newsletter



#### Taste the Bounty of the Central Valley

Rediscover the heartland as you cruise through the middle of the state: 400 miles of produce stands, local pours, and small-town charm.

Flavor Awaits



# PERFORMANCE DASHBOARD

## August 2025

### Trek to the Trees: Congressman Jim Costa Thursday, August 21, 2025

Purpose: Congressional field visit to engage stakeholders in tourism discussion including public/tourism transportation system to & within Sequoia National Park.

