

PERFORMANCE DASHBOARD – November 2024

Convention Sales Pipeline – October 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: 8 RFPs | 3802 RN

**Proposals Submitted
Contracts Pending
Contracts 5 | 2537 RN**

**Contracted Events:
0 | 0 RN**

**YTD Lost
Events:
34 | 14,303 RN**

**Serviced
3**

PERFORMANCE
DASHBOARD

Website Results:

VISITVISALIA.COM
OCTOBER 2024 SNAPSHOT

TOP 10 PAGES

	Landing page	Views	Key events	Views per session
1.	/	21,122	1,122	1.49
2.	/plan	12,139	563	1.23
3.	/calendar	9,483	307	2.53
4.	(not set)	5,670	6	5.01
5.	/things-to-do	3,415	198	2.72
6.	/itineraries	3,166	152	2.64
7.	/FINALDRAFTOKTO...	1,925	0	17.04
8.	/stay	1,380	371	1.83
9.	/sequoia-national-p...	1,341	79	1.8

334K
EVENT COUNT



-0.3%

41K
USERS



-14%

48,373
SESSIONS



11.9%

47%
ENGAGEMENT RATE



6.3%

Previous YEAR comparison

VISITVISALIA.COM
Geographic Detail
OCTOBER 2024

Country	Active users	New users	Engaged sessions	Engagement rate
Total	40,684 100% of total	39,929 100% of total	22,786 100% of total	47.1% Avg 0%
1 United States	38,448	37,667	22,081	48.11%
2 (not set)	875	875	55	6.3%
3 Canada	171	168	103	56.28%
4 Germany	113	112	38	30.89%
5 United Kingdom	96	95	47	48.96%
6 Mexico	76	75	53	60.92%
7 Netherlands	76	74	46	57.5%
8 France	72	71	35	51.47%
9 Iran	54	55	4	8.33%
10 Australia	51	49	38	64.41%

INSTAGRAM: Top Social Media Platform



Plays: 31K
Reach: 22,211
Engagements: 2,589



Campaign: Live

Reach: 8,741
Clicks: 202
CPC: \$.30

PERFORMANCE DASHBOARD

SOCIAL MEDIA OCTOBER 2024

SOCIAL MEDIA FOLLOWERS



651K Facebook Reach	226K Instagram Reach
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YouTube Video Stats:	456 Views	8.2 hrs Watch Time
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TikTok
Video Views: 14K
Profile Views: 478
Followers: 1.3K



Media Mentions



Big Blend Radio –Oct 3, 2024
Celebrate Fall in California's Sequoia Country
<https://discover-the-sequoias.podbean.com/>

PR / FAM – September 2024

London Chef's Table CVTA/ Black Diamond	Oct 3, 2024	Modesto coord media event with Black 10-20 media members.	
Collette Tours Vinette DiGregorio	Oct 30-Nov 2, 2024	Product developer and operations team in Visalia to firm up 2025 tours.	
Discover CA's Central Valley	Oct 6, 2024	Roam	London's Chef Table
Discover CA's Central Valley	Oct 6, 2024	Well Being Magazine	London's Chef Table
Nature's Wonder Kings Cyn	Oct 8, 2024	MSN	Scott McConkey
Nature's Wonder Kings Cyn	Oct 8, 2024	Yahoo	Scott McConkey
Nature's Wonder Kings Cyn	Oct 8, 2024	Miles with McConkey Blog	Scott McConkey

2024 VISITOR SERVICES

Source	OCT	YTD	Top Countries	States
Walk-in	91	900	USA Canada, France, Austria, Germany, Netherlands, UK, Argentina, Australia, Ireland	CA OH, TX, WI, AZ, ID, IL, KS, ME, MI, MO, NC, IK, OR
Phone	3	90		
Digital	0	7		

PERFORMANCE DASHBOARD

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				
Nov				
Dec				

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.

PERFORMANCE DASHBOARD

STC Tourism Summit

October 24, 2024 | Visalia Marriott Hotel

Total Estimated attendance: 100+



Keynote Speaker

Ryan Becker, Visit California

Senior Vice President of Communications and Strategy

Panelists

Anil Chagan, Sintia Kawasaki Yee, Connie Conway,
Michael Washam, Rob Taylor

