

# PERFORMANCE DASHBOARD –November 2025

## 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: 15 RFP | 10,917RN**

**Returning: 5 | New: 10**

**Proposals Submitted | Contracts Pending**

**9 | 5,722 RN**

**Returning: 4 | New: 5**

**YTD Contracted Events:**

**31 | 13,153 RN**

**New: 11 | 3133 RN**

**YTD Lost**

**Events:**

**22 | 11,018 RN**

**Serviced**

**3**

## **CVB NEW LEADS**

Goal: 7300 New Room Nights

YTD Actual New Leads Generated: 7032 Room Nights

- **Won:** 2203 (2024 Proposals Won in 2025: 927)
- **Pending:** 3012
- **Lost:** 4009 (2024 Proposals Lost in 2025: 1265)

## **CVB LEADS – RETURNING**

- **Won:** 5250
- **Pending:** 970 + 240=1167
- **Lost:** 4304

## **CVB ASSISTS**

- **New Won:** 930
- **Returning Won:** 4770
- **Pending :** 3950 + 800=4750
- **Lost:**10,597 (6400 was one organization with 8 events.)

**YTD CVB Facilitated Proposals: 41,035 Room Nights**

# PERFORMANCE DASHBOARD

October 2025 Snapshot

## PR / FAM

<a href="#">2000 KM Road Trip across CA</a>	Popeye Magazine Riho Makamoei	9/6/2025
<a href="#">Road Trip Thru Mountains</a>	The Rake Japan Maiko Takeda	9/12/2025
<a href="#">Learn about Kind America</a>	Popeye Online VCA Japan FAM	9/6/2025
<a href="#">Moro to Morro</a>	Flying Dawn Marie Blog	9/8/2025
<a href="#">The Camera Travels SEKIASahi Japan</a>	<a href="#">Arisa Kasai</a>	9/13/2025
<a href="#">Early Omens of Autumn</a>	Risa Wyatt	9/10/2025
<a href="#">Exploring the Delicious Tastes of an Agricultural Kingdom and a Good Old Town! Gourmet Culinary Tourism in Modesto and Visalia</a>	The Rake Japan Maiko Takeda	9/24/2025
<a href="#">Visalia, CA a charming town</a>	Asahi News - Japan Arisa Kasai	10/11/2025
<a href="#">HSVC Interview</a>	USA Tourism Board- France	10/28/2025

## 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	Gov't Shut Down Oct 1 - ?			
Oct	Parks Open no Fee collected/ No Data			
Nov				
Dec				

Previous YEAR comparison

## 2025 VISITOR SERVICES

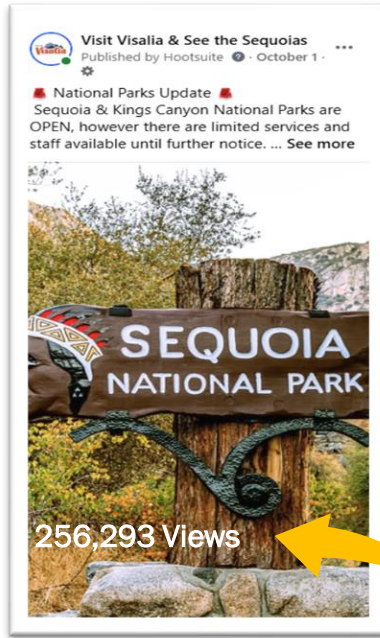
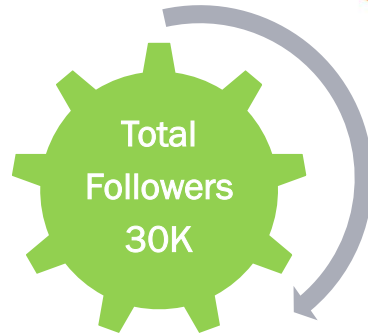
Source	OCT	YTD	Top Countries	Domestic
Walk-in	82	624	USA Germany Canada Netherlands Australia France Italy, UK	CA, OH, FL, OK, AZ, TX, IA, MN, NE, NV WA, AL, MO, NY
Phone	15	45		
Digital	0	12		



Big Blend Radio  
OCT 2, 2025

[Fall Festivities in  
Tulare County](#)

INSTAGRAM:  
Top Social Media  
Platform  
Instagram  
[@visitvisalia](#)



# PERFORMANCE DASHBOARD

Social Media OCTOBER 2025

## SOCIAL MEDIA

### SOCIAL MEDIA FOLLOWERS



1,646,300  
Facebook Views

125K  
Instagram Reach

YouTube  
Video  
Stats:

515K  
Views

2.9K  
Watch Time

#### TikTok

Video Views: 37K  
Profile Views: 466  
Followers: 6.5K

#### Pinterest

Imp: 3.63K  
Eng: 181  
Audience:  
2.47K

### Consumer Newsletter – October 2025:

Visalia Craft Beer Trail, From Summer to Fall in National Parks, Dark Sky Festival

**Sends: 7,329 | Opens: 36.74% | CTR: 7.02%**





Top Landing Pages

	Landing page	Views ▼	Key events	Views per session
1.	/road-trips-scenic-dr...	20,174	50	1.24
2.	/fall-in-sequoia-and-...	17,629	27	1.19
3.	/calendar	9,773	15	2.83
4.	/sequoia-national-p...	6,580	114	2.68
5.	/articles/get-a-taste...	5,841	17	1.14
6.	/	4,612	161	2.04
7.	/stay	3,937	231	1.58
8.	/things-to-do	3,531	120	2.7
9.	/hiking	2,254	18	2.39

Website Performance Summary

Active users	Event count	Engagement rate	Key events	Sessions
55.8K	397.9K	39.34%	1.6K	64.5K
⬆ 37.2%	⬆ 19.0%	⬇ -16.5%	⬇ -62.7%	⬆ 33.3%

Session Channel	Sessions	Views ▼	Views per user	Engagement rate	Key events	Session key event rate	Event count per user
1... Organic Search	14,366	28,787	2.61	67.99%	811	4.22%	12.3
2... Paid Social	20,723	25,574	1.41	26.84%	70	0.28%	4.74
3... Paid Search	7,957	18,465	2.8	69.42%	438	4.49%	12.07
4... Display	16,209	17,346	1.17	10.12%	1	0.01%	3.49
5... Direct	4,070	6,306	1.82	41.11%	125	1.94%	7.52
6... Referral	1,330	2,699	2.68	57.37%	104	4.06%	12.89
7... Organic Social	337	464	1.44	56.38%	5	1.19%	5.98
8... Cross-network	83	357	4.3	97.59%	17	14.46%	17.39
9... Unassigned	676	287	0.43	6.95%	7	0.89%	3.11
1... Organic Shop...	148	149	1.01	0.68%	0	0%	3.01

Previous YEAR comparison