



VISIT

Visalia

2026 Sales & Marketing Plan



MISSION • VISION • VALUES

MISSION

To promote Visalia as an ideal overnight travel destination through unique local experiences and engaging marketing.

VISION

Visalia is the destination of choice for travelers.

VALUES | GUILDING PRINCIPLES

Advocate	Visit Visalia will engage in advocacy efforts impacting the sustainability and enhancement of our tourism assets.
Stimulate	Visit Visalia will deploy marketing and destination development initiatives expected to stimulate overnight group and leisure travel.
Collaborate	Visit Visalia seeks collaboration in representing, developing and/or enhancing the visitor's experience.

OVERVIEW

Visit Visalia's 2026 Sales & Marketing Plan addresses three target audiences: leisure travelers, meeting planners and our local community. The Plan focuses on these three distinct perspectives, builds on the foundational strengths of our destination, and deploys industry best practices to achieve Visit Visalia's goals and objectives:

- Increase in overnight hotel room demand.
- Serve as a group sales broker
- Encourage tourism product development.
- Build community champions.

STRENGTHS

- Proximity to Sequoia & Kings Canyon National Parks & Sequoia National Forest
- Geographic accessibility
- Convention Facilities
- Broad range of branded and independent hotels
- Affordability for both group and leisure travel
- Vibrant pedestrian-friendly dining, shopping and entertainment districts
- Emerging arts, cultural, and historic identity
- Diverse outdoor experiences

OPPORTUNITIES

- Broaden destination visibility and brand awareness.
- Increase overnight visitation in non-peak seasons.
- Increase group lead generation
- Strategic retention of group business
- Advocate for additional tourism assets AKA destination development.
- Develop extended itineraries to expand market reach.



BRAND POSITIONING

Brand Positioning Statement

For adventure seekers and cultural explorers yearning for discovery, Visalia is rooted in the true spirit of community, where visitors are invited to share in our deep connection to nature’s majesty and cultural richness. Ideally situated among National Parks, Visalia is where travelers rest, rejuvenate, and embrace the soul of exploration that inspired early trailblazers—while enjoying a contemporary city that thrives on hospitality, creativity, and an enduring love of the land.

TOP LINE STRATEGIES

- Deploy targeted marketing initiatives, domestically and globally, to increase overnight demand.
- Generate group meetings and convention leads to support our funding partners.
- Advocate for tourism growth through thoughtful destination development initiatives as well as preservation of and access to tourism assets.
- Engage industry leaders and community champions to amplify the Visit Visalia brand



TOURIST TARGET AUDIENCE

TARGET MARKETS

PRIMARY
SOUTHERN
CALIFORNIA

Four County Area
Los Angeles, San
Bernardino,
San Diego

SECONDARY
NORTHERN
CALIFORNIA

Three County Area
Sacramento, Contra
Costa, San Jose

TERTIARY
KEY INTERNATIONAL
MARKETS

UK, France,
Germany, Canada,
Mexico

TOURISM INITIATIVES

Goal: Increase overnight hotel stays

Objective: Leverage and deploy earned and paid media in identified geographic and demographic target markets

Tactics:

1. Engage a marketing agency of record to create and deliver industry media best practices in targeted domestic & international markets.
2. Invest with Visit California and other travel partners in co-op campaigns when appropriate to leverage cost efficiency in reaching our target markets.
3. Target World Cup travelers.
4. Reach domestic and international travelers through industry channels.
5. Routinely populate all owned channels.
6. Support destination development initiatives.

Objective: Educate travel influencers (media and travel trade) on Visalia's basecamp to Sequoia and Kings Canyon Attributes.

Tactics:

1. Participate in Visit CA-sponsored and other media and travel trade events.
2. Consistently submit topical content to media sources.
3. Solicit and engage with opportunities to host FAM tours for in-market experiences.

Objective: Solicit tour and travel groups to stay in Visalia.

Tactics:

1. Attend market and industry-focused tradeshows.
2. Remain active with agents and tour operators.
3. Enhance in-market tour attendee experience.

Objective: Collaboration

Tactics:

1. Leverage industry partnerships to amplify our tourism message.
2. Support initiatives designed to increase visitation and the visitor's experience.
3. Encourage meeting planners to provide attendees with destination information, including itineraries, guides, tours and maps; develop convention micro-sites.
4. Request hotel partners to offer their group rate 3-days pre and post event.
5. Recruit and retain business participation and deploy group discount program – Show Your Badge/Basecamp Better

MEETINGS AND CONVENTIONS INITIATIVES

Goal: Generate New Meeting and Convention Leads

Objective: Prospecting

Tactics:

1. Attend sales prospecting events.
2. Direct marketing to meeting planners.
3. Targeted “cold call” solicitation.
4. Mining previous group business.
5. Increase destination awareness through FAM tours.

Goal: Win Proposals

Objective: Secure new and retain desired group business in Visalia

Tactics:

1. Collaborate with venue and lodging colleagues to develop attractive proposals.
2. Lead presentation for site selection process.
3. Deploy an incentive program for new groups including a tracking and accounting process.
4. Increase destination awareness through FAM tours.

Goal: Client and Convention Servicing

Objective: Provide optimal Visit Visalia attendee experience

Tactics:

1. Serve as the relationship manager to ensure a single point of contact for groups staying in more than one hotel or as requested.
2. Convention welcome videos when requested
3. Develop and deploy itineraries and group tours.
4. Manage and promote “Show Your Badge/Basecamp Better” discount program.
5. Communicate group presence to retail and attraction partners.
6. Coordinate “Welcome” services; dignitary message, concierge table, etc.
7. Facilitate group add-on & incentive agreements and pick up reports.
8. Facilitate post-con evaluation and share finding with venue and headquarter hotel.



DESTINATION DEVELOPMENT INITIATIVES

Goal: Increase overnight stays

Objective: Enhance existing and encourage new tourism product development.

Tactics:

- Partner with local organizations to update, develop and promote: Tours, attractions, festivals, events.
- Lead the development of the Brush to Blossom Tour in collaboration with Arts Visalia and Sequoia Riverlands Trust
- Provide technical assistance, when appropriate.
- Populate channels with all events and attractions.

Objective: Serve as community visionary and facilitator for regional tourism growth.

Tactics:

- Serve on Sequoia Tourism Council, Central Valley Tourism Alliance, High Sierra Visitors Council.
- Participate in Cal Travel Advocacy Efforts.
- Collaborate with Sequoia Parks Conservancy and Sequoia & Kings Canyon National Parks.