
Visalia CVB Board Reports

MONTHLY INSIGHTS

DATE: MARCH 2026

PERFORMANCE DASHBOARD

SNAPSHOT: AS OF 3/5/2026

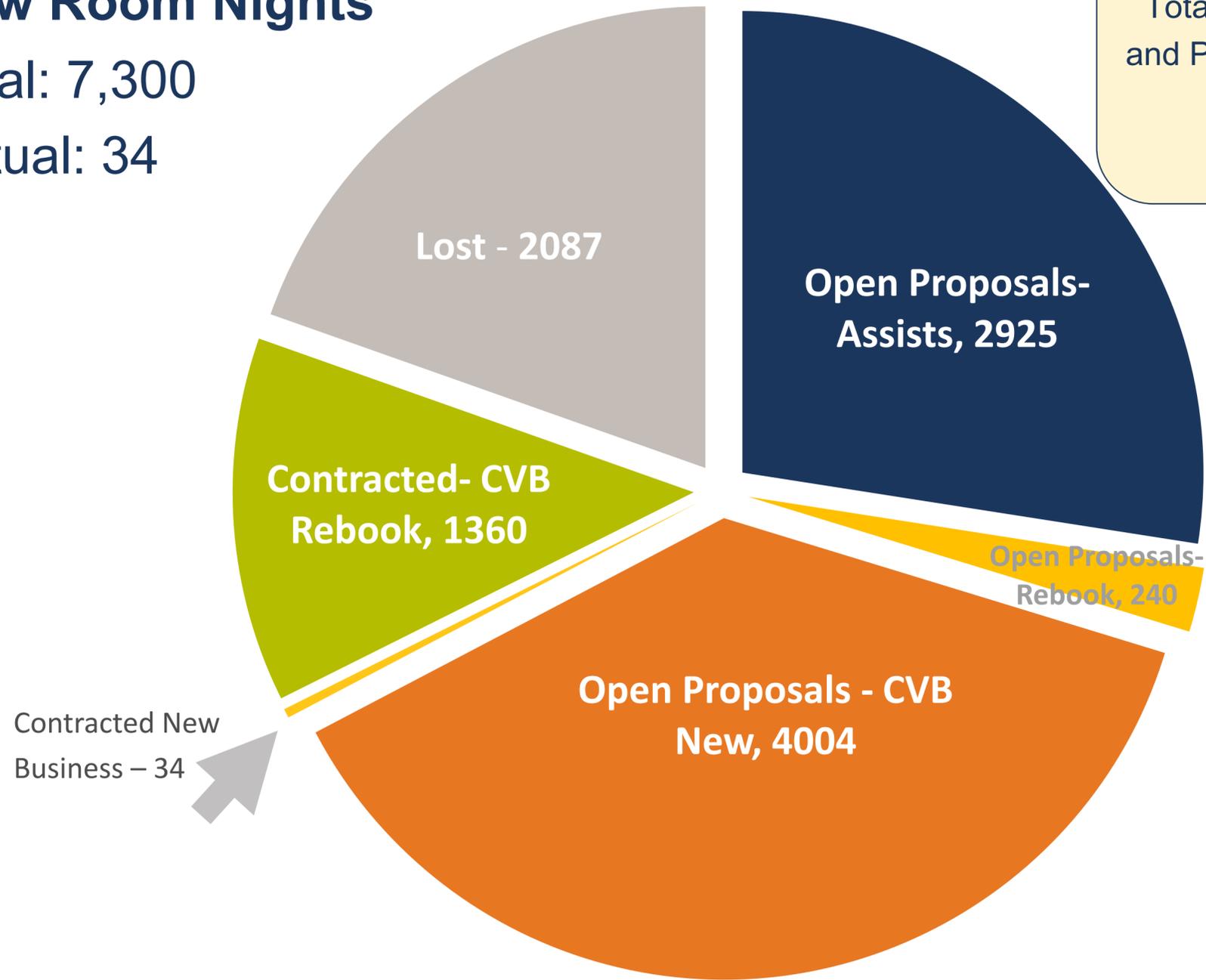
Group Sales Pipeline

New Room Nights

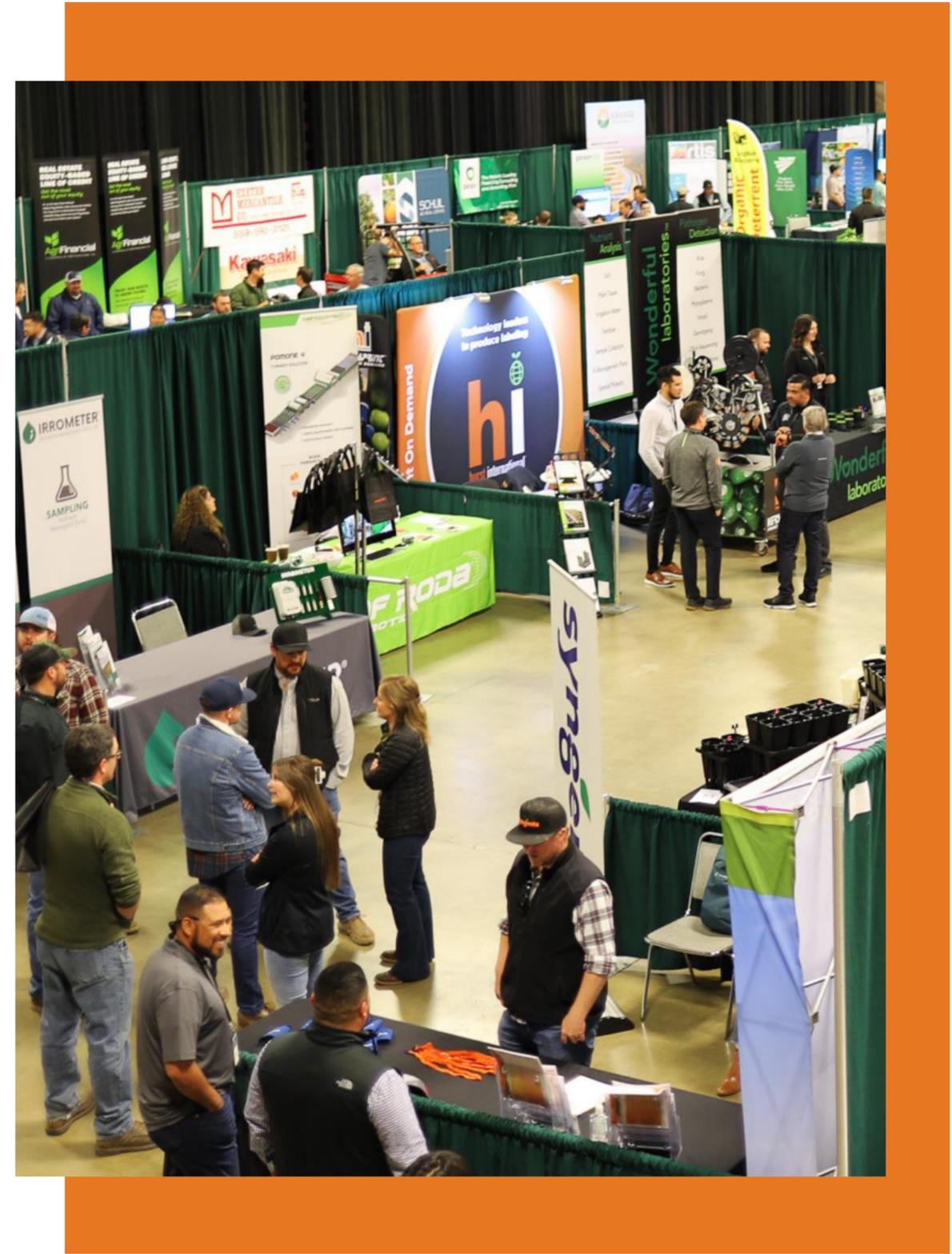
Goal: 7,300

Actual: 34

9,554
Total Contracted and Pending Room Nights



■ Open Proposals-Assists
 ■ Open Proposals-Rebook
 ■ Open Proposals - CVB New
 ■ Contracted-New
 ■ Contracted- CVB Rebook
 ■ Lost

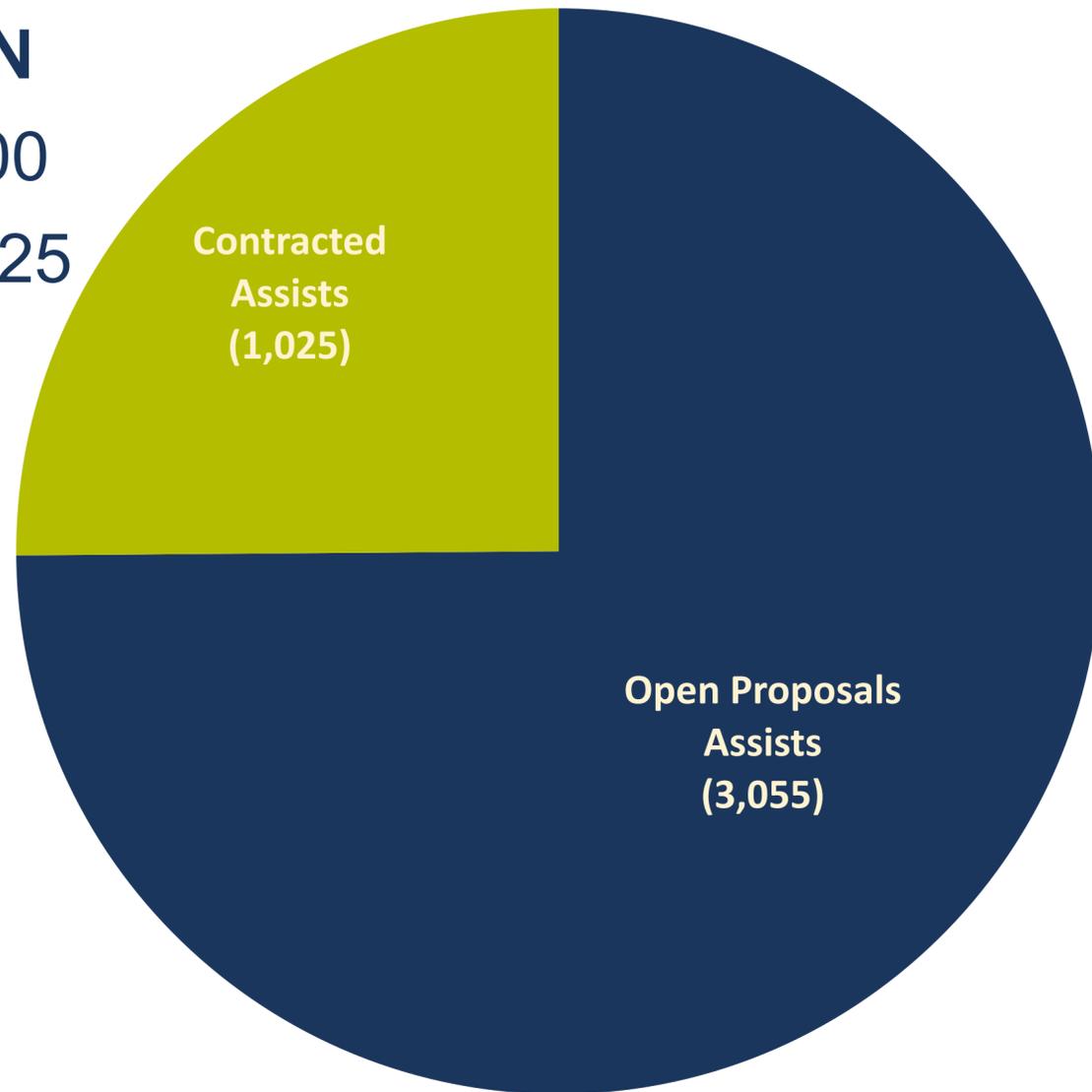


PERFORMANCE DASHBOARD

SNAPSHOT: AS OF 03/05/2026

Group Sales Pipeline - ASSISTS

Assist RN
Goal: 2,000
Actual: 1,025



■ Open Proposals - Assists ■ Contracted - Assists ■ Lost Business-Assists



GROUP SALES PERFORMANCE DASHBOARD

Visalia Convention and Visitors Bureau Sales Comparison Recorded as Room Nights	GOAL	2025 Actual	2025 % OF Goal	2026 Actual	2026 Variance	2026 % of Goal	2025-2026 Variance
New VCVB Generated Leads Contracted	7,300	2,205	30%	34			
2025 New VCVB Generated Leads Pending				1,685			
2026 New VCVB Generated Leads Pending				2,285			
VCVB Assists - <small>Leads <u>Not</u> Generated by VCVB (Includes new and returning contracted and lost.)</small>	2,000	21,885		1,025			
2025 Pending Assists				2,925			
2026 Pending Assists							
ADDITIONAL LEAD BROKERING							
New VCVB Generated Leads - Total		13,706		6,091			
New VCVB Generated Leads Lost		8,027		2,087			
Returning VCVB Generated Leads Pending				240			
Returning VCVB Generated Leads Won		5,250		1,360			
Returning VCVB Generated Leads Lost		2,523					

GROUP SALES: YEAR TO DATE LOST TRACKING

Reasons All Leads Were Lost (Number of groups)	2025 Room Nights	2026 Room Nights
1-Meeting Space not available (2025:10)	6870	
2-Location chosen based on preference or rotation (2025: 5 - 2026: 1)	2810	1610
3-Partners or Client Declined all years proposed (2025: 3)	1350	
4-Commercial Airport Access (2025: 4 - 2026: 1)	1149	400
5-3rd Party Planner did not deliver proposal (2025: 3)	3102	
6- Lack of Downtown Sleeping Rooms		
7-Unmet Expectations/cost		
8-Unknown/Other: (2025: 6 - 2026: 1)	2814	77
9-Canceled (2024: 5)		
TOTAL	18095	2087

PERFORMANCE DASHBOARD

FEBRUARY 2026 SNAPSHOT

Sequoia & Kings Canyon Visitation - 2025				
Month	Sequoia	Kings Cyn	Combined Total	% of change YOY
Jan	61,845	21,932	83,777	9%
Feb*				
Mar				
Apr				
May				
Jun				
Jul				
Aug				
Sep				
Oct				
Nov				
Dec				

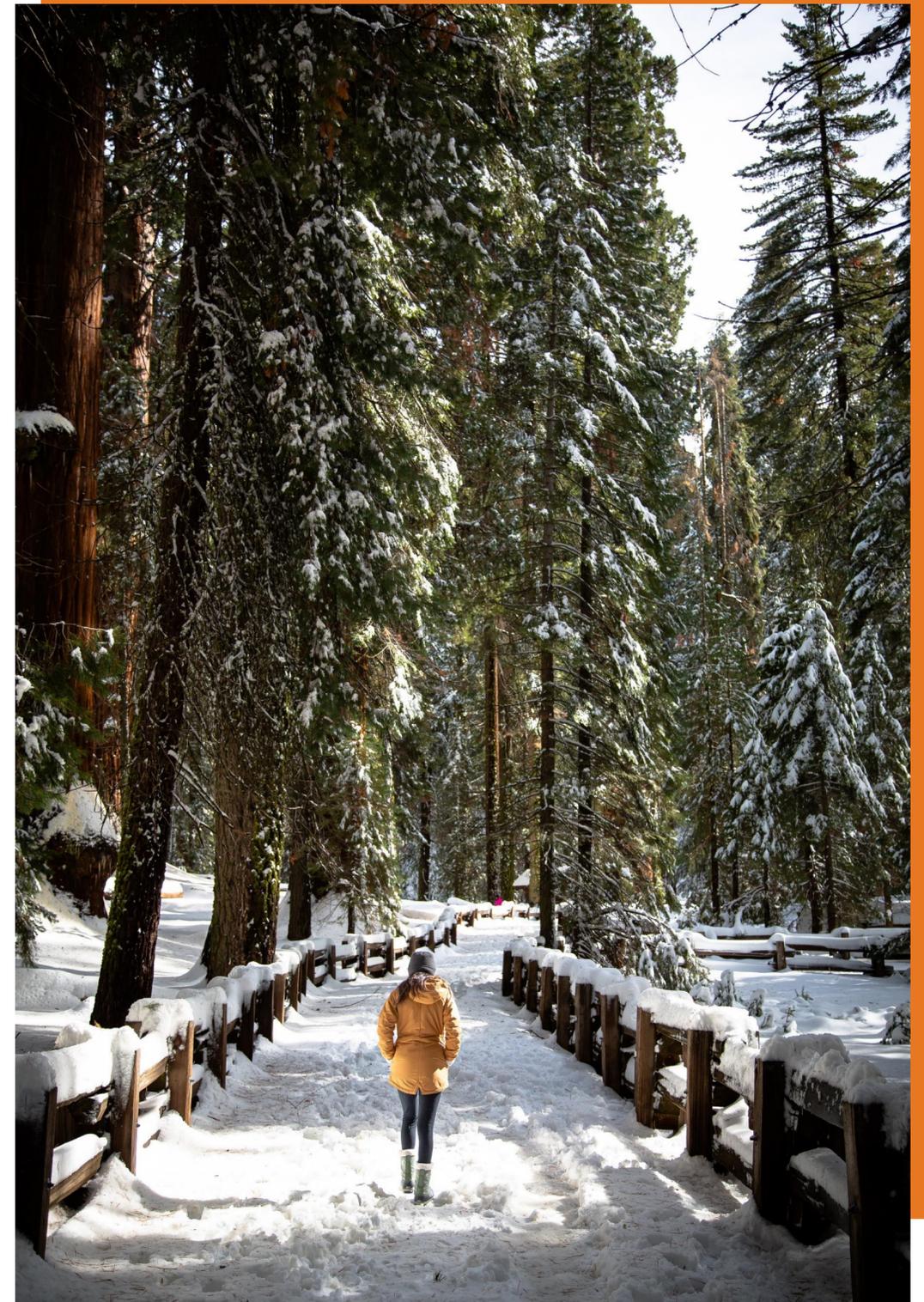
* Feb 16-28: Generals Hwy closed from Hospital Rock to Giant Forest due to snow.



Big Blend Podcast
Feb 5, 2026
[End of Winter Experiences in Sequoia Country](#)

PR / FAM		
Why Kings Canyon belongs on Adventure Llst	Yahoo! Scott McConkey	Feb 5, 2026
Stand Among the Giants	Knoxville News Sentinel Linda Lange and Steve Ahillen	Feb 20, 2026
Night Sky Apps - -Sequoia Parks Conservancy	Nat Geo	Jan 14, 2026
Essential Guide to Kings Canyon	Travel + Leisure	Marc 3, 2026
HSVC FAM: Guillaume Soularue	Paris Match	Feb 16-17, 2026

2026 VISITOR SERVICES				
Source	FEB	YTD	Top Countries	Top States
Walk-in	70	129	USA Spain Australia Switzerland France	CA, VA, WI, MI, NC, NV, OH, IL, MN, TN,
Phone	8	19		
Digital	3	3		

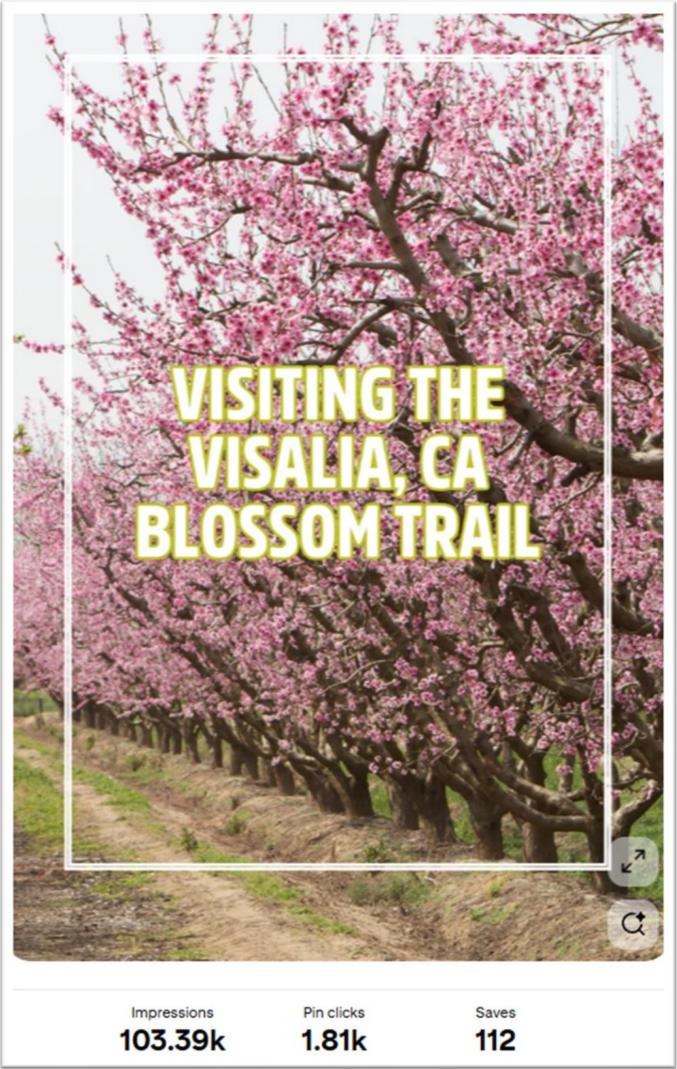
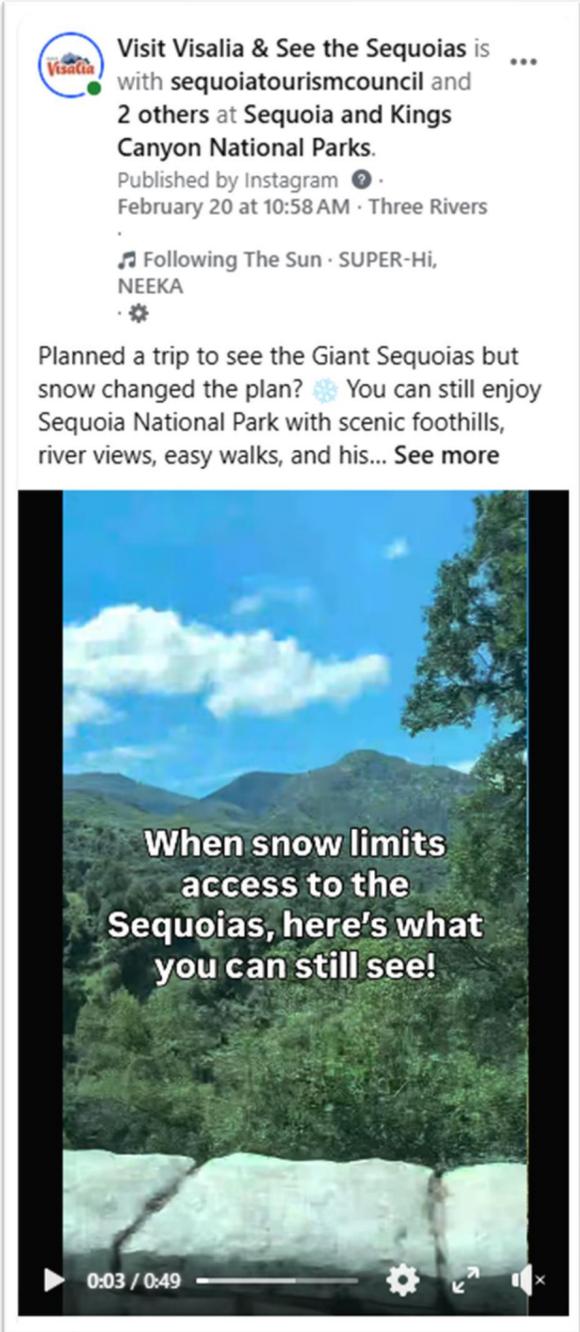


Performance Dashboard

SOCIAL MEDIA @VISITVISALIA

February 2026 snapshot

PLATFORM	Views	Other
Facebook	911,491	12k Followers
Instagram	149,469	43,073 Accts reached
YouTube	1.1K	8.3 hours Watch time
TikTok	17K	6.8K Followers
Pinterest	336.21K Impressions	189.36K Total Audience



Consumer Newsletter – February 2026
 Blossom Trail, Valentine’s Weekend, Local Guide to Dining
 Sends: 7,595 | Opens: 35% | CTR: 6.86%

103.39k Impressions
Pinterest
9,325 Views
Instagram

PERFORMANCE DASHBOARD WEBSITE

FEBRUARY 2026

Website Performance Summary

Active users	Event count	Engagement rate	Key events	Sessions
73.7K	525.6K	40.16%	3.6K	86.3K
↑ 284.0%	↑ 190.3%	↓ -20.0%	↑ 17.3%	↑ 270.6%

Session Channel	Sessions	Views	Views per user	Engagement rate	Key events	Session key event rate	Event count per user
1... Paid Social	46,212	56,560	1.46	31.06%	1,826	3.36%	5.54
2... Cross-network	12,830	23,335	2.07	63.98%	408	2.24%	9.17
3... Organic Search	9,744	19,060	2.54	67.58%	871	7.07%	13.03
4... Display	8,402	8,880	1.13	9.65%	0	0%	3.54
5... Paid Search	2,849	6,711	2.76	68.87%	235	6.35%	13.21
6... Direct	4,505	6,541	1.67	39.76%	171	2.91%	7.6
7... Referral	1,772	3,548	2.53	66.59%	101	3.95%	12.22
8... Organic Social	229	422	2.57	57.64%	27	4.8%	13.2
9... Unassigned	148	117	0.84	11.49%	5	3.38%	4.39
1... Organic Video	2	8	4	50%	0	0%	27

Landing page	Views	Key events	Views per session
1. /	29,291	515	1.74
2. /itineraries/visalia-b...	21,375	1,541	1.22
3. /articles/visalia-and...	11,873	73	1.29
4. /articles/2026-free-...	10,497	122	1.35
5. /articles/incredible-f...	6,064	5	1.14
6. /calendar	4,914	8	2.66
7. /majestic-mountain-...	4,888	66	1.27
8. /road-trips-scenic-dr...	3,674	10	1.16
9. /sequoia-national-p...	2,714	64	2.58