

SEQUOIA SHUTTLE
SERVING SEQUOIA NATIONAL PARK



Sequoia Shuttle

2026 Marketing Plan

Visit Visalia

Overview:

The Gateway Sequoia Shuttle provides round-trip transportation from Visalia to Sequoia National Park 7 days a week from late May until September. Stops include the transit center as well as hubs near most hotels throughout the city. Each 16-passenger shuttle is wheelchair accessible, features comfortable seats, luggage space, and an informative video to watch during the trip. Once inside the park, guests take advantage of unlimited internal shuttle rides to the park's major attractions.

Primary Objective: Promote the Gateway Sequoia Shuttle as a seasonal resource that enhances tourism visits to the neighboring National Park, while encouraging overnight stays in Visalia.

Target Markets:

1. Drive markets with emphasis on the greater Los Angeles area, San Francisco Bay Area, and San Diego area.
2. Visitors actively planning Sequoia National Park vacations
3. Families and adventure driven travelers of all ages and abilities
4. Overseas markets supported through co-operative marketing with Visit California and the High Sierra Visitors Council

Key Experiences (for Sequoia Shuttle):

1. Ease of travel to Sequoia National Park with emphasis on hiking, exploring, and sightseeing for people of all ages and with all abilities
2. Convenient (with pick-up near most local hotels), safe and car-free travel
3. Sustainable Travel: Reducing emissions, decreases number of autos in the parks which eases parking congestion
4. Economical pricing

Initiatives Timeline Overview (Highlighted areas indicate flight time.)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Trade Shows		WAE	LA Travel Show Bay Area Travel Show									
Advertorial	Sequoia Visitor Guide Visit Visalia Guide											
Social	SS Promo	Res Link Open			Shuttle Opens		Shuttle Value		Service Ends			
Website	Account Listing Blog Itinerary Transportation											
Newsletters	Q1: Reservation Link Open			Q2: Opening Day			Q3: Hiking near stops					
VCC Shuttle Display		Shuttle Panel on Display										

Goal: Increase Visitation

Objective: Directly Market Sequoia Shuttle

Tactics:

1. Deployed owned assets to promote resource
 - (a) VisitVisalia.com
 - (i) Account listing
 - (ii) Itinerary
 - (iii) Blog Post
 - (iv) Transportation Page

- (v) Create added value with Hotel + Shuttle packages available for booking through aRES
- (b) @vistivisalia social accounts
 - (i) Create posts that highlight benefits of Shuttle ridership
 - (ii) Share itineraries and blogs ad inspirational social posts.
- (c) Visit Visalia brochure
 - (i) Prominently promoted in visitor guide (circ. 50,000 + digital)
 - (ii) Guide is distributed in key California outlets by Certified Folder
- (d) Visit Visalia Consumer Newsletter
 - (i) Include Shuttle in newsletters to promote Shuttle Reservation System Launch, Opening Day of Shuttle Service, and other important milestones
- (e) Visitor Center Shuttle Display
 - (i) Have information available to travelers about Shuttle Service.
 - (ii) Promote via office or window display during shuttle season
- 2. Placement of advertising / advertorial content in key direct-to-consumer travel publications with targeted distribution as budget allows.
 - (a) Sequoia Visitor Guide
 - (i) Circ. 40,000 + digital
 - (ii) Distributed statewide through Certified Folder in key locations such as airports, CA Welcome Centers, and high traffic tourist areas
 - (iii) Available in the Visit Visalia office for travelers

- (b) Visit Yosemite | Madera County Visitor Guide
 - (i) Circ. 100,000 + digital
 - (c) Visit California visitor guide – when budget allows
- 3. Promote resource at consumer trade shows & events
 - (a) LA Travel and Adventure Show
 - (b) Bay Area Travel and Adventure Show
 - (c) World Ag Expo
 - (d) Tourism and Hospitality Workshop
- 4. Leverage resource with media and influencers.
 - (a) Submit story ideas to targeted media outlets and travel writers, including Visit California, domestic and international media, travel bloggers, influencers, and other travel-focused media
 - (b) Seek to host FAM Tours with the travel trade and writers/ influencers to showcase the Shuttle
 - (c) Develop story ideas to include accessible travel for mobility or otherwise challenged travelers, multigenerational travel groups, single travelers, college-aged students
- 5. Promote resource to convention and meeting groups.
 - (a) Back-lit Display in VCC main concourse with QR link to reservation site
 - (b) Encourage extended stays pre- and post-convention to visit the national parks via the Shuttle
 - (c) Shuttle information provided at Concierge Table during conventions
 - (i) Promote resource as group tour option during conventions, coordinating tours with Shuttle Staff and meeting planners