
Visalia CVB PerformanceDashboard

MONTHLY INSIGHTS

DATE: AUGUST 2026

CONVENTION SALES

August 2026 snapshot

SONYA NAGAI-MENAPACE
CONVENTION SALES MANAGER

2026 New Room Nights Goal: 3,500

2026 New CVB Conventions / Meetings	Goal: 3,500
YTD Contracted Room Nights	34
2026 Returning CVB Conventions / Meetings	Goal: None
YTD Contracted Room Nights	1,360
2026 CVB Assists	Goal: 2,000
YTD Contracted Assist Room Nights	1,900
2026 RFPs / Open Leads	In the Pipeline
YTD Pending Proposals – Total Room Nights	4,530
CVB Sourced Leads	3150
Partner Sourced Leads (Assists)	1,380
2026 Lost CVB Sourced Conventions / Meetings	
2026 Leads Lost Conventions / Meetings	2,752 RNs

Convention Sales Trade Shows:

DESTINATION
CALIFORNIA
BY NORTHSTAR

WHERE

Hyatt Regency San Francisco Airport
Burlingame, Calif.

WHEN

Aug. 30 - Sept. 1, 2026

Planner Attendees: 66
of Appt: 21
RFPs Received: 1
Co-op with Visalia Convention
Center

Upcoming Convention Sales Trade Shows:

SEASONAL
Spectacular

December 15 - 16, 2026
Sacramento, CA

The premier association networking event on the West Coast,
infused with the cheer of the holiday season!

City of Visalia - Transient Occupancy Tax Historical Summary of TOT Received

	23/24	24/25	25/26	26/27
July	\$427,568.30	\$479,643.36	\$382,461.83	\$516,754.95
August	\$422,599.44	\$483,371.05	\$538,064.49	
September	\$405,337.30	\$427,471.25	\$412,425.83	
October	\$417,737.70	\$436,655.12	\$303,817.46	
November	\$339,905.83	\$346,066.41	\$424,729.20	
December	\$284,271.66	\$279,229.92	\$243,424.96	
January	\$293,543.30	\$297,045.34	\$361,777.24	
February	\$421,029.48	\$482,046.35	\$453,575.63	
March	\$396,179.81	\$382,368.27	\$372,951.37	
April	\$432,113.27	\$436,458.27	\$431,872.80	
May	\$468,029.59	\$475,094.86	\$357,788.76	
June	\$468,029.59	\$477,697.34	\$716,524.29	
Totals	\$4,776,345.27	\$5,003,147.54	\$4,999,413.86	\$516,754.95

- Tracking of rebooks, including Economic Impact and Avg ADR
- Collect the revenue and F+B reports
- Report the TOT
- Highlights Section to include open proposals with potential RNs (barbershop, jugglers,

PERFORMANCE DASHBOARD

AUGUST 2026 SNAPSHOT

Sequoia & Kings Canyon Visitation - 2026				
Month	Sequoia	Kings Cyn	Combined Total	% of change YOY
Jan	61,845	21,932	83,777	9%
Feb*	46,246	16,744	62,990	7%
Mar	85,788	28,798	114,586	15%
Apr	94,639	42,451	137,090	-8%
May	143,281	101,694	244,975	2%
Jun	153,397	120,247	273,644	17%
Jul	214,295	132,817	347,112	4%
Aug	194,033	104,990	299,023	-6%
Sep				
Oct				
Nov				
Dec				

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

2026 VISITOR SERVICES				
Source	AUG	YTD	Top Countries	Top States
Walk-in	130	793	USA Netherlands, Australia,	CA, MO, WA, FL, TN, TX, NV
Phone	8	55	France, Italy, Germany, Brazil,	
Digital	4	13	Isreal, Paraguay	



End-of-Summer Adventu...

Aug 6, 2026

Wrap up summer with an unforgettable adventure in California...



Big Blend Podcast
August 6, 2026

[End of Summer Adventures
In CA Sequoia Country](#)

PR / FAM		
6 Days In Yosemite + SEKI	MSN	8/20/2026
99.7FM Radio Mike Pesto Interview	Momentum Broadcasting	7/10/2026

Consumer Newsletter – August 5, 2026

[Your Summer Guide to Visalia](#)

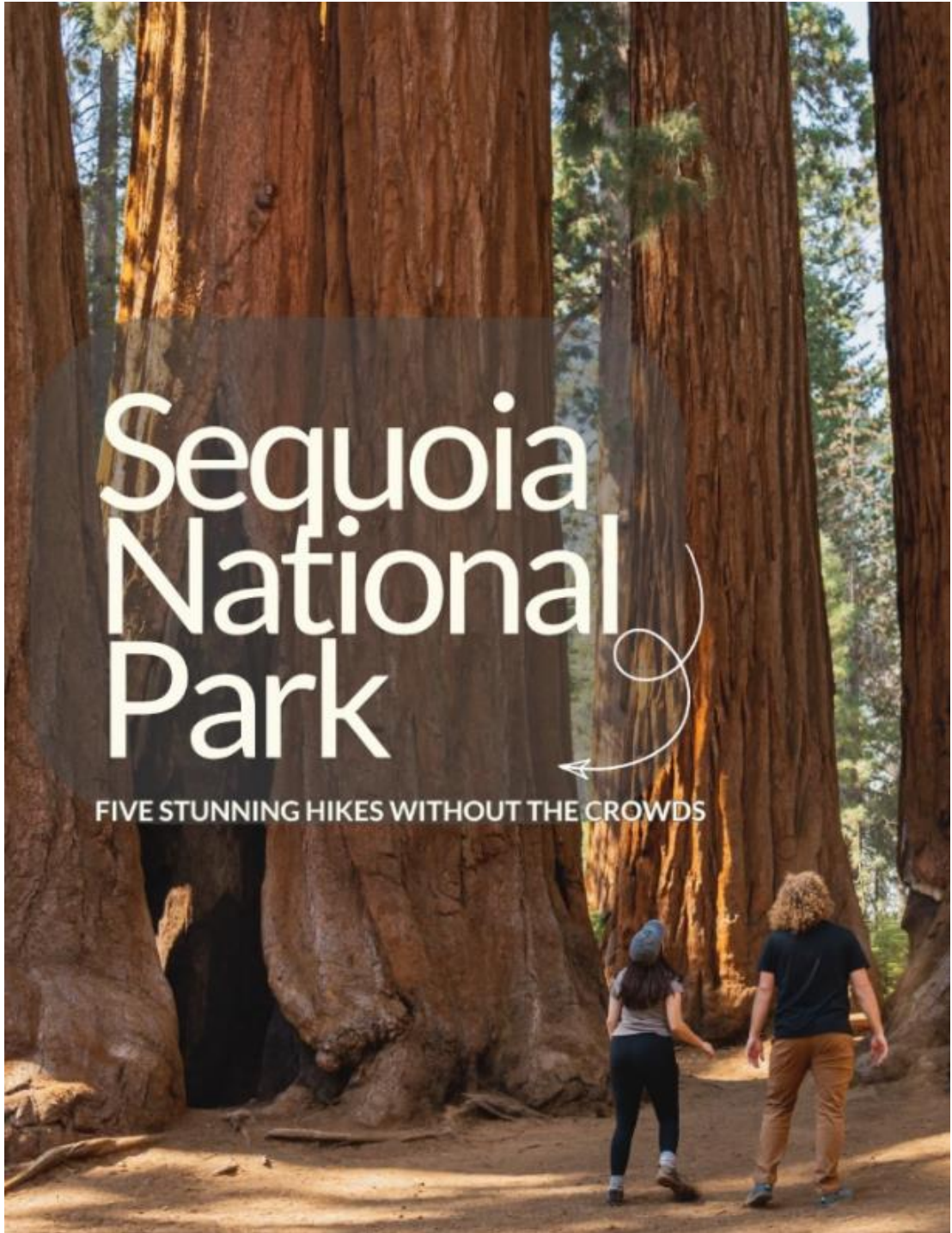
National Parks Week, Scenic Drives and Waterfalls, Upcoming Events-Dark Sky, Taste of Downtown, Music in the Mountains.

Sends: 8,780 | Opens: 29.52% | CTR: 6%

PERFORMANCE DASHBOARD

August 2026 Snapshot
SOCIAL MEDIA @VISITVISALIA

PLATFORM	Views	Other	Top Posts
Facebook	1.4M Views 27,205K Engagements	17K Followers	Sequoia Shuttle x Rawhide 446,100 Views Kings Canyon One Day 389,289 Views
Instagram	123.6K Views	20.7K Followers	SEKI: 5 Hikes 8.4k Bread Savage 8.1k
YouTube	214.9K Views	626.2 hours Watch time	Kings Canyon One Day 139,469 Fall in Sequoia 41,472
TikTok	25.1K Views	8.9K Followers	Bread Savage 14K
Pinterest	1.57K clicks 86 Saves	100.82K Total Audience	CA National Parks 100.54K Imp



PERFORMANCE DASHBOARD WEBSITE

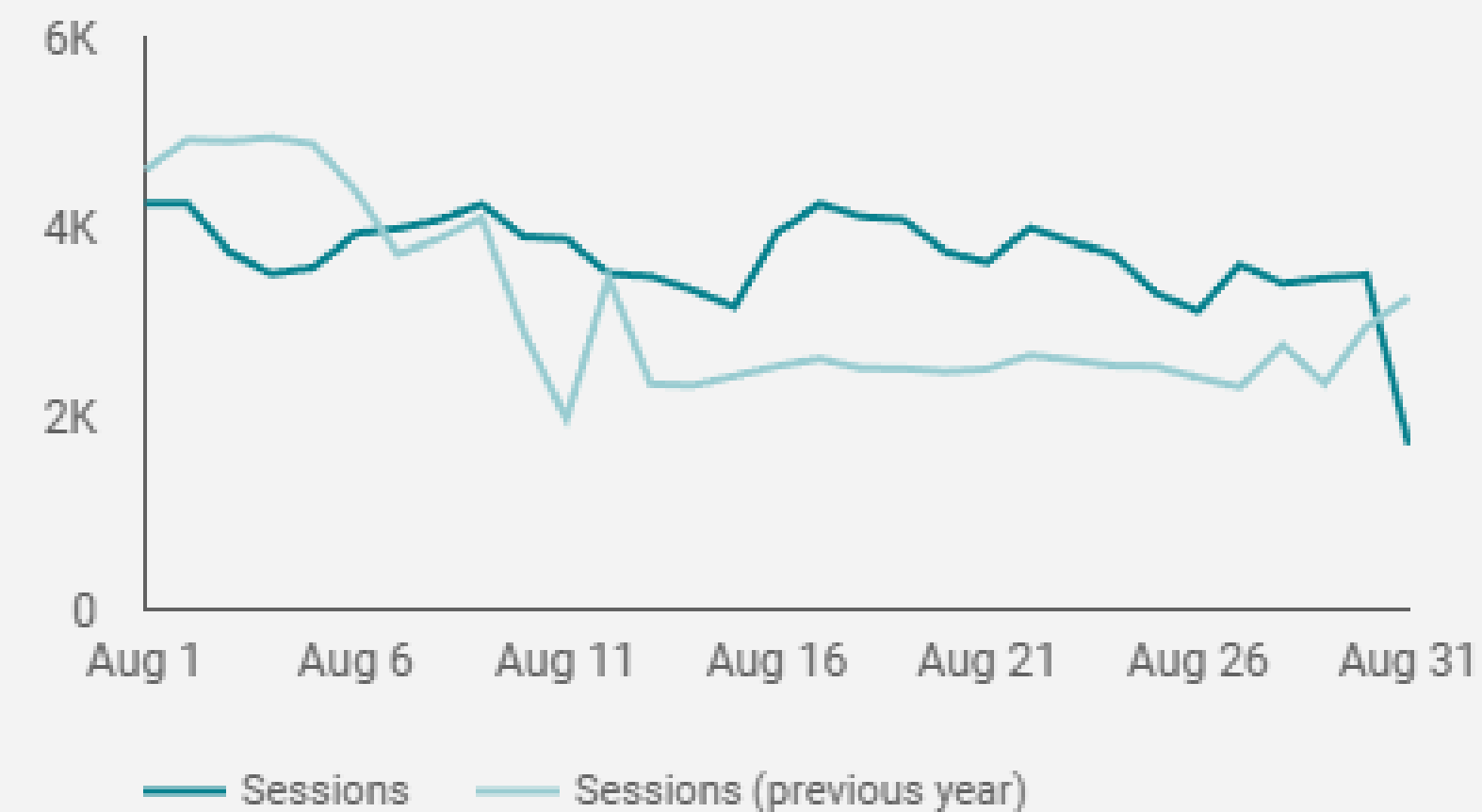
AUGUST 2026

	Landing page	Views ▼	Key events	Views per session
1.	/	29,412	2,856	1.61
2.	/how-to-drive-the-ki...	19,014	235	1.03
3.	/articles/6-top-attra...	18,181	26	1.07
4.	/articles/9-cant-mis...	13,190	322	1.16
5.	/itineraries/stargazi...	10,836	314	1.11
6.	/majestic-mountain-...	10,722	248	1.09
7.	/calendar	6,558	337	2.84
8.	/sequoia-national-p...	5,271	374	2.82
9.	/stay	4,199	915	1.55

Website Performance Summary

Active users	Event count	Engagement rate	Key events	Sessions
101.0K	860.3K	56.96%	8.4K	114.2K
⬆ 25.9%	⬆ 61.7%	⬆ 72.7%	⬆ 228.1%	⬆ 11.9%

How are site sessions trending?



PERFORMANCE DASHBOARD WEBSITE

AUGUST 2026

AI Overview Top Pages

Visalia AI Page Citations

Top pages	Impressions
https://www.visitvisalia.com/sequoia-national-park-faqs	→ 101,981
https://www.visitvisalia.com/	12,061
https://www.visitvisalia.com/9-cant-miss-sequoia-national-park-attractions	8,919
https://www.visitvisalia.com/kings-canyon-national-park	8,258
https://www.visitvisalia.com/fall-in-sequoia-and-kings-canyon-national-parks	4,262
https://www.visitvisalia.com/calendar	4,009
https://www.visitvisalia.com/account/general-sherman-tree	3,848
https://www.visitvisalia.com/things-to-do	3,701
https://www.visitvisalia.com/history	3,527
https://www.visitvisalia.com/ride-the-sequoia-shuttle	2,844

These are the top-sited pages on Google (August.) We are following the trends to make sure these pages are up to date and have information we want shared.

* Note the high number of hits on the FAQ page.