
Visalia CVB PerformanceDashboard

MONTHLY INSIGHTS

DATE: SEPTEMBER 2026

CONVENTION SALES

SEPTEMBER 2026 snapshot

SONYA NAGAI-MENAPACE
CONVENTION SALES MANAGER

2026 New Room Nights Goal: 3,500 (9% to Goal)

2026 New CVB Conventions / Meetings	Goal: 3,500
YTD Contracted Room Nights	318
Number of Conventions/ Meetings - 3	
2026 Returning CVB Conventions / Meetings	Goal: None
YTD Contracted Room Nights	1,791
Number of Conventions/ Meetings - 6	
2026 CVB Assists	Goal: 2,000
YTD Contracted Assist Room Nights	4,065
Number of “Groups” Assisted - 5	
2026 RFPs Sent / Open Leads	In the Pipeline
YTD Pending Proposals – Total Room Nights	5,455
CVB Sourced Leads – 4,075	
Partner Sourced Leads (Assists) – 1,380	
In the Pipeline – Room Night Prospects	1,455
2026 Lost CVB Sourced Conventions / Meetings	
2026 Leads Lost Conventions / Meetings	2,752 RNs

PIPELINE:	# OF EVENTS	ROOM NIGHTS
# of RFPs Sent YTD	25	10,682
Decision Dates in 2026	5	2,030
Decision Dates in 2027	7	4,880
Lost Business	10	2,752

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

PERFORMANCE DASHBOARD

SEPTEMBER 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	161,737	104,412	266,149	13%
Oct				
Nov				
Dec				

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

2026 VISITOR SERVICES				
Source	SEP	YTD	Top Countries	Top States
Walk-in	150	943	USA Netherlands, Mexico, United Kingdom, Australia, Italy, Venezuela	CA, IL, ME, MI, MN, OH, TX, GA, MA, NE, OR, SC, WI, AL, AZ DC IA, IN, MO NC, OK, SI, TN CO, KY
Phone	8	63		
Digital	4	13		



Early Fall in California's ...
Sep 3, 2026
Fall is teasing us across the country, and California's Sequoia Country —...



Big Blend Podcast
Sep 3, 2026

[Get Ready for Fall in CA's Sequoia Country](#)

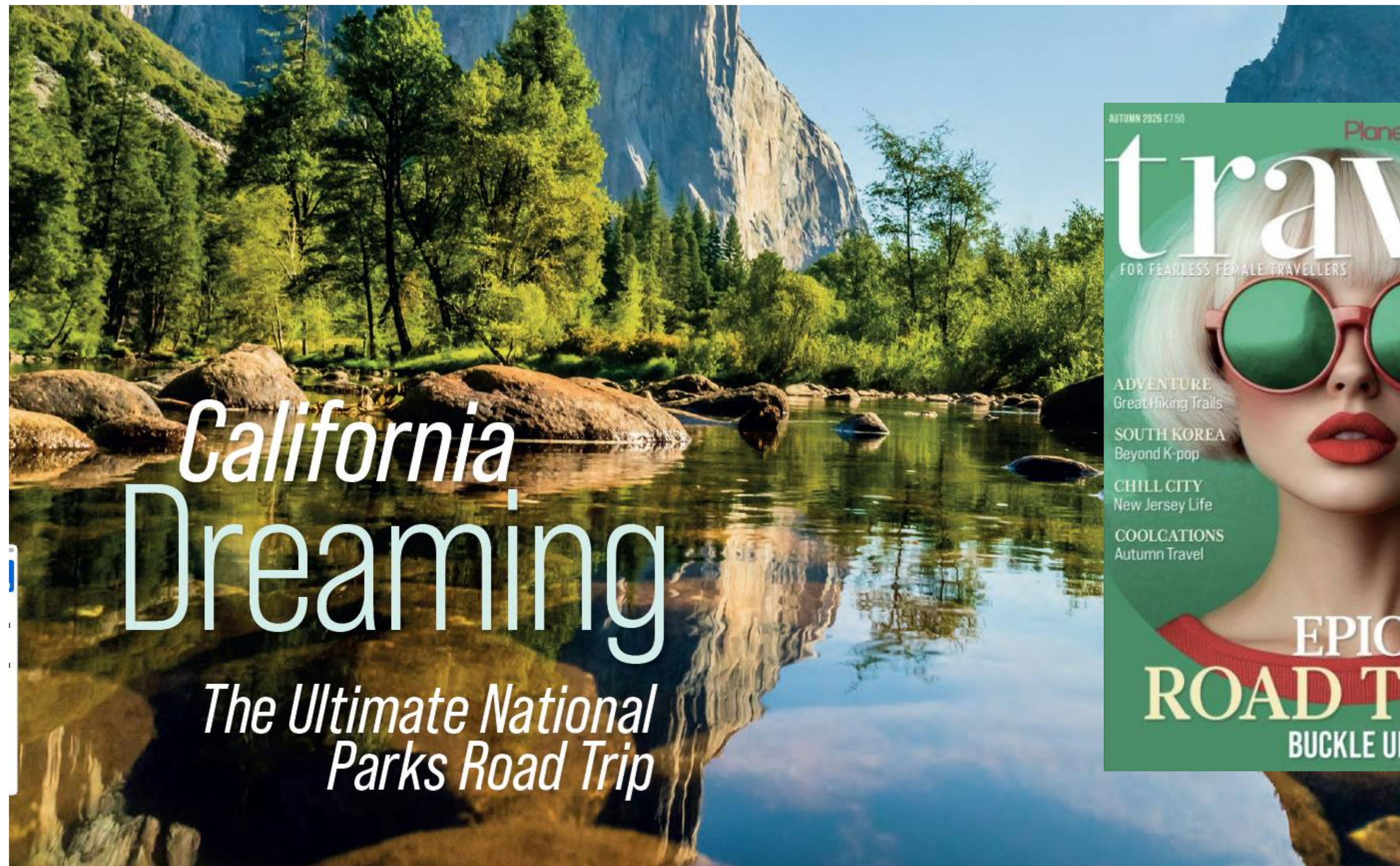
PR / FAM		
Get Ready for Fall in Sequoia Country	Big Blend Media	9/3/2026
Fall in Sequoia Country Podcast	Big Blend	9/3/2026
CA Dreaming: The Ultimate Natl Parks Road Trip	Planet Woman Travel magazine.	9/21/2026
Jenna Liston – Content Creator MML Girls Weekend / Dark Sky		Sep 11-13, 2026

Consumer Newsletter – September 4, 2026

[September by the Sequoias](#)

Winding Paths & Lazy Rivers, Stargazing, Local Brews, Top Events

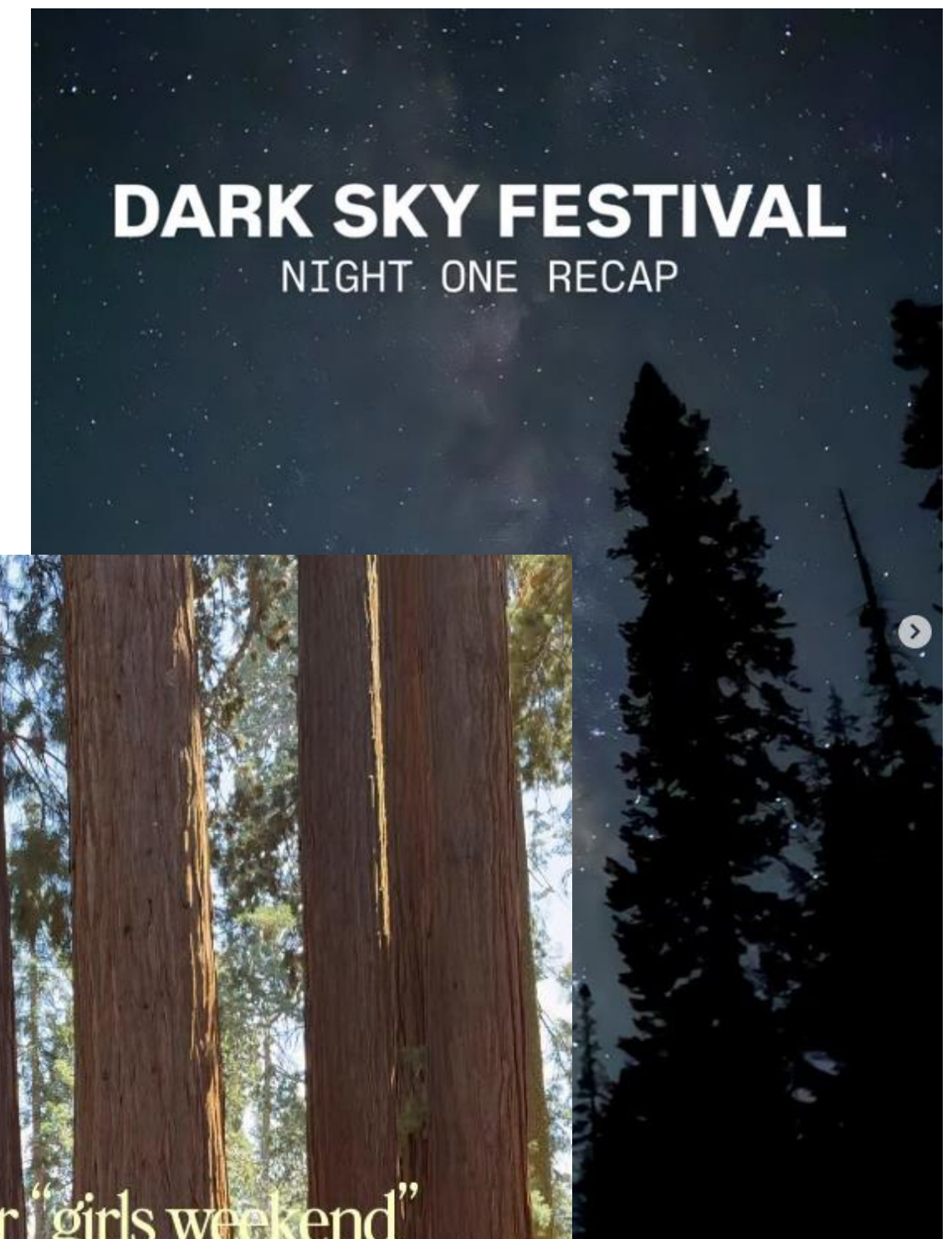
Sends: 8,894 | Opens: 30.27% | CTR: 4.73%



[The Ultimate Natl Parks Road Trip](#)

Yvonne Reddin – VCA Int'l Media FAM

Girls Weekend
California's Majestic Mountain Loop
Views: 8,050



PERFORMANCE DASHBOARD

September 2026 Snapshot
SOCIAL MEDIA @VISITVISALIA

PLATFORM	Views	Other	Top Posts
Facebook	1.1M Views 32,534 Engagements	18K Followers	Paid: Fall in Sequoia 405,661 Views Organic: September Events 20,618 views
Instagram	330K Views	21K Followers (294 new)	Dark Skies Festival 26,067 views Ramen Kuu Nearly 40K views in 24h
YouTube	191.5K Views	525 hours Watch time	Fall in Sequoia NP 116.8K Fall Hikes 75.3K
TikTok	101.2K Views	9.7K Followers	Vossler Farms 57K
Pinterest	3.28K clicks 257 Saves	96.7K Total Audience	Paid: Fall Hikes – 48K Imp Organic: Mooney Grove – 1.16K Imp

5,153 Views | 113 Likes
8 New followers



44,500 Views | 1,9K Likes
79 New followers

PERFORMANCE DASHBOARD WEBSITE

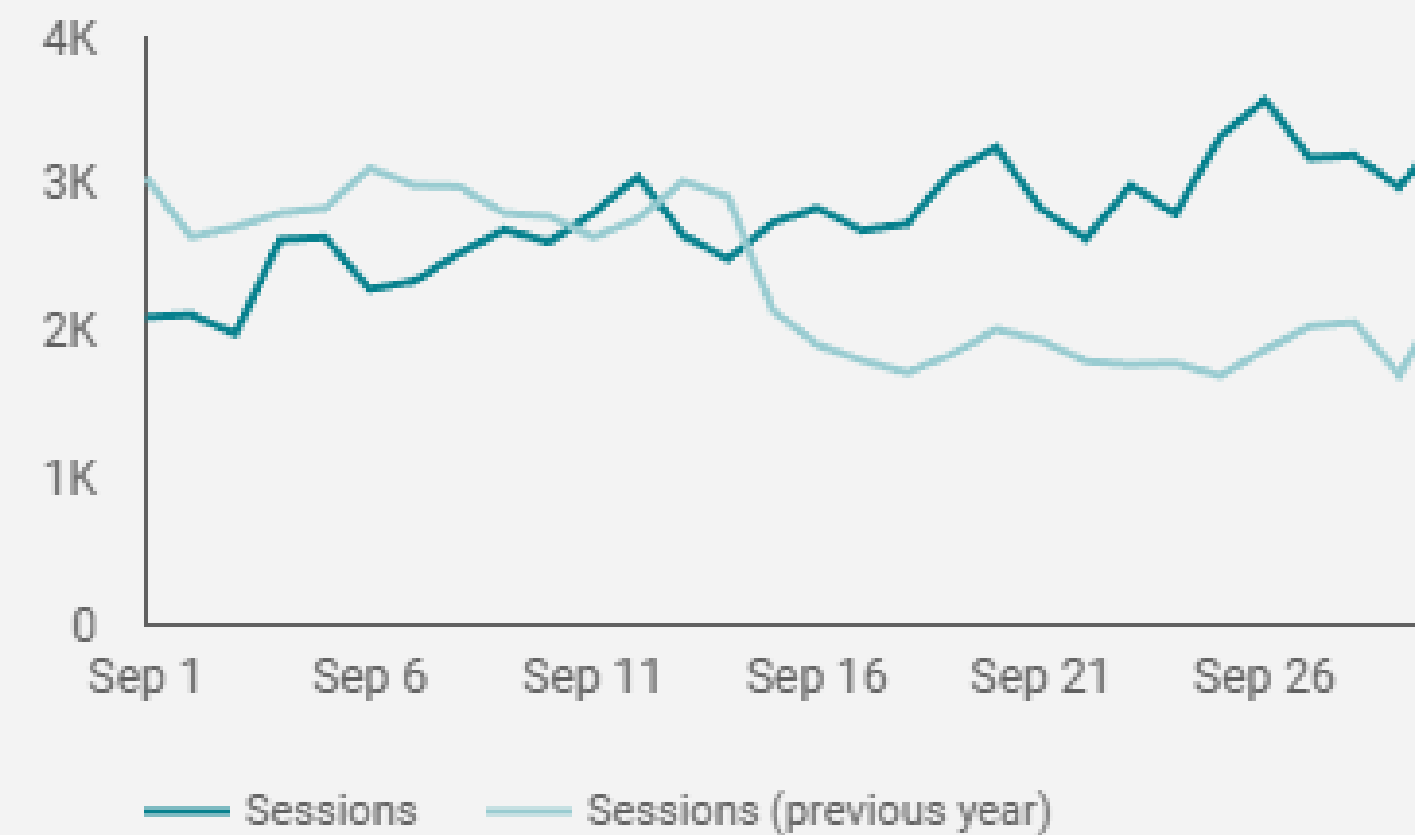
SEPTEMBER 2026

	Landing page	Views ▼	Key events	Views per session
1.	/	21,823	2,180	1.66
2.	/fall-in-sequoia-and-...	16,385	911	1.28
3.	/road-trips-scenic-dr...	14,650	713	1.35
4.	/calendar	10,298	557	3.13
5.	/articles/10-best-fal...	6,353	556	1.29
6.	/itineraries/the-best...	5,649	441	1.29
7.	/sequoia-national-p...	4,473	287	2.83
8.	/family-fun	3,820	261	1.44
9.	/things-to-do	3,629	313	3.15

Website Performance Summary

Active users	Event count	Engagement rate	Key events	Sessions
67.9K	845.9K	54.60%	9.6K	84.0K
↑ 16.9%	↑ 107.7%	↑ 52.1%	↑ 457.5%	↑ 21.7%

How are site sessions trending?



PERFORMANCE DASHBOARD WEBSITE

SEPTEMBER 2026

AI Overview Top Pages

Visalia AI Page Citations

Top pages	Impressions
https://www.visitvisalia.com/sequoia-national-park-faqs	→ 66,905
https://www.visitvisalia.com/	19,913
https://www.visitvisalia.com/things-to-do	9,093
https://www.visitvisalia.com/eventdetail/2754/tulare-county-fair-2026	7,419
https://www.visitvisalia.com/calendar	6,790
https://www.visitvisalia.com/kings-canyon-national-park	6,214
https://www.visitvisalia.com/sequoia-national-park	5,452
https://www.visitvisalia.com/9-cant-miss-sequoia-national-park-attractions	4,799
https://www.visitvisalia.com/fall-in-sequoia-and-kings-canyon-national-parks	4,524
https://www.visitvisalia.com/incredible-facts-about-sequoias	3,443

These are the top-sited pages on Google (Sept.)

We are following the trends to make sure these pages are up to date and have information we want shared.

This month FAQ went down, and home page went up.