Visalia CVB PerformanceDashboard

OCTOBER 2026 INSIGHTS

DATE: NOVEMBER 2026

CONVENTION SALES

OCTOBER 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	4,839
CVB Sourced Leads – 3,459	
Partner Sourced Leads (Assists) – 1,380	
In the Pipeline – Room Night Prospects	10,320
2026 Lost CVB Sourced Conventions / Meetings	
2026 Leads Lost Conventions / Meetings	3,432 RNs

PIPELINE:	# OF EVENTS	ROOM NIGHTS
# of RFPs Sent YTD	32	18,341
Decision Dates in 2026	5	2,030
Decision Dates in 2027	15	4,880
Lost Business	11	3,432
Site Tours	1	1,100

Upcoming Convention Sales Trade Shows:



VISIT Visalia CALIFORNIA

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	$425,078.41
September	$405,337.30	$427,471.25	$412,425.83	$396,960.72
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**	**$1,338,794.08**

PERFORMANCE DASHBOARD

OCTOBER 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.



California's Sequoia Cou…

Oct 1, 2026

It's October in California's Sequoia Country, and there's a lot going on. …

Big Blend Podcast
Oct 1, 2026
Bears, Scarecrows and Festivals

PR / FAM

A Sequoia NP Guide on Where to Stay	CN Traveler	10/5/2026 (Org pub 4/14)
CA High Sierra: A destination to Savor	Visit USA France	10/1/2026
Explore the vibrant heart of CA (CVTA)	Visit CA e-Newsletter	10/20/2026
FAM: VISIT CA GIAB – Greta Gercovich (Australia)	@theGretaway	Oct 8-10, 2026
FAM: MML Rob Taylor – 2 Travel Dads	@2traveldads	Oct 17-20, 2026
FAM: Anselmo Prestini SPC	@anselmoprestini	Oct 25-27, 2026
FAM: MML Peggy Cleveland @peggywhereshouldigo	SheBuysTravel @PorkchopTheTravellingCorgi	Oct 28-30, 2026

2026 VISITOR SERVICES

Source	SEP	YTD
Walk-in	102	1,045
Phone	3	66
Digital	12	25

Top Countries: USA, Canada, Brazil, Switzerland, Belgium, Czech Republic, Germany, Netherlands, UK, Mexico

Top States: CA, ID, NC. TX, AZ, KS, LA, NY, PA, WI, FL, MI, NJ, NV, SC, VA

Consumer Newsletter – October 28, 2026

Autumn Leaves and Evergreen Sequoias

10 Best fall trails, Explore the Coffee Trail, Ultimate Fall Getaway

Sends: 9,023 | Opens: 32.17% | CTR: 5.05%

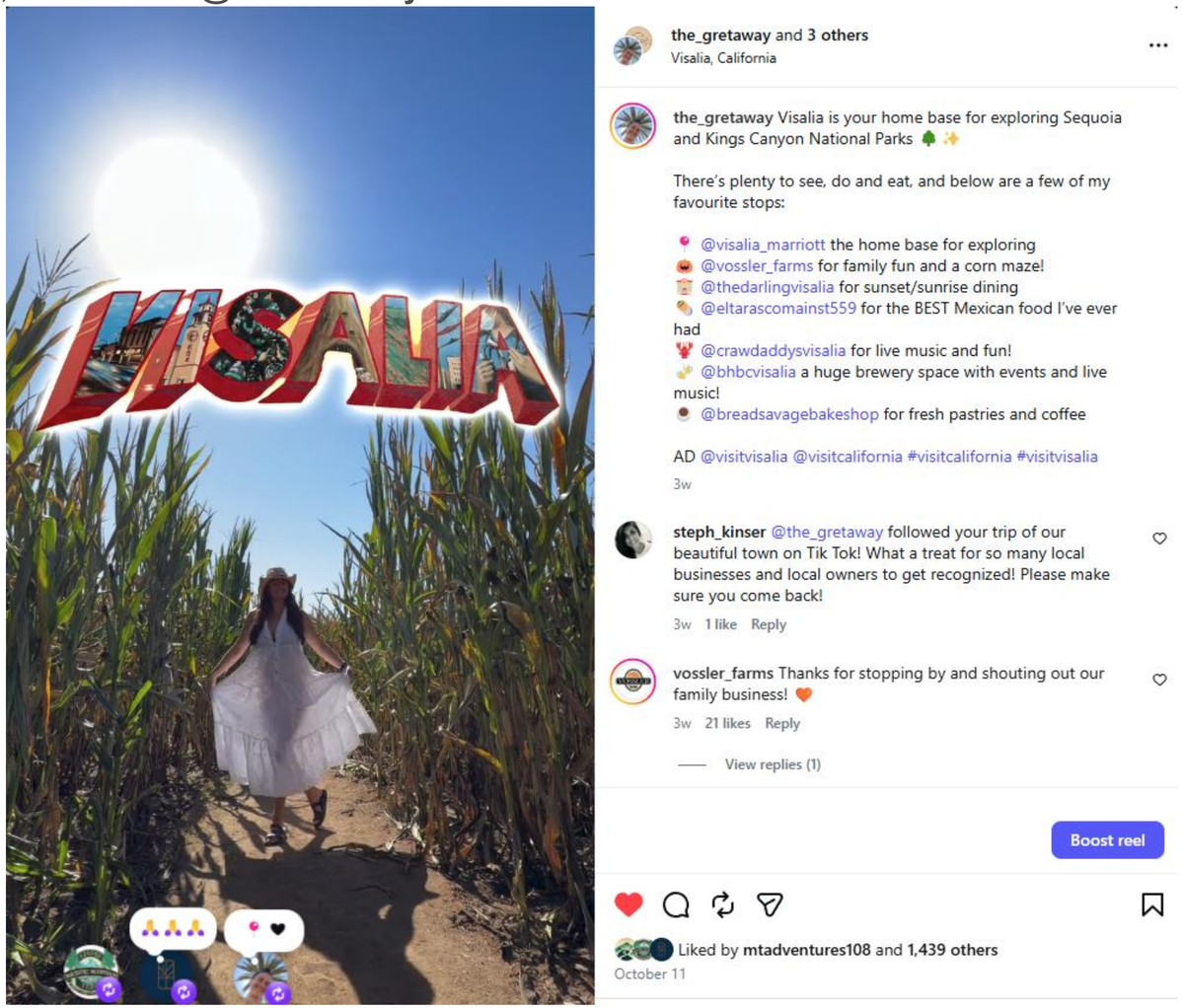
PERFORMANCE DASHBOARD

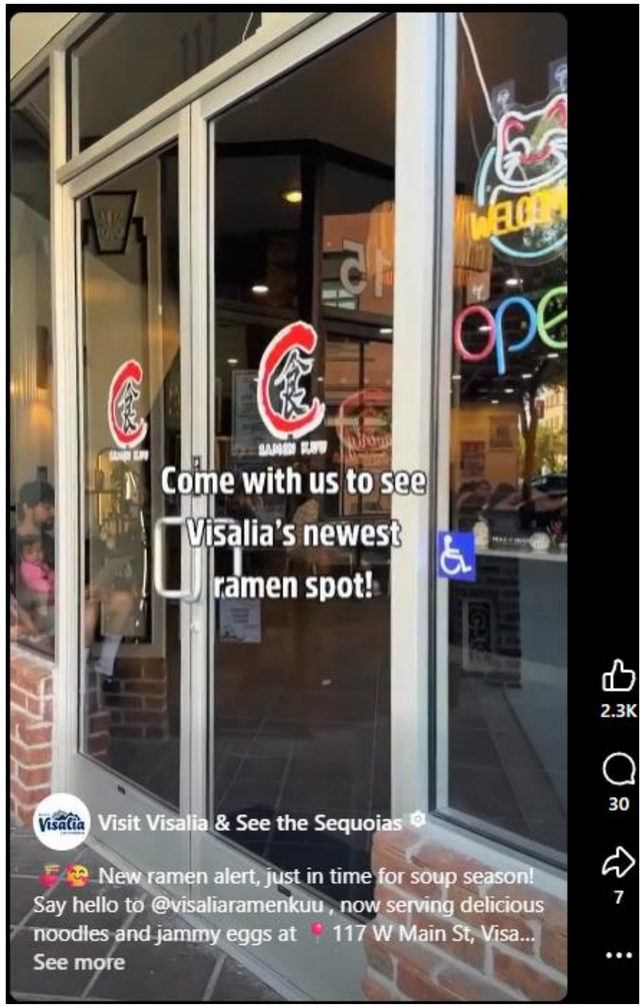
October 2026 Snapshot

SOCIAL MEDIA @VISITVISALIA

PLATFORM	Views	Other	Top Posts
Facebook	1.1M Views 35K Engagements	18K Followers	Organic: Ramen Kuu Open 137K Restaurant Round Up 17Kviews
Instagram	277K Views	21K Followers (294 new)	DTV Trick or Treat 44K Greta Gercovich 41.7K
YouTube	98.5K Views	252 hours Watch time	Best Lunch Deals in Visalia 544 (10/7/2026)
TikTok	~43K Views	10.1K Followers	Vossler Farms 57K
Pinterest	3.2K clicks 242 Saves 275.9K Impress.	4.03K Total Audience	Fall Views in Sequoia and Kings Canyon 54.5k impressions

41,700 Views **@theGretaway**




Come with us to see
Visalia's newest
ramen spot!
2.3K
30
7
Visit Visalia & See the Sequoias
New ramen alert, just in time for soup season! Say hello to @visaliaramenkuu , now serving delicious noodles and jammy eggs at 117 W Main St, Visa...
See more


THE BEST FALL VIEWS IN
SEQUOIA AND KINGS CANYON
Visit site


LUNCH FOR
LESS THAN $10

PERFORMANCE DASHBOARD WEBSITE

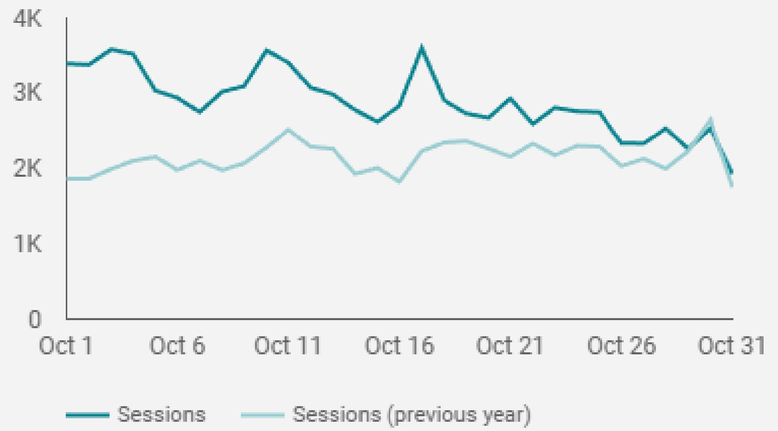
OCTOBER 2026

	Landing page	Views ▼	Key events	Views per session
1.	/	18,188	1,848	1.61
2.	/fall-in-sequoia-and-...	16,668	716	1.24
3.	/road-trips-scenic-dr...	15,837	693	1.25
4.	/articles/10-best-fal...	9,800	771	1.23
5.	/calendar	9,346	458	2.84
6.	/itineraries/the-best...	7,128	427	1.21
7.	/articles/9-cant-mis...	5,144	54	1.08
8.	/articles/taste-of-do...	4,761	287	1.29
9.	/family-fun	4,429	309	1.43

Website Performance Summary

Active users	Event count	Engagement rate	Key events	Sessions
72.9K	798.6K	52.03%	8.7K	90.3K
↑ 30.5%	↑ 100.7%	↑ 32.3%	↑ 453.2%	↑ 40.0%

How are site sessions trending?



VISIT Visalia CALIFORNIA

PERFORMANCE DASHBOARD WEBSITE

OCTOBER 2026

AI Overview Top Pages

Visalia AI Page Citations

Top pages	Impressions
https://www.visitvisalia.com/sequoia-national-park-faqs	96,585
https://www.visitvisalia.com/	13,163
https://www.visitvisalia.com/calendar	10,469
https://www.visitvisalia.com/kings-canyon-national-park	7,893
https://www.visitvisalia.com/things-to-do	6,604
https://www.visitvisalia.com/incredible-facts-about-sequoias	5,489
https://www.visitvisalia.com/9-cant-miss-sequoia-national-park-attractions	4,864
https://www.visitvisalia.com/fall-in-sequoia-and-kings-canyon-national-parks	3,392
https://www.visitvisalia.com/account/general-sherman-tree	3,260
https://www.visitvisalia.com/sequoia-national-forest	3,004

Visit Visalia top AI page citations. Still by far, our most cited page is Sequoia National Park FAQs