

PERFORMANCE DASHBOARD – December 2024

Convention Sales Pipeline – November Results

Open Leads | RFPs:

Sourcing rooms and meeting space

Proposal Submitted-

Contracts Pending:

Client has received proposal and/or contracts.

Contracted: Meetings was awarded to Visalia and signed contracts have been received

Lost Business:

Client has declined Visalia's proposal in favor of another destination.

Servicing: Visit Visalia provided event services such as Concierge Table, Press Release, Registration supplies, Welcome Posters, etc.

Open Leads: 5 RFPs | 3825 RN

**Proposals Submitted
Contracts Pending
Contracts 11 | 5439 RN**

**YTD Contracted Events:
17 | 4312 RN**

**YTD Lost
Events:
34 | 14,303 RN**

**Serviced
3**

PERFORMANCE DASHBOARD

Website Results:

[Link to complete report](#)

VISITVISALIA.COM NOVEMBER 2024 SNAPSHOT

Top Landing Pages

	Landing page	Views ▼	Key events	Views per session
1.	/	20,466	2,085	1.53
2.	/plan	9,718	315	1.18
3.	/stay	9,039	521	1.23
4.	/calendar	6,391	347	2.54
5.	/things-to-do	3,425	297	2.63
6.	/itineraries	2,864	186	2.84
7.	/eventdetail/1682/a...	2,208	202	1.42
8.	/FINALDRAFTOKTO...	1,298	0	16.43
9.	/sequoia-national-p...	1,213	74	1.73

308K
EVENT COUNT

40K

USERS

50,015

SESSIONS

42%

ENGAGEMENT RATE



-8.2%



-14.6%



-7.7%



-5.3%

Previous YEAR comparison

VISITVISALIA.COM Geographic Detail NOVEMBER 2024

Country	▼	+	↓ Active users	New users	Engaged sessions	Engagement rate
Total			39,579 100% of total	38,635 100% of total	21,005 100% of total	42% Avg 0%
1	United States		37,440	36,427	20,352	43.1%
2	(not set)		847	847	60	7.07%
3	Mexico		237	231	92	31.72%
4	Canada		119	113	70	52.24%
5	Germany		114	111	29	24.58%
6	United Kingdom		97	96	45	37.19%
7	India		51	51	35	60.34%
8	Australia		44	44	31	62%
9	Iran		42	42	6	14.29%
10	France		41	40	18	40.91%

INSTAGRAM:
Top Social Media
Platform



Plays: 52K
Reach: 35,526
Engagements: 4,279



Visit Visalia & See the Sequoias
Sponsored · 🌐

The allure of the open road is hard to resist when the weather cools and the leaves begin to turn color. Savor the flavors of Fall this weekend when you roadtrip to Visalia.

Fall Fun in Visalia [Learn more](#) Fall Fu Visalia

Campaign:
Complete
(Flight:
Oct 29-Nov 8, 2024)

Reach: 38,717
Clicks: 1,225
CPC: \$.16

PERFORMANCE DASHBOARD

SOCIAL MEDIA OCTOBER 2024

SOCIAL MEDIA FOLLOWERS

9.6K	11.6K	1.3K	178	413

700K	165K
Facebook Reach	Instagram Reach

YouTube Video Stats:	18.8K Views	460.3 hrs Watch Time
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TikTok

Video Views: 25K
Profile Views: 358
Followers: 1.5K



Media Mentions



Big Blend Radio –Nov 7, 2024
End-of-Fall Fun in California's Sequoia Country
<https://discover-the-sequoias.podbean.com/>

PR / FAM – November 2024

California Dreaming – Visalia	Chamy Travels	11/2/2024
8 Fun things to do in High Sierra in Nov.	HSVC	11/2/2024
14 Things to do in Sequoia	Miles with McConkey Blog	11/13/2024
14 Things to do in Sequoia	MSN	11/13/2024
14 Things to do in Sequoia	Yahoo	11/13/2024
CA Dreaming - Visalia	Svenja - Chamy Travels	11/29/2024
Ag Tour – John Oneto	Profi Tours Czech Republic	11/1/2024

2024 VISITOR SERVICES - NOV

Source	NOV	YTD	Top Countries	States
Walk-in	44	944	USA Belgium, Brazil, Canada, Germany, France, Mexico, United Kingdom	CA CO, IL, PA, AZ, FL, GA, IN, WI
Phone	1	91		
Digital	3	10		

PERFORMANCE DASHBOARD

Sequoia & Kings Canyon Visitation - 2024

Month	Sequoia	Kings Cyn	Combined Total	% of change to prior year
Jan	48,948	16,534	65,482	56%
Feb	39,889	13,791	53,680	10%
Mar	69,652	20,096	89,748	903%*
Apr	89,121	32,384	121,505	108%
May	137,644	90,635	228,279	57%
Jun	124,873	103,491	228,364	5%
Jul	213,979	120,497	334,476	11%
Aug	200,233	112,327	312,560	21%
Sep	149,404	91,517	240,921	3%
Oct	118,346	68,821	187,167	13%
Nov				
Dec				

July saw 46% increase over June.

Sept: Coffee Pot Fire – Mineral King closed, some smoke impacts.

March: Hard closure due to winter road damage in 2023. Total visitation 8,952.

Coverage Highlights



26. Grant Grove, Kings Canyon National Park



3. Giant Forest, Sequoia National Park



General
Park. Ch
1920s, th
impress
268 feet (

Of all the glorious groves in Sequoia National Park, the Giant Forest is the biggest hitter. Amid the trunks is the enormous General Sherman Tree which at 275 feet (84m) tall, with a 36-foot (11m) diameter at its widest point, is the largest living tree on the planet. Wander within the woodland before heading to the Giant Forest Museum, where you can learn more about this fascinating portion of the park, from the trees themselves to the humans who have relied upon them throughout history.



14 Things You Can't Miss on Your First Visit to Sequoia National Park

Story by Scott McConkey • 3w



California Dreaming – Visalia, Das Tor Zu Den Nationalparks (Teil 2)

USA | November 29, 2024



California Dreaming – Visalia, Das Tor Zu Den Nationalparks (Teil 1)

USA | November 2, 2024

