

PERFORMANCE DASHBOARD – AUGUST 2024

Convention Sales Pipeline

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: 4 RFPs | 281 RN

**Proposals Submitted
Contracts Pending
Contracts 6 | 2770 RN**

**Contracted Events:
3 | 404 RN**

**YTD Lost
Events:
26 | 11,093 RN**

**Serviced
3**

PERFORMANCE DASHBOARD

Convention Sales

LinkedIn Ad

Flights: July 5-Aug 5



Visit Visalia

377 followers

1mo •

We are excited to invite you to discover why Visalia is the perfect host city for your next convention or competition. Nestled in California's Central Valley, Visalia offers state-of-the-art facilities, stunning natural beauty, and exceptional servi ...see more



What Meeting Planners Say About Visalia

youtube.com

1 repost

Total engagement

Impressions	25,998
Reactions	5 →
Comments	0
Reposts	1 →
Leads	0

Sponsored discovery

25,662	\$12.47
Impressions	eCPM

Sponsored engagement

179	0.7%	\$1.79
Engagements	Engagement rate	Cost per sponsored engagement
Clicks		177
Click-through rate		0.7%



Repost

PERFORMANCE
DASHBOARD

Website Results:

VISITVISALIA.COM
AUGUST 2024 SNAPSHOT

	Landing page	Views ▼	Key events	Views per session
1.	/dark-sky-festival	28,493	152	1.15
2.	/	19,330	471	1.7
3.	/calendar	5,010	30	2.5
4.	/things-to-do	4,441	179	2.61
5.	/FINALDRAFTOKTO...	4,214	0	18.73
6.	/itineraries	3,948	97	2.28
7.	(not set)	3,059	17	2.39
8.	/sequoia-national-p...	2,155	83	1.72
9.	/6-top-attractions-in...	1,837	13	1.91

381,800

EVENT COUNT



.09%

52,700

USERS



-.04%

61,700

SESSIONS



2%

42.65%

ENGAGEMENT RATE



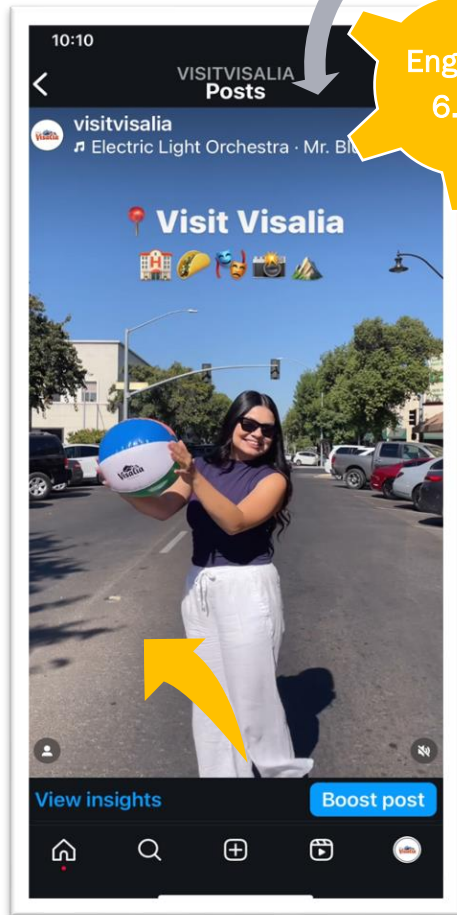
6.5%

Previous month comparison

VISITVISALIA.COM
Geographic Detail
AUGUST 2024

Country ▼ +	↓ Active users *****	New users *****	Engaged sessions *****
Total	52,712 100% of total	51,510 100% of total	26,320 100% of total
United States	49,821	48,720	25,036
(not set)	854	853	63
Canada	216	211	141
United Kingdom	199	197	156
Mexico	144	139	88
Germany	127	116	94
Singapore	111	111	7
France	99	94	58
Australia	81	79	63
India	63	63	36

INSTAGRAM: Top Social Media Platform



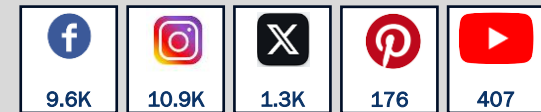
Reach: 44,000
4.7K Engagements
87% non-followers
368 new follows



PERFORMANCE DASHBOARD

SOCIAL MEDIA AUGUST 2024

SOCIAL MEDIA FOLLOWERS



1.1M
Facebook Reach

116K
Instagram Reach

YouTube
Video
Stats:

916
Views

17.1 hrs
Watch Time

TikTok

Video Views: 58K
Profile Views: 1.4K
Likes: 3.1K

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Media Mentions



Big Blend Radio –August 1, 2024
End-of-Summer Fun in Sequoia Country
<https://discover-the-sequoias.podbean.com/>

PR - August

<u>Legacy Tree - Interview with Mike Pesto</u>	My 97.5FM	8/1/2024
<u>Pride Journeys - PRIDE Visalia</u>	Pride Journeys	8/7/2024
<u>My South Valley Hero: Charles Young</u>	My 975 fm - Mike Pesto	8/15/24
<u>Autism Travel: I took my autistic son . .</u>	I-Paper	08/07/2024
<u>IN A LANDSCAPE Sept Music Festivals</u>	High Sierra Visitor Council	8/22/2024
<u>High Sierra Newsletter</u>		

2024 VISITOR SERVICES

Source	AUG	YTD	Top Countries	States
Walk-in	69	682	USA (33) UK, Italy Australia Austria, Canada, France, Switzerland, Germany, New Zealand, Sweden	CA FL, MI, MS, TX, IN, MA
Phone	7	74		
Digital	0	7		


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				
Sep				

July saw 46% increase over June.

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

Click to register you or your employees



Thursday, September 26

Concierge College Presented by The Sequoia Tourism Council

Galaxy Theaters Tulare hosts a seminar for local hospitality & retail businesses, presented by the Sequoia Tourism Council

General Admission 1

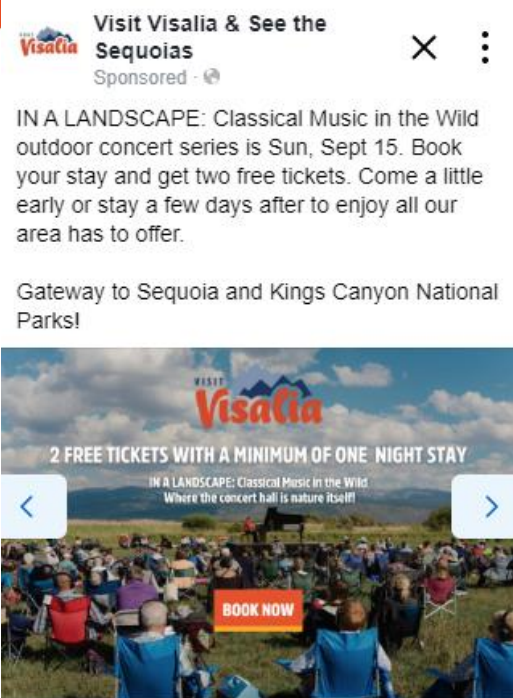
Free

Reserve a spot

Next Concierge College:
September 26 – 8:00 – 10:30 am
at the Galaxy Theater in Tulare.

- Free to attend
- Attendee sessions are focused on the value of visitor traffic to Tulare County, national parks and national forest, with presentations by Sequoia Park Tourism advocates. Community booths available with information on the amenities available to visitors

PERFORMANCE DASHBOARD



Visit Visalia & See the Sequoias

Sponsored

IN A LANDSCAPE: Classical Music in the Wild outdoor concert series is Sun, Sept 15. Book your stay and get two free tickets. Come a little early or stay a few days after to enjoy all our area has to offer.

Gateway to Sequoia and Kings Canyon National Parks!

2 FREE TICKETS WITH A MINIMUM OF ONE NIGHT STAY

IN A LANDSCAPE: Classical Music in the Wild
Where the concert hall is nature itself!

BOOK NOW

Facebook Ad:

IN A LANDSCAPE: Classical Music in the Wild
2 Free tickets

Flight: Aug 30-Sept 14, 2024 | Spend: \$150

Reach: 16,429 | CTR: 143 (as of 9/6/24)