
Visalia CVB PerformanceDashboard

MONTHLY INSIGHTS

DATE: AUGUST 2026

CONVENTION SALES

JULY 2026 snapshot

SONYA NAGAI-MENAPACE
CONVENTION SALES MANAGER

2026 New Room Nights Goal: 3,500

2026 New CVB Events	Goal: 3,500
YTD Contracted Room Nights	34
2026 Returning CVB Events	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	2,882
CVB Sourced Leads	1,262
Partner Sourced Leads (Assists)	1,620
2026 Lost CVB Sourced Events	
2026 Lost 7 Events	2,670 RNs

Upcoming Convention Sales Trade Shows:

DESTINATION
CALIFORNIA
BY NORTHSTAR

WHERE

Hyatt Regency San Francisco Airport
Burlingame, Calif.

WHEN

Aug. 30 - Sept. 1, 2026

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!

PERFORMANCE DASHBOARD

JULY 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				
Aug				
Sep				
Oct				
Nov				
Dec				

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

2026 VISITOR SERVICES				
Source	JULY	YTD	Top Countries	Top States
Walk-in	160	663	USA Spain, Germany, Guatemala, Australia, UK Japan, Vietnam	CA, TX, AZ, AR, PA, NY, SC,GA, NJ, NV OK, UT, DC, IL, MN
Phone	6	47		
Digital	3	9		



West Coast USA +7 / Jul 3, 2026

California's Sequoia Country Through Time: Parks, People & Places

From Civil War shootouts and World War II farm lookouts to the legacy of the Buffalo Soldiers, explore the rich, hidden history of Tulare County.



Big Blend Podcast

July 3, 2026

[CA Sequoia Country Through Time: Parks, People, & Places](#)

Consumer Newsletter – July 10, 2026

[July Adventures in Visalia](#)

MML, Chasing Waterfalls, Best Breakfast, Local Dinner Favs, Visalia Itineraries, Upcoming events- Dark Sky, Taste of DTV

Sends: 8,515 | Opens: 28.17% | CTR: 6.51%



PR / FAM

Visalia as a base for Seq & Kings Canyon	Y Travel Blog	7/2/2026
Home of Natural Wonders	Irish Daily Mail - print Yvonne Reddin (FAM) And YR Blog	7/4/2026
Jenna Liston – Media MML	MML Campaign	7/15-17/2026

PERFORMANCE DASHBOARD

Majestic Mountain Loop Campaign June – December 2026

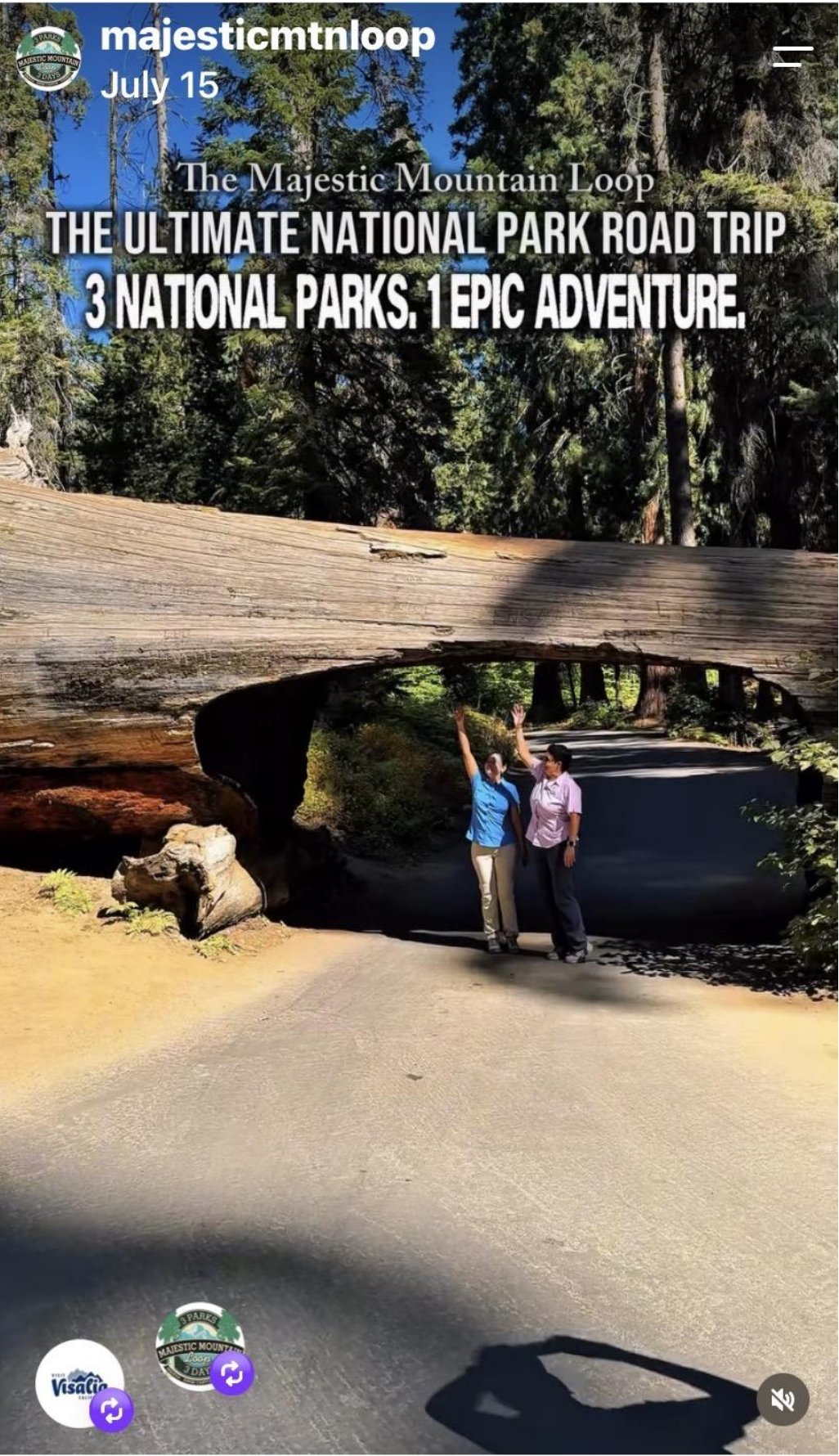
majesticmtnloop

July 15

The Majestic Mountain Loop

THE ULTIMATE NATIONAL PARK ROAD TRIP

3 NATIONAL PARKS, 1 EPIC ADVENTURE.



32

5

13

Liked by babelbrooke and others

majesticmtnloop and 2 others

July 20

THE BEST POST-HIKE TREAT

AFTER HIKE IN SEQUOIA



224

15

6

57

Liked by visitvisalia and others

majesticmtnloop and visitvisalia

July 22

WHERE TO STAY:

WHEN VISITING

SEQUOIA/KINGS CANYON

NATIONAL PARK

Welcome to

Downtown

VISALIA



95

2

7

25

Liked by babelbrooke and others

iflyfresno and majesticmtnloop

July 26

DYK?

MAJESTIC MOUNTAIN LOOP

3 national parks

in 3 days



16

1

2

4

Liked by majesticmtnloop and

VISIT
Visalia
CALIFORNIA

PERFORMANCE DASHBOARD

JULY 2026 Snapshot

SOCIAL MEDIA @VISITVISALIA

PLATFORM	Views	Other
Facebook	1.5M 37K ENGAGEMENTS	17K Followers
Instagram	213.6K	20.5K Followers
YouTube	296.8k	868.9 hours Watch time
TikTok	34K	8.8K Followers
Pinterest	2,830 clicks 47 Saves	346.52K Total Audience



KIDS EXPO AT VISALIA MALL

SATURDAY, AUGUST 1, 2026 | 10AM-2PM
VISALIA MALL - 2031 S MOONEY BLVD



ENCHANTED FEST

SATURDAY, AUGUST 1, 2026 | 1PM-5PM
INTERNATIONAL AGRI-CENTER - TULARE, CA



TASTE OF CINEMA

SATURDAY, AUGUST 1, 2026 | 3 PM AND 7PM
BELLO VITA VENUE - 4211 W GOSHEN AVE



ANNIVERSARY PARTY

SATURDAY, AUGUST 1, 2026 | 4PM-7PM
1852 BREW CO - 707 W MURRAY AVE



LIVE MUSIC: JAZZ NIGHT

SATURDAY, AUGUST 8, 2026 | 8PM
BARRELHOUSE - 521 E MAIN ST



HOWIE MANDEL W/JAY PHAROAH

SATURDAY, AUGUST 8, 2026 | 8PM
ADVENTIST HEALTH AMPHITHEATER - TULARE, CA

Sip sip...
Grab a little coffee
before your hike.





Visit Visalia & See the Sequoias



dennisivnc · Sitting in the Grass

Did you know Visalia has a rich coffee scene? Visit our local coffee trail for a weekday coffee run or a quick boost before your hike:
<https://www.visitvisalia.com/visalia-coffee-trail>

PERFORMANCE DASHBOARD WEBSITE

JULY 2026

	Landing page	Views	Key events	Views per session
1.	/	33,577	3,512	1.72
2.	/how-to-drive-the-ki...	19,576	175	1.04
3.	/articles/6-top-attra...	15,807	55	1.09
4.	/articles/9-cant-mis...	14,890	291	1.16
5.	/majestic-mountain-...	13,711	180	1.1
6.	/calendar	6,993	376	2.67
7.	/sequoia-national-p...	6,027	402	2.97
8.	/itineraries/stargazi...	5,652	153	1.16
9.	/itineraries/long-we...	4,698	310	1.27

Website Performance Summary

Active users	Event count	Engagement rate	Key events	Sessions
105.6K	685.3K	29.36%	10.0K	124.6K
↑ 24.8%	↑ 13.7%	↓ -19.9%	↑ 113.0%	↑ 13.4%

How are site sessions trending?

