
Visalia CVB PerformanceDashboard

MONTHLY INSIGHTS

DATE: JULY 2026

CONVENTION SALES

SONYA NAGAI-MENAPACE

CONVENTION SALES MANAGER

Please join us in welcoming **Sonya Nagai-Menapace** as Visit Visalia's new Convention Sales Manager. A proud Central Valley native, Sonya brings more than 15 years of experience in the meetings, events, and tourism industry. Most recently, she served as Conference Director for the Central California Women's Conference, where she managed one of California's largest women's conferences. Previously, she was Convention Sales Manager for the Fresno/Clovis Convention & Visitors Bureau (2016–2019), building relationships with meeting planners and driving convention business to the region, and earlier served as an Event Manager at the Fresno Convention & Entertainment Center (2008–2013).

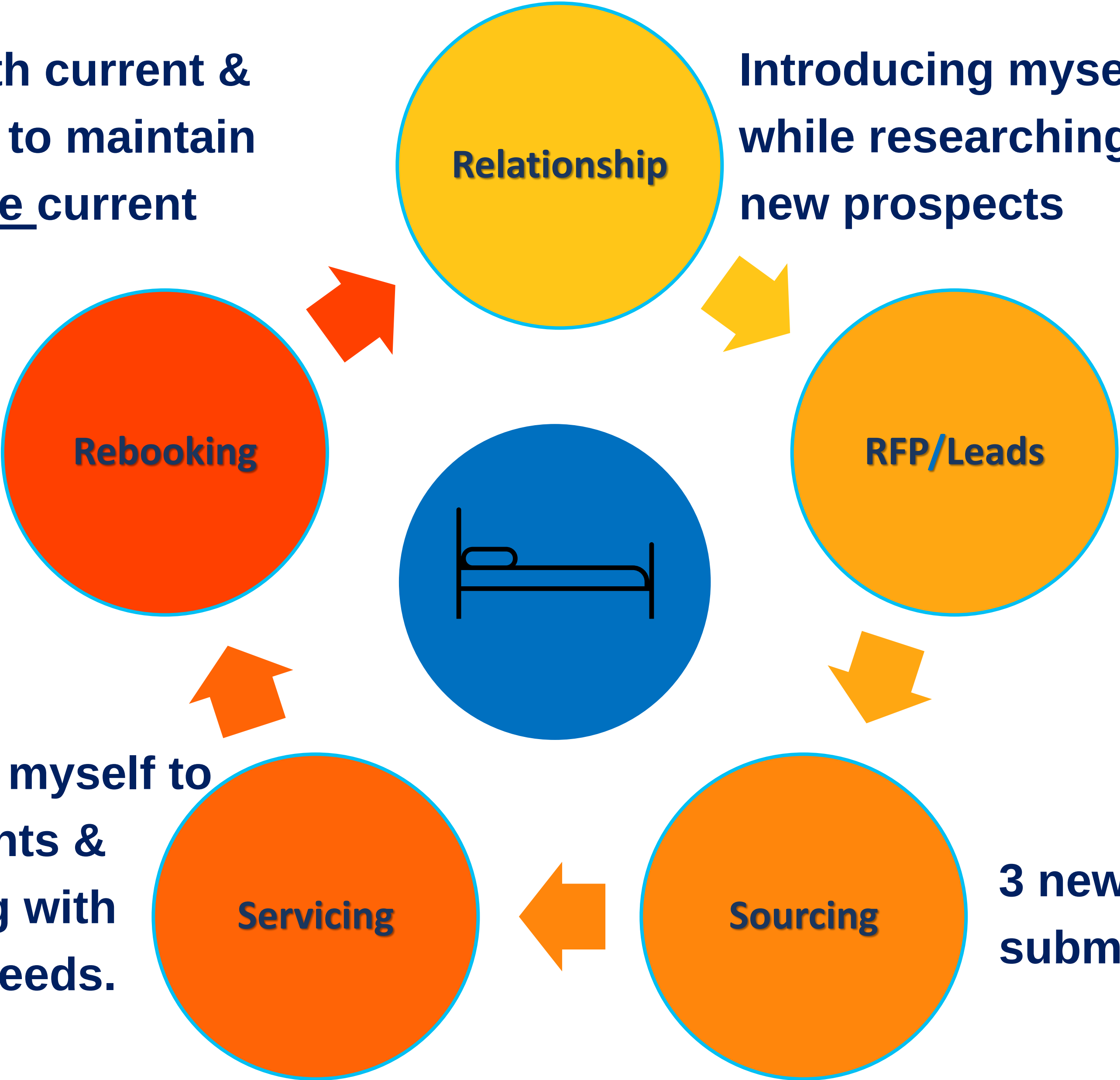
Sonya's extensive industry experience, strong regional relationships, and active involvement in the local community make her an outstanding addition to the Visit Visalia team. In her role as Convention Sales Manager, she will focus on attracting meetings, conventions, and group events to Visalia, helping grow the city's visitor economy while showcasing everything our destination has to offer. We are excited to have Sonya on board and look forward to the expertise and enthusiasm she brings to our organization.



PERFORMANCE DASHBOARD

New Room Nights Goal: 3,500

Working with current & past clients to maintain and increase current standard.



Introducing myself to recent leads while researching and contacting new prospects

- ✓ 1 CVENT Lead - 230 RN
- ✓ Sourcing partner Lead - 1030 RN
- ✓ Pending site tour - ~650 RN

Introducing myself to current clients & familiarizing with individual needs.

3 new client leads submitted for sourcing.

PERFORMANCE DASHBOARD

JUNE 2026 SNAPSHOT

French Office of Tourism USA

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				
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	JUNE	YTD	Top Countries	Top States
Walk-in	79	491	USA China Philippines Isreal	CA, LA, IN, MO CO, NV, TX, FL, NY
Phone	2	41		
Digital	2	6		



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](#)



PR / FAM		
4 Authentic Small Towns in the High Sierra	French Office of Tourism USA June Newsletter	6/24/2026
Celebrate America's 250 - MML	Madera Tribune	6/25/2026

Consumer Newsletter – June 12, 2026

[Ultimate Summer Match: Visalia & Sequoia](#)

World Cup Extra Time, Independence Day in Visalia, Fee Free at SEKI, Outdoor Adventures, Upcoming Events: Dark Sky, Pride

Sends: 8,382 | Opens: 30% | CTR: 4.7%

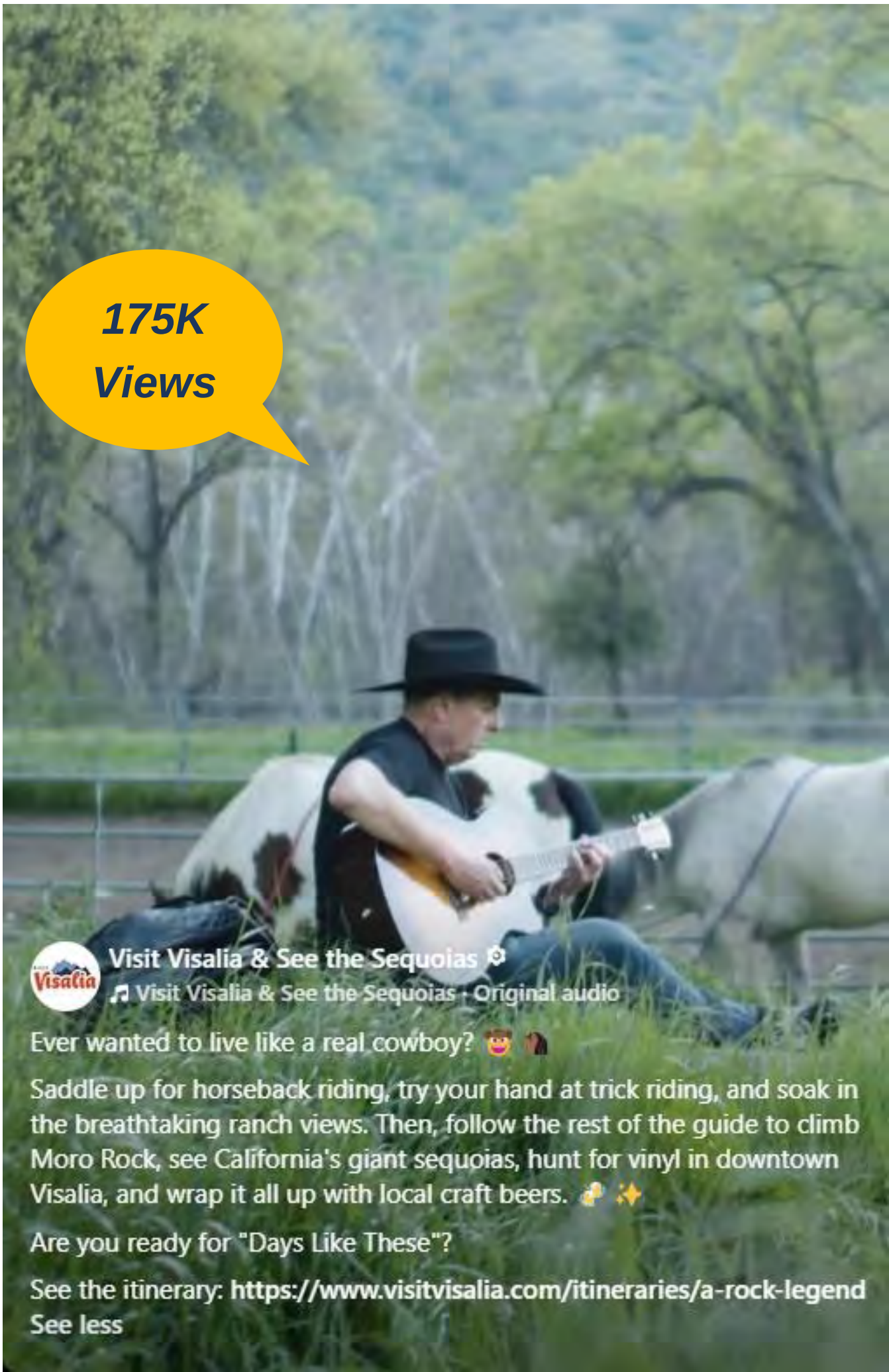


Performance Dashboard

SOCIAL MEDIA @VISITVISALIA

JUNE 2026 snapshot

PLATFORM	Views	Other
Facebook	1,375,192 10K ENGAGEMENTS	17K Followers
Instagram	228K	20K Followers
YouTube	255.2	632 hours Watch time
TikTok	60.3K	8.7K Followers
Pinterest	250.07K Impressions	1358.86K Total Audience



PERFORMANCE DASHBOARD WEBSITE

JUNE 2026

	Landing page	Views	Key events	Views per session
1.	/	32,321	2,620	1.74
2.	/articles/6-top-attra...	16,063	29	1.11
3.	/how-to-drive-the-ki...	14,211	215	1.05
4.	/articles/9-cant-mis...	9,892	320	1.22
5.	/majestic-mountain-...	9,689	466	1.18
6.	/itineraries/long-we...	7,076	340	1.29
7.	/calendar	5,720	251	2.54
8.	/sequoia-national-p...	5,357	290	3.11
9.	/things-to-do	3,848	341	3.06

Website Performance Summary

Active users	Event count	Engagement rate	Key events	Sessions
85.8K	605.6K	34.67%	8.7K	99.7K
↑ 77.8%	↑ 53.5%	↓ -24.0%	↑ 93.8%	↑ 72.2%

How are site sessions trending?

