
Visalia CVB Performance Dashboard

MONTHLY INSIGHTS

DATE: MAY 2026

PERFORMANCE DASHBOARD

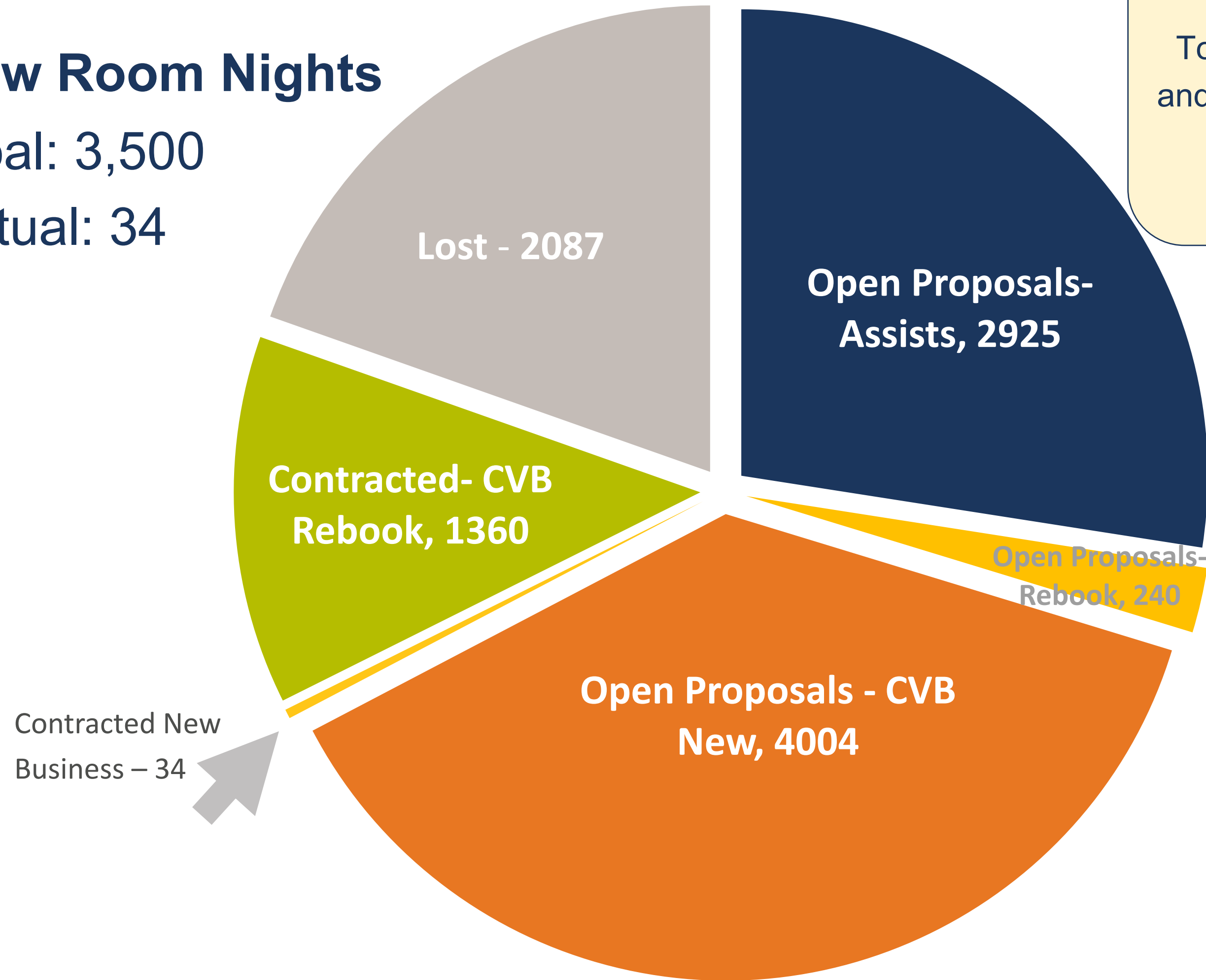
SNAPSHOT: AS OF 4/1/2026

Group Sales Pipeline

New Room Nights

Goal: 3,500

Actual: 34



10,429
Total Contracted and Pending Room Nights

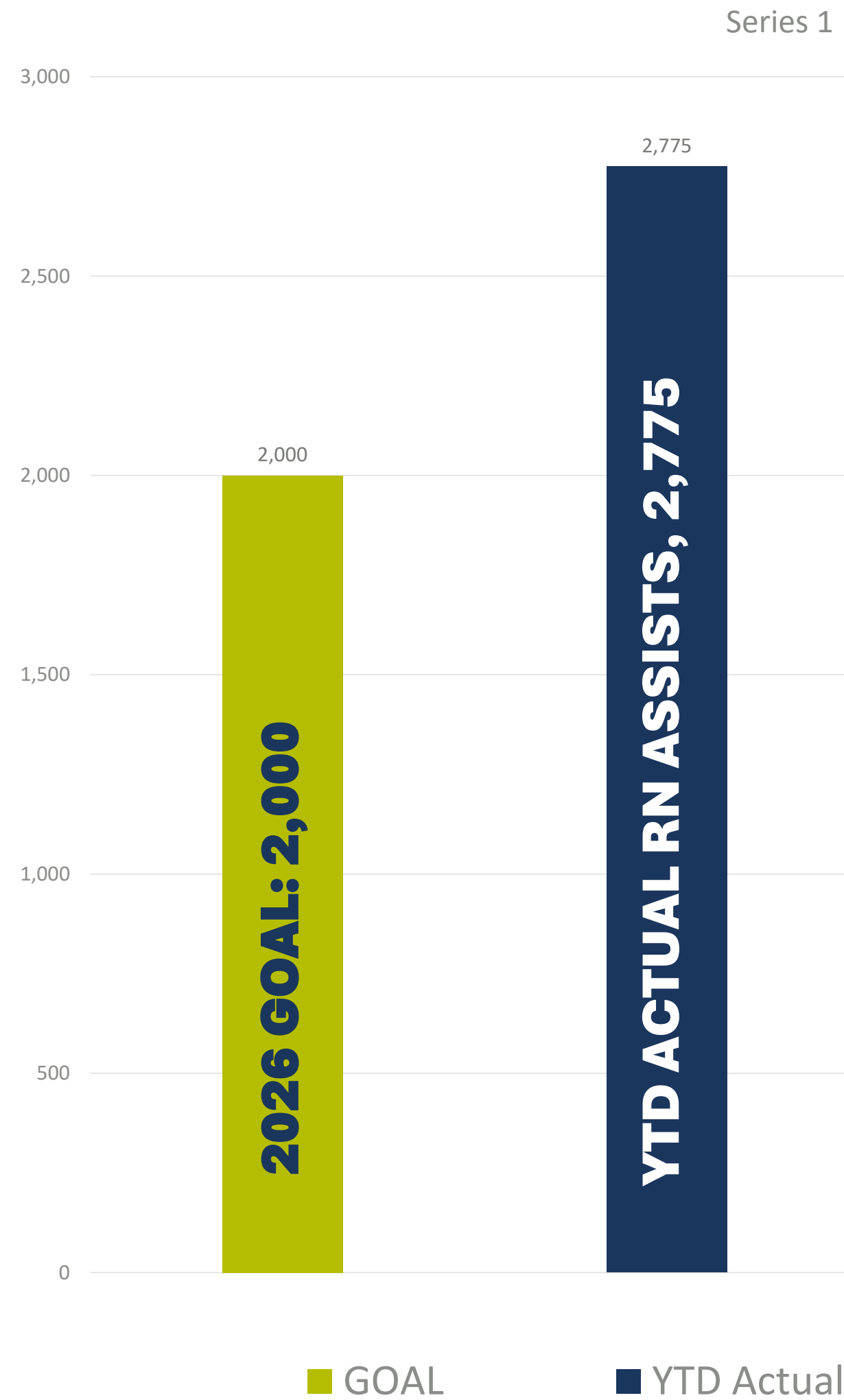


■ Open Proposals-Assists
 ■ Open Proposals-Rebook
 ■ Open Proposals - CVB New
 ■ Contracted-New
 ■ Contracted- CVB Rebook
 ■ Lost

PERFORMANCE DASHBOARD

SNAPSHOT: AS OF 05/01/2026

Assist RN
Goal: 2,000
YTD Actual:
2,775
(139% of goal)
CCEA: 875



PERFORMANCE DASHBOARD

APRIL 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				
May				
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	APRIL	YTD	Top Countries	Top States
Walk-in	117	301	USA Australia, China	CA, AZ, CO FL, IL, MN
Phone	6	33	France Mexico	MT, NV, NY OR, VA
Digital	1	4	New Zealand	

PR / FAM		
MML 3 Parks in 3 Days	National Parks Trip Outside Magazine Newsletter	4/1/2026
6 Reasons to go to KCNP stay in Visalia	Miles with McConkey	4/2/2026
The Future of Accessible Travel Is All About Belonging	AFAR Newsletter	4/6/2026
Things to do in High Sierra	French Office of Tourism	4/20/2026
VCA Media Stories	Visit CA	4/29/2026
Influencers Jacob Wu and Esther Lee	FAM Visit CA	4/10-4/12/26
Johanna Harlow	FAM Punch Monthly	4/17-19/26
Kids to see Wowsabout First in Visalia	Visalia Times Delta	4/26/2026
Visalia to host Wowsabout	Valley Voice	4/23/0226



Big Blend Podcast
April 2, 2026
[Springtime in Sequoia](#)



@LocalAdventurer
Jacob Wu and Esther Lee

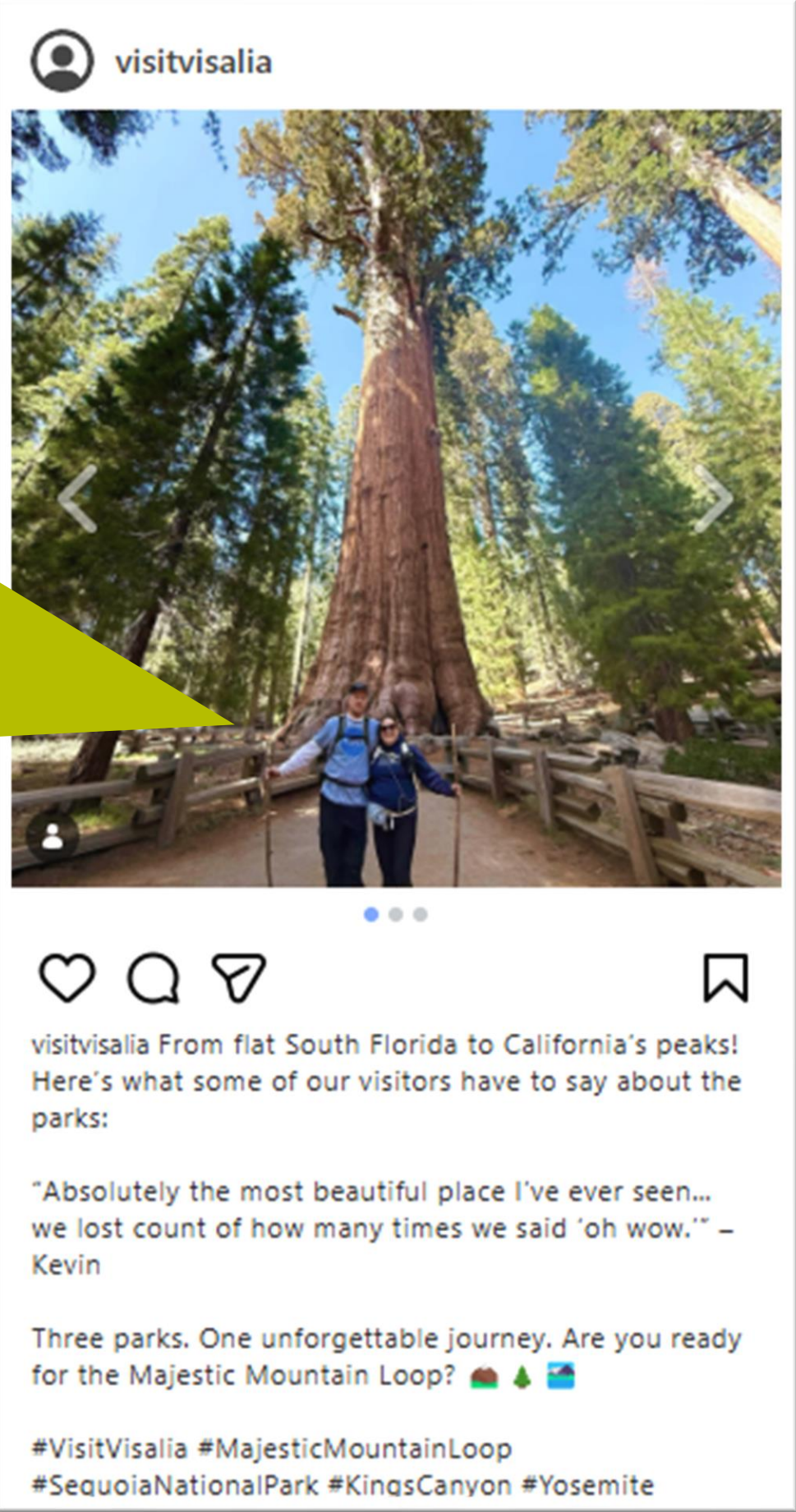
Performance Dashboard

SOCIAL MEDIA @VISITVISALIA

April 2026 snapshot

PLATFORM	Views	Other
Facebook	1.5 M 5.8K ENGAGEMENTS	13K Followers
Instagram	217,053	19.5K Followers
YouTube	311.5K	817 hours Watch time
TikTok	40K	7.6K Followers
Pinterest	475.55K Impressions	245.75K Total Audience

What our visitors say:
“Absolutely the most beautiful place I’ve ever seen... we lost count of how many times we said, ‘oh wow.’”
- Kevin from Florida



Facebook + IG
7.8K Views



Facebook + IG
29.1K Views

Consumer Newsletter – April 2, 2026
[Exploring CA beyond the Big Games](#)
 Shuttle, Best Hikes. Dark Sky, Pride
 Sends: 8,235 | Opens: 34% | CTR: 5.56%

PERFORMANCE DASHBOARD WEBSITE

APRIL 2026

	Landing page	Views	Key events	Views per session
1.	/	29,020	619	1.78
2.	/road-trips-scenic-dr...	12,670	92	1.26
3.	/articles/incredible-f...	12,647	15	1.13
4.	/how-to-drive-the-ki...	10,653	80	1.16
5.	/calendar	7,515	14	2.79
6.	/articles/2026-free-...	5,512	78	1.44
7.	/articles/spring-and...	5,195	20	1.13
8.	/sequoia-national-p...	4,170	100	3.08
9.	/stay	4,074	791	1.52

Website Performance Summary				
Active users	Event count	Engagement rate	Key events	Sessions
71.5K	547.7K	40.04%	3.2K	83.8K
↑ 345.2%	↑ 177.3%	↓ -36.7%	↑ 29.4%	↑ 302.0%

