
Visalia CVB Board Reports

MONTHLY INSIGHTS

DATE: FEBRUARY 2026



PERFORMANCE DASHBOARD

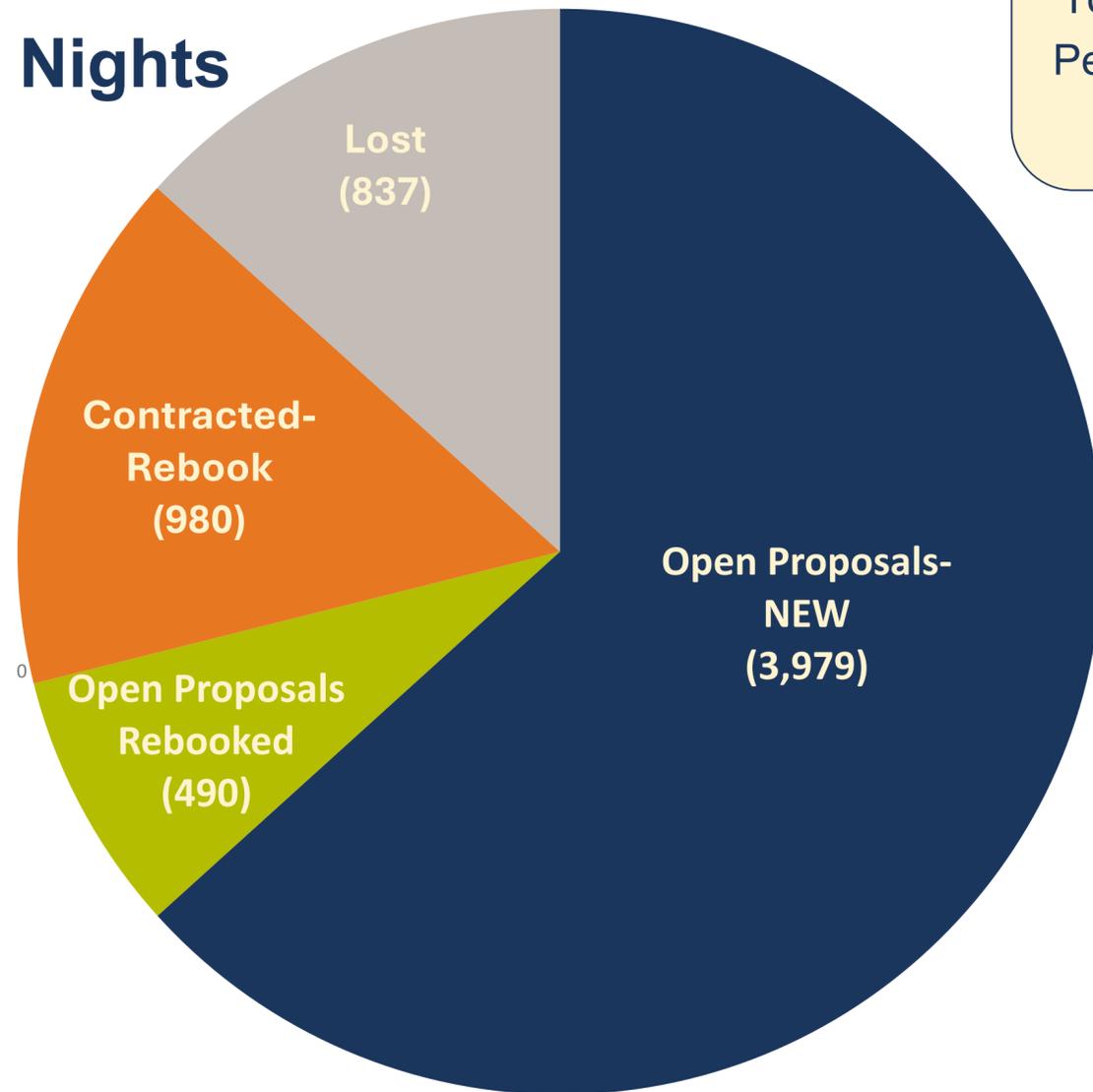
SNAPSHOT: AS OF 2/19/2026

Group Sales Pipeline

New Room Nights

Goal: 7,300

Actual: 0



5,449

Total Contracted and Pending Room Nights



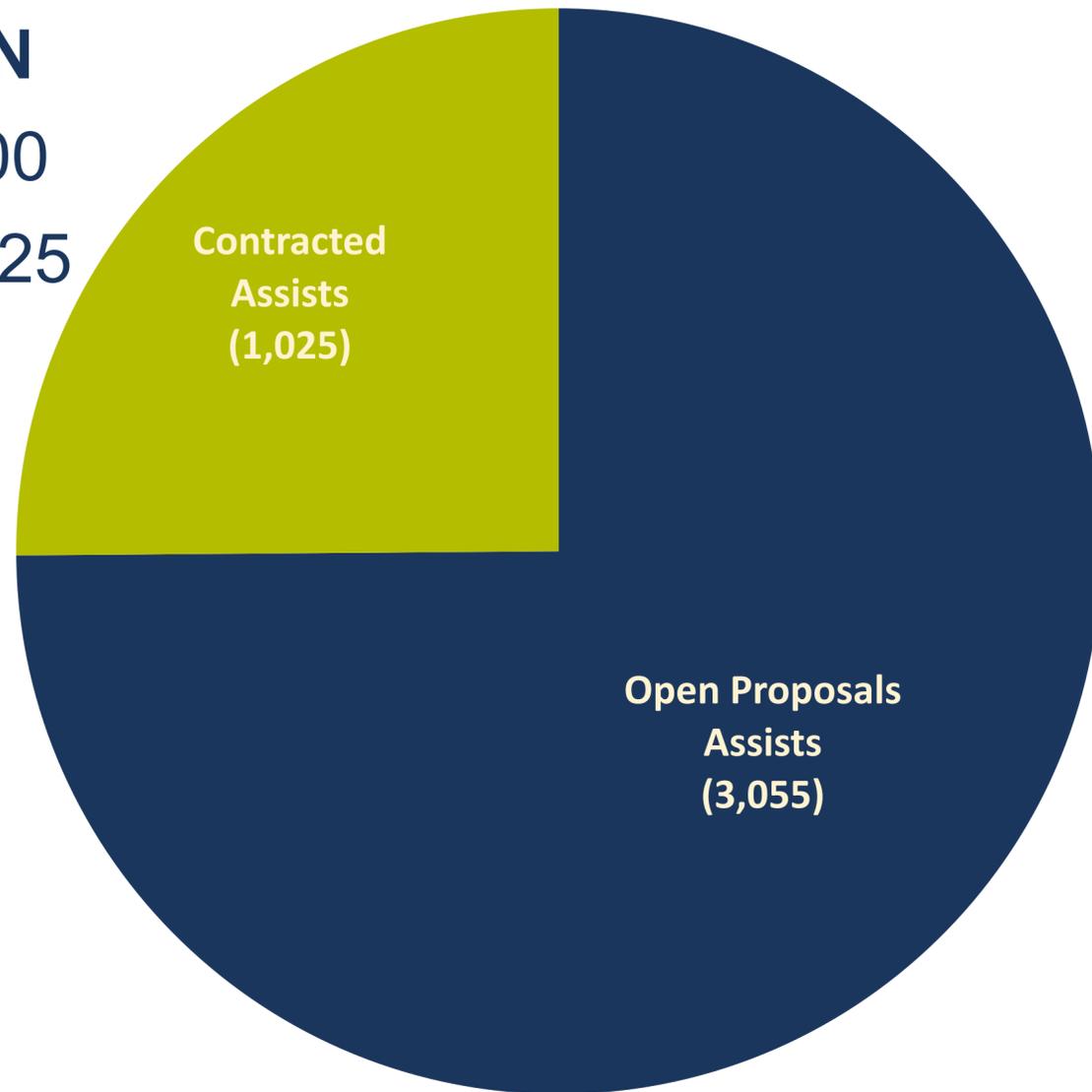
■ Open Proposals-New ■ Open Proposals-Rebook ■ Contracted-New ■ Contracted-Rebook ■ Lost

PERFORMANCE DASHBOARD

SNAPSHOT: AS OF 2/19/2026

Group Sales Pipeline - ASSISTS

Assist RN
Goal: 2,000
Actual: 1,025



■ Open Proposals - Assists ■ Contracted - Assists ■ Lost Business-Assists



GROUP SALES: YEAR TO DATE LOST TRACKING

Reasons All Leads Were Lost (Number of groups)	2025 Room Nights	2026 Room Nights
1-Meeting Space not available (2025:10)	6870	
2-Location chosen based on preference or rotation (2025: 5 - 2026: 1)	2810	360
3-Partners or Client Declined all years proposed (2025: 3)	1350	
4-Commercial Airport Access (2025: 4 - 2026: 1)	1149	400
5-3rd Party Planner did not deliver proposal (2025: 3)	3102	
6- Lack of Downtown Sleeping Rooms		
7-Unmet Expectations/cost		
8-Unknown/Other: (2025: 6 - 2026: 1)	2814	77
9-Canceled (2024: 5)		
TOTAL	18095	837
		2/19/2027

PERFORMANCE DASHBOARD

JANUARY 2026 SNAPSHOT

Sequoia & Kings Canyon Visitation - 2026

Month	Sequoia	Kings Cyn	Combined Total	% of change to prior year
Jan	61,845	21,932	83,777	9%
Feb				
Mar				
Apr				
May				
Jun				
Jul				
Aug				
Sep				
Oct				
Nov				
Dec				

Previous YEAR comparison

PR / FAM

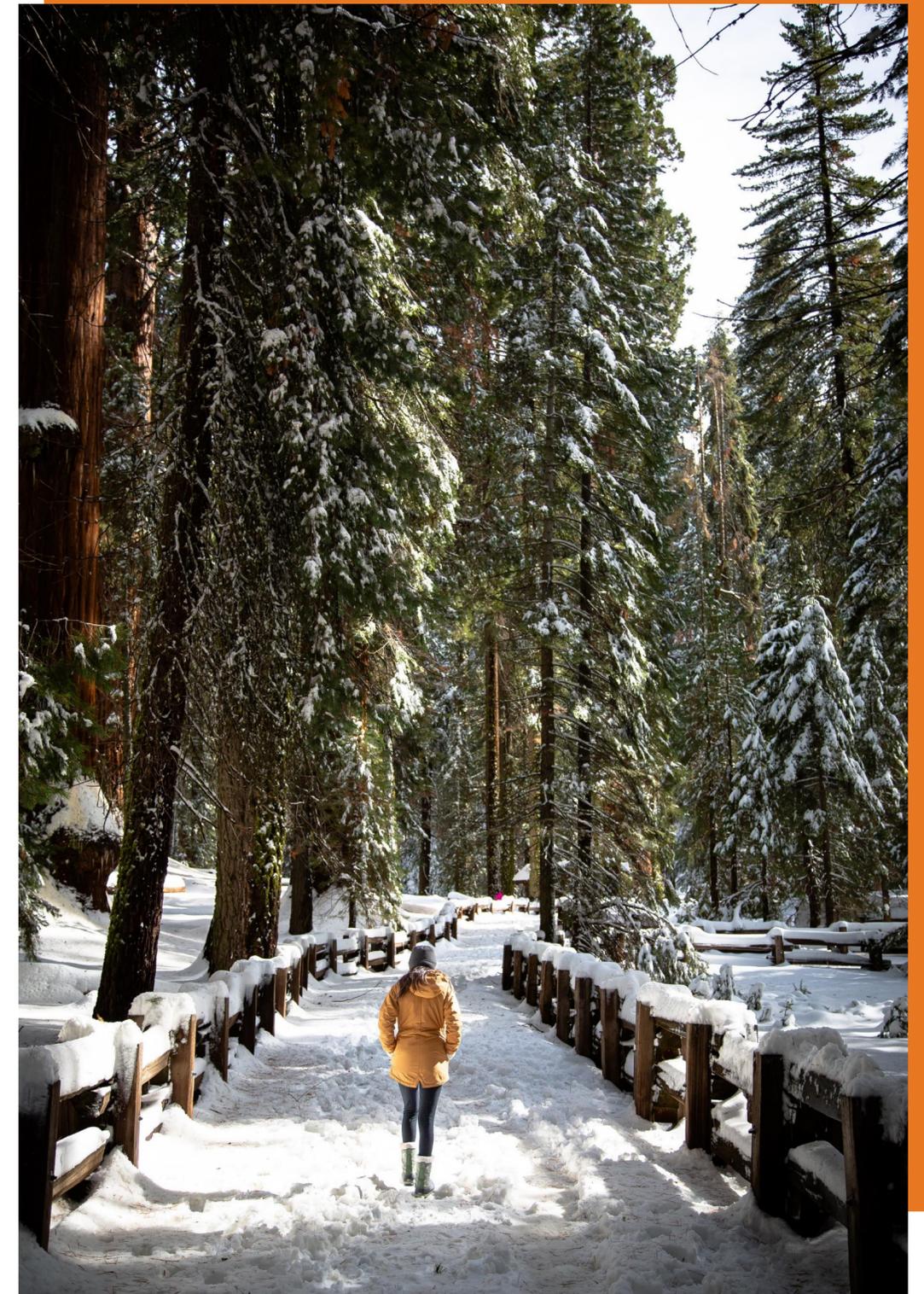
Wyndham Hotel CAC Renewal	Herald Tribune	1/14/2026
Reasons to Visit Visalia First Time in Sequoia?	Girl About Travel - UK	1/16/2026
	Scott McConkey	1/25/2026

2026 VISITOR SERVICES

Source	DEC	YTD	Top Countries	Domestic
Walk-in	59	59	USA Australia Germany Singapore	CA, MI, NC, TN, WI
Phone	8	8		
Digital	0	0		



Big Blend Radio
Jan 1, 2026
[Outdoor in California's Sequoia Country](#)



Performance Dashboard

SOCIAL MEDIA



SOCIAL MEDIA

SOCIAL MEDIA FOLLOWERS

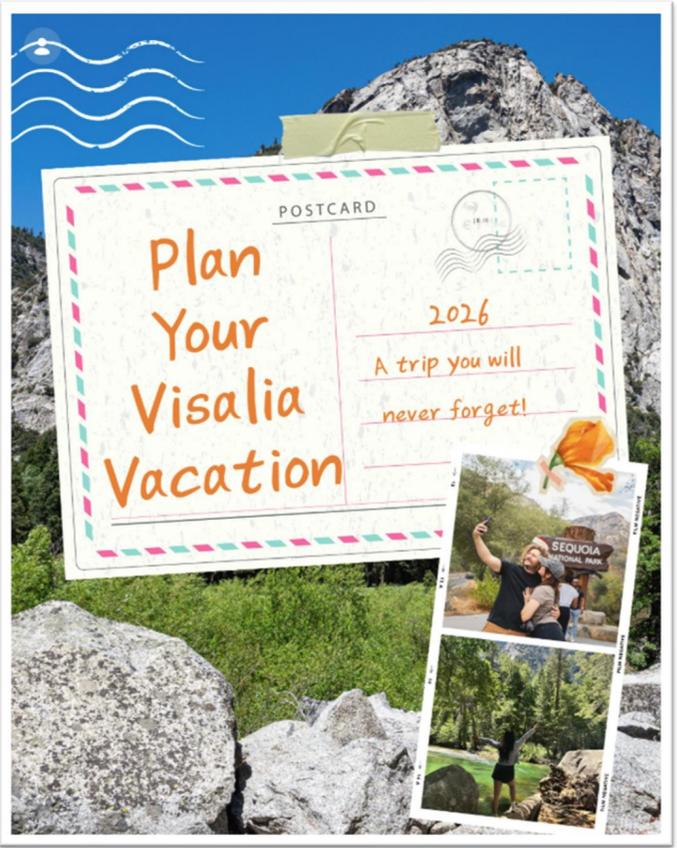
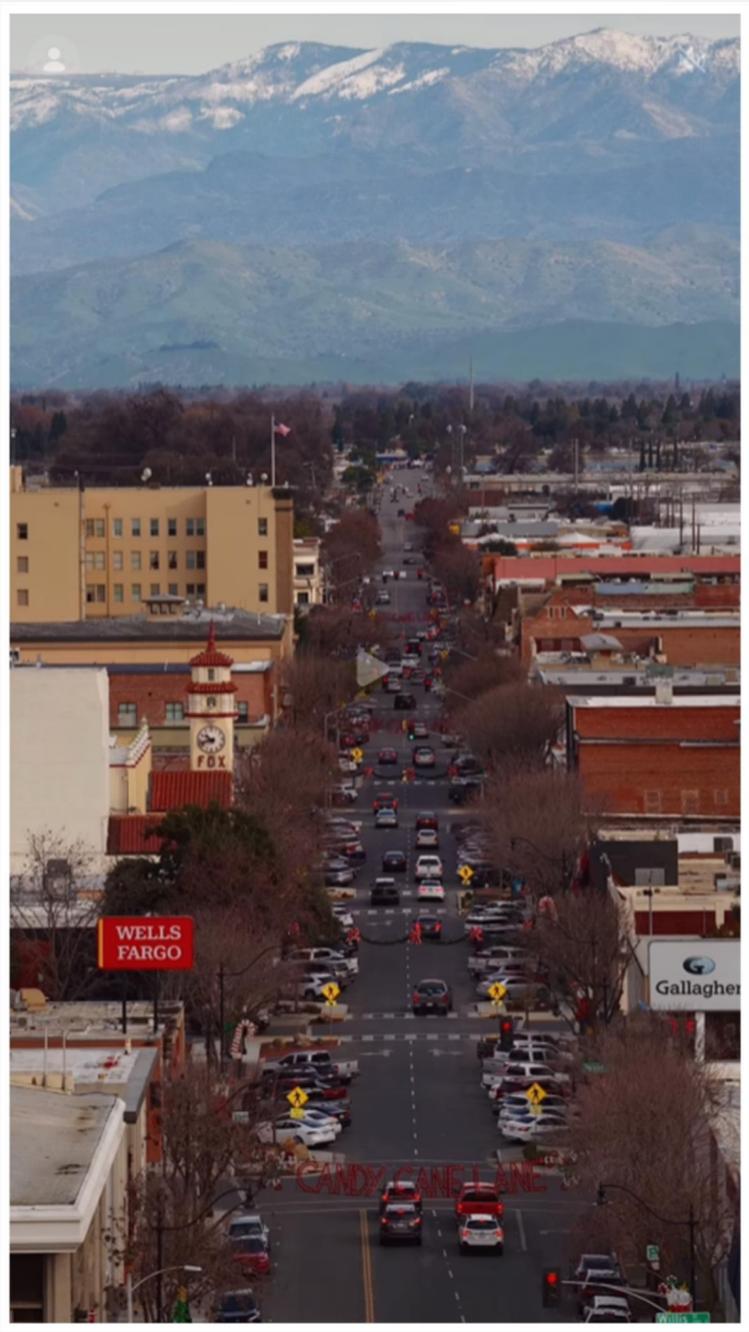
 12K	 18.9K	 150	 457
---------	-----------	---------	---------

1,062,524 <small>Facebook Views</small>	87K <small>Instagram Views</small>
---	--

YouTube Video Stats:	1.1K <small>Views</small>	6.0 <small>Watch Time</small>
-----------------------------	------------------------------	----------------------------------

TikTok <small>Video Views: 18K</small> <small>Profile Views: 197</small> <small>Followers: 6.8K</small>	Pinterest <small>Imp: 5.76K</small> <small>Eng: 192</small> <small>Audience: 3.28K</small>
---	--

Consumer Newsletter – January 2026
 Blossom Trail, Soccer Fan Road Trip, SEKI Bucket List
Sends: 7,154 | Opens: 34.59% | CTR: 7.41%



9,781 Views

50,192 Views

PERFORMANCE DASHBOARD WEBSITE

JANUARY 2026

Website Performance Summary

Active users	Event count	Engagement rate	Key events	Sessions
28.5K	220.3K	38.03%	1.3K	34.1K
↓ -23.6%	↓ -18.8%	↓ -3.0%	↓ -71.2%	↓ -21.5%

Session Channel	Sessions	Views	Views per user	Engagement rate	Key events	Session key event rate	Event count per user
1... Organic Search	9,277	18,044	2.57	67.13%	727	6.33%	12.68
2... Paid Social	8,299	9,047	1.22	15.17%	26	0.3%	4.12
3... Display	7,858	8,222	1.16	9.88%	0	0%	3.56
4... Paid Search	2,787	6,508	2.78	66.67%	241	6.21%	12.67
5... Direct	3,254	4,753	1.73	37.15%	132	2.55%	7.8
6... Referral	1,463	3,070	2.93	70.06%	156	6.63%	15.55
7... Cross-network	720	1,399	2	57.08%	33	3.33%	8.46
8... Organic Social	204	346	1.8	50.98%	12	5.39%	7.58
9... Unassigned	70	112	1.84	27.14%	6	5.71%	10.11
1... Paid Video	4	4	1	0%	0	0%	3

Landing page	Views	Key events	Views per session
1. /winter-in-the-parks	15,261	32	1.13
2. /calendar	5,316	11	2.53
3. /	4,561	171	2.23
4. /stay	2,835	201	1.41
5. /sequoia-national-p...	2,573	53	2.51
6. /things-to-do	2,474	107	2.68
7. /articles/10-things-t...	978	14	1.19
8. /newsletter-signup	790	5	1.47
9. /dine	584	50	2.14