

Visalia Convention and Visitors Bureau

2026 Sales & Marketing Plan



MISSION • VISION • VALUES

MISSION

To promote Visalia as an ideal overnight travel destination through unique local experiences and engaging marketing.

VISION

Visalia is the destination of choice for travelers.

VALUES | GUILDING PRINCIPLES

Advocate	**Visit Visalia will engage in advocacy efforts impacting the sustainability and enhancement of our tourism assets.**
Stimulate	**Visit Visalia will deploy marketing and destination development initiatives expected to stimulate overnight group and leisure travel.**
Collaborate	**Visit Visalia seeks collaboration in representing, developing and/or enhancing the visitor's experience.**

Approved March 11, 2026



BRAND POSITIONING

Brand Positioning Statement

For adventure seekers and cultural explorers yearning for discovery, Visalia is rooted in the true spirit of community, where visitors are invited to share in our deep connection to nature's majesty and cultural richness. Ideally situated among National Parks, Visalia is where travelers rest, rejuvenate, and embrace the soul of exploration that inspired early trailblazers—while enjoying a contemporary city that thrives on hospitality, creativity, and an enduring love of the land.

TOP LINE STRATEGIES

- Increase sales force to generate new group meeting and convention demand.
- Generate new group meetings and convention leads through targeted marketing and industry sales events.
- Deploy targeted marketing initiatives to promote Sequoia Shuttle and Majestic Mountain Loop.
- Collaborate with industry leaders and local tourism partners to amplify the Visit Visalia brand.

OVERVIEW

The Visalia Convention and Visitors Bureau (VCVB) 2026 Sales & Marketing Plan addresses three target audiences: meeting planners, leisure travelers, and industry partners. The Plan builds on the foundational strengths of our destination, and deploys industry best practices to achieve the requirements of the 2026 Professional Services Agreement with the City of Visalia:

- Contract 3500 new group room nights from leads generated by the VCVB,
- Assist with at least 2000 additional city-wide room nights where the lead is generated from another source.
- Leverage tourism product development to increase overnight stays.
- Collaborate with tourism partners.

STRENGTHS

- Proximity to Sequoia & Kings Canyon National Parks & Sequoia National Forest
- Convention Facilities
- Affordability for both group and leisure travel
- Central California
- Vibrant pedestrian-friendly dining, shopping, and entertainment district
- Emerging arts, cultural, and historic identity

OPPORTUNITIES

- Broaden destination visibility and brand awareness for both group & leisure travel.
- Increase new group lead generation.
- Increase overnight stays.
- Advocate for additional tourism assets AKA destination development.
- Develop and deploy itineraries to entice overnight stays.



GROUP & LEISURE TARGET AUDIENCES

GROUP TARGET MARKETS

PRIMARY	SECONDARY	TERTIARY
California Associations	Agriculture	Auto
Faith-Based	Education	Legal
Fraternal	Health& Wellness	Medical
Government	Sports	Technology
History | Preservation		
Transportation		

LEISURE TARGET MARKETS

PRIMARY	SECONDARY	TERTIARY
SOUTHERN CALIFORNIA	NORTHERN CALIFORNIA	KEY INTERNATIONAL MARKETS
Four County Area Los Angeles, San Bernardino, San Diego	Three County Area Sacramento, Contra Costa, San Jose	UK, France, Germany, Canada, Mexico

MEETINGS AND CONVENTIONS INITIATIVES

Goal: Attract New Meetings & Conventions

Objective: Conduct sales, marketing, advertising and public relations activities

Tactics:

1. On-board Full-Time Dedicated and Qualified Salesperson
2. Mining previous group business.
3. Engage in targeted “cold call” solicitation.
4. Direct marketing to meeting planners.
5. Attend high-value sales prospecting events.
    a. Share tradeshow calendar, industry partnerships & Memberships with CITY for mutual planning purposes
6. Increase destination appeal through FAM tours.

Goal: Win Proposals

Objective: Secure new group business in Visalia

Tactics:

1. On-board Full-Time Dedicated and Qualified Salesperson
2. Collaborate with venue and lodging colleagues to develop timely & attractive proposals.
3. Offer group rate three days pre and post to extend leisure overnight stays in Visalia hotel properties for additional economic impact.
4. Lead presentation for city-wide site selection process.
5. Increase destination awareness through FAM tours.

Goal: Client and Convention Servicing

Objective: Offer convention groups advanced servicing

Tactics: Distribute physical and/or electronic brochures, maps, and guides of Visalia and tourism attractions and/or activities to potential meeting planners and their groups

1. Welcome Packets
2. Concierge Table
3. Welcome Signs

TOURISM INITIATIVES

Goal: Increase Visitation

Objective: Directly Market Sequoia Shuttle *

Tactics:
1. Coordinate marketing plan with City of Visalia Transit
2. Promote resource at industry tradeshows & events
3. Leverage resource with media and influencers.
4. Promote resource to convention and meeting groups.
5. Promote resource for group tours during convention

Objective: Directly Market Majestic Mountain Loop *

Tactics:
1. Populate and Maintain MajesticMountainLoop.com and social media accounts
2. Create and distribute print collateral.
3. Co-op advertising
4. Tradeshows, media outreach and hosted media and influencer experiences.
5. Fresno Yosemite International Airport Concourse Display and Information Center.

Objective: Manage and Enhance VisitVisalia.com & Social Channels

Tactics:
1. Populate VisitVisalia.com with recommended local features and attractions.
2. Promote new travel itineraries and/or micro adventures

Objective: Maintain Digital Event Calendar *

Tactics:
1. Populate digital calendar with events and festivals that could attract visitors and incur overnight stays.
2. Promote events that could generate overnight stays.

Objective: Further engage with new or returning visitors

Tactics:
1. Develop and distribute a list of local recommended local features and attractions

* Objective has an individual plan

TOURISM INITIATIVES

Goal: Increase Visitation

Objective: Provide personalized tourist information and assistance

Tactics:
1. Maintain Visitor Center Operations
2. Respond to visitor inquires for information.
3. Provide list of recommended itineraries and/or micro-adventures to enhance and extend new and/or encourage return visitation.

Objective: Collaboration with Tulare County Tourism Partners

Tactics:
1. Support beneficial tourism marketing initiatives of the Sequoia Tourism Council.
2. Attend Sequoia Tourism Council sponsored industry events and tradeshows.





DESTINATION DEVELOPMENT INITIATIVES

Goal: Increase overnight stays

Objective: Further engage with new or returning visitors

Tactics:
1. Develop and distribute a list of local recommended features and attractions*

Objective: Entice Visitors to Stay

Tactics:
1. Develop new local travel itineraries and/or micro adventures*

* Objective has an individual plan