



Visalia Tourism Market Indicators

September 2023

Visalia hotels in September pulled 29K room nights, an increase of 6.9% YOY. In combination with level supply, occupancy of 71.1% increased 6.9%. Gains in occupancy were stronger for weekdays (+8%) than for weekends (+3.5%) vs. last year.

Visalia led demand gains among the comp set vs. last year for September, compared to lower increases for Fresno (+1.2%) and Yosemite (+1.4%), and a decline registered in Ontario 0.7%.

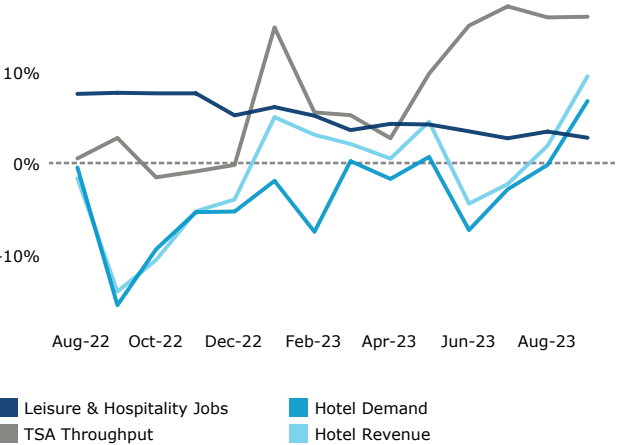
Hotel TOT for the month of August (\$380.1K) was 0.7% below TOT recorded one year ago (\$382.8K). AirBnB TOT also declined, down 10.9% from August 2022, reporting \$41K for August this year.

US September employment gains registered at +336K, with nearly 30% of the jobs added attributable to leisure and hospitality. This was the second greatest monthly increase in employment for the year, behind only January. The unemployment rate remained stable at 3.8%.

Travel prices in the US, as represented by the US Travel Travel Price Index (TPI) increased 4.4% in September relative to one year ago, a greater increase than overall prices (as represented by CPI) which grew 3.7% YOY. TPI increases were softened by declines in the pricing of Airline Fares (-13.4% YOY).

Performance Benchmark

% change relative to same month in previous year



71.1%

Hotel Occupancy
▲ 6.9% YOY, ▼ -6.0% vs. 2019



115.7K

Airport Throughput
▲ 16.0% YOY, ▲ 38.5% vs. 2019



\$3.9M

Hotel Revenue
▲ 9.5% YOY, ▲ 25.3% vs. 2019



14.3K

Leisure and Hospitality Jobs
▲ 2.9% YOY ▲ 16.3% vs. 2019

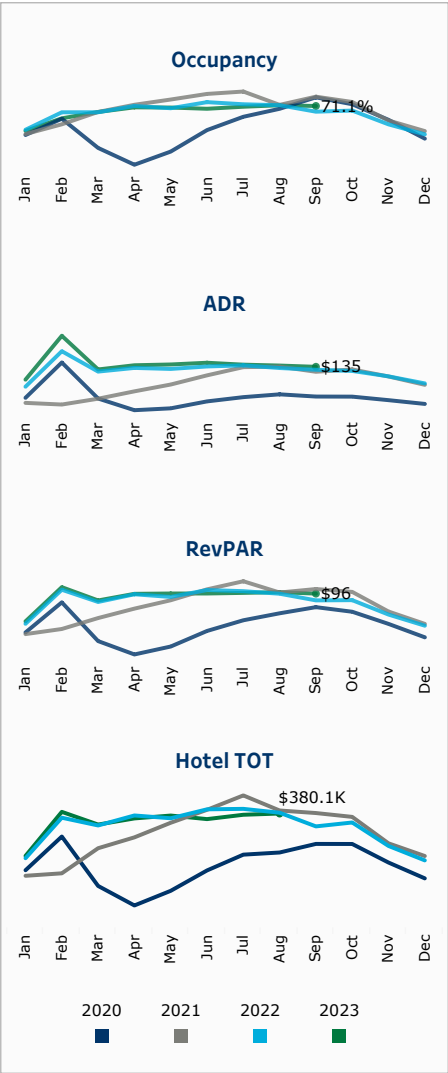
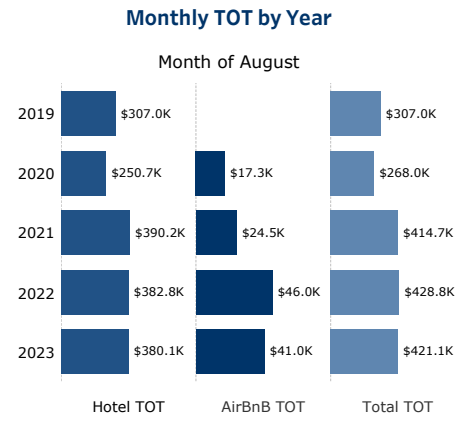
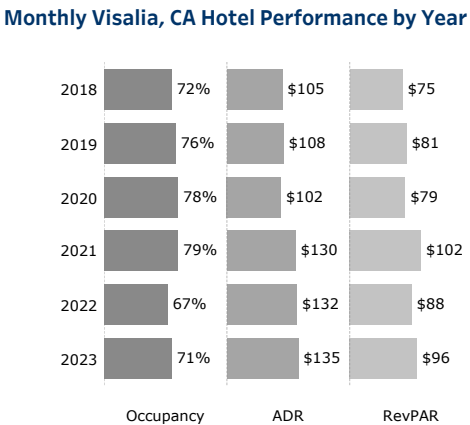
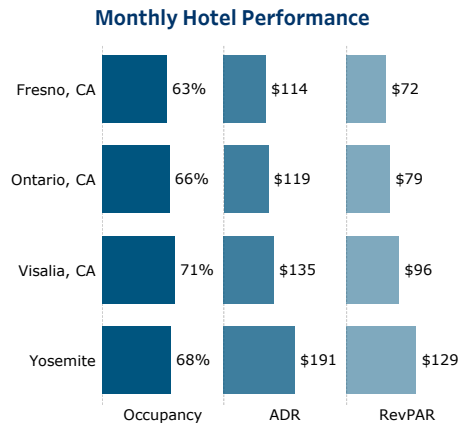


Lodging Performance

September 2023



Occupancy	ADR	RevPAR	Supply	Demand	Revenue	Hotel TOT (Aug)
71.1%	\$135	\$96	40.7K	29.0K	\$3.9M	\$380.1K
YOY	YOY	YOY	YOY	YOY	YOY	YOY
▲ 6.9%	▲ 2.5%	▲ 9.5%	▲ 0.0%	▲ 6.9%	▲ 9.5%	▼ -0.7%





Benchmarking: Airport Throughput and Regional Employment

September 2023

FAT TSA Throughput

September 2023

Calendar Year-to-Date

115.7K

951.7K

YOY
▲ 16.0%

vs. 2019
▲ 38.5%

YOY
▲ 11.8%

vs. 2019
▲ 25.3%

TSA Throughput Comp Set

% Change YOY

	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23
Fresno - FAT	3%	10%	15%	17%	16%	16%
Los Angeles - LAX	13%	15%	16%	17%	15%	11%
San Francisco - SFO	20%	21%	20%	21%	20%	15%
CA	12%	12%	13%	13%	11%	7%
USA	10%	9%	13%	13%	11%	10%

Source: TSA

Visalia-Porterville, CA Leisure and Hospitality Jobs

September 2023

Leisure and Hospitality
14.3K

Total Nonfarm
141.9K

YOY
▲ 2.9%

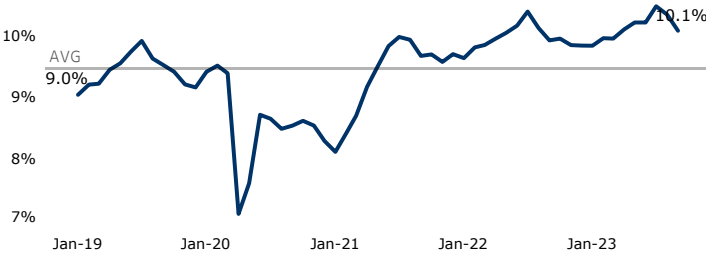
vs. 2019
▲ 16.3%

YOY
▲ 1.3%

vs. 2019
▲ 9.8%

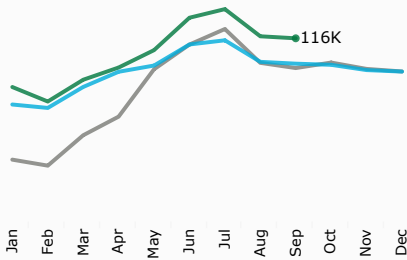
Leisure and Hospitality

As a % of Total Nonfarm



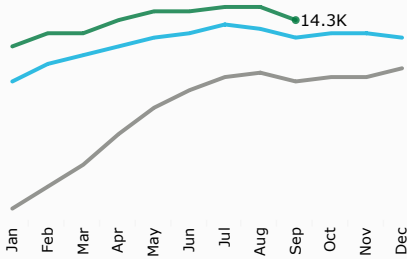
Source: Bureau of Labor Statistics; Employment is represented for Visalia-Porterville, CA

TSA Throughput for FAT



Source: TSA

Leisure and Hospitality Jobs in Visalia-Porterville, CA



Source: Bureau of Labor Statistics



Park Visitation

September 2023

Recreation Visits

285.2K

YOY ▲ 8.2% vs. 2019 ▼ -27.7%

NonRecreation Visits

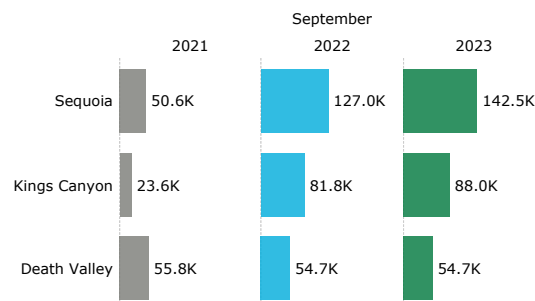
5.4K

YOY ▼ -9.4% vs. 2019 ▼ -46.8%

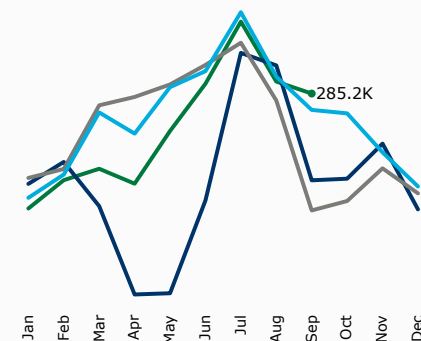
Monthly Visitation by Category (All Area Parks)



Monthly Recreational Park Visits



Recreation Visits



NonRecreation Visits



Powered by: **SYMPHONY** TOURISM ECONOMICS

Data Sources: National Park Service