

PERFORMANCE DASHBOARD – SEPTEMBER 2023

CONVENTION SALES 2023 Y-T-D SNAPSHOT

11
Conv
Service

RFPs
17

8,538*
RNs

BOOKED ROOM NIGHTS

Month	# Room Nights / Type	YTD Room Nights
Jan	286	286
Feb	379	665
March	450	1,115
April	1,723	2,838
May	575	3,416
June	760 3,765	7,938
July	-0	7,938
August	600	8,538

*Unaudited



**Sports
Events Magazine**
September 2023
Full Page Ad
Dynamic Listing

Hotel Packages Sold (TMD Funded)

**“Stay 2 nights get a free 7-day
SEKI Pass “**
Dates: July 28 – Sep 10, 2023

**Packages Sold:
7 package for total of 14 RN**

**Total aRES Room Nights for August:
20 Room nights; \$3,064.83**



PERFORMANCE DASHBOARD – SEPTEMBER 2023

VISITVISALIA.COM August 2023 SNAPSHOT

TOP 10 PAGES

1. Travel News and Resources
2. / Home
3. Travel News
4. Stay
5. Not Set Itineraries
6. Things to Do
7. Calendar
8. Deals and Promotions
9. Hiking
10. Dine

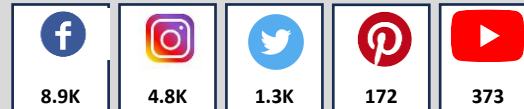
370,384
EVENT COUNT  **-0.2%**

46,600
USERS  **-11.3%**

4,438K
CONVERSIONS  **41.2%**

SOCIAL MEDIA August 2023

SOCIAL MEDIA FOLLOWERS



688,446
Facebook Reach

25,389
Instagram Reach

YouTube Video Stats:

1.3K
Views

23.1 hrs
Watch Time

PAID SOCIAL MEDIA PROMOTION

Stay 2 nights Free Park Pass	Dark Sky Festival
Flight: : July 28-Sep 3, 2023	Flight: : Aug 29-Sep 8, 2023
93,570 People Reached	48,049 People Reached
1,959 Link Clicks	798 Link Clicks
CPC: \$0.17	CPC: \$0.31

Visit Visalia & See the Sequoias
Sponsored

The Dark Sky Festival in Sequoia National Park returns on Sept 9. Book your two-night stay in Visalia and get a FREE park entry pass. Enjoy the stars and your stay.

Spend your weekend with us!

BRIGHT STARS
Dark Sky Festival - Sep 9, 2023

FAMILY FUN
Sequoia National Park

LINKING TRAILS

visitvisalia.com
Dark Sky Festival
Explore Visalia's night ski...

Book now

Dark Sky Campaign

National Park Pass Campaign

Visit Visalia & See the Sequoias
Sponsored

Make it a summer to remember. Get a FREE Park Pass when you stay 2 nights. (See offer for details.)

Free Sequoia & Kings Canyon National Park Pass when you stay 2-nights

visitvisalia.com
Big Adventures On Us
Our Free National Park Pa...

Book now

PERFORMANCE DASHBOARD – SEPTEMBER 2023

VISITOR SERVICES					
	August	YTD	2022	<u>Countries</u>	<u>States</u>
Walk-in	103	635	717	USA	CA
				France	Texas
Phone	11	61	134	Czech Republic	Arizona
				Australia	Pennsylvania
Digital	4	15	3	Italy	Ohio
				Netherlands	



Sequoia & Kings Canyon Visitation

2023

Month	Sequoia	Kings Cyn	Combined Total
Jan	27,224	14,780	42,004
Feb	32,961	15,978	48,939
Mar	7,114		7,114
Apr	29,824	28,696	58,520
May	74,418	71,168	145,586
Jun	88,228	129,953	218,181
Jul	55,118	21,784	76,902