

Visalia CVB Sales Report

4/1/2023 - 4/30/2023

Event Type: All

Sales Rep: No Percentage Rep Assigned

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact Est	Attend	Peak Rooms	Requested Rooms	Contracted Rooms
Lead ID#				Current Status		New/Repeat	Actual				
Status: LEADS SENT											
American Legion Department of California 118730	2026 The American Legion Department of California Overflow Rooms	Convention	Fraternal	CVB	6/26/2026	Statewide	\$0.00	0	400	800	0
				RFP	6/28/2026	Repeat	\$0.00				
American Legion Department of California 118727	2025 The American Legion Department of California Overflow Rooms	Convention	Fraternal	CVB	6/27/2025	Statewide	\$0.00	0	400	800	0
				RFP	6/29/2025	Repeat	\$0.00				
Event Count: 2							\$0.00	0	800	1,600	0
							\$0.00				
Status: TURNED LEAD											
American Legion Department of California 118727	2025 The American Legion Department of California Overflow Rooms	Convention	Fraternal	CVB	6/27/2025	Statewide	\$0.00	0	400	800	0
				RFP	6/29/2025	Repeat	\$0.00				
American Legion Department of California 118730	2026 The American Legion Department of California Overflow Rooms	Convention	Fraternal	CVB	6/26/2026	Statewide	\$0.00	0	400	800	0
				RFP	6/28/2026	Repeat	\$0.00				
Event Count: 2							\$0.00	0	800	1,600	0
							\$0.00				
Event Count: 4							\$0.00	0	1,600	3,200	0
							\$0.00				

Account Name	Event Name	Event Type	Market Type	Source	Event Start	Scope	Economic	Attend	Peak	Requested	Contracted
Lead ID#				Current Status	Event End	New/Repeat	Impact Est Actual		Rooms	Rooms	Rooms
Status: ALL FUTURE DEFINITE											
American Legion Department of California 112465	2023 The American Legion Department of California Auxiliary	Convention	Education	CVB	6/20/2023	Statewide	\$0.00	0	150	520	0
				Definite	6/25/2023	New	\$0.00				
American Legion Department of California 114422	2024 The American Legion Department of California - Legionnaire	Convention	Fraternal	CVB	6/25/2024	Statewide	\$0.00	0	150	475	0
				Definite	6/30/2024	Repeat	\$0.00				
Church of God of Prophecy 116862	2023 Church of God of Prophecy	Convention	Religious	Visalia Convention Center	7/21/2023	Statewide	\$0.00	300	150	310	0
				Definite	7/23/2023	New	\$0.00				
Great Western Fan Festival 115656	2023 Great Western Fan Festival	Convention		CVB	5/4/2023	National	\$0.00	1,200	270	830	0
				Definite	5/6/2023	Repeat	\$0.00				
United Pentecostal Church, Western Division 116813	The Western District Division Youth Convention 2024	Convention	Religious	CVB	4/16/2024	Statewide	\$0.00	800	160	466	0
				Definite	4/19/2024	Repeat	\$0.00				
United Pentecostal Church, Western Division 116814	The Western District Division Youth Convention 2025	Convention	Religious	CVB	4/15/2025	Statewide	\$0.00	800	160	466	0
				Definite	4/18/2025	Repeat	\$0.00				
United Pentecostal Church, Western Division 116815	The Western District Division Youth Convention 2026	Convention	Religious	CVB	4/14/2026	Statewide	\$0.00	800	160	466	0
				Definite	4/17/2026	Repeat	\$0.00				
					Event Count:	7	\$0.00	3,900	1,200	3,533	0
							\$0.00				

Status: CURRENT DEFINITE											
Britt Worldwide 117910	2023 West Coast Convention	Conference	Multi-level marketing	Visalia Convention Center	4/29/2023	National	\$0.00	600	250	325	0
				Definite	4/30/2023	New	\$0.00				

							Event Count:	1	\$0.00	600	250	325	0
									\$0.00				
Status: TURNED CANCELLED													
Iglesia De Cristo Elim	2023 Couples Retreat	Convention	Religious	Visalia	5/26/2023	Statewide	\$0.00	600	300	940			0
117314				Marriott	5/28/2023	New	\$0.00						
				Cancelled									
							Event Count:	1	\$0.00	600	300	940	0
									\$0.00				
Status: TURNED DEFINITE													
Britt Worldwide	2023 West Coast Convention	Conference	Multi-level marketing	Visalia	4/29/2023	National	\$0.00	600	250	325			0
117910				Convention	4/30/2023	New	\$0.00						
				Center									
				Definite									
United Pentecostal Church, Western Division	The Western District Division Youth Convention 2026	Convention	Religious	CVB	4/14/2026	Statewide	\$0.00	800	160	466			0
116815					4/17/2026	Repeat	\$0.00						
				Definite									
United Pentecostal Church, Western Division	The Western District Division Youth Convention 2025	Convention	Religious	CVB	4/15/2025	Statewide	\$0.00	800	160	466			0
116814					4/18/2025	Repeat	\$0.00						
				Definite									
United Pentecostal Church, Western Division	The Western District Division Youth Convention 2024	Convention	Religious	CVB	4/16/2024	Statewide	\$0.00	800	160	466			0
116813					4/19/2024	Repeat	\$0.00						
				Definite									
							Event Count:	4	\$0.00	3,000	730	1,723	0
									\$0.00				
Status: TURNED LOST													
Lions Club International	2023 Lions Eye Foundation	Conference		Call in to CVB	10/6/2023	Statewide	\$0.00	0	25	50			0
118238					10/8/2023	New	\$0.00						
	Cost			Lost									
Miss California	April 2023 Candidate Orientation Weekend	Pageant	Entertainment	CVB	4/29/2023	Statewide	\$0.00	0	75	162			0
117365					4/30/2023	New	\$0.00						
				Lost									

Event Count:	2	\$0.00	0	100	212	0
		\$0.00				
Event Count:	15	\$0.00	8,100	2,580	6,733	0
		\$0.00				

Account Name	Event Name	Event Type	Market Type	Source	Event Start	Scope	Economic	Attend	Peak	Requested	Contracted
Lead ID#				Current Status	Event End	New/Repeat	Impact Est Actual		Rooms	Rooms	Rooms

Status:ALL FUTURE DEFINITE

American Legion Department of California 112464	2023 The American Legion Department of California Overflow Rooms	Convention	Fraternal	CVB	6/23/2023	Statewide	\$0.00	0	400	800	0
				Definite	6/25/2023	New	\$0.00				
American Legion Department of California 112466	2023 The American Legion Department of California - Legionnaire	Convention	Fraternal	CVB	6/20/2023	Statewide	\$0.00	0	150	475	0
				Definite	6/25/2023	New	\$0.00				
American Legion Department of California 112467	2023 The American Legion Department of California Sons	Convention		CVB	6/20/2023	Statewide	\$0.00	0	50	170	0
				Definite	6/25/2023	New	\$0.00				
California Order of Eastern Star 112580	Grand Chapter Session 2023	Convention	Fraternal	CVB	10/16/2023	National	\$384,870.00	1,000	350	1,555	0
				Definite	10/22/2023	Re-booking	\$0.00				
Community College League of CA 113486	2023 Classified Leadership Institute	Conference	Education	CVB	6/5/2023	Statewide	\$118,860.00	200	175	490	0
				Definite	6/9/2023	New	\$0.00				
International Order of the Rainbow for Girls in California 113681	OVERFLOW ROOMS - 2024 International Order of the Rainbow Girls Grand Assembly	City Wide	Religious	Visalia Convention Center	3/22/2024	Statewide	\$271,674.00	0	479	1,161	0
				Definite	3/25/2024	New	\$0.00				
International Order of the Rainbow for Girls in California 113682	OVERFLOW ROOMS - 2025 International Order of the Rainbow Girls Grand Assembly	City Wide	Religious	Visalia Convention Center	4/4/2025	Statewide	\$271,674.00	0	479	1,161	0
				Definite	4/7/2025	New	\$0.00				
International Order of the Rainbow for Girls in California 113683	OVERFLOW ROOMS - 2026 International Order of the Rainbow Girls Grand Assembly	City Wide	Religious	Visalia Convention Center	3/27/2026	Statewide	\$271,674.00	0	479	1,161	0
				Definite	3/30/2026	New	\$0.00				
International Order of the Rainbow for Girls in California 113684	OVERFLOW ROOMS - 2027 International Order of the Rainbow Girls Grand Assembly	City Wide	Religious	Visalia Convention Center	3/19/2027	Statewide	\$271,674.00	0	479	1,161	0
				Definite	3/22/2027	New	\$0.00				

Account Name	Event Name	Event Type	Market Type	Source	Event Start	Scope	Economic	Attend	Peak	Requested	Contracted
Lead ID#				Current Status	Event End	New/Repeat	Impact Est Actual		Rooms	Rooms	Rooms

Status:ALL FUTURE DEFINITE

International Order of the Rainbow for Girls in California 113685	2024 International Order of the Rainbow Girls Grand Assembly	City Wide	Religious	Visalia Convention Center Definite	3/20/2024	Statewide	\$121,446.00	0	479	519	0
					3/26/2024	New	\$0.00				
International Order of the Rainbow for Girls in California 113686	2025 International Order of the Rainbow Girls Grand Assembly	City Wide	Religious	Visalia Convention Center Definite	4/2/2025	Statewide	\$121,446.00	0	479	519	0
					4/8/2025	New	\$0.00				
International Order of the Rainbow for Girls in California 113687	2026 International Order of the Rainbow Girls Grand Assembly	City Wide	Religious	Visalia Convention Center Definite	3/25/2026	Statewide	\$121,446.00	0	479	519	0
					3/31/2026	New	\$0.00				
International Order of the Rainbow for Girls in California 113688	2027 International Order of the Rainbow Girls Grand Assembly	City Wide	Religious	Visalia Convention Center Definite	3/17/2027	Statewide	\$121,446.00	0	479	519	0
					3/23/2027	New	\$0.00				
Knights of Columbus California 112077	2025 Knights of Columbus California State Convention	Convention	Fraternal	CVB Definite	5/13/2025	Statewide	\$0.00	1,300	634	1,715	0
					5/17/2025	New	\$0.00				
Knights of Columbus California 112078	2026 Knights of Columbus California State Convention	Convention	Fraternal	CVB Definite	5/12/2026	Statewide	\$0.00	1,300	634	1,715	0
					5/16/2026	New	\$0.00				
Knights of Columbus California 112079	2027 Knights of Columbus California State Convention	Convention	Fraternal	CVB Definite	5/18/2027	Statewide	\$0.00	1,300	634	1,715	0
					5/22/2027	New	\$0.00				
Knights of Columbus California 112081	2028 Knights of Columbus California State Convention	Convention	Fraternal	CVB Definite	5/16/2028	Statewide	\$0.00	1,300	634	1,715	0
					5/20/2028	New	\$0.00				
Knights of Columbus California 110489	2024 Knights of Columbus California State Convention	Convention	Fraternal	CVB Definite	5/14/2024	Statewide	\$0.00	1,300	634	1,715	0
					5/19/2024	New	\$0.00				

Account Name	Event Name	Event Type	Market Type	Source	Event Start	Scope	Economic	Attend	Peak	Requested	Contracted
Lead ID#				Current Status	Event End	New/Repeat	Impact Est Actual		Rooms	Rooms	Rooms

Status:ALL FUTURE DEFINITE

Miss California	Miss California 2023	Pageant	Entertainment	CVB	6/24/2023	Statewide	\$0.00	500	162	571	0
115391				Definite	7/2/2023	New	\$0.00				
Miss California	2023 Overflow Rooms - Miss CA	Pageant			6/24/2023	Statewide	\$0.00	0	50	182	0
115392				Definite	7/2/2023	New	\$0.00				
United Pentecostal Church, Western Division	2024 Western District Ladies Conference	Conference	Religious	CVB	2/21/2024	Statewide	\$0.00	1,000	175	363	0
115671				Definite	2/24/2024	Repeat	\$0.00				
					Event Count:	21	\$2,076,210.00	9,200	8,514	19,901	0
					\$0.00						

Status:CURRENT DEFINITE

International DX	2023 International DX Convention	Convention	Social	CVB	4/19/2023	International	\$0.00	800	330	765	0
112710				Definite	4/23/2023	Past Client Event	\$0.00				
United Pentecostal Church, Western Division	The Western District Division Youth Convention 2023	Convention	Religious	CVB	4/11/2023	Statewide	\$125,844.00	800	160	466	901
112051				Definite	4/14/2023	Repeat	\$0.00				
					Event Count:	2	\$125,844.00	1,600	490	1,231	901
					\$0.00						
					Event Count:	23	\$2,202,054.00	10,800	9,004	21,132	901
					\$0.00						

Account Name	Event Name	Event Type	Market Type	Source	Event Start	Scope	Economic	Attend	Peak	Requested	Contracted
Lead ID#				Current Status	Event End	New/Repeat	Impact Est Actual		Rooms	Rooms	Rooms

Status:ALL FUTURE DEFINITE

Newmarket Air Holidays	Group Tour (Mar 16, 2024)	Tour		IPW 2021	3/16/2024	International	\$0.00	45	30	30	0
117645				Definite	3/17/2024	New	\$0.00				
Newmarket Air Holidays	Group Tour (Apr 27, 2024)	Tour		IPW 2021	4/27/2024	International	\$0.00	45	30	30	0
117646				Definite	4/28/2024	New	\$0.00				
Newmarket Air Holidays	Group Tour (May 25, 2024)	Tour		IPW 2021	5/25/2024	International	\$0.00	45	30	30	0
117647				Definite	5/26/2024	New	\$0.00				
Newmarket Air Holidays	Group Tour (June 15, 2024)	Tour		IPW 2021	6/15/2024	International	\$0.00	45	30	30	0
117648				Definite	6/16/2024	New	\$0.00				
Newmarket Air Holidays	Group Tour (Sep 14, 2024)	Tour		IPW 2021	9/14/2024	International	\$0.00	45	30	30	0
117649				Definite	9/15/2024	New	\$0.00				
Newmarket Air Holidays	Group Tour (Sep 28, 2024)	Tour		IPW 2021	9/28/2024	International	\$0.00	45	30	30	0
117650				Definite	9/29/2024	New	\$0.00				
Newmarket Air Holidays	Group Tour (Oct 12, 2024)	Tour		IPW 2021	10/12/2024	International	\$0.00	45	30	30	0
117651				Definite	10/13/2024	New	\$0.00				
Newmarket Air Holidays	Group Tour (Nov 16, 2024)	Tour		IPW 2021	11/16/2024	International	\$0.00	45	30	30	0
117652				Definite	11/17/2024	New	\$0.00				
				Event Count:		8	\$0.00	360	240	240	0
							\$0.00				

Status:CURRENT DEFINITE

Account Name	Event Name	Event Type	Market Type	Source	Event Start	Scope	Economic	Attend	Peak	Requested	Contracted
Lead ID#				Current Status	Event End	New/Repeat	Impact Est Actual		Rooms	Rooms	Rooms

Status:	CURRENT DEFINITE										
International DX	DX Saturday Tour 2023	Tour		CVB	4/22/2023		\$0.00	0	0	0	0
117937				Definite	4/22/2023	Re-booking	\$0.00				
Event Count:							1	\$0.00	0	0	0
							\$0.00				

Status:	ITINERARIES										
International DX	DX Saturday Tour 2023	Tour		CVB	4/22/2023		\$0.00	0	0	0	0
117937					4/22/2023	Re-booking	\$0.00				
Visalia CVB FAMs and Tours	Account Itinerary: 04/22/2023 - 04/23/2023										
Event Count:							2	\$0.00	0	0	0
							\$0.00				

Status:	LEADS SENT										
DMA West	Education Summit and Vendor Showcase 2024	Conference	Meetings, Convention, Tourism	CVB	10/9/2024	Statewide	\$0.00	125	125	306	0
118842	Membership Support			Lost	10/11/2024	New	\$0.00				
Trinity Motivation	2023 BWW California Summer Jam	Conference	Multi-level marketing	CVENT	8/4/2023	Statewide	\$0.00	750	190	402	0
118817				RFP	8/6/2023	New	\$0.00				
Event Count:							2	\$0.00	875	315	708
							\$0.00				

Status:	TURNED LEAD										
Trinity Motivation	2023 BWW California Summer Jam	Conference	Multi-level marketing	CVENT	8/4/2023	Statewide	\$0.00	750	190	402	0
118817				RFP	8/6/2023	New	\$0.00				

Event Count:	1	\$0.00	750	190	402	0
		\$0.00				
Event Count:	14	\$0.00	1,985	745	1,350	0
		\$0.00				