

Visalia CVB Sales Report  
5/1/2023 - 5/26/2023

Event Type: All

Sales Rep: No Percentage Rep Assigned

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:	LEADS SENT										
International DX	2024 International DX	Convention	Social	CVB	4/11/2024	International	\$0.00	480	330	760	0
118949	Convention			RFP	4/14/2024	New	\$0.00				
Event Count:							1	\$0.00	480	330	760
								\$0.00			0

Status:	TURNED LEAD										
International DX	2024 International DX	Convention	Social	CVB	4/11/2024	International	\$0.00	480	330	760	0
118949	Convention			RFP	4/14/2024	New	\$0.00				
Event Count:							1	\$0.00	480	330	760
								\$0.00			0
Event Count:							2	\$0.00	960	660	1,520
								\$0.00			0

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

Status:ALL FUTURE DEFINITE

American Legion Department of California 112465	2023 The American Legion Department of California Auxiliary	Convention	Education	CVB	6/20/2023 6/25/2023	Statewide	\$0.00	0	150	520	0
				Definite		New	\$0.00				
American Legion Department of California 114422	2024 The American Legion Department of California - Legionnaire	Convention	Fraternal	CVB	6/25/2024 6/30/2024	Statewide	\$0.00	0	150	475	0
				Definite		Repeat	\$0.00				
Church of God of Prophecy  116862	2023 Church of God of Prophecy	Convention	Religious	Visalia Convention Center	7/21/2023 7/23/2023	Statewide	\$0.00	300	150	310	0
				Definite		New	\$0.00				
United Pentecostal Church, Western Division 116813	The Western District Division Youth Convention 2024	Convention	Religious	CVB	4/16/2024 4/19/2024	Statewide	\$0.00	800	160	466	0
				Definite		Repeat	\$0.00				
United Pentecostal Church, Western Division 116814	The Western District Division Youth Convention 2025	Convention	Religious	CVB	4/15/2025 4/18/2025	Statewide	\$0.00	800	160	466	0
				Definite		Repeat	\$0.00				
United Pentecostal Church, Western Division 116815	The Western District Division Youth Convention 2026	Convention	Religious	CVB	4/14/2026 4/17/2026	Statewide	\$0.00	800	160	466	0
				Definite		Repeat	\$0.00				
					Event Count:	6	\$0.00	2,700	930	2,703	0
							\$0.00				

Status:CURRENT DEFINITE

Great Western Fan Festival  115656	2023 Great Western Fan Festival	Convention	CVB	5/4/2023	National	\$0.00	1,200	270	830	120
				5/6/2023	Repeat	\$0.00				
			Definite							
			<hr/>							
				Event Count:	1	\$0.00	1,200	270	830	120
						\$0.00				

<b>Event Count:</b>	7	\$0.00	3,900	1,200	3,533	120
		\$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 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				
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				
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 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				
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				

Sales Rep: Nellie Freeborn (inactive)												
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					
						Event Count:	21	\$2,076,210.00	9,200	8,514	19,901	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

Lions Club International	2025 MD4CON	Convention	Fraternal	CVB	2/19/2025 2/23/2025	International New	\$0.00 \$0.00	500	192	575	0
118613				Definite							
Newmarket Air Holidays	Group Tour (Mar 16, 2024)	Tour		IPW 2021	3/16/2024 3/17/2024	International New	\$0.00 \$0.00	45	30	30	0
117645				Definite							
Newmarket Air Holidays	Group Tour (Apr 27, 2024)	Tour		IPW 2021	4/27/2024 4/28/2024	International New	\$0.00 \$0.00	45	30	30	0
117646				Definite							
Newmarket Air Holidays	Group Tour (May 25, 2024)	Tour		IPW 2021	5/25/2024 5/26/2024	International New	\$0.00 \$0.00	45	30	30	0
117647				Definite							
Newmarket Air Holidays	Group Tour (June 15, 2024)	Tour		IPW 2021	6/15/2024 6/16/2024	International New	\$0.00 \$0.00	45	30	30	0
117648				Definite							
Newmarket Air Holidays	Group Tour (Sep 14, 2024)	Tour		IPW 2021	9/14/2024 9/15/2024	International New	\$0.00 \$0.00	45	30	30	0
117649				Definite							
Newmarket Air Holidays	Group Tour (Sep 28, 2024)	Tour		IPW 2021	9/28/2024 9/29/2024	International New	\$0.00 \$0.00	45	30	30	0
117650				Definite							
Newmarket Air Holidays	Group Tour (Oct 12, 2024)	Tour		IPW 2021	10/12/2024 10/13/2024	International New	\$0.00 \$0.00	45	30	30	0
117651				Definite							
Newmarket Air Holidays	Group Tour (Nov 16, 2024)	Tour		IPW 2021	11/16/2024 11/17/2024	International New	\$0.00 \$0.00	45	30	30	0
117652				Definite							

<b>Event Count:</b>	9	\$0.00	860	432	815	0
		\$0.00				

<b>Status:</b>	<b>ITINERARIES</b>
----------------	--------------------

Visalia CVB FAMs and Tours      Account Itinerary: 05/22/2023 - 05/23/2023

<b>Event Count:</b>	1	\$0.00	0	0	0	0
		\$0.00				

<b>Status:</b>	<b>LEADS SENT</b>
----------------	-------------------

CA Council for Adult Education	CCAIE State Convention 2025	Conference	Education	Call in to CVB	4/23/2025	Statewide	\$0.00	700	350	830	0
118964				RFP	4/27/2025		\$0.00				

<b>Event Count:</b>	1	\$0.00	700	350	830	0
		\$0.00				

<b>Status:</b>	<b>TURNED DEFINITE</b>
----------------	------------------------

Lions Club International	2025 MD4CON	Convention	Fraternal	CVB	2/19/2025	International	\$0.00	500	192	575	0
118613				Definite	2/23/2025	New	\$0.00				

<b>Event Count:</b>	1	\$0.00	500	192	575	0
		\$0.00				

<b>Status:</b>	<b>TURNED LEAD</b>
----------------	--------------------

CA Council for Adult Education	CCAIE State Convention 2025	Conference	Education	Call in to CVB	4/23/2025	Statewide	\$0.00	700	350	830	0
118964				RFP	4/27/2025		\$0.00				

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				

<b>Event Count:</b>	2	\$0.00	825	475	1,136	0
		\$0.00				

<b>Status:</b>	<b>TURNED LOST</b>
----------------	--------------------



Sales Rep: Suzanne Bianco											
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: TURNED LOST											
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				Lost	8/6/2023	New	\$0.00				
Event Count: 2							\$0.00	875	315	708	0
							\$0.00				
Event Count: 16							\$0.00	3,760	1,764	4,064	0
							\$0.00				