

MARKETING PERFORMANCE DASHBOARD

VISITVISALIA.COM
JULY 2023 SNAPSHOT

TOP 10 PAGES

- 1. Travel News and Resources
- 2. / Home
- 3. Stay
- 4. Things to Do
- 5. Itineraries
- 6. Calendar
- 7. Rawhide Game + Fireworks
- 8. Event – Sean Kingston
- 9. 9 Can’t Miss SNP Attractions
- 10. Dine

421,000
EVENT COUNT

↑ 2.8%

52,000
USERS

↓ -0.3%

3.3K
CONVERSIONS

↓ -3.2%

SOCIAL MEDIA
July 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

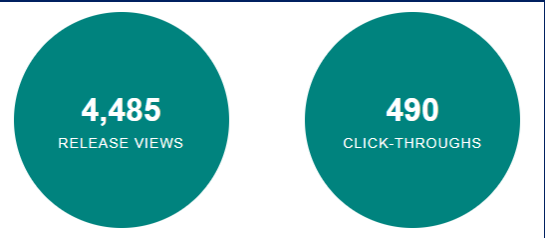
Stay 2 nights | Free Park Pass
Flight: : July 28-Sep 3, 2023
8,846 People Reached
208 Link Clicks
CPC: \$0.19

COMMUNICATIONS
July 2023

Sierra Rec Magazine PR: Sequoia Natl Park road opening	Sequoia Road/ July 4th events	7/1/2023
The Business Journal Tulare Lake + SEKI	Resurrected Tulare Lake	7/5/2023
Travel + Leisure IMM Trav Media	My Son Has Autism	7/7/2023
Reader's Digest IMM Trav Media	8 Most Accessible NPs	7/19/2023

CISION VISIBILITY REPORT: “SEKI OPEN”

285.3M	422
TOTAL POTENTIAL AUDIENCE	TOTAL EXACT MATCHES



VISITOR SERVICES

	July	YTD	2022
Walk-in	115	532	717
Phone	5	50	134
Digital	3	11	3

Countries	States
USA	CA
Germany	Florida
Argentina	Illinois
Netherlands	Massachusetts
Denmark	New York
Italy	No Carolina

TRAVEL+
LEISURE

TRIP IDEAS > FAMILY VACATIONS

My Son Has Autism, and These Are 7 Trips I
Recommend for Neurodiverse Families

These destinations, resorts, and even a cruise line have tailored experiences for everyone to enjoy.

By Lisa Kadane | Published on July 7, 2023



MARKETING PERFORMANCE DASHBOARD

CONVENTION SALES 2023 Y-T-D SNAPSHOT

10
Conv
Srv

16
RFPs

7,938*
RNs

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

* Unaudited #s

Sports
Events
Magazine
August 2023
Full Page Ad
Dynamic Listing

Total aRES Room Nights for July:
14 Room nights; \$2,548.70

- Packages on sale:
 - "Stay 2 nights get a free 7-day SEKI Pass "
- Dates: July 28 – Sep 3, 2023
Packages Sold: 1 package for 2 nights

We are @ The top of our game

VISALIA, CALIFORNIA IS THE WINNING CHOICE
Our friendly and vibrant community is reflected in our winning Destination Services Team. Our Team is positioned to provide client consultations, site tours, event promotion and customized visitation programs.

ACCOMMODATIONS THAT ACTUALLY ACCOMMODATE
1,388 hotel rooms and 140,000 square feet of flexible event space.

GETTING TO VISALIA IS EASY
Visalia is located in the heart of California. Our central location makes vehicle travel an easy 3-hour ride from Los Angeles, San Francisco and Sacramento. International airport access is within 45 minutes of Visalia.

VISALIA INVITES YOU TO JOIN OUR GROWING AND DIVERSE LIST OF ATHLETES:
Cal Ripken World Series, Region 1 USA Gymnastics, Aloha Spirit Cheer, CSGA Senior Games, Amgen Tour, California Interscholastic Federation Girls State Wrestling, Central Valley Pickleball Tournament.

QR Code: [QR Code]
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Visit Visalia

FREE
Sequoia & Kings Canyon
National Park Pass
When you stay 2 nights [BOOK NOW](#)

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