



## Community Partnerships and Awareness

- Educate our audience / community
- Make sure community knows who we are and what we do
- Tourism is an economic driver
- Seen as destination experts
- Partner to make what we have bigger and better
- Awareness of unique downtown
- Great city to raise a family in
- Best place to stay in the Central Valley
- Supportive organization
- Engage with all hotels



## Create / Utilize Itineraries

- Adventures
- City with things to do
- Create tours
- Highlight family friendly activities
- Show how to get out and play, create opportunities
- Great shopping destination
- Increase awareness of arts
- Highlight local city parks
- Sell fun
- Point out unique things to do
- Weekend packages
- Nightlife
- All roads lead to Visalia
- Off the beaten path
- Microbreweries
- THE Resource



## Promotion of Events / Festivals

- The "go to" organization to make your festival/event more successful and increase attendance
- Promote events to increase overnight stays
- 3-4 events with broad appeal & reach
- Annual Orange Festival
- Annual Harvest Festival
- Have an annual festival like "Garlic Festival"
- Capitalize on surrounding events
- Live entertainment variety



## Food and AG Tours / Engagement

- Travel with Bob to MN to see how to do AG Tours
- Take advantage of being the "Bread Basket of the World"
- Become Foodie City California
- Known as an amazing, unique food destination
- Agri-tourism promotion
- Food to table restaurants
- Live Farm to Fork opportunities
- Have established a major AG related identity along with attractions
- Translator available
- Nightlife
- Engage locals to serve as ambassadors for us
- Tour operators
- Website is engaging & fully stocked with content
- Welcome Center
- Experience Center pop ups
- Train tour through farm area w/ dinner



## Marketing Visalia

- Form new marketing committee
- Booking engine on Visit Visalia website
- Combine marketing strategy with TMD
- Use bloggers
- What can we do now to tell everyone in CA where Visalia is!
- Expand presence



## Maximize National Park Partnerships

- Awareness of Kings Canyon entrance from Visalia
- Get more visitors to Sequoia National Park
- Be the Gateway to the Sequoias
- Gateway to Sequoia via the Sequoia Shuttle



## Marketing Conventions

- Sell Visalia as THE place to meet for conventions
- Convention friendly city
- A great place to hold conventions
- Destination for meetings & conventions
- Incentive destination
- Set clear target for "our" convention market
- Another downtown hotel
- Get conventioners to come early & stay longer
- Hotel at Visalia mall
- More convention space
- More hotel meeting spaces
- Need dates



## Internal

- Hotels can refer guests to Visit Visalia
- Easy to do business with
- One message from CVB, TMD, EDC, & Chamber
- Homelessness addressed
- Combine CVB & TMD
- Use Executive Committee as Policy Committee to set and review CVB policies



## Transportation

- Southwest Airlines to Fresno
- Create Hotel Loop
- Economic transportation options



## STR Report / Research

- Research focused
- Enhance Market Intelligence
- Put together a list of research reporting options
- Pricing review with Exec Comm for funding



## City Improvements

- Digital mapping
- Better Highway signage
- Wi Fi available
- Sports facilities



## Sales

- Grow sales team
- Assign different market segments after growing staff
- Attract regional sporting events