



Visalia Tourism Market Indicators

May 2023

Visalia hotel demand and occupancy in May both increased +0.8% YOY resulting in 69.8% occupancy, despite a -19.8% YOY drop in Recreation visits and -2.0% YOY in Non-Recreation visits.

Hotel ADR in May increased +3.8% YOY to \$138, setting a new May record and increasing hotel revenue by +4.6% YOY to \$4.1M for the month.

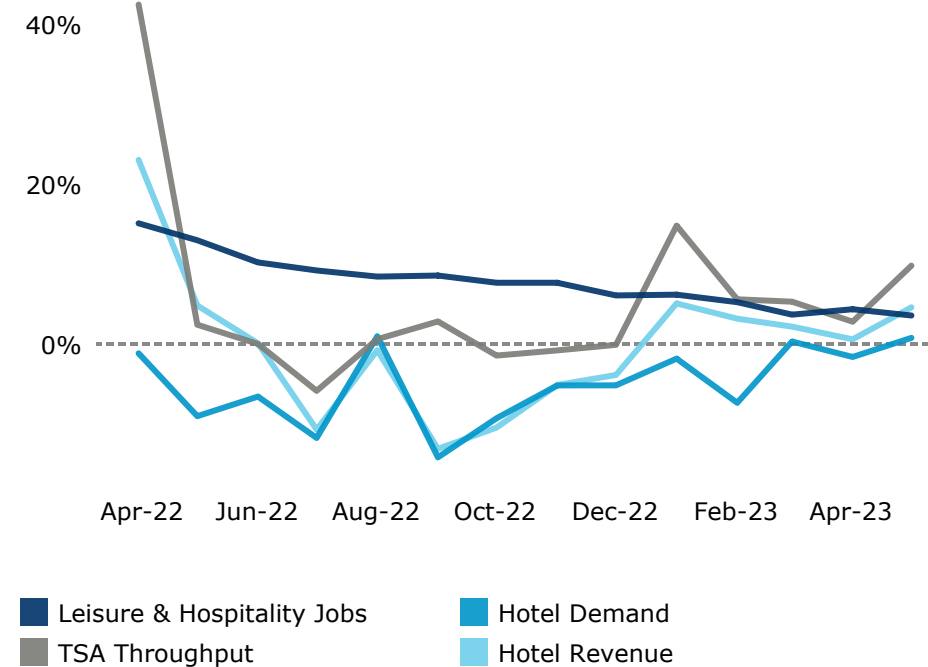
Relative to other market indicators, organic web sessions dropped -6.5% YOY but airport throughput increased +9.8% YOY (+18.5% compared to pre-pandemic 2019 levels), and Leisure and Hospitality jobs increased +3.6% to 14.4K, well above 2019 levels by +17%.

US hotel performance held competitive with the previous year - occupancy was just below May 2022 (-0.2%), while ADR and RevPAR for the US were both ahead by +3.8% and +3.7%, respectively.

Headline inflation across the US managed to fall below 5% for the first time in two years (relative to the previous year) - however, targeted 2% inflation is not expected to be reached in the near future.

Performance Benchmark

% change relative to same month in previous year



69.8%

Hotel Occupancy

▲ 0.8% YOY, ▼ -4.0% vs. 2019



108.3K

Airport Throughput

▲ 9.8% YOY, ▲ 18.5% vs. 2019



14.6K

Organic Web Sessions

▼ -6.5% YOY



14.4K

Leisure and Hospitality Jobs

▲ 3.6% YOY ▲ 17.0% vs. 2019



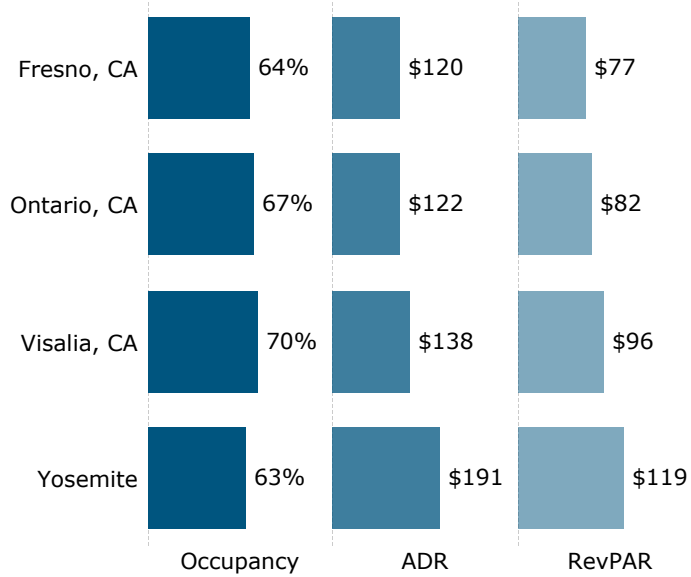
Lodging Performance

May 2023

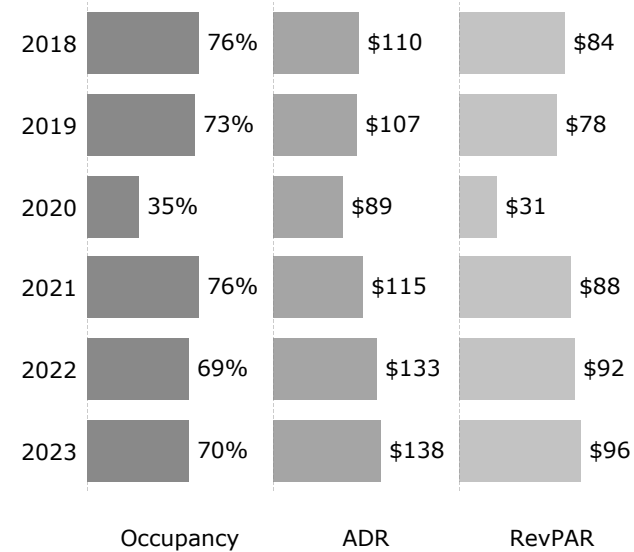


Occupancy	ADR	RevPAR	Supply	Demand	Revenue	Hotel TOT (Apr)
69.8%	\$138	\$96	42.1K	29.4K	\$4.1M	\$411.9K
YOY	YOY	YOY	YOY	YOY	YOY	YOY
▲ 0.8%	▲ 3.8%	▲ 4.6%	▲ 0.0%	▲ 0.8%	▲ 4.6%	▲ 0.0%

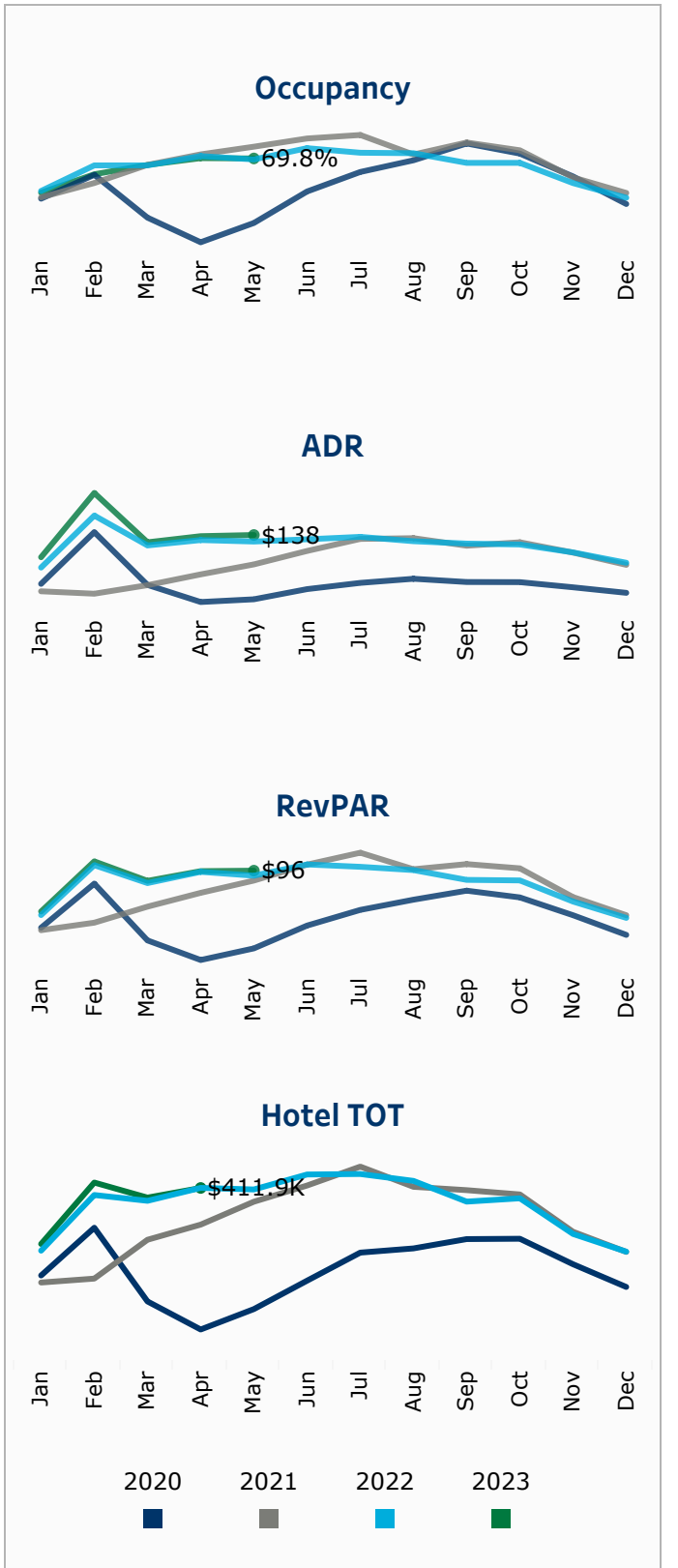
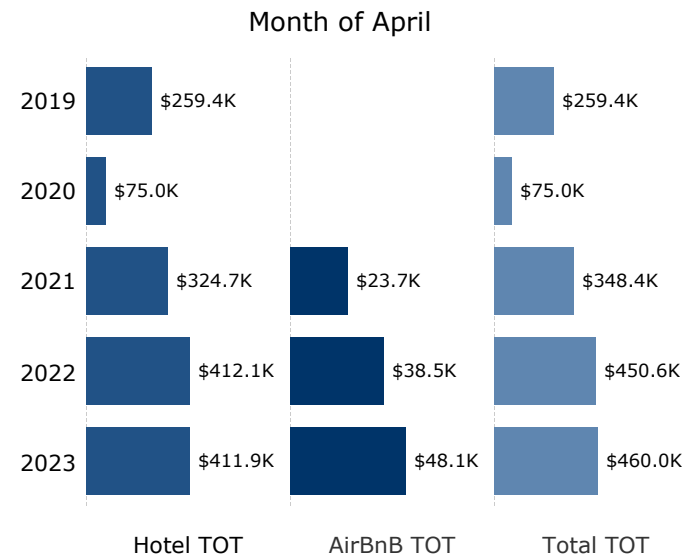
Monthly Hotel Performance



Monthly Visalia, CA Hotel Performance by Year



Monthly TOT by Year





Benchmarking: Airport Throughput and Regional Employment

May 2023



FAT TSA Throughput

May 2023

108.3K

YOY
▲ 9.8%

vs. 2019
▲ 18.5%

Calendar Year-to-Date

456.2K

YOY
▲ 7.5%

vs. 2019
▲ 15.6%

TSA Throughput Comp Set

% Change YOY

	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23
Fresno - FAT	-1%	15%	6%	5%	3%	10%
Los Angeles - LAX	13%	43%	27%	20%	13%	15%
San Francisco - SFO	32%	68%	39%	33%	20%	21%
CA	15%	45%	27%	19%	12%	12%
USA	11%	33%	20%	13%	10%	9%

Source: TSA

Visalia-Porterville, CA Leisure and Hospitality Jobs

May 2023

Leisure and Hospitality
14.4K

YOY
▲ 3.6%

vs. 2019
▲ 17.1%

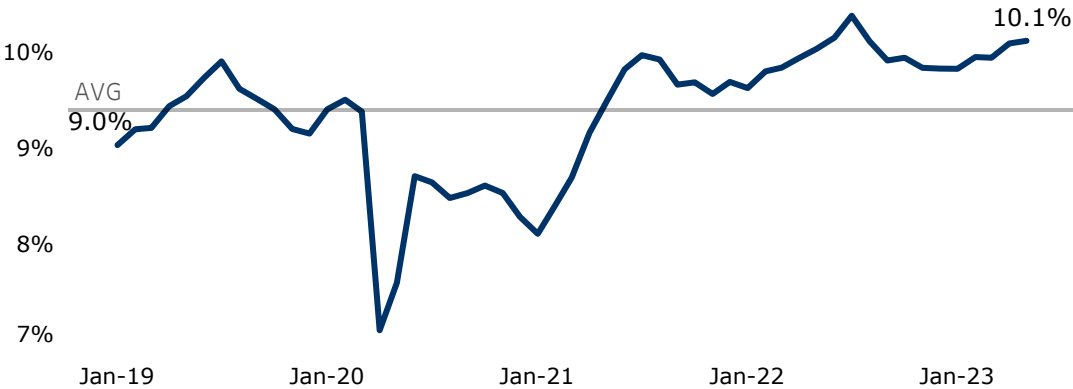
Total Nonfarm
142.2K

YOY
▲ 2.7%

vs. 2019
▲ 10.4%

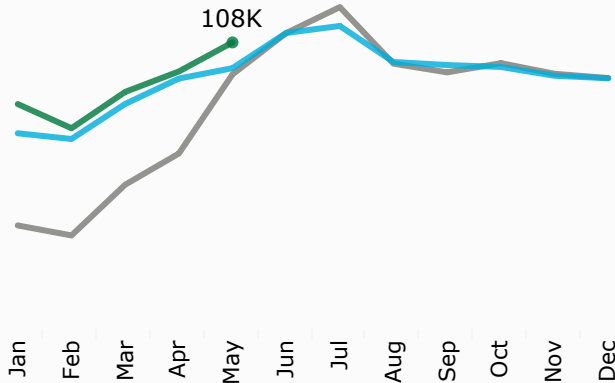
Leisure and Hospitality

As a % of Total Nonfarm



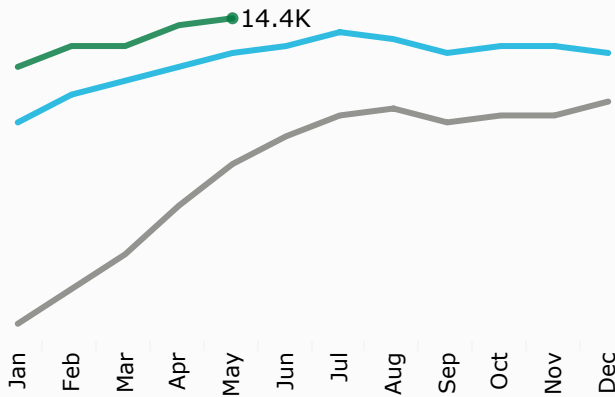
Source: Bureau of Labor Statistics; Employment is represented for Visalia-Porterville, CA

TSA Throughput for FAT



Source: TSA

Leisure and Hospitality Jobs in Visalia-Porterville, CA



Source: Bureau of Labor Statistics

2021 2022 2023



Park Visitation

May 2023



Recreation Visits

235.5K

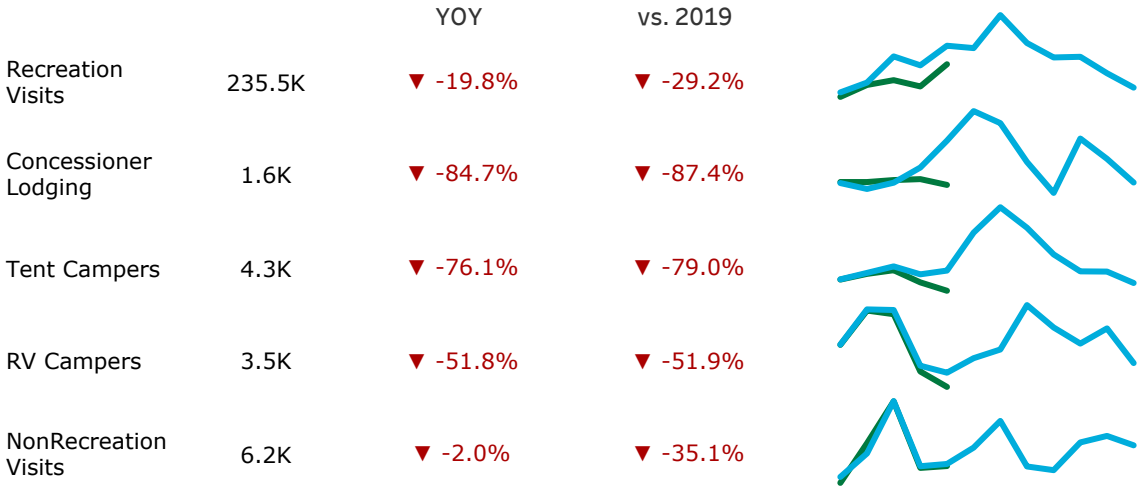
YOY ▼ -19.8% vs. 2019 ▼ -29.2%

NonRecreation Visits

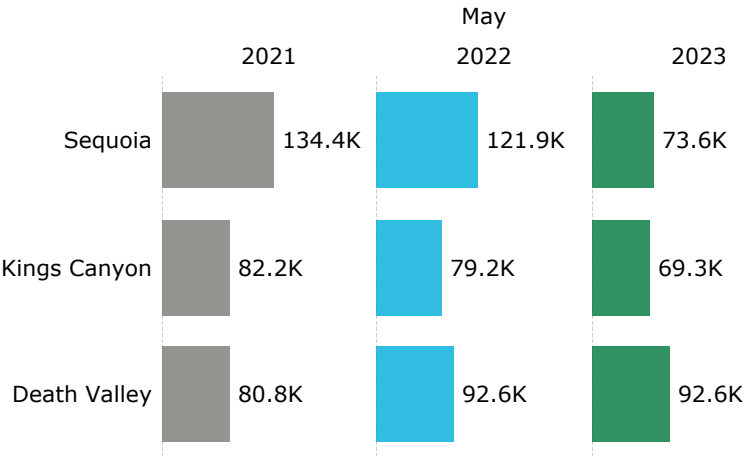
6.2K

YOY ▼ -2.0% vs. 2019 ▼ -35.1%

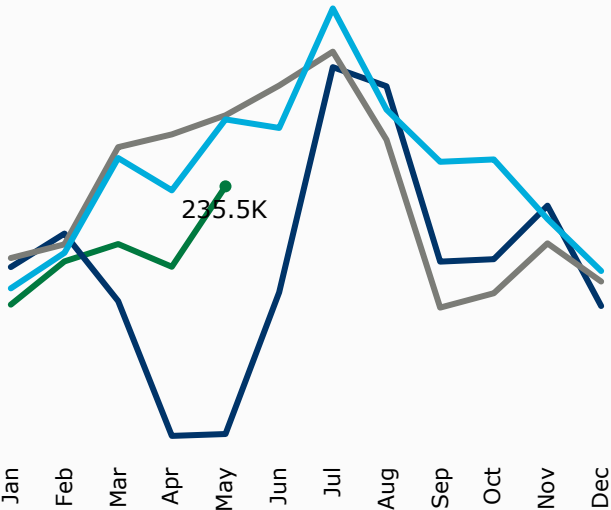
Monthly Visitation by Category (All Area Parks)



Monthly Recreational Park Visits



Recreation Visits



NonRecreation Visits

