



Visalia Tourism Market Indicators

August 2023

Hotel demand in Visalia was 30.2K rooms in August, nearly in line with prior year performance, down -0.1% YOY. Occupancy was 71.7%, also down -0.1% YOY. ADR was up 2.1% YOY to finish the month at \$137 which brought RevPAR to \$98 and total room revenue to \$4.1M.

Relative to the competitive set, Visalia hotels had the highest occupancy and second-highest ADR and RevPAR. Yosemite hotels had the highest ADR (\$208) and RevPAR (\$144) as well as the second-highest occupancy at 69%. Hotels in Ontario and Fresno registered 66% and 64% occupancy, respectively.

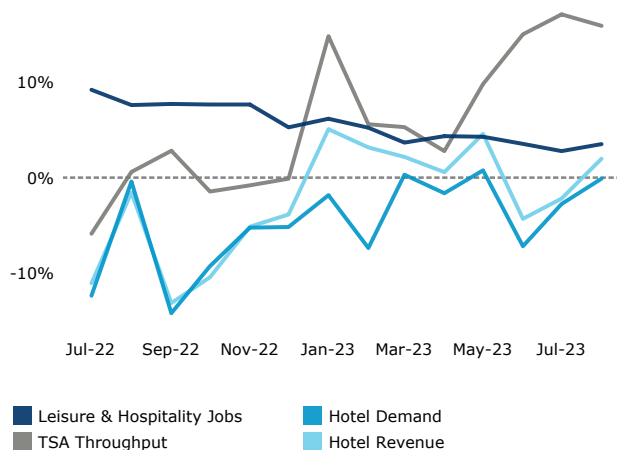
TSA throughput at FAT was up 16% YOY and 33.2% ahead of August 2019 levels. This outpaced both national and statewide gains in throughput. The Leisure and Hospitality industry saw job growth of 3.5% YOY which was ahead of Total Nonfarm job growth of 1.4% YOY. The industry represented 10.3% of Total Nonfarm jobs in the market.

US hotel occupancy for August registered 66%, down 0.3% from the previous year. ADR (\$153.60) and RevPAR (\$101.35) were each ahead of last year, at +1.8% and +1.5% respectively. This was a decrease in occupancy from the previous month (69.1%), with declines MOM influenced by seasonal patterns for resulting August performance.

Inflation for August across the US measured 3.7% ahead of the previous year, with core inflation (excluding volatile goods such as food, energy) reporting slightly higher, at 4.3%. Despite this, the percent of travelers saying inflation will impact their decision to travel in the next six months is shrinking (23% in July; Source: Longwoods International).

Performance Benchmark

% change relative to same month in previous year



71.7%

Hotel Occupancy

▼ -0.1% YOY, ▼ -4.4% vs. 2019



117.0K

Airport Throughput

▲ 15.9% YOY, ▲ 33.2% vs. 2019



\$4.1M

Hotel Revenue

▲ 2.0% YOY, ▲ 27.6% vs. 2019



14.6K

Leisure and Hospitality Jobs

▲ 3.5% YOY ▲ 17.7% vs. 2019

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Data Sources: STR, TSA, Bureau of Labor Statistics



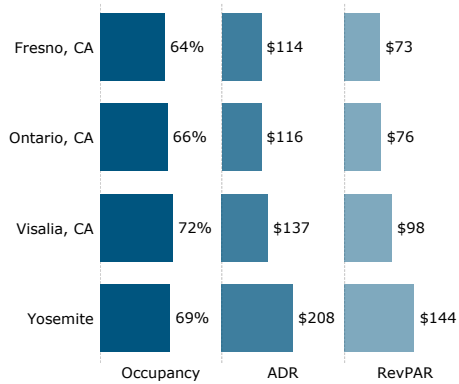
Lodging Performance

August 2023

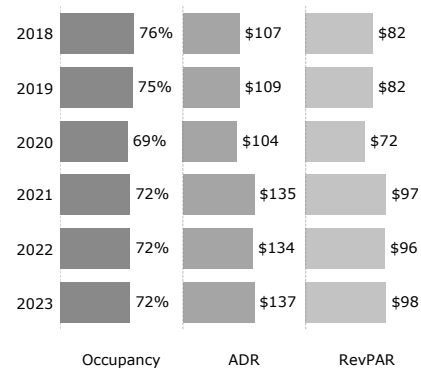


Occupancy	ADR	RevPAR	Supply	Demand	Revenue	Hotel TOT
71.7%	\$137	\$98	42.1K	30.2K	\$4.1M	\$421.1K
YOY	YOY	YOY	YOY	YOY	YOY	YOY
▼ -0.1%	▲ 2.1%	▲ 2.0%	▲ 0.0%	▼ -0.1%	▲ 2.0%	▼ -1.8%

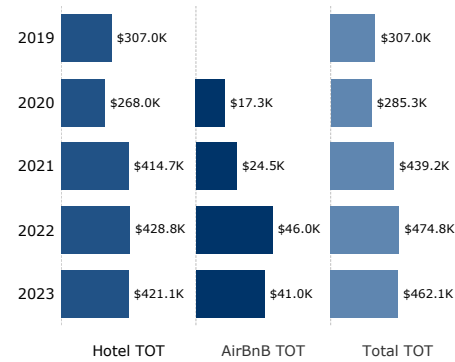
Monthly Hotel Performance



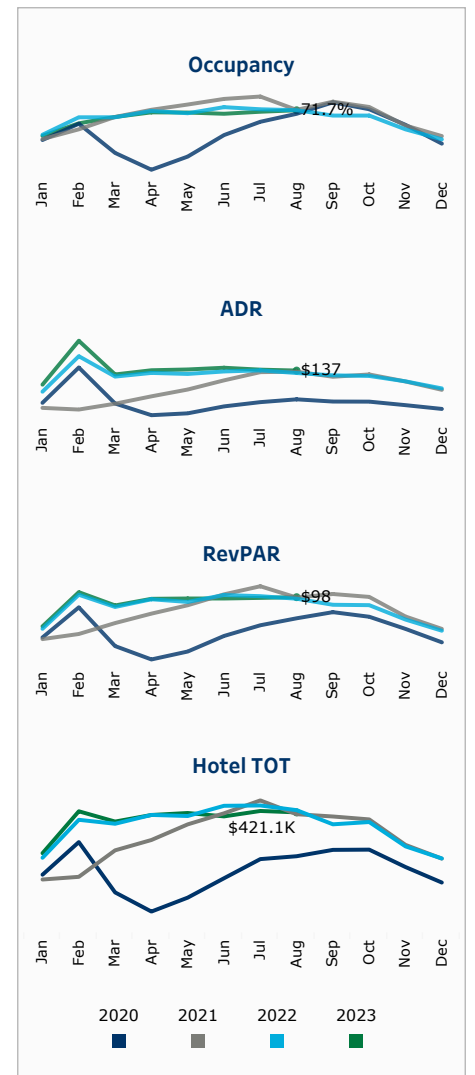
Monthly Visalia, CA Hotel Performance by Year



Monthly TOT by Year



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Data Source: STR



Benchmarking: Airport Throughput and Regional Employment

August 2023

FAT TSA Throughput

August 2023

Calendar Year-to-Date

117.0K

835.9K

YOY
▲ 15.9%

vs. 2019
▲ 33.2%

YOY
▲ 11.2%

vs. 2019
▲ 23.6%

TSA Throughput Comp Set

% Change YOY

	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23
Fresno - FAT	5%	3%	10%	15%	17%	16%
Los Angeles - LAX	19%	13%	15%	16%	17%	15%
San Francisco - SFO	33%	20%	21%	20%	21%	20%
CA	19%	12%	12%	13%	13%	11%
USA	12%	10%	9%	13%	13%	11%

Source: TSA

Visalia-Porterville, CA Leisure and Hospitality Jobs

August 2023

Leisure and Hospitality
14.6K

Total Nonfarm
141.2K

YOY
▲ 3.5%

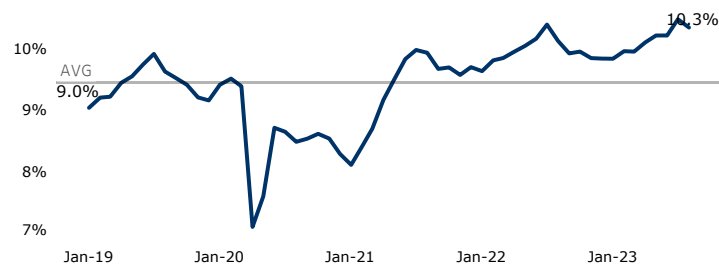
vs. 2019
▲ 17.7%

YOY
▲ 1.4%

vs. 2019
▲ 9.6%

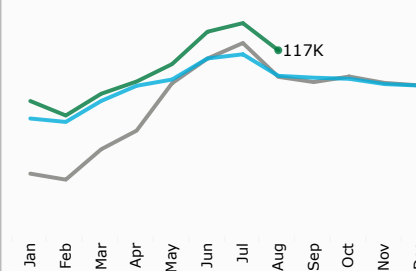
Leisure and Hospitality

As a % of Total Nonfarm



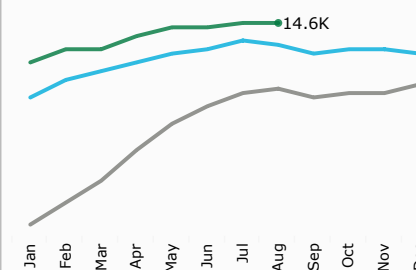
Source: Bureau of Labor Statistics; Employment is represented for Visalia-Porterville, CA

TSA Throughput for FAT



Source: TSA

Leisure and Hospitality Jobs in Visalia-Porterville, CA



Source: Bureau of Labor Statistics

2021 2022 2023



Park Visitation

August 2023

Recreation Visits

301.2K

YOY ▼ -2.1% vs. 2019 ▼ -35.8%

NonRecreation Visits

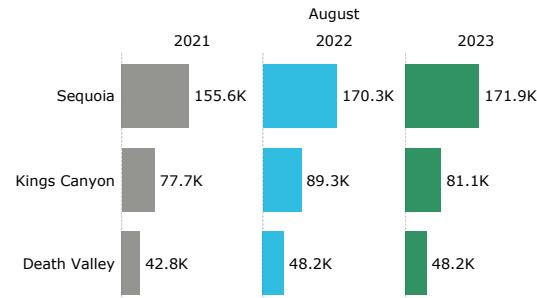
6.6K

YOY ▲ 2.6% vs. 2019 ▼ -44.5%

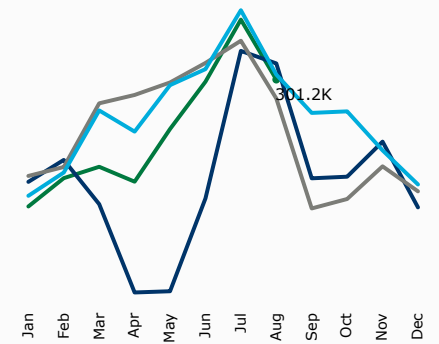
Monthly Visitation by Category (All Area Parks)



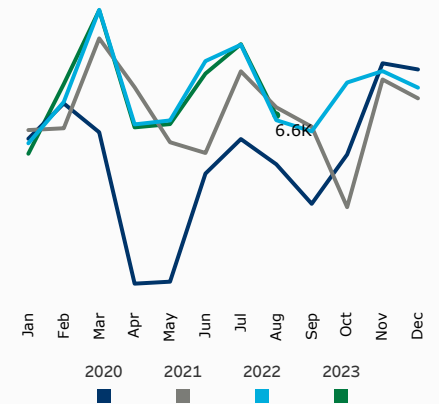
Monthly Recreational Park Visits



Recreation Visits



NonRecreation Visits



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Data Sources: National Park Service