



**FRESNO/CLOVIS TOURISM BUSINESS  
IMPROVEMENT DISTRICT**

**ANNUAL REPORT  
2024**



# DESTINATION HIGHLIGHTS



## Hotel Data Annual Update

Metric	2024 (As of November)
Occupancy Rate	62.6%
ADR	\$121
RevPAR	\$76
Revenue	\$171M
TOT Collections	--

## Tourism Impact

### Visitor Spending by Year

	2021	2022	2023
<b>Visitor Spending</b>	\$1.1B	\$1.4B	\$1.4B

### Tax Impacts from Visitor Spending

	2021	2022	2023
<b>Local Tax Receipts</b>	\$40M	\$55M	\$56M
<b>State Tax Receipts</b>	\$71M	\$87M	\$85M

### Visitor Spending by Industry

Industry	% of Total Visitor Spend
Lodging	18%
Food	32%
Recreation/Entertainment	11%
Retail	13%
Transportation	26%

## Visitor Profile

- Average length of stay: 2.7 nights
- 43% of visitors come to Fresno/Clovis to visit friends and family
- Average size travel party: 3 people
- Average daily spend per travel party: \$563
- Top trip activities
  - Outdoors/nature
  - Local attractions
  - Attending events
  - Visiting with family
  - Eating at local restaurants

## Public Relations

Hospitality Huddle with  STR 

Unleashed in Fresno County  
NIL Partnership with Fresno State

LA Media Reception  
in Partnership with  
Visit California

Tourism Advocacy Day  
in Sacramento  
with CalTravel Association

## Most Visited POIs

- River Park Shopping Center
- Fresno-Yosemite International Airport
- Fashion Fair Mall
- Old Town Clovis
- Fresno Chaffee Zoo
- Woodward Park
- Forestiere Underground Gardens
- Sierra Vista Mall
- Downtown Fresno Brewery District

## Top Cities/DMA's

- Sacramento-Stockton-Modesto
- Los Angeles
- San Francisco-Oakland-San Jose
- Bakersfield
- San Diego
- Las Vegas
- Phoenix
- Portland
- Seattle
- Dallas-Fort Worth

# FINANCIALS



**Fresno/Clovis Convention & Visitors Bureau**  
**Budget vs. Actuals: Budget\_FY24\_P&L - FY24 Modified Cash Basis**  
 For the Year Ended December 31, 2024

	Actual	Budget	Over (Under) Budget
<b>Income</b>			
41400 T-BID Funds	\$ 2,263,113.26	\$ 3,000,000.00	\$ (736,886.74)
41550 Interest Income	146,493.36	10,000.00	136,493.36
41800 App Advertising	0.00	5,000.00	(5,000.00)
44000 Gain/Loss on Asset	(2,416.29)	0.00	(2,416.29)
<b>Total Income</b>	<b>2,407,190.33</b>	<b>3,015,000.00</b>	<b>(607,809.67)</b>
<b>Gross Profit</b>	<b>2,407,190.33</b>	<b>3,015,000.00</b>	<b>(607,809.67)</b>
<b>Expenses</b>			
91000 Salaries & Benefits	839,332.10	957,000.00	(117,667.90)
91500 Advertising	954,755.96	1,082,000.03	(127,244.07)
92000 Collateral Materials	18,589.58	35,000.00	(16,410.42)
93000 Equipment & Supplies	52,808.90	59,350.00	(6,541.10)
93500 Events	10,287.46	17,500.00	(7,212.54)
94000 Industry Familiarization & Site Tours	8,597.48	24,000.00	(15,402.52)
95000 Meetings,Meals,Entertainment	5,644.59	12,300.00	(6,655.41)
95500 Operations - HR Svc Fees	22,371.36	57,150.00	(34,778.64)
96000 Operations - Service Fees	277,437.33	298,600.00	(21,162.67)
96500 Professional Development/Research & Development	42,972.00	57,000.00	(14,028.00)
97000 Tradeshows/Missions/Bidding/Calls/Travel	299,050.66	325,100.00	(26,049.34)
97500 Travel	39,366.50	75,000.00	(35,633.50)
<b>Total Expenses</b>	<b>2,571,213.92</b>	<b>3,000,000.03</b>	<b>(428,786.11)</b>
<b>Net Operating Income (Loss)</b>	<b>(164,023.59)</b>	<b>14,999.97</b>	<b>(179,023.56)</b>
<b>Net Income (Loss)</b>	<b>\$ (164,023.59)</b>	<b>\$ 14,999.97</b>	<b>\$ (179,023.56)</b>

**\*\*84% of funding must be spent on sales and marketing**

# SALES

## 2024 Sales Outcomes

55  
Total Events

\$38M  
Economic  
Impact

30.3K  
Actualized  
Room Nights

### Premier Return Events

- CIF State Championships
  - 5 events: Cross Country, Swim & Dive, Track & Field, Basketball, Wrestling
  - 4.8K room nights
  - \$4.7M economic impact
- California USA Wrestling State Championships
  - 4 events
  - 6.1K room nights
  - \$6.1M economic impact
- CUTA – California State Taekwondo Championship
  - 1.9K room nights
  - \$1.8M economic impact
- Clovis Swim Club – Western Zone Championships
  - 2.6K room nights
  - \$2M economic impact
- Buchanan Summer Elite Baseball
  - 625 room nights
  - \$548K economic impact
- Danzantes Unidos Festival
  - 630 room nights
  - \$650K economic impact
- Fresno Dixieland Society – Sounds of Mardi Gras
  - 530 room nights
  - \$500K economic impact
- FIRST Robotics Central Valley Regional Competition
  - 1.2K room nights
  - \$1.5M economic impact
- American Junior Golf Association
  - 300 room nights
  - \$360k economic impact

### New Events

- California Hawaii Elks Annual Convention
  - 2K room nights
  - \$2M economic impact
- Clovis Invitation Cross Country Meet
  - 1.3K room nights
  - \$1.6M economic impact
- Sierra Pacific Synod Assembly
  - 580 room nights
  - \$550K economic impact
- California After School Network Conference
  - 340 room nights
  - \$400K economic impact





# SALES

## Trade Shows & Conferences

- RCMA Emerge – San Antonio, TX
  - January 9-11, 2024
- IPW – Los Angeles, CA
  - May 3-7, 2024
- MPI – Louisville, KY
  - May 20-22, 2024
- Connect Marketplace – Milwaukee, WI
  - August 27-29, 2024
- TEAMS – Anaheim, CA
  - September 23-26, 2024
- US Sports Congress – Punta Gorda, FL
  - December 9-11, 2024



## Sales Missions

- Q2 Sales Mission – Sacramento, CA
  - June 11-12, 2024





# MARKETING

## 2024 KPIs

**818.4K**  
Total  
Website Visits

**9.7%**  
Visitors Exposed to  
Website That Showed  
Up in Destination

**414K**  
Website  
Conversions

**8.8K**  
Total  
App Downloads

**1.3M**  
Total  
Engagements

**17.6K**  
New Social  
Media Followers

**9.3M**  
Total  
Video Views



## Advertising Highlights

### YOUR CENTRAL MEETING SPOT



7,000 HOTEL ROOMS  
CENTRAL LOCATION  
BANG FOR YOUR BUCK  
NIGHTLIFE ACTIVITIES



#### MEET IN FRESNO & CLOVIS

Fresno and Clovis are centrally located in California, and offer a small-town vibe with big-city amenities. With a diversified venue portfolio, planners can ensure their groups spend less time in traffic and more time networking with each other.

#### VENUES & ACCOMMODATIONS



#### MILE YOU'RE HERE



**California Meeting & Events**

**Less Crowds. More Sunshine.**

**Global Heroes Dallas**

VisitFresnoCounty.org @VisitFresnoCounty

**TRADE THE GLOOM FOR BLOOMS THIS WINTER.**

Plan your trip today!

**Seattle Bus Tails**



**CALIFORNIA SPORTS CENTRAL**

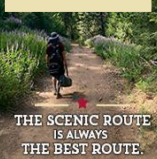


**Step into the REAL CALIFORNIA**

**Toronto Train Decals**

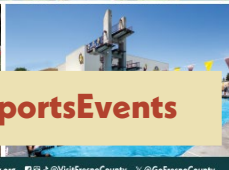


**Expedia**



THE SCENIC ROUTE IS ALWAYS THE BEST ROUTE.

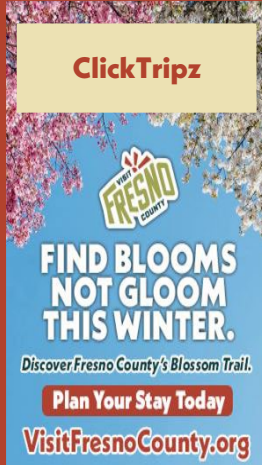
**SportsEvents**



**Billboard in Downtown Atlanta**



**ClickTripz**



**KTLA-TV Los Angeles**





# COMMUNITY ENGAGEMENT

- Beautify Fresno
- FresYes Fest
- Clovis Tacos & Taps Trail
- Fresno Grizzlies Community Outreach Night
- Hospitality Huddle
- ClovisFest



Hospitality Huddle



Fresno Grizzlies



Beautify Fresno



Clovis Tacos & Taps

## Visit Fresno County Staff Members

- **Lisa Oliveira — President & CEO**
- **Vanessa Puopolo — Vice President**
- **Andrew Smith — Director of Sales**
- **Jaxie Orozco — Housing/Sales Coordinator**
- **Veronica Espinoza — Sales Manager**
- **Riley Born — Sports Sales Manager**
- **Hayley Salazar-Martinez — Director of Marketing**
- **Jackie Sullivan — Creative Content Specialist**
- **Alexandria Davenport — Digital Marketing Coordinator**
- **Dylan Hopkins — Research Specialist**

