



**FRESNO/CLOVIS TOURISM BUSINESS
IMPROVEMENT DISTRICT
ANNUAL REPORT
2025**



DESTINATION HIGHLIGHTS

Hotel Data Annual Update

Metric	2025 YTD (Calendar Year)	
Occupancy Rate	62.8%	+1.2% YOY
ADR	\$122.55	+0.5% YOY
RevPAR	\$77.02	+1.7% YOY
Revenue	\$181.5 Million	+2.6% YOY
TOT Collections (Fresno hotels only as of 11/2025)	\$12.5 Million	-1.4% YOY

Tourism Impact

Visitor Spending by Year

	2022	2023	2024
Visitor Spending	\$1.4 B	\$1.4 B	\$1.5 B

Tax Impacts from Visitor Spending

	2022	2023	2024
Local Tax Receipts	\$55 M	\$53 M	\$54 M
State Tax Receipts	\$87 M	\$88 M	\$91 M

Visitor Spending by Industry

Industry	% of Total Visitor Spend
Lodging	17%
Food	32%
Recreation/Entertainment	11%
Retail	13%
Transportation	27%

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
- Fresno Fairgrounds

Top Cities/DMA's

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

Visitor Profile

- Average length of stay: 3.9 days (+1.2 days YOY)
- 23% of visitors to Fresno/Clovis are from 250 miles or further
- 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



Destination Involvement



Hosted Inaugural Media & Sales FAMs



FINANCIALS



Fresno/Clovis Convention & Visitors Bureau Budget vs. Actuals: Modified Cash Basis For the Year Ended December 31, 2025

	Actual	Budget	Over (Under) Budget
Income			
41400 T-BID Funds	\$ 3,550,402.67	\$ 3,050,000.00	\$ 500,402.67
41550 Interest Income	78,838.44	10,000.00	68,838.44
41800 App Advertising/Scoreboard	0.00	5,000.00	(5,000.00)
Total Income	3,629,241.11	3,065,000.00	564,241.11
Gross Profit	3,629,241.11	3,065,000.00	564,241.11
Expenses			
91000 Salaries & Benefits	881,405.27	1,040,500.00	(159,094.73)
91500 Advertising	1,055,736.23	1,050,000.00	5,736.23
92000 Collateral Materials	19,961.39	25,000.00	(5,038.61)
93000 Equipment & Supplies	55,864.43	58,900.00	(3,035.57)
93500 Events	5,266.07	13,500.00	(8,233.93)
94000 Public Relations	23,099.60	29,000.00	(5,900.40)
95000 Meetings, Meals, Entertainment	5,674.90	9,250.00	(3,575.10)
95500 Operations - HR Svc Fees	30,263.85	51,675.00	(21,411.15)
96000 Operations - Service Fees	280,936.81	321,900.00	(40,963.19)
96500 Professional Development/Research & Development	45,854.63	50,675.00	(4,820.37)
97000 Tradeshows/Missions/Bidding/Calls/Travel	319,952.07	349,600.00	(29,647.93)
97500 Travel	51,078.54	50,000.00	1,078.54
99000 Grants	605,000.00	0.00	605,000.00
Total Expenses	3,380,093.79	3,050,000.00	330,093.79
Net Operating Income	249,147.32	15,000.00	234,147.32
Net Income	\$ 249,147.32	\$ 15,000.00	\$ 234,147.32

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

SALES

83

Total Events

+28 Events YOY

2025 Sales Outcomes

\$43M

Economic
Impact

+13% YOY

36.5K

Actualized
Room Nights

+20% YOY

Premier Returning Events

- CIF State Championships
 - 6 events: Cross Country, Swim & Dive, Track & Field, Basketball, Wrestling, Tennis
 - 5.5K room nights
 - \$4.8M economic impact
- California USA Wrestling State Championships
 - 5 events
 - 6.4K room nights
 - \$6.1M economic impact
- CUTA – California State Taekwondo Championship
 - 2.4K room nights
 - \$1.9M economic impact
- Clovis Swim Club – Western Zone Championships
 - 2.1K room nights
 - \$2M economic impact
- Buchanan Summer Elite Baseball
 - 807 room nights
 - \$749K economic impact
- Danzantes Unidos Festival
 - 962 room nights
 - \$1.1M economic impact
- Fresno Dixieland Society – Sounds of Mardi Gras
 - 546 room nights
 - \$550K economic impact
- FIRST Robotics Central Valley Regional Competition
 - 1.2K room nights
 - \$1.6M economic impact
- American Junior Golf Association
 - 480 room nights
 - \$333k economic impact
- NSA Southwestern Nationals Softball
 - 750 room nights
 - \$925K economic impact

New Events Booked

- 2026 CA State PTA Annual Conference
 - 1.2K room nights
 - \$1.6M economic impact
- 2026 Hard Pan Classic Disc Golf Tournament
 - 30 room nights
 - \$41K economic impact
- 2026 Watney Golf Invitational
 - 100 room nights
 - \$130K economic impact
- 2026 Gold Coast Conference Water Polo Championships
 - 180 room nights
 - \$200K economic impact



Organization Highlights

Trade Shows & Conferences

- RCMA – Phoenix, AZ
 - January 6-9, 2025
- Sports ETA – Tulsa, OK
 - April 14-17, 2025
- Connect Marketplace – Miami, FL
 - August 25-27, 2025
- 4S Summit Sports ETA, Annapolis, MD
 - September 23-25, 2025
- Connect West – Los Angeles, CA
 - November 6-8, 2025
- Associations West – Sacramento, CA
 - December 16-17, 2025



Media and PR

- March 2025 - Attended Visit CA media dinner in Atlanta, GA
- July 2025 - Presented on Unleashed partnership with Fresno State at Destinations International Annual Convention
- September 2025 - Participated in Visit CA media and trade mission to India



Social Media Collaborations

University of
Georgia Bulldogs

Beer with Alan

The Mobile Homie

Fontes Four Pack



Fantastic breweries
in Fresno County



This trip COMPLETELY changed
how we see California... 🍷



ClovisFest & Hot Air Balloon Fun Fly



MARKETING

2025 KPIs

801.4K
Total
Website Visits
↓ 2% YOY

11.2%
Visitors Exposed to
Website That Showed
Up in Destination
↑ 15% YOY

\$7.4M
Estimated E.I.
from All 2025
Campaigns

13.5K
Total
App Downloads
↑ 4.7K YOY

2M
Total
Engagements
↑ 57% YOY

29.1K
New Social
Media Followers
↑ 65% YOY

1.4M
Website
Conversions
↑ 259% YOY



Advertising Highlights

CALIFORNIA'S SPORTS CENTRAL
300+ DAYS OF SUNSHINE
30+ SPORTS VENUES
6,500+ HOTEL ROOMS
VisitFresnoCounty.org

THIS IS CALIFORNIA'S SPORTS CENTRAL. CONT
Sports Destination Management
National Programmatic CTV Ads
NO PHOTOSHOP
LA & SF Transit Interior Ads

LA Billboards
LONG LINES
REAL GOOD TIMES
VisitFresnoCounty.org

Food & Travel
GORDON RAMSAY
HOLIDAY RECIPES BY CELEBRITY CHEF ANTONIA LOFASO
TOP DESTINATIONS
FRESNO THE HEART OF AMERICA'S HARVEST
LAKE MURRAY COUNTRY FOOD, FLAVOR & FESTIVALS
2025 SPECIAL HOLIDAY ISSUE

Expedia
NOT LIKE ANYWHERE ELSE. AND WE DON'T WANT TO BE.
PLAN YOUR TRIP
VisitFresnoCounty.org

Multiview
Lejos de lo típico, cerca de lo real.
Descubre otro lado de California.
Programmatic Digital Ads in Mexico

THINK YOU KNOW FRESNO COUNTY?
We'll see about that.
VisitFresnoCounty.org

ANOTHER SIDE OF CALIFORNIA EVENTS
TALK TO OUR EXPERTS

COMMUNITY ENGAGEMENT

- Beautify Fresno
- Hospitality Workers Appreciation Day
- State of Downtown Fresno
- FresYes Fest
- Junior Achievement
- UCSF Fresno Recruitment Video
- Hospitality Huddle
- Clovis West Career Night
- Valley Made Manufacturing Summit
- ClovisFest



Beautify Fresno



State of
Downtown Fresno



Hospitality Huddle



Hospitality Workers
Appreciation Day



Valley-Made
Manufacturing
Conference



Junior
Achievement



Visit Fresno County Staff Members

- **Lisa Oliveira — President & CEO**
- **Vanessa Puopolo — Vice President**
- **Andrew Smith — Director of Sales**
- **Hayley Salazar-Martinez — Director of Marketing**
- **Rosalyn Gutierrez — Administration Manager**
- **Riley Born — Sports Sales Manager**
- **Jackie Sullivan — Creative Content Specialist**
- **Alexandria Davenport — Digital Marketing Coordinator**
- **Megan Wilbourn — Events and Servicing Coordinator**
- **Dylan Hopkins — Research Specialist**
- **Daniel Avalos — Brand and Media Assistant**