



2022 Year in Review Report

2022 Key Highlights

Organization

- **Destination Master Plan created**
- **Launch of Visit Fresno County app** (over 1,000 downloads)
- **Domestic and international advertising** (UK, Canada, Dallas, Salt Lake City, Los Angeles, etc.)
- **Sophisticated data integration**

Sales

- American Junior Golf Association committed to hold tournament in Fresno for 3 years
- **Rebid on 5 years of CIF Cross Country**
- Mountain West Track & Field renewed to 2028
- **Increase in variety of groups**

Marketing

- **Airport advertising** (Fresno, Dallas, Reno, Honolulu, etc.)
- **Visit Fresno County website visits doubled in 2022**
- **Increase in website visitors from Los Angeles, Seattle, Portland & Las Vegas**
- **Increase of 5,300 followers across all social media platforms**
- **Expedia digital advertising brought in 19,642 room nights to Fresno County and 5,747 flights to Fresno-Yosemite International Airport**
- **Major campaigns:** Blizzard of Blossoms, ClovisFest, Hmong New Year & Food Month

Ahead in 2023

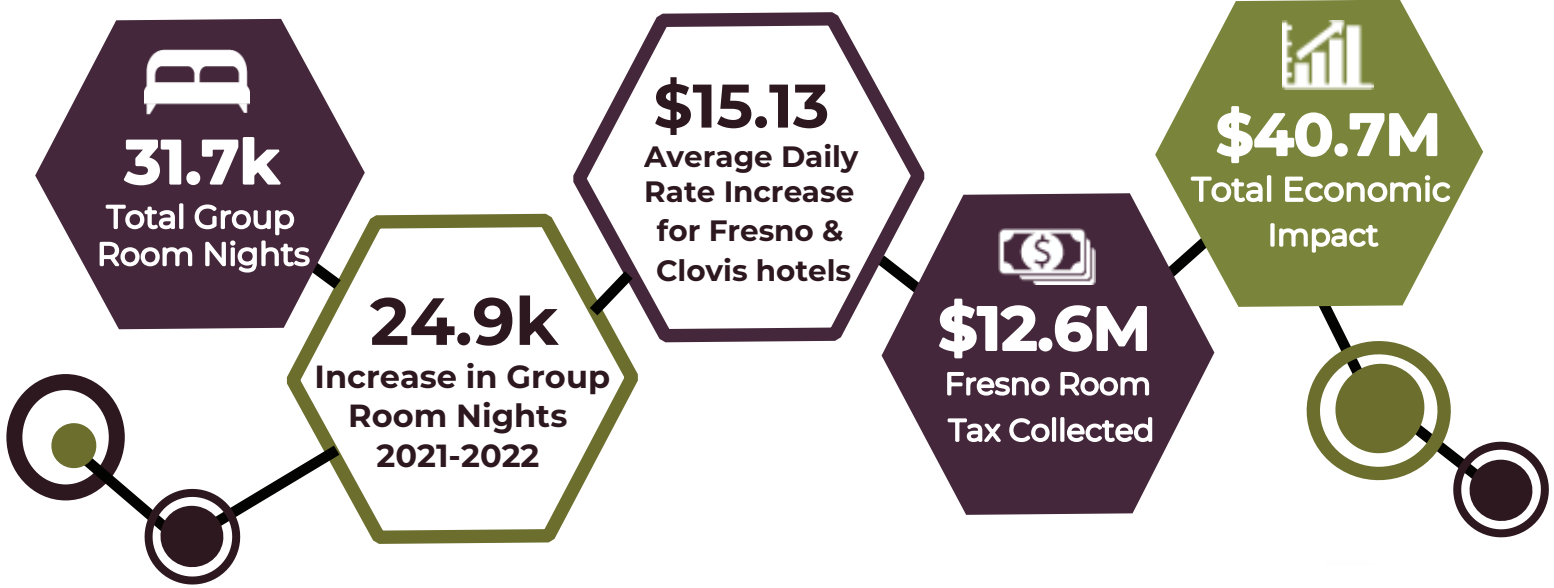
Q1 Groups

- **16 incoming groups to stay in Fresno/Clovis hotels, including World Ag Expo, California All State Music Educators Conference, 2023 California State Taekwondo Championships, FIRST Robotics Regional Competition**

Q1 Campaigns & Advertising

- Art Month in Fresno County **to highlight arts & culture in the region**
- Blossoms & Brews **to highlight the Fresno County Blossom Trail and Fresno/Clovis breweries**

2022 KEY METRICS



2022 Advertisement Highlights

VISIT 3 NATIONAL PARKS IN 1 TRIP!
PLAN NOW! VisitFresnoCounty.org

EXPERIENCE SLAM DUNK VIEWS IN FRESNO COUNTY!

VisitFresnoCounty.org @VisitFresnoCounty

FLURRY OF BLOSSOMS

Download our app to plan your next adventure!

VisitFresnoCounty.org

Discover the beauty of a California Winter. Explore 70 miles of this vibrant winter wonderland!

@VisitFresnoCounty @GoFresnoCounty

VISIT FRESNO COUNTY
 FRESNO/CLOVIS CONVENTIONS & EVENTS

COMPETE LIKE A CHAMPION AT A WINNING DESTINATION

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ESCAPE THE EVERYDAY. Find a new perspective in Downtown Fresno's Mural District. LEARN MORE

The Heartland of FARM-TO-FORK DINING

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