



# 2023 YEAR IN REVIEW REPORT

## Key Highlights

### Organization

- Launch of destination rebrand
- Launch of Unleashed partnership with Fresno State Athletics
- 3,232 total downloads of Visit Fresno County app in 2023
- Community engagement/sponsorships: Beautify Fresno, CRA Best of the Valley, Whole Vine Festival, Fresno Hmong New Year

### Sales

- Secured 3 CIF bids (Track, Swim, Cross Country)
- Booked & successfully hosted American Planning Association Conference, utilizing 12 hotels for 1,700 attendees
- Hosted first golf and corn hole tournaments with attendees from across the United States
- Sales Department ended 2023, with 75 events booked resulting in an estimated economic impact of \$43 million

### Marketing

- Expedia digital advertising brought in 4,100 room nights to Fresno County and 4,465 flights to Fresno-Yosemite International Airport
- Advertised in publications such as: National Geographic, Travel Taste & Tour, Food & Travel, Sports Planning Guide, Sports Destination Management, etc.
- Airport advertising: Honolulu
- Increased reach in international markets: Mexico, Canada, Philippines and India
- Generated 628,021 visits to Visit Fresno County website, up 44% from 2022
- Increase of 41,890 new followers across all social media platforms
- Major campaigns: Art Month, Blossoms & Brews, A Different Kind of California Adventure, No Off-Seasons in Fresno County, Food Month, ClovisFest & Hmong New Year

## Ahead in 2024

### Sales

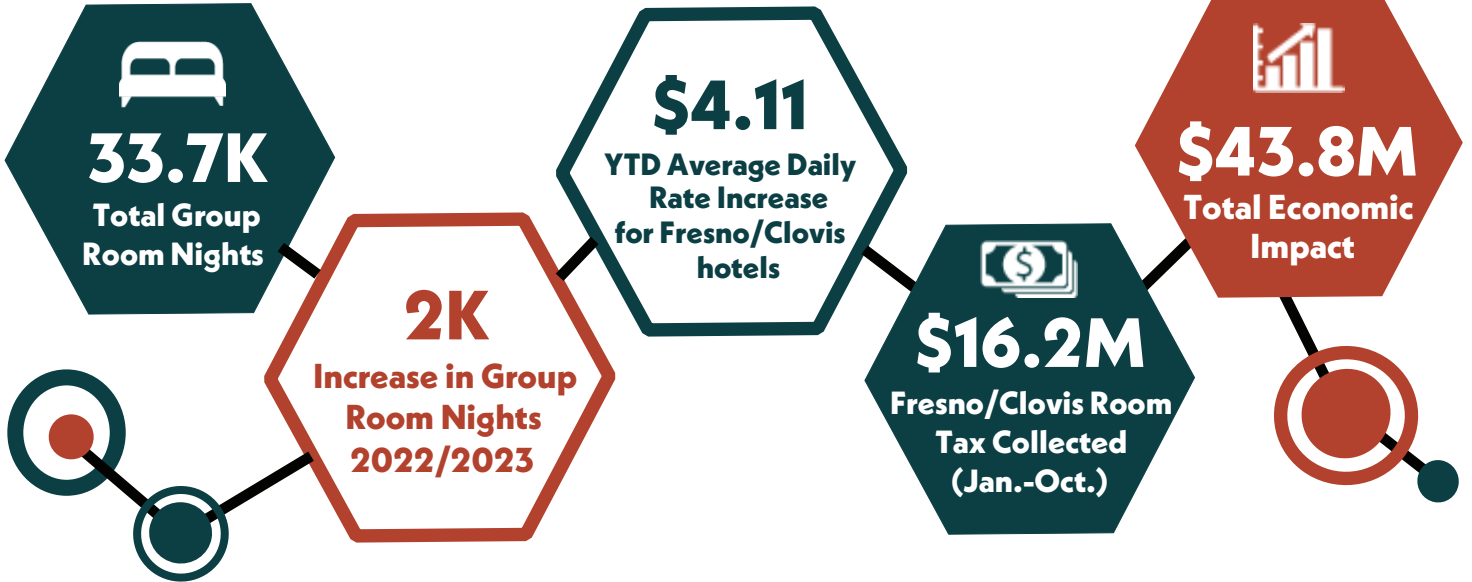
- Sounds of Mardi Gras, CIF Central Section Wrestling, 2024 Cal USA Folkstyle State Championship Wrestling, & FIRST Robotics

### Marketing

- Upcoming Campaigns: Art Month, Fresno County Blossom Trail, & Marketing for Spring/Summer Tourism
- Upcoming Advertisements: National Geographic, Sports Destination Management, & SportsEvents



# KEY METRICS



## Advertising Highlights

**Yosemite Journal**

**TAKE A HIKE**

AWAY FROM THE DAILY GRIND AND INTO A THRILLING ADVENTURE.

Foresters Underground Gardens

Order Appetizers in Dishes

Fewer crowds. More sunshine. With 14 direct flight cities, easy access to 3 national parks and food created in the U.S.'s farm-to-fork heartland, Fresno County is a REAL California adventure.

VisitFresnoCounty.org  
@VisitFresnoCounty @GoFresnoCounty

Download our free app to plan your next adventure!

**Want to see some real mountains?**

Say hello to the REAL California. Discover 3 national parks, unique attractions and the farm-to-fork heartland of the U.S.

VisitFresnoCounty.org @VisitFresnoCounty @GoFresnoCounty

**GoTransit Toronto**

**CALIFORNIA'S BEACHES GOT NOTHING ON US.**

LA Metro Rail

**National Geographic**

CALIFORNIA WITH A DIFFERENT VIEW AND A HELL OF A LOT MORE

VisitFresnoCounty.org

**SF BART**

**Out-Blooming the Rest of California**

You might have heard things about Fresno County. Home to 70 miles of gorgeous blossoms in the winter, the REAL farm-to-fork capital in the state and producer of 80% California's wine grapes, including Napa's. Not what you heard? Only one way to find out...

VisitFresnoCounty.org @VisitFresnoCounty @GoFresnoCounty

**Fresno State Athletics**

**Think you know Fresno County? We'll see about that.**

VisitFresnoCounty.org

**TripAdvisor**

Sponsored by Visit Fresno County

No off-seasons in Fresno County

Fresno County is a REAL California adventure, with access to 3 national parks, attractions and food created in the U.S.'s farm-to-fork heartland.