



Report to City of SLO – PCC
Visitor Services Contract
 July 2023

Visitor Interaction

	July 2022	June 2023	July 2023
Walk-ins	6,817	6,280	6,786
Phone calls	690	498	625
Emails & Digital	856	1,049	1,019

Visitor Center Highlights

- Open to best serve our community and visitors.
- Serving guests for the 4th of July holiday.
- Welcoming all the new students and their families to Cal Poly.
- Enjoyed helping every guest that walked through our doors, called, or emailed.

Demographic Snapshot

International travelers	
Asia	4%
Middle East	3%
Europe	48%
Australia/New Zealand	8%
United Kingdom	26%
North America	10%
South America	3%
Domestic travelers (outside of CA.)	
West Coast	14%
East Coast	19%
Southwest	5%
Midwest	23%
South	41%
California travelers	
Northern CA	21%
Southern CA	35%
Central Coast	40%
Central Valley	4%
Desert	0%