

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

Visitor Interaction

	August 2022	July 2023	August 2023
Walk-ins	6,294	6,786	7,086
Phone calls	755	625	697
Emails & Digital	977	1,049	1,061

Visitor Center Highlights

- Open to best serve our community and visitors.
- Promoting all the amazing events taking place in our city.
- Continuing to welcome 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	0%
Middle East	0%
Europe	70%
Australia/New Zealand	1%
United Kingdom	21%
North America	6%
South America	1%
Domestic travelers (outside of CA.)	
West Coast	14%
East Coast	33%
Southwest	14%
Midwest	11%
South	27%
California travelers	
Northern CA	20%
Southern CA	27%
Central Coast	47%
Central Valley	4%
Desert	2%