

REPORT TO CITY OF SLO - TBID & PCC

GUEST SERVICES CONTRACT

SEPTEMBER 2023

VISITOR INTERACTION			
	Sep 2022	Aug 2023	Sep 2023
Walk-ins	5,891	7,086	6,283
Phone Calls	690	697	125
Emails & Digital	939	1,061	1,065

CALLS TO 877-SLO-TOWN			
	Sep 2022	Aug 2023	Sep 2023
Calls	91	86	26

HOTEL REFERRALS			
	Sep 2022	Aug 2023	Sep 2023
Referrals	1,559	1,608	51

HOTEL AVAILABILITY TRACKER			
	Sep 2022	Aug 2023	Sep 2023
Email	95	118	132
Phone Calls	430	397	325

INFORMATION REQUESTS		
	Sep 2022	Sep 2023
Fulfilled	N/A	15

EVENTS SHARED		
	Sep 2023	YTD
VisitSLO.com	59	59
Visitor Center	89	89

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	3%
Europe	49%
Australia/NZ	4%
UK	27%
N. America	33%
C. America	2%
S. America	5%
<i>Domestic Travelers</i>	
West Coast	11%
Southwest	14%
Midwest	36%
South	20%
East Coast	20%
<i>California Travelers</i>	
Northern CA	21%
Central Coast	54%
Central Valley	1%
Desert	2%
Southern CA	23%

VISITOR CENTER ACTIVATIONS
1) Farmer's Market - Every Thursday from Memorial Day to Labor Day was out promoting SLO

VISITOR CENTER HIGHLIGHTS
1) Prepared team for launch of ARTober
2) Welcomed & assisted the students and families back in town as Cal Poly Fall Quarter began
3) Beginning the SLO CAL Welcome training process for all staff