

REPORT TO CITY OF SLO - TBID & PCC

GUEST SERVICES CONTRACT

OCTOBER 2023

VISITOR INTERACTION			
	Oct 2022	Sep 2023	Oct 2023
Walk-ins	5,465	6,283	6,719
Phone Calls	658	125	116
Emails & Digital	856	1,065	1,079

CALLS TO 877-SLO-TOWN			
	Oct 2022	Sep 2023	Oct 2023
Calls	71	26	14

HOTEL REFERRALS			
	Oct 2022	Sep 2023	Oct 2023
Referrals	1,487	51	63

HOTEL AVAILABILITY TRACKER			
	Oct 2022	Sep 2023	Oct 2023
Email	105	132	127
Phone Calls	425	325	281

INFORMATION REQUESTS		
	Oct 2022	Oct 2023
Fulfilled	N/A	10

EVENTS SHARED		
	Oct 2023	YTD
VisitSLO.com	151	210

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	0%
Europe	44%
Australia/NZ	12%
UK	22%
N. America	13%
C. America	0%
S. America	8%
<i>Domestic Travelers</i>	
West Coast	19%
Southwest	12%
Midwest	24%
South	21%
East Coast	25%
<i>California Travelers</i>	
Northern CA	13%
Central Coast	60%
Central Valley	2%
Desert	1%
Southern CA	24%

VISITOR CENTER ACTIVATIONS
1) Mustang Family Weekend promoting the VisitSLO.com newsletter

VISITOR CENTER HIGHLIGHTS
1) Promoting and tracking ARTober Event
2) Started the logistical planning for Buy Local and Eat Local Bonus programs
3) Welcomed all our local families for Downtown SLO's Trick-or-Treat Trail