

REPORT TO CITY OF SLO - TBID & PCC

GUEST SERVICES CONTRACT

NOVEMBER 2023

VISITOR INTERACTION			
	Nov 2022	Oct 2023	Nov 2023
Walk-ins	5,465	6,719	6,242
Phone Calls	1,580	116	173
Emails & Digital	1,273	1,079	1,389

CALLS TO 877-SLO-TOWN			
	Nov 2022	Oct 2023	Nov 2023
Calls	90	14	26

HOTEL REFERRALS			
	Nov 2022	Oct 2023	Nov 2023
Referrals	1,273	63	56

HOTEL AVAILABILITY TRACKER			
	Nov 2022	Oct 2023	Nov 2023
Email	87	127	154
Phone Calls	445	281	211

INFORMATION REQUESTS		
	Nov 2022	Nov 2023
Fulfilled	N/A	12

EVENTS SHARED		
	Nov 2023	YTD
VisitSLO.com	84	294

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	0%
Europe	23%
Australia/NZ	23%
UK	15%
N. America	23%
C. America	15%
S. America	0%
<i>Domestic Travelers</i>	
West Coast	5%
Southwest	12%
Midwest	25%
South	35%
East Coast	23%
<i>California Travelers</i>	
Northern CA	17%
Central Coast	68%
Central Valley	4%
Desert	0%
Southern CA	11%

VISITOR CENTER ACTIVATIONS	
No external activations	

VISITOR CENTER HIGHLIGHTS	
1) Qualifying businesses getting ready for the Buy Local Bonus program	
2) Launched the Buy Local Bonus program to all of our locals and visitors	
3) Hired a new Visitor Center Manager - Jessica Blanco	