

# REPORT TO CITY OF SLO - TBID & PCC

## GUEST SERVICES CONTRACT

### JANUARY 2024

VISITOR INTERACTION			
	Jan 2023	Dec 2023	Jan 2024
Walk-ins	9,551	14,148	10,931
Phone Calls	826	563	616
Emails & Digital	1,385	2,073	1,587

CALLS TO 877-SLO-TOWN			
	Jan 2023	Dec 2023	Jan 2024
Calls	72	20	46

HOTEL REFERRALS			
	Jan 2023	Dec 2023	Jan 2024
Referrals	1,157	39	42

HOTEL AVAILABILITY TRACKER			
	Jan 2023	Dec 2023	Jan 2024
Email	81	81	94
Phone Calls	257	101	82

INFORMATION REQUESTS		
	Jan 2023	Jan 2024
Fulfilled	N/A	22

EVENTS SHARED		
	Jan 2024	YTD
VisitSLO.com	17	17

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	0%
Europe	33%
Australia/NZ	0%
UK	22%
N. America	33%
C. America	0%
S. America	11%
<i>Domestic Travelers</i>	
West Coast	22%
Southwest	0%
Midwest	39%
South	6%
East Coast	33%
<i>California Travelers</i>	
Northern CA	12%
Central Coast	77%
Central Valley	1%
Desert	1%
Southern CA	9%

VISITOR CENTER ACTIVATIONS	
No external activations	

VISITOR CENTER HIGHLIGHTS	
1) Eat Local Bonus Program - full tilt!	
2) Getting those next set of gift cards	
3) Supporting Restaurant week	

