

REPORT TO CITY OF SLO - TBID & PCC

GUEST SERVICES CONTRACT

FEBRUARY 2024

VISITOR INTERACTION			
	Feb 2023	Jan 2024	Feb 2024
Walk-ins	5,495	10,931	5,276
Phone Calls	535	616	206
Emails & Digital	925	1,587	979

CALLS TO 877-SLO-TOWN			
	Feb 2023	Jan 2024	Feb 2024
Calls	92	46	42

HOTEL REFERRALS			
	Feb 2023	Jan 2024	Feb 2024
Referrals	936	42	25

HOTEL AVAILABILITY TRACKER			
	Feb 2023	Jan 2024	Feb 2024
Email	91	81	112
Phone Calls	286	101	124

INFORMATION REQUESTS		
	Feb 2023	Feb 2024
Fulfilled	N/A	5

EVENTS SHARED		
	Feb 2024	YTD
VisitSLO.com	17	34

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	14%
Europe	59%
Australia/NZ	3%
UK	3%
N. America	14%
C. America	0%
S. America	7%
<i>Domestic Travelers</i>	
West Coast	31%
Southwest	6%
Midwest	28%
South	11%
East Coast	24%
<i>California Travelers</i>	
Northern CA	24%
Central Coast	61%
Central Valley	2%
Desert	0%
Southern CA	13%

VISITOR CENTER ACTIVATIONS	
No external activations	

VISITOR CENTER HIGHLIGHTS	
1) Starting the MidWeekend travelers program	
2) Bringing some new team members in to the VC	
3) Helping the snowbirds find their way around SLO	