

# REPORT TO CITY OF SLO - TBID & PCC

## GUEST SERVICES CONTRACT

### MARCH 2024

VISITOR INTERACTION			
	Mar 2023	Feb 2024	Mar 2024
Walk-ins	4,470	5,276	5,062
Phone Calls	612	206	211
Emails & Digital	1,106	979	1,012

CALLS TO 877-SLO-TOWN			
	Mar 2023	Feb 2024	Mar 2024
Calls	122	42	27

HOTEL REFERRALS			
	Mar 2023	Feb 2024	Mar 2024
Referrals	785	25	48

HOTEL AVAILABILITY TRACKER			
	Mar 2023	Feb 2024	Mar 2024
Email	82	112	101
Phone Calls	296	124	132

INFORMATION REQUESTS		
	Feb 2023	Feb 2024
Fulfilled	N/A	50

EVENTS SHARED		
	Mar 2024	YTD
VisitSLO.com	46	80

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	0%
Europe	38%
Australia/NZ	0%
UK	29%
N. America	32%
C. America	0%
S. America	0%
<i>Domestic Travelers</i>	
West Coast	18%
Southwest	15%
Midwest	40%
South	14%
East Coast	13%
<i>California Travelers</i>	
Northern CA	25%
Central Coast	40%
Central Valley	6%
Desert	0%
Southern CA	29%

VISITOR CENTER ACTIVATIONS	
No external activations	

VISITOR CENTER HIGHLIGHTS	
1) Continuing MidWeekend travelers program	
2) Quarterly visits out to the hotel properties - introducing Jessica	
3) First appearance of the Spring Break crowds	