

# REPORT TO CITY OF SLO - TBID & PCC

## GUEST SERVICES CONTRACT

### APRIL 2024

VISITOR INTERACTION			
	Apr 2023	Mar 2024	Apr 2024
Walk-ins	5,358	5,062	5,289
Phone Calls	679	211	199
Emails & Digital	977	1,012	1,386

CALLS TO 877-SLO-TOWN			
	Apr 2023	Mar 2024	Apr 2024
Calls	68	27	29

HOTEL REFERRALS			
	Apr 2023	Mar 2024	Apr 2024
Referrals	894	48	41

HOTEL AVAILABILITY TRACKER			
	Apr 2023	Mar 2024	Apr 2024
Email	124	101	118
Phone Calls	268	132	130

INFORMATION REQUESTS		
	Apr 2023	Apr 2024
Fulfilled	N/A	96

EVENTS SHARED		
	Apr 2024	YTD
VisitSLO.com	31	111

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	5%
Europe	46%
Australia/NZ	5%
UK	18%
N. America	20%
C. America	0%
S. America	4%
<i>Domestic Travelers</i>	
West Coast	22%
Southwest	10%
Midwest	32%
South	18%
East Coast	18%
<i>California Travelers</i>	
Northern CA	27%
Central Coast	49%
Central Valley	1%
Desert	1%
Southern CA	22%

VISITOR CENTER ACTIVATIONS	
Cal Poly Open House - Resource Fair	

VISITOR CENTER HIGHLIGHTS	
1) Met with families of and alumni of Cal Poly at Open House	
2) Providing resources and events fliers to our hotel partners	
3) Organizing the Visitor Center out at Thursday Farmers' Market after Memorial Day.	