



SAY HELLO TO THE MIDWEEKEND

2024 RESULTS

To help drive weekday, off season stays in the city of San Luis Obispo, the Visit SLO MidWeekend campaign offered an incentive of \$100 cash for guests who booked a minimum stay of 2 nights at any qualified SLO TBID property between February 1 - March 31, 2024.

KEY STATS

233

Total Number of Qualified Entries

531

Total Room Nights Booked

2.28

Average Length of Stay

\$93,316

In Room Revenue

81%

*Return On Investment

\$21,600 cash incentives redeemed + \$30,000 in media spend for total return of \$41,715

PARTICIPANT INSIGHTS

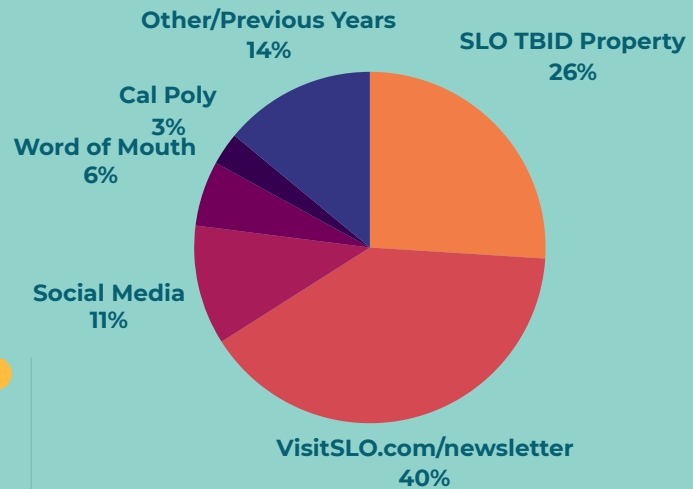
Participated in MidWeekend before



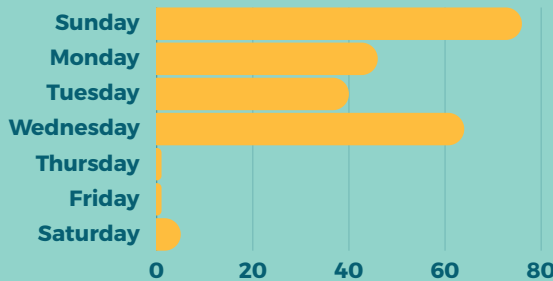
First time staying in SLO



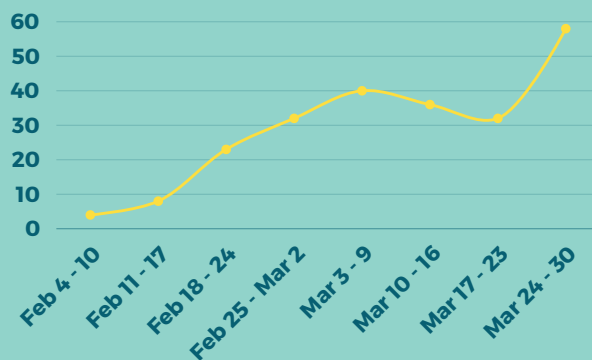
How did you hear about the promotion?



Start of Stay



Check-In Week Popularity



Participant Location

87% OF PARTICIPANTS FROM CALIFORNIA

