

REPORT TO CITY OF SLO - TBID & PCC

GUEST SERVICES CONTRACT

MAY 2024

VISITOR INTERACTION			
	May 2023	Apr 2024	May 2024
Walk-ins	6,752	5,289	6,265
Phone Calls	572	199	155
Emails & Digital	1,028	1,386	1,320

CALLS TO 877-SLO-TOWN			
	May 2023	Apr 2024	May 2024
Calls	50	29	23

HOTEL REFERRALS			
	May 2023	Apr 2024	May 2024
Referrals	1,126	41	29

HOTEL AVAILABILITY TRACKER			
	May 2023	Apr 2024	May 2024
Email	135	118	142
Phone Calls	326	130	135

INFORMATION REQUESTS		
	May 2023	May 2024
Fulfilled	N/A	64

EVENTS SHARED		
	May 2024	YTD
VisitSLO.com	97	208

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	5%
Europe	49%
Australia/NZ	14%
UK	10%
N. America	9%
C. America	2%
S. America	9%
<i>Domestic Travelers</i>	
West Coast	21%
Southwest	8%
Midwest	22%
South	26%
East Coast	24%
<i>California Travelers</i>	
Northern CA	24%
Central Coast	44%
Central Valley	2%
Desert	0%
Southern CA	30%

VISITOR CENTER ACTIVATIONS	
Visitor Center at SLO Farmer's Market (Thursday)	

VISITOR CENTER HIGHLIGHTS	
1) Organizing the Visitor Center out at Thursday Farmers' Market after Memorial Day.	
2) Getting the hotel occupancy for graduation to be able to best direct our guests	
3) Providing resources and events fliers to our hotel partners	