

# REPORT TO CITY OF SLO - TBID & PCC

## GUEST SERVICES CONTRACT

### JUNE 2024

VISITOR INTERACTION			
	June 2023	May 2024	June 2024
Walk-ins	6,280	6,265	5,739
Phone Calls	498	155	147
Emails & Digital	890	1,320	1,432

CALLS TO 877-SLO-TOWN			
	June 2023	May 2024	June 2024
Calls	55	23	27

HOTEL REFERRALS			
	June 2023	May 2024	June 2024
Referrals	983	29	46

HOTEL AVAILABILITY TRACKER			
	June 2023	May 2024	June 2024
Email	151	142	183
Phone Calls	340	135	121

INFORMATION REQUESTS		
	June 2023	June 2024
Fulfilled	N/A	43

EVENTS SHARED		
	June 2024	YTD
VisitSLO.com	62	270

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	14%
Europe	45%
Australia/NZ	3%
UK	26%
N. America	3%
C. America	0%
S. America	7%
<i>Domestic Travelers</i>	
West Coast	19%
Southwest	13%
Midwest	29%
South	22%
East Coast	17%
<i>California Travelers</i>	
Northern CA	23%
Central Coast	49%
Central Valley	3%
Desert	0%
Southern CA	25%

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

VISITOR CENTER HIGHLIGHTS	
1) Out on Thursdays at Farmers' Market providing information to our locals and visitors.	
2) Organizing for Summer Spending promo and Summer Midweekend program	
3) Prepping for introducing the new Cal Poly families to San Luis at SLO Days	