

# REPORT TO CITY OF SLO - TBID & PCC

## GUEST SERVICES CONTRACT

### JULY 2024

VISITOR INTERACTION			
	July 2023	June 2024	July 2024
Walk-ins	6,786	5,739	6,022
Phone Calls	625	147	181
Emails & Digital	1,019	1,432	1,531

CALLS TO 877-SLO-TOWN			
	July 2023	June 2024	July 2024
Calls	82	27	45

HOTEL REFERRALS			
	July 2023	June 2024	July 2024
Referrals	864	46	47

HOTEL AVAILABILITY TRACKER			
	July 2023	June 2024	July 2024
Email	147	183	172
Phone Calls	368	121	129

INFORMATION REQUESTS		
	July 2023	July 2024
Fulfilled	N/A	235

EVENTS SHARED		
	July 2024	YTD
VisitSLO.com	20	290

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	4%
Europe	56%
Australia/NZ	7%
UK	9%
N. America	12%
C. America	0%
S. America	12%
<i>Domestic Travelers</i>	
West Coast	9%
Southwest	19%
Midwest	17%
South	15%
East Coast	41%
<i>California Travelers</i>	
Northern CA	25%
Central Coast	36%
Central Valley	8%
Desert	1%
Southern CA	30%

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

VISITOR CENTER HIGHLIGHTS	
1) Out on Thursdays at Farmers' Market providing information to our locals and visitors.	
2) Launching the Summer Midweekend program	
3) Participating in the info sessions at Cal Poly for incoming students (SLO Days)	