

REPORT TO CITY OF SLO - TBID & PCC

GUEST SERVICES CONTRACT

SEPTEMBER 2024

VISITOR INTERACTION			
	Sep 2023	Aug 2024	Sep 2024
Walk-ins	6,283	5,948	5,011
Phone Calls	125	215	190
Emails & Digital	1,065	1,326	1,136

CALLS TO 877-SLO-TOWN			
	Sep 2023	Aug 2024	Sep 2024
Calls	26	48	23

HOTEL REFERRALS			
	Sep 2023	Aug 2024	Sep 2024
Referrals	51	115	46

HOTEL AVAILABILITY TRACKER			
	Sep 2023	Aug 2024	Sep 2024
Email	132	185	178
Phone Calls	325	146	153

INFORMATION REQUESTS		
	Sep 2023	Sep 2024
Fulfilled	N/A	57

EVENTS SHARED		
	Sep 2024	YTD
VisitSLO.com	53	359

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	3%
Europe	44%
Australia/NZ	12%
UK	23%
N. America	11%
C. America	0%
S. America	3%
<i>Domestic Travelers</i>	
West Coast	17%
Southwest	6%
Midwest	35%
South	27%
East Coast	15%
<i>California Travelers</i>	
Northern CA	21%
Central Coast	57%
Central Valley	3%
Desert	1%
Southern CA	18%

VISITOR CENTER ACTIVATIONS	
None	

VISITOR CENTER HIGHLIGHTS	
1) Welcomed & assisted Cal Poly families and students back to town.	
2) Closed out Summer Midweekend program	
3) Down to our finalists for Visitor Center Manager	