

REPORT TO CITY OF SLO - TBID & PCC

GUEST SERVICES CONTRACT

AUGUST 2024

VISITOR INTERACTION			
	Aug 2023	July 2024	Aug 2024
Walk-ins	7,086	6,022	5,948
Phone Calls	697	181	215
Emails & Digital	1,061	1,531	1,326

CALLS TO 877-SLO-TOWN			
	Aug 2023	July 2024	Aug 2024
Calls	86	45	48

HOTEL REFERRALS			
	Aug 2023	July 2024	Aug 2024
Referrals	893	47	115

HOTEL AVAILABILITY TRACKER			
	Aug 2023	July 2024	Aug 2024
Email	118	172	185
Phone Calls	397	129	146

INFORMATION REQUESTS		
	Aug 2023	Aug 2024
Fulfilled	N/A	92

EVENTS SHARED		
	Aug 2024	YTD
VisitSLO.com	16	306

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	0%
Europe	77%
Australia/NZ	6%
UK	12%
N. America	5%
C. America	0%
S. America	0%
<i>Domestic Travelers</i>	
West Coast	20%
Southwest	18%
Midwest	37%
South	9%
East Coast	16%
<i>California Travelers</i>	
Northern CA	18%
Central Coast	36%
Central Valley	8%
Desert	2%
Southern CA	36%

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) Welcoming our Summer Midweekend program attendees	
3) Starting the search for the next Visitor Center Manager	