

SAY HELLO TO THE MIDWEEKEND

2024 RESULTS

To help drive weekday, off season summer stays in the city of San Luis Obispo, the Visit SLO MidWeekend campaign offered an incentive of \$100 cash for guests who booked a minimum stay of 2 nights at any qualified SLO TBID property between July 1 - August 31, 2024.

KEY STATS

194

Total Number of
Qualified Entries

462

Total Room
Nights Booked

2.4

Average Length
of Stay

\$90,588

In Room Revenue

94%

*Return On
Investment

\$19,000 in cash incentives and
giveaway + \$27,500 in media
spend for a total return of \$43,788

PARTICIPANT INSIGHTS

Participated in MidWeekend before



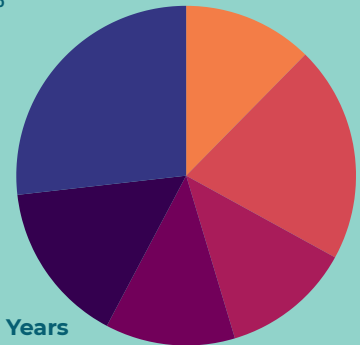
First time staying in SLO



How did you hear about the promotion?

VisitSLO.com/newsletter
26.8%

SLO TBID Property
12.4%

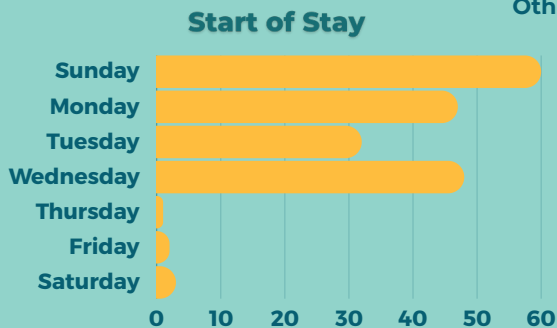


Social Media
20.6%

Cal Poly
12.4%

Word of Mouth
12.4%

Other/Previous Years
15.5%



Participant Location

89% OF PARTICIPANTS FROM CALIFORNIA

Southern CA **34%**

Northern CA **28%**

Central Valley/
Inland Empire **16%**

Central Coast **11%**

Out of State **12%**

Check-In Week Popularity

