

REPORT TO CITY OF SLO - TBID & PCC

GUEST SERVICES CONTRACT

OCTOBER 2024

VISITOR INTERACTION			
	Oct 2023	Sep 2024	Oct 2024
Walk-ins	6,719	5,011	5,893
Phone Calls	116	190	297
Emails & Digital	1,079	1,136	751

CALLS TO 877-SLO-TOWN			
	Oct 2023	Sep 2024	Oct 2024
Calls	14	23	52

HOTEL REFERRALS			
	Oct 2023	Sep 2024	Oct 2024
Referrals	63	46	58

HOTEL AVAILABILITY TRACKER			
	Oct 2023	Sep 2024	Oct 2024
Email	127	178	186
Phone Calls	281	153	167

INFORMATION REQUESTS		
	Oct 2023	Oct 2024
Fulfilled	10	44

EVENTS SHARED		
	Oct 2024	YTD
VisitSLO.com	33	392

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	0%
Europe	39%
Australia/NZ	10%
UK	25%
N. America	21%
C. America	0%
S. America	5%
<i>Domestic Travelers</i>	
West Coast	11%
Southwest	18%
Midwest	37%
South	13%
East Coast	22%
<i>California Travelers</i>	
Northern CA	22%
Central Coast	54%
Central Valley	3%
Desert	0%
Southern CA	21%

VISITOR CENTER ACTIVATIONS	
None	

VISITOR CENTER HIGHLIGHTS	
1) Directing folks to available hotel rooms in front of Mustang Family Weekend	
2) Hired our new Visitor Center Manager	
3) Cal Poly Experience Industry Management class tour	