

REPORT TO CITY OF SLO - TBID & PCC

GUEST SERVICES CONTRACT

JANUARY 2025

VISITOR INTERACTION			
	Jan 2024	Dec 2024	Jan 2025
Walk-ins	10,931	15,084	4,088
Phone Calls	616	380	195
Emails & Digital	1,587	2,135	797

CALLS TO 877-SLO-TOWN			
	Jan 2024	Dec 2024	Jan 2025
Calls	46	23	44

HOTEL REFERRALS			
	Jan 2024	Dec 2024	Jan 2025
Referrals	42	20	43

HOTEL AVAILABILITY TRACKER			
	Jan 2024	Dec 2024	Jan 2025
Email	94	55	121
Phone Calls	82	110	97

INFORMATION REQUESTS		
	Jan 2024	Jan 2025
Fulfilled	22	47

EVENTS SHARED		
	Jan 2025	YTD
VisitSLO.com	15	15

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	4%
Europe	26%
Australia/NZ	8%
UK	8%
N. America	22%
C. America	31%
S. America	0%
<i>Domestic Travelers</i>	
West Coast	18%
Southwest	12%
Midwest	26%
South	8%
East Coast	36%
<i>California Travelers</i>	
Northern CA	21%
Central Coast	62%
Central Valley	2%
Desert	1%
Southern CA	14%

VISITOR CENTER ACTIVATIONS	
N/A	

VISITOR CENTER HIGHLIGHTS	
1) Shared information on the city's new Restaurant Month promotion	
2) Welcomed the Cal Poly students and families back	
3) Getting back to our normal operations after Buy Local Bonus	