

REPORT TO CITY OF SLO - TBID & PCC

GUEST SERVICES CONTRACT

MARCH 2025

VISITOR INTERACTION			
	Mar	Feb	Mar
	2024	2025	2025
Walk-ins	5,062	3,905	4,622
Phone Calls	211	155	247
Emails & Digital	1,012	1,313	1,490

CALLS TO 877-SLO-TOWN			
	Mar	Feb	Mar
	2024	2025	2025
Calls	27	29	29

HOTEL REFERRALS			
	Mar	Feb	Mar
	2024	2025	2025
Referrals	48	38	59

HOTEL AVAILABILITY TRACKER			
	Mar	Feb	Mar
	2024	2025	2025
Email	101	74	87
Phone Calls	132	106	133

INFORMATION REQUESTS		
	Mar	Mar
	2024	2025
Fulfilled	50	38

EVENTS SHARED		
	Mar	YTD
	2025	
VisitSLO.com	21	49

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	2%
Europe	56%
Australia/NZ	9%
UK	9%
N. America	15%
C. America	0%
S. America	6%
<i>Domestic Travelers</i>	
West Coast	13%
Southwest	7%
Midwest	41%
South	15%
East Coast	24%
<i>California Travelers</i>	
Northern CA	23%
Central Coast	48%
Central Valley	2%
Desert	0%
Southern CA	28%

VISITOR CENTER ACTIVATIONS	
N/A	

VISITOR CENTER HIGHLIGHTS	
1) Hosted our guests, including our St. Patricks Day weekend and early Spring Break travelers	
2) Visited our hotel partners to distribute resources and event flyers	
3) Introduced SLO to a plethora of first-time visitors	