

REPORT TO CITY OF SLO - TBID & PCC

GUEST SERVICES CONTRACT

APRIL 2025

VISITOR INTERACTION			
	Apr	Mar	Apr
	2024	2025	2025
Walk-ins	5,289	4,622	5,090
Phone Calls	199	247	219
Emails & Digital	1,386	1,490	1,544

CALLS TO 877-SLO-TOWN			
	Apr	Mar	Apr
	2024	2025	2025
Calls	29	29	40

HOTEL REFERRALS			
	Apr	Mar	Apr
	2024	2025	2025
Referrals	41	59	52

HOTEL AVAILABILITY TRACKER			
	Apr	Mar	Apr
	2024	2025	2025
Email	118	87	72
Phone Calls	130	133	78

INFORMATION REQUESTS		
	Apr	Apr
	2024	2025
Fulfilled	96	34

EVENTS SHARED		
	Apr	
	2025	YTD
VisitSLO.com	7	56

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	1%
Europe	38%
Australia/NZ	9%
UK	17%
N. America	21%
C. America	3%
S. America	10%
<i>Domestic Travelers</i>	
West Coast	23%
Southwest	8%
Midwest	27%
South	17%
East Coast	25%
<i>California Travelers</i>	
Northern CA	25%
Central Coast	45%
Central Valley	4%
Desert	1%
Southern CA	25%

VISITOR CENTER ACTIVATIONS	
Cal Poly Open House Resource Fair	

VISITOR CENTER HIGHLIGHTS	
1) Welcomed a new Information Specialist, Cami	
2) Connected with incoming Cal Poly students and families at Open House	
3) Encouraged guests to take part in a self guided BIPOC Business Walk downtown	
4) Partnered with Jacqui to give Cal Poly Experience Industry Management students a class tour	