

REPORT TO CITY OF SLO - TBID & PCC

GUEST SERVICES CONTRACT

MAY 2025

VISITOR INTERACTION			
	May	Apr	May
	2024	2025	2025
Walk-ins	6,265	4,622	6,341
Phone Calls	155	247	155
Emails & Digital	1,320	1,490	1,525

CALLS TO 877-SLO-TOWN			
	May	Apr	May
	2024	2025	2025
Calls	23	40	30

HOTEL REFERRALS			
	May	Apr	May
	2024	2025	2025
Referrals	29	52	59

HOTEL AVAILABILITY TRACKER			
	May	Apr	May
	2024	2025	2025
Email	142	72	95
Phone Calls	135	78	97

INFORMATION REQUESTS		
	May	May
	2024	2025
Fulfilled	64	28

EVENTS SHARED		
	May	YTD
	2025	
VisitSLO.com	50	106

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	7%
Europe	41%
Australia/NZ	6%
UK	23%
N. America	8%
C. America	0%
S. America	15%
<i>Domestic Travelers</i>	
West Coast	17%
Southwest	11%
Midwest	29%
South	19%
East Coast	25%
<i>California Travelers</i>	
Northern CA	21%
Central Coast	46%
Central Valley	2%
Desert	1%
Southern CA	31%

VISITOR CENTER ACTIVATIONS	
N/A	

VISITOR CENTER HIGHLIGHTS	
1) Assisted local and out of town guests in entering the MidWeekend Middle Name Giveaway	
2) Celebrated the grand opening of the Residence Inn and Springhill Suites	
3) Attended the Mini Marketing Retreat with the City of SLO, SLO Chamber, Badger Branding, Noble Studios, and Uniquely Driven to review our objectives for the coming year	