

REPORT TO CITY OF SLO - TBID & PCC

GUEST SERVICES CONTRACT

JUNE 2025

VISITOR INTERACTION			
	June	May	June
	2024	2025	2025
Walk-ins	5,739	6,341	6,513
Phone Calls	147	155	169
Emails & Digital	1,432	1,525	1,550

CALLS TO 877-SLO-TOWN			
	June	May	June
	2024	2025	2025
Calls	27	30	29

HOTEL REFERRALS			
	June	May	June
	2024	2025	2025
Referrals	46	59	41

HOTEL AVAILABILITY TRACKER			
	June	May	June
	2024	2025	2025
Email	183	95	69
Phone Calls	121	97	102

INFORMATION REQUESTS		
	June	June
	2024	2025
Fulfilled	43	14

EVENTS SHARED		
	June	
	2025	YTD
VisitSLO.com	21	127

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	16%
Europe	62%
Australia/NZ	4%
UK	10%
N. America	6%
C. America	1%
S. America	1%
<i>Domestic Travelers</i>	
West Coast	9%
Southwest	14%
Midwest	25%
South	22%
East Coast	31%
<i>California Travelers</i>	
Northern CA	19%
Central Coast	43%
Central Valley	12%
Desert	2%
Southern CA	24%

VISITOR CENTER ACTIVATIONS	
Visitor Center at SLO Farmer's Market (Thursday)	

VISITOR CENTER HIGHLIGHTS	
1) Celebrated our 2025 Cal Poly graduates and their visiting families	
2) Prepared for our presentation at SLO Days to welcome new Cal Poly students and supporters	
3) Participated in Farmer's Market providing information and souvenirs to both locals and visitors	