

REPORT TO CITY OF SLO - TBID & PCC

GUEST SERVICES CONTRACT

JULY 2025

VISITOR INTERACTION			
	July	June	July
	2024	2025	2025
Walk-ins	6,022	6,513	5,422
Phone Calls	181	169	150
Emails & Digital	1,531	1,550	1,574

CALLS TO 877-SLO-TOWN			
	July	June	July
	2024	2025	2025
Calls	45	29	55

HOTEL REFERRALS			
	July	June	July
	2024	2025	2025
Referrals	47	41	71

HOTEL AVAILABILITY TRACKER			
	July	June	July
	2024	2025	2025
Email	172	69	75
Phone Calls	129	102	119

INFORMATION REQUESTS		
	July	July
	2024	2025
Fulfilled	235	3

EVENTS SHARED		
	July	
	2025	YTD
VisitSLO.com	25	152

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	4%
Europe	57%
Australia/NZ	11%
UK	23%
N. America	1%
C. America	0%
S. America	4%
<i>Domestic Travelers</i>	
West Coast	11%
Southwest	14%
Midwest	30%
South	19%
East Coast	26%
<i>California Travelers</i>	
Northern CA	20%
Central Coast	29%
Central Valley	5%
Desert	3%
Southern CA	44%

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

VISITOR CENTER HIGHLIGHTS	
1) Shared information about SLO to supporters of incoming Cal Poly students at SLO Days	
2) Participated in Farmer's Market providing information and souvenirs to both locals and visitors	
3) Celebrated the suite expansion and new restaurant, Condesa, at Petit Soleil	