

SLO Chamber of Commerce

# Guest Services Contract

Report to the City of San  
Luis Obispo

October 2025



SAN LUIS  
OBISPO  
CHAMBER  
of  
COMMERCE

## SLO Chamber of Commerce

### DEMOGRAPHIC SNAPSHOT

<i>International Travelers</i>	
Asia	2%
Europe	55%
Middle East	0%
Australia/NZ	9%
UK	20%
North America	13%
Central America	2%
South America	0%
<i>Domestic Travelers</i>	
West Coast	12%
Southwest	11%
Midwest	32%
South	17%
East Coast	28%
<i>California Travelers</i>	
Northern CA	24%
Central Coast	37%
Central Valley	7%
Desert	1%
Southern CA	31%

### VISITOR INTERACTION

	Oct. 2024	Sept. 2025	Oct. 2025
Walk-Ins	5,893	4,368	4,613
Phone Calls	297	139	159
Email & Digital	751	1,675	1,274

### CALLS TO 877-SLO-TOWN

	Oct. 2024	Sept. 2025	Oct. 2025
Calls	52	23	36

### HOTEL REFERRALS

	Oct. 2024	Sept. 2025	Oct. 2025
Referrals	58	64	63

### HOTEL AVAILABILITY TRACKER

	Oct. 2024	Sept. 2025	Oct. 2025
Email	186	66	94
Phone Calls	167	110	124

### INFORMATION REQUESTS

	Oct. 2024	Sept. 2025	Oct. 2025
Fullfilled	44	4	0

### EVENTS SHARED

	Oct. 2025	YTD
VisitSLO.com	85	285

## Other Highlights

### Guest Quote of the Month

**“We typically stay in Solvang or Monterey on our trips but we decided to give SLO a chance this time and we’re so glad we did. We can’t wait to bring our friends next time.”**

Taken from a couple visiting from Connecticut for their bi-annual trip to the California coast.



### Mustang Family Weekend

Our Visitor Center team moved outside for the weekend welcoming Cal Poly families during Mustang Family Weekend. We handed out our crowd pleasing Live the SLO Life totes, answered questions, and raffled off a \$500 hotel credit for one lucky family.



### Cal Poly EIM Field Trip

Our Chamber team joined with Laura from the City to give another group of Cal Poly EIM students a glimpse of tourism in action. The class of 40 learned about the role of the TBID, the economic impact of our tourism, and the valuable partnership of the City of SLO and the Chamber of Commerce.

