

SLO Chamber of Commerce

# Guest Services Contract

Report to the City of San  
Luis Obispo

**November 2025**



SAN LUIS  
OBISPO  
CHAMBER  
of  
COMMERCE

## SLO Chamber of Commerce

### DEMOGRAPHIC SNAPSHOT

<i>International Travelers</i>	
Asia	11%
Europe	47%
Middle East	2%
Australia/NZ	4%
UK	22%
North America	11%
Central America	0%
South America	2%
<i>Domestic Travelers</i>	
West Coast	26%
Southwest	10%
Midwest	38%
South	16%
East Coast	9%
<i>California Travelers</i>	
Northern CA	18%
Central Coast	53%
Central Valley	4%
Desert	1%
Southern CA	25%

### VISITOR INTERACTION

	Nov. 2024	Oct. 2025	Nov. 2025
Walk-Ins	5,482	4,613	5,126
Phone Calls	189	159	172
Email & Digital	968	1,274	1,379

### CALLS TO 877-SLO-TOWN

	Nov. 2024	Oct. 2025	Nov. 2025
Calls	19	36	30

### HOTEL REFERRALS

	Nov. 2024	Oct. 2025	Nov. 2025
Referrals	18	63	34

### HOTEL AVAILABILITY TRACKER

	Nov. 2024	Oct. 2025	Nov. 2025
Email	162	94	87
Phone Calls	153	124	133

### INFORMATION REQUESTS

	Nov. 2024	Oct. 2025	Nov. 2025
Fullfilled	37	0	0

### EVENTS SHARED

	Nov. 2025	YTD
VisitSLO.com	15	300

## Other Highlights

### Guest Quote of the Month

**“It is our Thanksgiving weekend tradition to plan a trip to SLO to get all of our gift shopping done and come in for our gift cards to continue exploring!”**

**Taken from a family visiting from Goleta over the Thanksgiving weekend.**



### Buy Local Bonus Is Back!

**We partnered with the City of SLO to qualify businesses for the 6th Annual Buy Local Bonus program. We had a very successful launch weekend helping to promote SLO businesses to both locals and visitors.**