

SLO Chamber of Commerce

Guest Services Contract

Report to the City of San
Luis Obispo

December 2025



SAN LUIS
OBISPO
CHAMBER
of
COMMERCE

SLO Chamber of Commerce

*As staff efforts were primarily directed toward the Buy Local Bonus promotion this month, the data below is not as comprehensive as typically collected.

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	11%
Europe	42%
Middle East	11%
Australia/NZ	0%
UK	0%
North America	21%
Central America	0%
South America	16%
<i>Domestic Travelers</i>	
West Coast	13%
Southwest	7%
Midwest	33%
South	9%
East Coast	38%
<i>California Travelers</i>	
Northern CA	29%
Central Coast	45%
Central Valley	1%
Desert	0%
Southern CA	25%

VISITOR INTERACTION			
	Dec. 2024	Nov. 2025	Dec. 2025
Walk-Ins	15,084	5,126	11,588
Phone Calls	380	172	264
Email & Digital	2,135	1,379	1,331
CALLS TO 877-SLO-TOWN			
	Dec. 2024	Nov. 2025	Dec. 2025
Calls	23	30	16
HOTEL REFERRALS			
	Dec. 2024	Nov. 2025	Dec. 2025
Referrals	20	34	5
HOTEL AVAILABILITY TRACKER			
	Dec. 2024	Nov. 2025	Dec. 2025
Email	55	87	48
Phone Calls	110	133	6
INFORMATION REQUESTS			
	Dec. 2024	Nov. 2025	Dec. 2025
Fullfilled	39	0	0
EVENTS SHARED			
	Dec. 2025	YTD	
VisitSLO.com	7	307	

Other Highlights

Buy Local Bonus 2026!

The Visitor Center partnered with the City of SLO to bring back the Buy Local Bonus promotion for the sixth year to incentivize local retail shopping within San Luis Obispo. Our Visitor Center staff was able to give out nearly 4,000 gift cards for local businesses to both locals and out of town shoppers this holiday season.



New Faces!

The Visitor Center welcomed 2 new Information Specialists. We are excited to have Janson Fritzley and Melanie Hildenbrand join our team!