

SLO Chamber of Commerce

Guest Services Contract

Report to the City of San
Luis Obispo

January 2026



SAN LUIS
OBISPO
CHAMBER
of
COMMERCE

SLO Chamber of Commerce

DEMOGRAPHIC SNAPSHOT

<i>International Travelers</i>	
Asia	10%
Europe	23%
Middle East	0%
Australia/NZ	3%
UK	13%
North America	33%
Central America	0%
South America	13%
Africa	3%
<i>Domestic Travelers</i>	
West Coast	21%
Southwest	10%
Midwest	40%
South	4%
East Coast	25%
<i>California Travelers</i>	
Northern CA	29%
Central Coast	39%
Central Valley	8%
Desert	0%
Southern CA	24%

VISITOR INTERACTION

	Jan. 2025	Dec. 2025	Jan. 2026
Walk-Ins	4,088	11,588	3,023
Phone Calls	195	264	171
Email & Digital	797	1,331	1,048

CALLS TO 877-SLO-TOWN

	Jan. 2025	Dec. 2025	Jan. 2026
Calls	44	16	33

HOTEL REFERRALS

	Jan. 2025	Dec. 2025	Jan. 2026
Referrals	43	5	39

HOTEL AVAILABILITY TRACKER

	Jan. 2025	Dec. 2025	Jan. 2026
Email	121	48	85
Phone Calls	97	6	124

INFORMATION REQUESTS

	Jan. 2025	Dec. 2025	Jan. 2026
Fullfilled	47	0	0

EVENTS SHARED

	Jan. 2026	YTD
VisitSLO.com	26	26

Other Highlights

Guest Quote of the Month

“We came to visit my daughter in San Diego and we decided to make a girls trip to check out San Luis Obispo. It is such a beautiful city and I think we’ll be back with the rest of the family.”

A mother and her daughters visiting from Massachusetts escaping the winter storm.



SLO Restaurant Month

The Visitor Center helped support the City of SLO’s Restaurant Month by serving as a informational resource to guests looking to participate as well as distibuting gift cards to the weekly winners of the promotion’s raffle.



Property Visits

This month the Visitor Center Manager traveled to each of our lodging partner’s properties to connct with staff and provide them with informational maps and guides for their guests.

