

SLO Chamber of Commerce

Guest Services Contract

Report to the City of San
Luis Obispo

February 2026



SAN LUIS
OBISPO
CHAMBER
of
COMMERCE

SLO Chamber of Commerce

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	20%
Europe	17%
Middle East	0%
Australia/NZ	7%
UK	13%
North America	20%
Central America	0%
South America	24%
Africa	0%
<i>Domestic Travelers</i>	
West Coast	18%
Southwest	6%
Midwest	33%
South	19%
East Coast	24%
<i>California Travelers</i>	
Northern CA	25%
Central Coast	49%
Central Valley	4%
Desert	1%
Southern CA	21%

VISITOR INTERACTION			
	Feb. 2025	Jan. 2026	Feb. 2026
Walk-Ins	3,905	3,023	3,684
Phone Calls	155	171	284
Email & Digital	1,313	1,048	1,340

CALLS TO 877-SLO-TOWN			
	Feb. 2025	Jan. 2026	Feb. 2026
Calls	29	33	18

HOTEL REFERRALS			
	Feb. 2025	Jan. 2026	Feb. 2026
Referrals	38	39	29

HOTEL AVAILABILITY TRACKER			
	Feb. 2025	Jan. 2026	Feb. 2026
Email	74	85	70
Phone Calls	106	124	107

INFORMATION REQUESTS			
	Feb. 2025	Jan. 2026	Feb. 2026
Fullfilled	40	0	0

EVENTS SHARED		
	Feb. 2026	YTD
VisitSLO.com	22	48

Other Highlights

Guest Quote of the Month

“My San Luis Obispo claim to fame is that I planned out a full service road from main campus to Poly Canyon as my senior project. Ten years later they contacted me to use my plans for a new community they were looking to build that you all know today as Poly Canyon Village.”

Cal Poly Class of 1975 graduate from Northern California that stopped with his wife to rediscover SLO after an 9 year absence.



SLOCAL Welcome Certified

This month the Visitor Center Staff went through the rejuvenated VisitSLOCAL customer service training program designed specifically for our unique travel and tourism industry. We are proud to say that we are SLOCAL Welcome Experts!

TBID Partner Reception

The Visitor Center Manager attended the TBID Partner reception along with our fellow Visit SLO Contractors and PCC Board to network and inform our local hoteliers about the current and future work being done to help support our destination.

