

SLO Chamber of Commerce

Guest Services Contract

Report to the City of San
Luis Obispo

March 2026



SAN LUIS
OBISPO
CHAMBER
of
COMMERCE

SLO Chamber of Commerce

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	14%
Europe	27%
Middle East	0%
Australia/NZ	9%
UK	32%
North America	14%
Central America	0%
South America	5%
Africa	0%
<i>Domestic Travelers</i>	
West Coast	15%
Southwest	8%
Midwest	35%
South	12%
East Coast	29%
<i>California Travelers</i>	
Northern CA	22%
Central Coast	36%
Central Valley	4%
Desert	2%
Southern CA	36%

VISITOR INTERACTION			
	Mar. 2025	Feb. 2026	Mar. 2026
Walk-Ins	4,622	3,684	4,282
Phone Calls	247	284	285
Email & Digital	1,490	1,340	1,905

CALLS TO 877-SLO-TOWN			
	Mar. 2025	Feb. 2026	Mar. 2026
Calls	29	18	21

HOTEL REFERRALS			
	Mar. 2025	Feb. 2026	Mar. 2026
Referrals	59	29	45

HOTEL AVAILABILITY TRACKER			
	Mar. 2025	Feb. 2026	Mar. 2026
Email	87	70	76
Phone Calls	133	107	112

INFORMATION REQUESTS			
	Mar. 2025	Feb. 2026	Mar. 2026
Fullfilled	38	0	0

EVENTS SHARED		
	Mar. 2026	YTD
VisitSLO.com	37	85

Other Highlights

Guest Quote of the Month

“We stumbled upon San Luis for the first time as just a place we could wait out the heavy rain during our road trip, but we are back for a week this time because we loved the small town atmosphere and you all have the best gnocchi I’ve ever tasted.”

Couple from Washington that discovered San Luis Obispo last November driving up the coast from their typical vacation destination in Temecula. They were gathering more information to share with their friends as they would like to make San Luis Obispo their California escape.



Welcome Back Cami!

The Visitor Center welcomed Cami Glanville back as an Information Specialist after spending some time studying abroad in Spain. We are happy to have her back as a part of our team!

Spring Break Season

This month we were able to meet lots of visitors taking advantage of their spring break in San Luis Obispo. We were able to help both teachers and families with children learn more about this special city!

