

Visitor Services

November 2019

Destination Specialists continue to make a positive impact by executing with excellence while supporting our mission to put heads in beds. A survey filled out by a meeting delegate stated, "I was here attending a lawyers conference and the staff at the Visitor Center helped me book two nights at Hotel Abrego."

SCORECARD RESULTS

VISITOR ENGAGEMENTS

Visitors Influenced to Stay Longer

77%
 (77% YTD)
 Annual Goal is 60%

Influenced Room Nights

3,738
 (26,207 YTD)
 -9% STLY

Economic Impact of Influenced Room Nights

\$1,375,584
 (\$9,523,880 YTD)
 -5% STLY

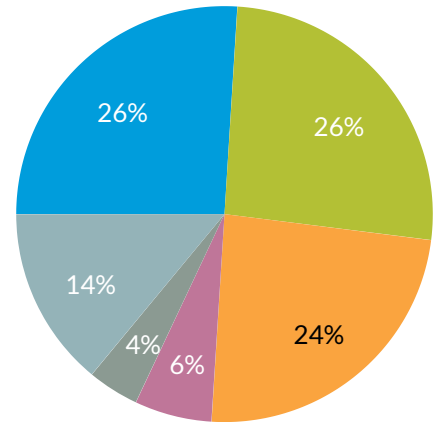
Emails, Requests, Calls

189
 (1,491 YTD)
 -11% STLY



Thank you to Portola Hotel & Spa for providing props and materials to promote Harvest Season in the Visitors Center.

VISITOR INTERESTS



- Places to Stay (26%)
- Attractions & Activities (26%)
- Food & Wine (24%)
- Local Events (6%)
- Sports & Recreation (4%)
- Arts & Culture (14%)

VISITOR CENTER WALK-IN TRACKER

