

# Quarterly Visitor Tracking for San Luis Obispo County, California – Q3 2019

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December 2019

Prepared for :

Visit SLO CAL



TOURISM  
ECONOMICS

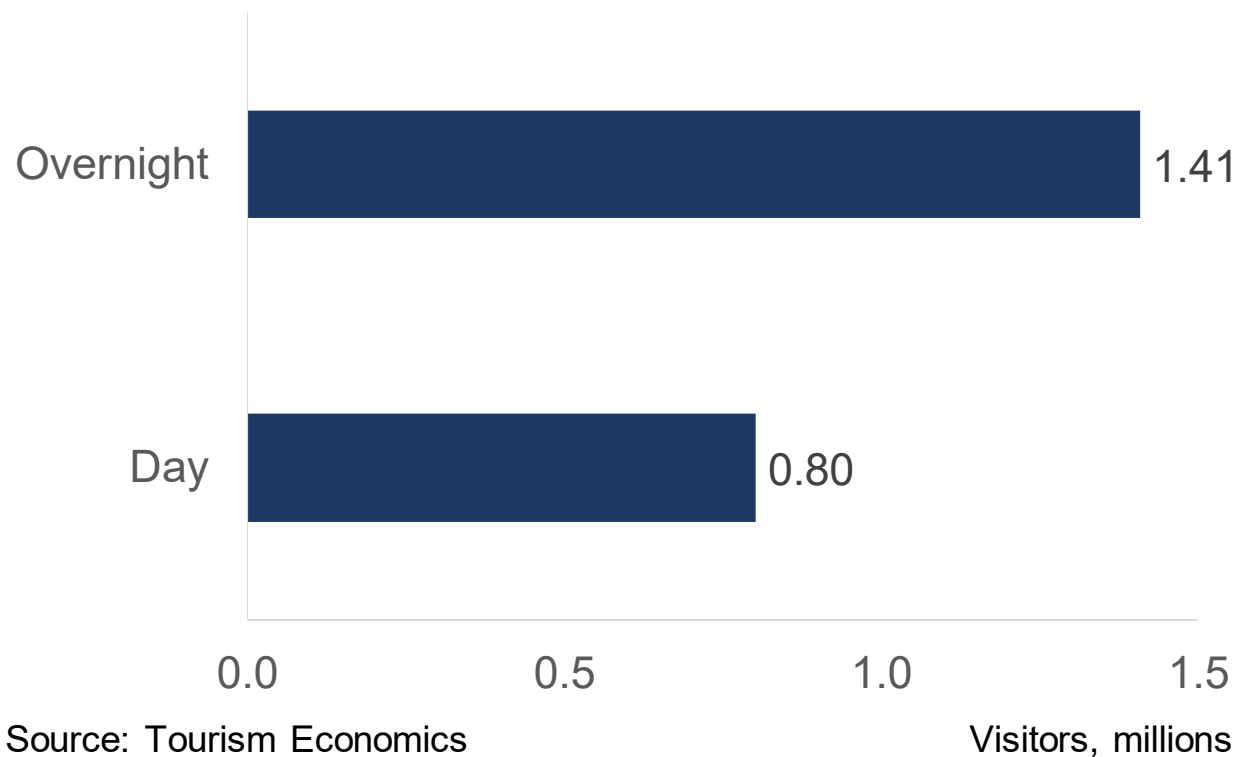
AN OXFORD ECONOMICS COMPANY

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## SLO CAL hosted 2.21 million visitors in Q3 2019

Day visitors outpaced overnight visitors in Q3 2019, increasing 1.8% over Q3 2018 levels to 0.80 million visits. Overnight visitors increased 0.8% over Q3 2018 levels, registering 1.41 million visits.

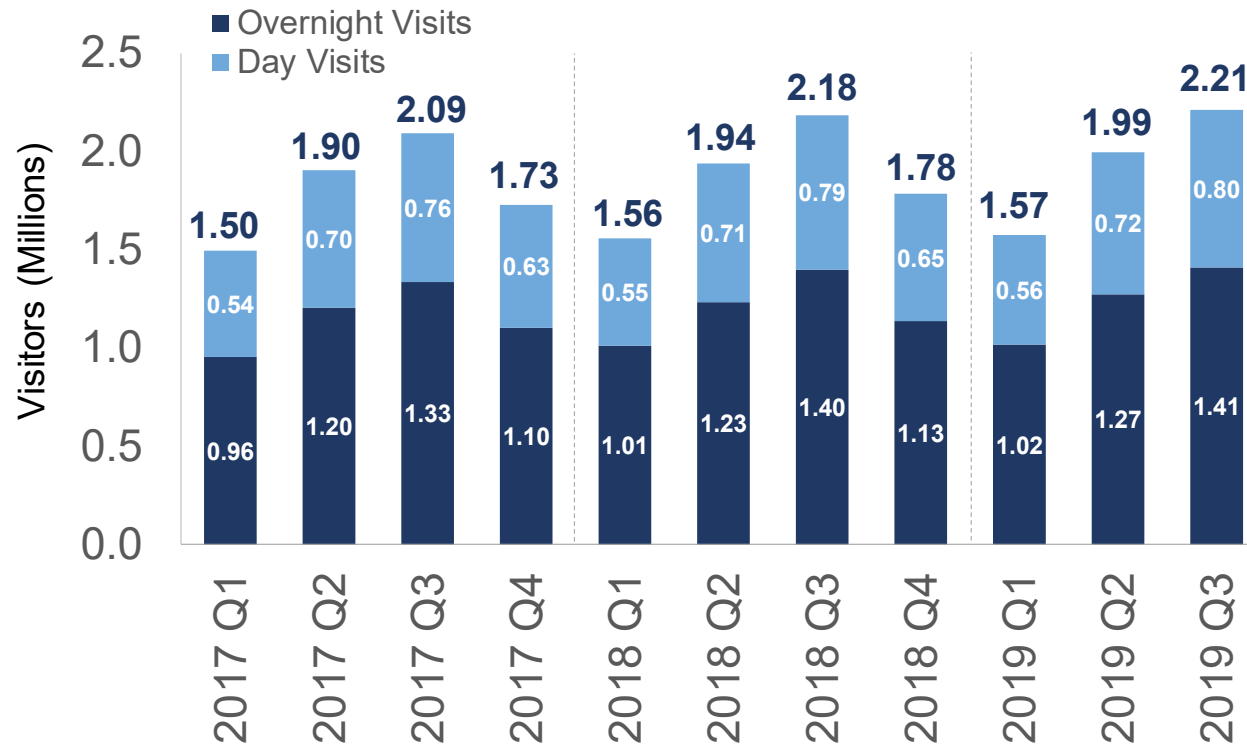
### SLO CAL visits, Q3 2019



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### SLO CAL - Quarterly visits (2017 Q1 - 2019 Q3)



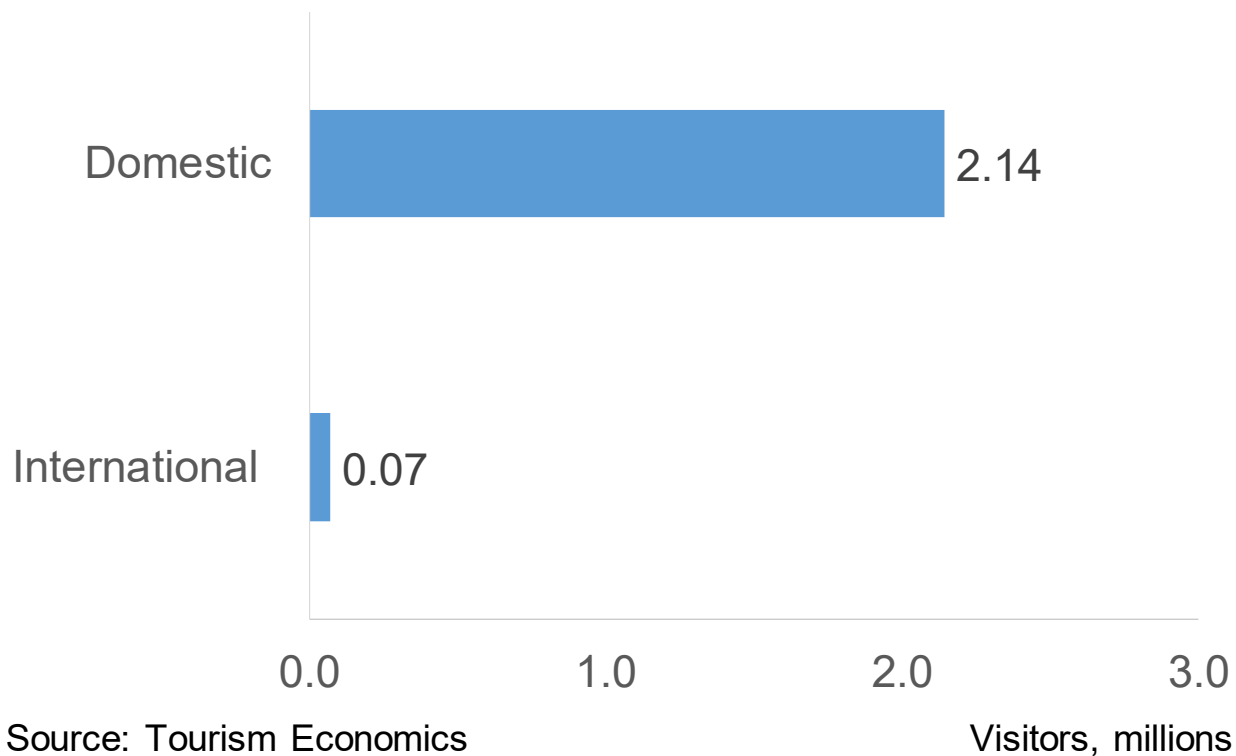
Source: Tourism Economics

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Domestic visitors outpaced international visitors in Q3 2019, increasing 1.3% over Q3 2018 levels to 2.14 million visits. International visitors decreased -0.7% compared to Q3 2018 levels, registering .07 million visits.

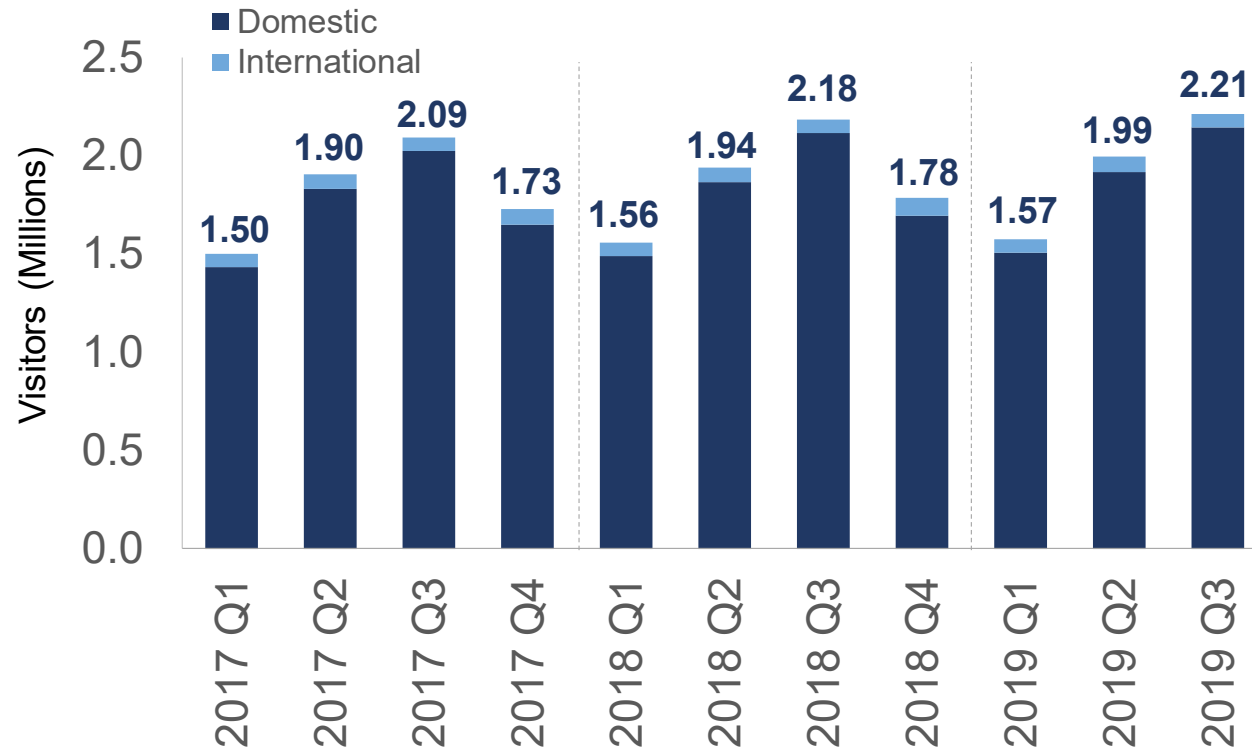
### SLO CAL visits, Q3 2019



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### SLO CAL - Quarterly visits (2017 Q1 - 2019 Q3)



Source: Tourism Economics

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### Quarterly visits to SLO CAL

in millions of visitors

	2017				2018				2019		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3
<b>Total visits</b>	<b>1.495</b>	<b>1.903</b>	<b>2.090</b>	<b>1.730</b>	<b>1.558</b>	<b>1.937</b>	<b>2.184</b>	<b>1.781</b>	<b>1.574</b>	<b>1.994</b>	<b>2.210</b>
Overnight	0.955	1.205	1.335	1.102	1.012	1.231	1.396	1.133	1.017	1.274	1.408
Day	0.540	0.698	0.755	0.627	0.546	0.706	0.787	0.648	0.558	0.720	0.802
Domestic	1.430	1.828	2.023	1.646	1.491	1.861	2.114	1.695	1.507	1.917	2.141
International	0.067	0.075	0.067	0.084	0.067	0.076	0.070	0.086	0.067	0.077	0.069

Source: Tourism Economics

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### Year-on-year % change in quarterly visits

in YoY % change

	2018				2019		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3
<b>Total visits</b>	<b>4.2%</b>	<b>1.8%</b>	<b>4.5%</b>	<b>3.0%</b>	<b>1.1%</b>	<b>2.9%</b>	<b>1.2%</b>
Overnight	6.0%	2.2%	4.6%	2.8%	0.5%	3.4%	0.8%
Day	1.1%	1.1%	4.3%	3.3%	2.2%	2.0%	1.8%
Domestic	4.2%	1.8%	4.5%	3.0%	1.1%	3.0%	1.3%
International	0.0%	1.3%	3.6%	2.7%	0.7%	1.4%	-0.7%

Source: Tourism Economics

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## About Tourism Economics

Tourism Economics is an Oxford Economics company with a singular objective: combine an understanding of tourism dynamics with rigorous economics in order to answer the most important questions facing destinations, developers, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, tourism forecasting models, tourism policy analysis, and economic impact studies.

With over four decades of experience of our principal consultants, it is our passion to work as partners with our clients to achieve a destination's full potential.

Oxford Economics is one of the world's leading providers of economic analysis, forecasts and consulting advice. Founded in 1981 as a joint venture with Oxford University's business college, Oxford Economics enjoys a reputation for high quality, quantitative analysis and evidence-based advice. For this, it draws on its own staff of more than 120 professional economists; a dedicated data analysis team; global modeling tools, and a range of partner institutions in Europe, the US and in the United Nations Project Link. Oxford Economics has offices in London, Oxford, Dubai, Philadelphia, and Belfast.

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