

LOCAL FUND SUMMARY

October 2024

WEB TRAFFIC*

USERS

90K

↑ 5% Y|Y

SESSIONS

104K

↑ 4% Y|Y

DESTINATION PAGEVIEWS

RP	1,363	LO	4,174
SS	483	EVIAG	3,870
Cam	806	AB	583
Cay	10,837	OclNi	2,493

Destination Page Views: 24,609 | 8.3% of traffic
Lodging Landing Page Views: 7,095 | 2.4% of traffic
Total Page Views: 297,294

*Thru 9/29/2024

EMAIL & SOCIAL*



Subscribers: 128,341
Adj. Open Rate: 31%
Site Traffic: 1,338



Fans: 119,194
Impressions: 767,718
Engagement: 3,274



Followers: 45,561
Impressions: 137,687
Engagement: 6,222



Views: 14,450
Hours Watched: 275

*Thru 9/29/2024

TOT/ASSESSMENT

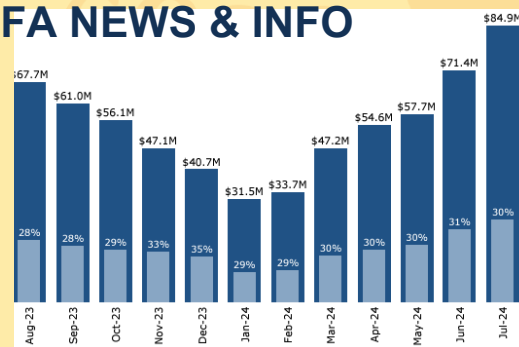
August

	2024	2023
SS RP	\$233,146	\$326,823
Cambria	\$519,622	\$519,551
Cayucos	\$256,613	\$254,987
Los Osos	\$41,837	\$31,592
EV AGV	\$174,125	\$134,979
Avila	\$289,446	\$552,921
Oc Nip	\$109,206	\$93,902
CBID	\$1,623,995	\$1,914,754

LFA NEWS & INFO

Lodging Revenue & Contribution

% Share Short
Term Rentals
Aggregate
Revenue



CBID PRESENTATIONS & INFO

We encourage your attendance at CBID Board meetings, the 4th Wednesday (except Nov & Dec), starting at **9am**. Meetings are held at Cambria Pines Lodge.

October 23

December 4 (Combo Nov/Dec meeting)

January 22, 2025

February 26, 2025

TOOLS & PROMOTIONS

Brand Launch & Reports



The new Highway 1 Road Trip Brand has launched. A copy of the Brand Integration guide is here.

Our fiscal year media report is available here and the marketing report is here.

INDUSTRY INFO

Highway 1 Re-Opening Update

Caltrans is anticipated to announce that Highway 1 will not fully re-open this year. Installation of sensors at Regent's Slide and the evaluation of site conditions resulted in additional work. Coupled with the upcoming winter, the re-opening will likely be next year.

KEY MILESTONES | PARTNER INFO

SLO CAL In-Kind Event Sponsorship

Under this program, Visit SLO CAL leverages its marketing resources to promote regional events. In exchange, the participating event organizers utilize their resources to highlight and promote the SLO CAL region. This mutual exchange aims to boost tourism, increase event attendance and foster a stronger sense of community engagement.
<https://www.slocal.com/partners/in-kind-event-sponsorship/>

