

LOCAL FUND SUMMARY

March 2025

WEB TRAFFIC

USERS

124K

↓ 20% Y|Y

SESSIONS

147K

↓ 18% Y|Y

DESTINATION PAGEVIEWS

RP	902	LO	6,431
SS	458	EVIAG	2,506
Cam	810	AB	604
Cay	3,296	OciNi	5,872

Destination Page Views: 20,879 | 5.1% of traffic
Lodging Landing Page Views: 21,474 | 5.3% of traffic
Total Page Views: 405,050

EMAIL & SOCIAL



Subscribers: 134,288
Adj. Open Rate: 52%
Site Traffic: 5,797



Fans: 119,425
Impressions: 1,805,121
Engagement: 1,165



Followers: 47,352
Impressions: 240,943
Engagement: 4,971



Views: 9,240
Hours Watched: 116

TOT/ASSESSMENT

January

2025

2024

SS RP	\$103,952	\$82,960
Cambria	\$304,104	\$550,338
Cayucos	\$136,058	\$120,759
Los Osos	\$42,273	\$43,459
EV AGV	\$161,080	\$25,058
Avila	\$131,426	\$132,564
Oc Nip	\$43,958	\$46,761
CBID	\$922,852	\$1,001,901

LFA NEWS & INFO

Beaches Toolkit

Our Spring campaign will be focused on our beaches. Check the [Member page](#) for toolkit resources you can use, including:

- Map sign up and PDF file links
- 15 and 30-second videos to download
- Display & social ads
- Email
- Blogs
- Image catalogs

CBID PRESENTATIONS & INFO

We encourage your attendance at CBID Board meetings, the 4th Wednesday (except Nov & Dec), **starting at 2pm**.

Meetings are held at Cambria Pines Lodge.

March 26, 2025

April 23, 2025

May 28, 2025

TOOLS & PROMOTIONS

New Nonprofit

Updates on process to form new non-profit:

Name: Highway 1 Tourism Alliance

Formation Date: May 1, 2025

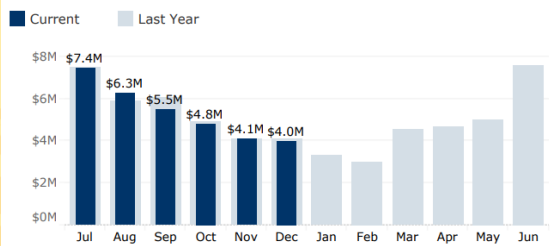
Key next steps:

- Form SS4 and EIN
- [LFA Resolutions](#)
- H1TA BOD, officers and bylaws
- County & H1TA services agreement
- H1TA Contractor agreement

INDUSTRY INFO

SLO CAL Business Intelligence Data

Transient Occupancy Tax Collections by Month
Fiscal Year 2025



KEY MILESTONES

Top Tier PR Coverage

Highway 1 Road Trip recently hosted journalist Kristin Guy to the area. She included more than 15 mentions and links to North Coast businesses in her *Sunset* article, "This Underrated California Seaside Town Is a Must-Visit for Plant Lovers." *Sunset* online generates 307,434 UVPM.

[Read the full article here.](#)