

LOCAL FUND SUMMARY

July 2025

WEB TRAFFIC

USERS

98K

↑ 41% Y|Y

SESSIONS

117K

↑ 41% Y|Y

DESTINATION PAGEVIEWS

RP	1,016	LO	5,250
SS	664	EV AG	2,829
Cam	1,339	AB	820
Cay	6,182	Oc Ni	11,729

Destination Page Views: 29,829 | 8.6% of traffic
Lodging Landing Page Views: 16,350 | 4.7% of traffic
Total Page Views: 346,856

EMAIL & SOCIAL



Subscribers: 145,485
Open Rate: 52.9%
Site Traffic: 2,697



Fans: 119,885
Impressions: 347,115
Engagement: 5,296



Followers: 48,782
Impressions: 246,683
Engagement: 15,089



Views: 7,638
Hours Watched: 89

TOT/ASSESSMENT

May

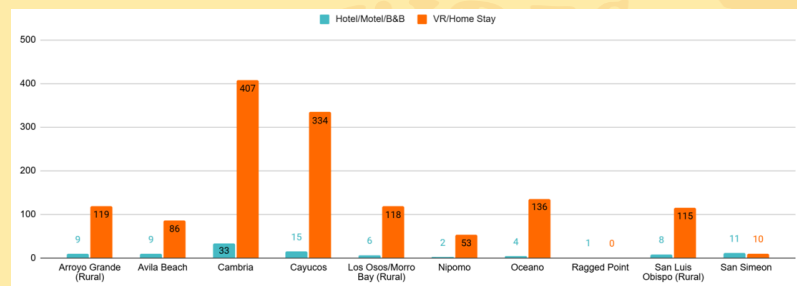
2025

2024

SS RP	\$127,428	\$161,411
Cambria	\$336,801	\$324,214
Cayucos	\$138,266	\$129,165
Los Osos	\$35,682	\$51,960
EV AGV	\$28,426	\$94,109
Avila	\$157,496	\$159,767
Oc Nip	\$68,678	\$45,645
CBID	\$892,777	\$966,271

LFA NEWS & INFO

Lodging Properties by Type



TOOLS & PROMOTIONS

May Marketing Results

- H1RT surpassed SLO CAL in every May metric except total sessions. SLO CAL drew more visitors, but H1RT drove far deeper engagement. *Quality over quantity.*
- Organic Search traffic continues to improve and be a major point of entry for the website with organic sessions up 44% Y|Y.
- The focus in Video in May was increasing the conversion value/cost, which succeeded: this metric increased 46%, making the Video campaign one of the more efficient at driving qualified website visits.

H1TA PRESENTATIONS & INFO

We encourage your attendance at H1TA Board meetings, the 4th Wednesday (except Nov & Dec), **starting at 2pm.**

Meetings are held at Cambria Pines Lodge.

July 23, 2025

August 27, 2025 (pending cancellation)

September 24, 2025

KEY MILESTONES

Public Relations Efforts this Year

- 61 articles to date
- 18 articles in target outlets
- 18 visiting journalists
- 3 media missions
- 2 FAMs with Visit SLO CAL

Oceano Dunes SVRA,
Oceano, California



INDUSTRY INFO

STR for May 2025

May 2025	Current Month - May 2025					
	Occ %		ADR		RevPAR	
	2025	2024	2025	2024	2025	2024
Arroyo Grande, CA+	63.3	62.4	147.01	144.22	93.05	90.00
Cambria, CA+	67.4	60.1	203.91	211.63	137.42	127.09
San Luis Obispo, CA+	70.0	70.8	181.88	180.99	127.38	128.17
San Simeon, CA+	61.1	61.2	135.53	136.31	82.81	83.36
Five Cities+	66.2	62.2	232.78	230.19	154.00	143.17
North Coast+	65.3	61.1	172.50	175.26	112.63	107.07
South County+	68.0	66.2	208.34	206.04	141.65	136.40
San Luis Obispo County	67.8	65.3	194.99	192.41	132.26	125.73