



**CANCELLATION NOTICE**  
**Meeting of the San Simeon Tourism Alliance**  
**For the January 18, 2022**

With the surge in the Omicron Virus variant and out of caution, it has been decided to cancel the January 18<sup>th</sup> meeting of our scheduled SSTA Meeting.

Solterra Strategies continues to monitor the area's business and adjust our Q1 marketing plan; accordingly, with focus on our email, google and social media promotions.

They continue to collaborate with our Discover Highway 1 partners and have advised that the upcoming Cambria Film Festival has pivoted to a fully virtual event this year. The BlendFest continues to be promoted for late February.

Solterra is also very aware and engaged in the potential reopening of Hearst Castle and will be promoting that when it occurs.

We are hopeful that 2022 will be a turning point for the past business disruptions and look forward to the return of a more normal business cycle. We will continue to update everyone on Castle information and other news as it is warranted.

Thank you for your continued support and we look forward to seeing you at the February 15, 2022, meeting.

**The San Simeon Tourism Alliance Board**

(Normal Meeting, 3<sup>rd</sup> Tuesday of the month)  
Next Regular SSTA Advisory Board Meeting  
Date and Time: February 15, 2022 @ 1:00pm  
Location: Cavalier Plaza Cove Meeting Room