



CANCELLATION NOTICE
San Simeon Tourism Alliance
Meeting of May 16, 2023

The Board of Directors has directed the cancellation of the May 16, 2023, Meeting.

Solterra Strategies continues to execute a marketing plan that addresses the road closure, and we are in sync with Visit SLO Cal, Highway 1 Discovery Route.

Caltrans progress is continuing to be monitored and updates will be sent as available.

We don't anticipate meeting again until the June 20, 2023, unless actions require our attention at a special meeting sooner. If need you will be notified.

The San Simeon Tourism Alliance Board

(Normal Meeting, 3rd Tuesday of the month)
Next Scheduled SSTA Advisory Board Meeting
Date and Time: June 20, 2023 @ 1:00pm
Location: Cavalier Plaza Cove Meeting Room

Local Fund Summary

May 2023



WEB TRAFFIC

USERS

98,556

↑ 25% Y|Y

SESSIONS

109,729

↑ 17% Y|Y

DESTINATION PAGEVIEWS

RP	1,187	LO	2,034
SS	435	EV AG	931
Cam	574	AB	445
Cay	1,938	OclNi	3,502

Destination Page Views: 11,046 | 6.6% of traffic

Lodging Page Views: 3,991 | 2.38% of traffic

Total Page Views: 167,815

EMAIL & SOCIAL

Site traffic: 3,047
 Fans: 109,950
Impressions: 3,218,378
Engagement: 126,196
 Followers: 39,174
Impressions: 195,932
Engagement: 12,402
 Views: 33,349
Hours Watched: 301

TOT/ASSESSMENT

	Jan/Feb/Mar		
	2023	2022	2021
SS RP	\$309,699	\$342,085	\$212,102
Cambria	\$1,009,474	\$1,082,164	\$842,146
Cayucos	\$324,927	\$363,836	\$297,440
Los Osos	\$140,928	\$121,231	\$56,792
EV AGV	\$125,842	\$131,253	\$73,472
Avila	\$334,764	\$502,235	\$358,227
Oc Nip	\$124,325	\$182,120	\$98,640
CBID	\$2,369,959	\$2,724,923	\$1,938,817

LFA NEWS & INFO

Local Area Matching Funds Received To-Date

Avila Beach: \$17,215	Los Osos/Baywood: \$0
Cambria: \$77,750	Oceano & Nipomo: \$0
Cayucos: \$7,800	San Simeon: \$15,000
Edna & AG: \$0	

Note: Matching funds monies will be allocated to the LFA Imperative program in the new fiscal year as we seek to provide value-add programs that benefit all LFAs.

CBID PRESENTATIONS & INFO

We encourage your attendance at CBID Board meetings, the 4th Wednesday (except Nov & Dec), starting at 12pm.

May 31 - Cambria Pines Lodge

June 28 - Cambria Pines Lodge

CBID Annual Renewal - May 16
Board of Supervisors Public Meeting

TOOLS & PROMOTIONS

Top 3 Tourism Predictions in 23 | 24

Bleisure travel will continue to rise
Sustainability will influence Travel Decisions
Travelers seeking unique, authentic experiences

KEY MILESTONES/PARTNER INFO

Marketing Initiatives for 23 | 24

Focus on CA drive market age 25+ & HHI \$150k+
Implementation of updated Strategic Plan
Branding of HIRT
Content is king...storytelling is key
Sustainability & Stewardship go hand-in-hand
Partnership marketing opportunities
CA4, AI and more...

Note: 2022 Year End Report is available on the members site

HIGHWAY 1 DISCOVERY U

Top Motivators for Leisure Travelers

Change of scenery
Physical or mental health benefits
Making up for lost time with friends & family
Having new experiences
Getting out of my comfort zone

