

**Unincorporated San Luis Obispo County
Tourism Business Improvement District (CBID)**

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Dear Tourism Partner,

As a valued lodging partner of our Highway 1 tourism community in unincorporated San Luis Obispo County, your insights and experience are essential to the future of our region's success.

The **Highway 1 Tourism Alliance** (also known as the CBID) is currently undertaking a process to better understand the needs of our partners and ensure the long-term vitality of our destination. As part of this effort, we are reaching out to our lodging constituents like you to provide critical input through a short, 10-minute survey.

Please take a few minutes to complete the survey here:

English: surveymonkey.com/r/H1RT-eng

Spanish: surveymonkey.com/r/H1RT-esp



We've included a paper survey and envelope; however, we encourage you to complete the survey electronically by using the QR code or link above.

Your feedback will help guide our marketing, destination development, and visitor management strategies, as well as inform how we collaborate with other tourism organizations like Visit SLO CAL and Visit California. This information will support the direction of local community funding and ensure accountability in how we all invest in tourism —benefiting the communities and businesses that make this region so special.

Whether you operate a boutique hotel, a coastal inn, a B&B, or a vacation rental, your voice matters. Your participation in this survey will help shape how we move forward together, ensuring our efforts align with your needs and priorities.

If you are a vacation rental owner and use a management company (VRMC) to oversee your property, you may authorize them in writing to respond on your behalf.

We know your time is valuable, and we sincerely appreciate your input. Together, we can build a stronger, more resilient tourism economy for Highway 1. We also invite you to attend your Local Fund Area board meetings to learn more. Please don't hesitate to reach out to us with questions.

Warm regards,

Highway 1 Tourism Alliance/unincorporated County Business Improvement District (CBID)

www.highway1roadtrip.com

Cheryl Cuming, H1TA Chief Administrative Officer
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