

Marketing Overview

Highway 1 Road Trip is the consumer-facing brand of the Highway 1 Tourism Alliance/ Unincorporated SLO County BID (CBID).

Just Coast



*Ragged Point San Simeon Cambria Cayucos Los Osos Baywood
Avila Beach Edna Valley Arroyo Grande Valley Oceano Nipomo*

Just Coast


The Highway 1 Road Trip brand drives the success of our local economy and businesses. The tourism revenue from the California Highway 1 Road Trip is a top source of economic growth for the region, generating jobs and helping local businesses thrive.

Who We Are

The Highway 1 Tourism Alliance/CBID is the administrative vehicle of the SLO County Tourism Business Improvement District (CBID). Our role is to develop the Highway 1 Road Trip experience in cooperation with local business throughout the region, and market that experience to the millions of visitors who flock to the California coastline to drive our 100 miles of paradise.

What We Do

The Highway 1 Tourism Alliance is responsible for a number of community programs that enrich the road trip experience for our visitors and help connect those visitors to our local businesses.



"We are blessed with space. The sheer vastness of open space allows one to take a deep breath, and to just breathe. There is literally natural beauty in every season."

"The small town charm and its friendly people. In essence, it is often the locals themselves who create the culture that is ultimately deemed 'charming.'"

"Highway 1 gives you freedom - freedom to explore at your own pace."

- Stakeholders during brand research

60
Projects
Funded

Infrastructure – The Highway 1 Tourism Alliance has funded nearly **60 projects** across 10 communities totaling **\$337,000**.

\$1.5m
to support
local events

Special Events – We have provided more than \$1.5 million to support more than 200 local events that aid in attracting visitors to our community.

Our programs support community events and developments that benefit residents and visitors alike.

Brand Development

In 2025, the Highway 1 Tourism Alliance developed a new brand identity to better communicate the road trip experience to the millions of travelers who visit each year. The process was aided by outreach to local stakeholders as well as visitors to assess their experiences along Highway 1.



Marketing and Advertising

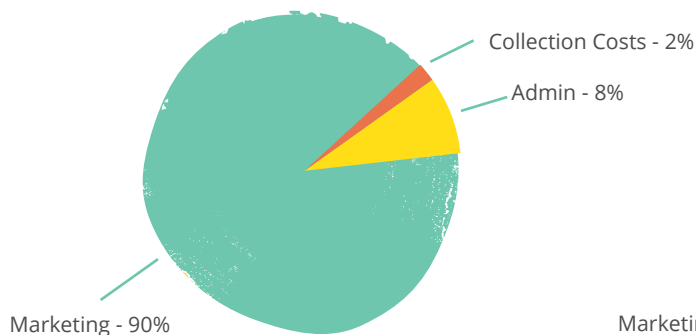
A majority of the Highway 1 Tourism Alliance's operating budget is dedicated to marketing and paid media advertising, targeting drive markets in California. These efforts drive visitors to the California Highway 1 Road Trip website with content that compels them to travel to San Luis Obispo County to experience the iconic drive.

Let's Ride

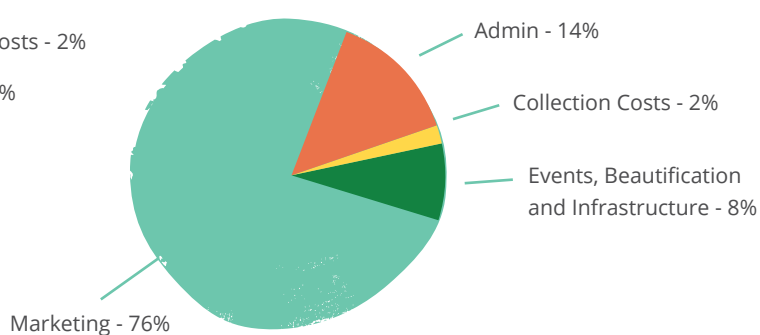


Highway 1 Tourism Alliance Expenses

CBID/H1TA Funds



Local Fund Areas



Overall Marketing Results - FY 2025

1.4M

Website Visits
Nearly **1.4 million Website Visits** in the last year.

145k

Email Database
Active Email Database of 145,000 who have opened more than 1 million emails in the last year.

1M

Social Media Impressions
1 million engagements on social media with over 2.2 million video views.

2.02B

Consumers Engaged
2.02 billion consumers engaged via website/articles/content/Westways.

AFAR



Via Westways

NATIONAL GEOGRAPHIC

Islands

GO WORLD TRAVEL MAGAZINE

Forbes

Sunset

USNews

TRAVEL+ LEISURE

HIRT REACHED A HUGE AUDIENCE

17.6 million people saw us organically in Google search, 12 million saw us on Instagram/Facebook, and paid ads were seen 64 million times.

NEW PEOPLE DISCOVERED HIRT

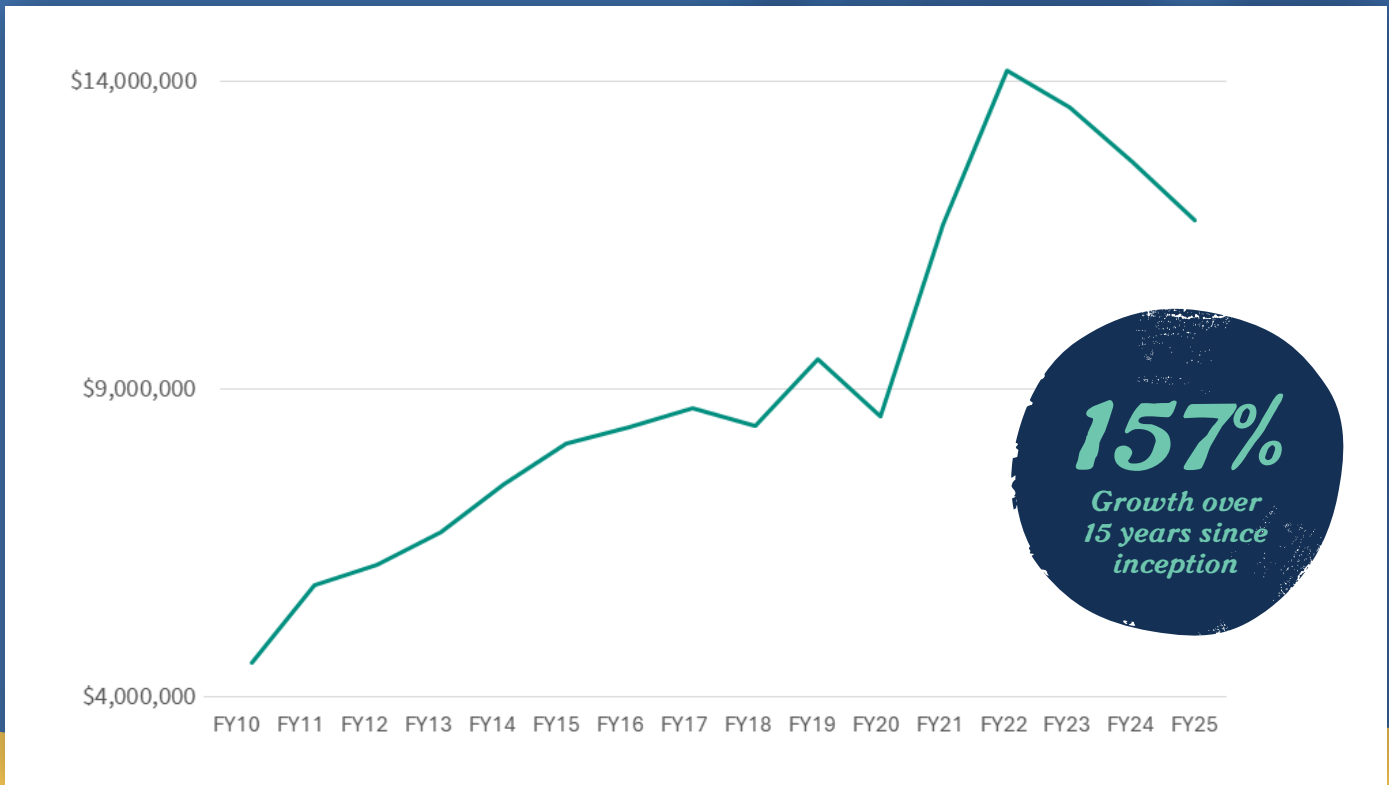
The website had 1.42 million visits, including 1.12 million first-time visitors—that's a lot of fresh eyes on Highway 1.

PEOPLE DIDN'T JUST SEE US—THEY ACTED

Paid media drove 1.1 million clicks and 1.5 million engagements (likes, shares, saves, comments). Google Ads alone delivered 729,466 clicks.



CBID TOT Collections 2010-2025



The Highway 1 Tourism Alliance established a stewardship travel program. The program provides visitors information on activities that allow them to have a positive impact on our region and its wildlife while enjoying the spectacular California coast. **The program has won Visit California’s “Commitment to Community” Poppy Award**, which recognizes California tourism businesses and destinations that have demonstrated excellence in tourism marketing and destination stewardship.

Highway 1 Tourism Alliance Community Partners

Thank you to all of the lodging partners that actively participate in our regional and local tourism boards.

- Cavalier Oceanfront Resort • Sea Breeze Inn • San Simeon Lodge
- Sea Otter Inn • Cambria Inns Collection • Fog’s End Bed and Breakfast • Sea Chest Oyster Bar
- Beachside Rentals • Sea Shanty • On the Beach Bed & Breakfast • Baywood Inn
- Avila Village Inn • Coastal Vacation Rentals • Sycamore Mineral Springs Resort & Spa
- Biddle Ranch Vineyard House • Claiborne & Churchill Guesthouse
- Greengate Ranch • Hacienda Felise • The White Barn • La Lomita Ranch
- Flying Caballos Ranch • Oceano West, Inc. • State Parks, Oceano Dunes District
- Sands by the Sea • Cambria Pines Lodge and Moonstone Hotel Properties
- Rigdon House • SeeLyon Beach Rentals • Shoreline Inn • Sea Pines Golf Resort

The Highway 1 Road Trip supports jobs and economic growth for our entire region.