

*Dear Tourism Partner,*

The Highway 1 Tourism Alliance (CBID) wants to better understand the needs of the lodging property owners it represents. We are requesting your input on how we can best serve those needs.

**If you haven't already done so, please take a few minutes to complete the survey here by November 19:**



(Scan Here)

English: [surveymonkeys.com/r/H1RT-eng](https://surveymonkeys.com/r/H1RT-eng)  
Spanish: [surveymonkeys.com/r/H1RT-esp](https://surveymonkeys.com/r/H1RT-esp)

We know your time is valuable, and we sincerely appreciate your input.

Warm regards,  
**Highway 1 Tourism Alliance/  
SLO County Business Improvement District**

[www.highway1roadtrip.com](http://www.highway1roadtrip.com)  
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