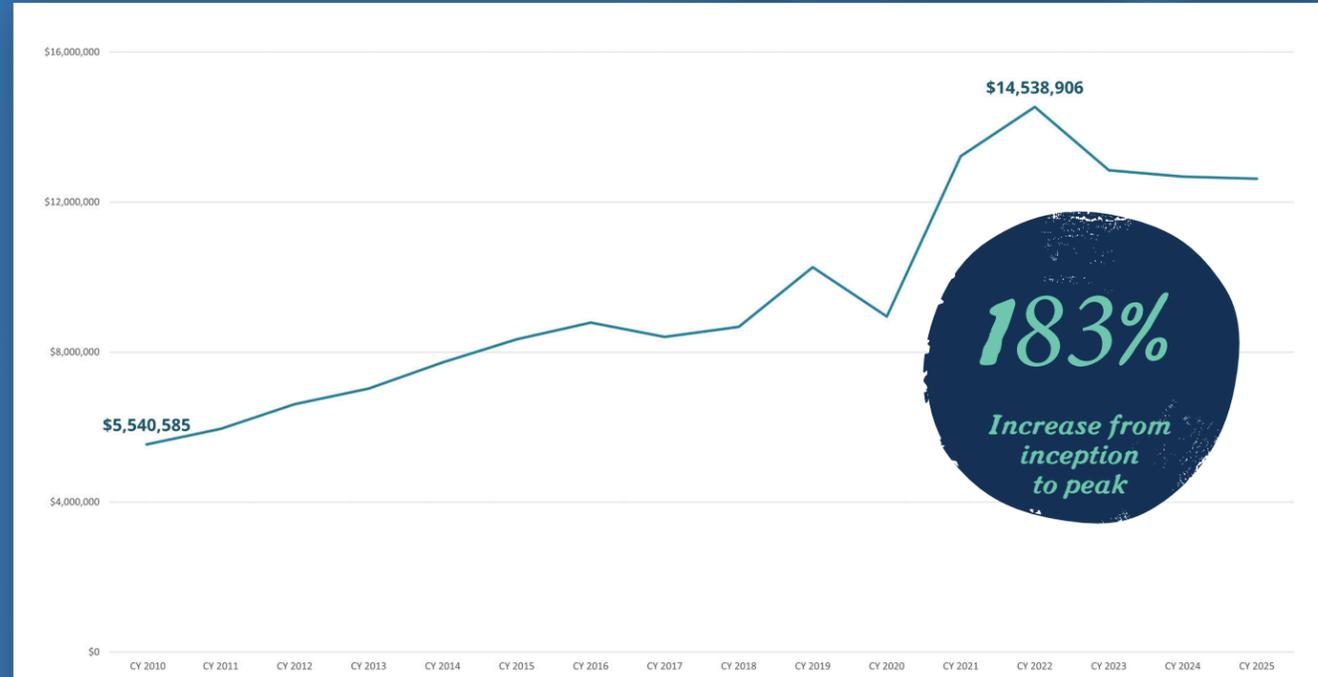


CBID TOT Collections 2010-2025



The decline in TOT over the past three years, including 25% in San Simeon, has been the result of the Highway 1 closure. H1TA has partnered with Visit California, See Monterey, Visit SLO CAL and local communities to amplify the message that Highway 1 is open.



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.

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

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 unincorporated SLO County Tourism Business Improvement District (CBID). Our role is to develop the Highway 1 Road Trip experience in cooperation with local businesses 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."

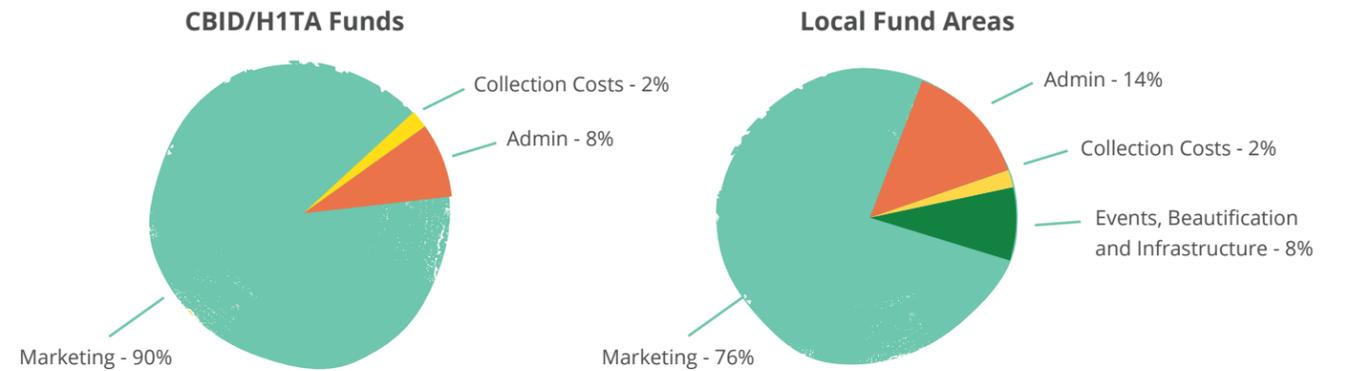
"The small town charm and its friendly people. In essence, it is often the locals themselves who create the culture that is ultimately deemed 'charming.'"

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

- Stakeholders during brand research

Highway 1 Tourism Alliance and Local Fund Area Spending

As a collection of Tourism Marketing Districts, our emphasis is on marketing Highway 1 and our communities.



87

Projects Funded

Infrastructure – The Highway 1 Tourism Alliance has funded 87 projects across 10 communities totaling \$575,000.

\$1.7m

to support local events

Special Events – We have provided \$1.7 million to support 218 local events that aid in attracting visitors to our community.

Of the 700+ LFA-funded efforts, 43% supports local nonprofit events and B&I. Some top beneficiaries include Scarecrow Festival, San Simeon Chamber, Cayucos Landing/Vets Hall, Lions Foundation, Cambria CSD and many more.

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.



How H1RT and Visit SLO CAL Work Together

Aligned Strategies | Different Roles | Shared Wins

SLO CAL builds interest and expands reach with large scale visibility and broad geographic pull, while H1RT accelerates intent with precision audience targeting, driving trip planning and overnight stays.

- SLO CAL invests \$3.3M in paid media for 1.4M website clicks and 2.1M sessions
- H1RT invests \$485K in paid media for 1.1M website clicks and 1.4M sessions

Both are essential — SLO CAL drives awareness; H1RT and the LFA partners convert awareness into planning. The combined effect is Radical Collaboration — we are stronger together.

Overall Marketing Results - CY 2025

1.5M

Website Visits
Over 1.5 million Website Visits in the last year.

149k

Email Database
Active Email Database of 149,000 who have opened almost 250k emails in the last year.

19M

Social Media Impressions
19.2 million impressions with over 1.5M video views.

1.1 B

Consumers Engaged
Over 1B consumers engaged via articles resulting from earned media outreach.

AFAR



Via Westways

NATIONAL GEOGRAPHIC

Islands

GO WORLD TRAVEL MAGAZINE

Forbes

Sunset

US News

TRAVEL+ LEISURE

H1RT REACHED A HUGE AUDIENCE

18.1 million people saw us organically in Google search, 19 million saw us on social, and paid ads were seen 71.6 million times.

NEW PEOPLE DISCOVERED H1RT

The website had 1.56 million visits, including 1.3 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 1.16 million clicks and 1.82 million engagements (likes, shares, saves, comments). Google Ads alone delivered 833,790 clicks.