

# LOCAL FUND SUMMARY

February 2026

## WEB TRAFFIC

USERS

123K

↓ 7% Y|Y

SESSIONS

152K

↓ 2% Y|Y

DESTINATION PAGEVIEWS

Ragged Point	838	Los Osos	3,513
San Simeon	406	Edna   AG	2,410
Cambria	1,568	Avila Beach	1,523
Cayucos	3,689	Oceano   Nipomo	7,475

Destination Page Views: 21,422 | 4.8% of traffic

Lodging Page Views: 19,998 | 4.5% of traffic

Total Page Views: 443,198

## EMAIL, SOCIAL, PR

✉	Subscribers: 150,346
	Adjusted Open Rate: 12.3%
	Site Traffic: 5,177
f	Fans: 125,094
	Impressions: 1,920,710
	Engagement: 15,498
📷	Followers: 50,275
	Impressions: 616,352
	Engagement: 7,262
📺	Views: 11,832
	Hours Watched: 86.7
📰	Articles: 5*

\*previous month

## TOT/ASSESSMENT

January - December

	2025	2024
San Simeon   RP	\$1,645,075	\$1,696,308
Cambria	\$4,634,006	\$4,818,595
Cayucos	\$1,865,297	\$1,890,472
Los Osos	\$569,407	\$576,647
Edna   AG	\$786,565	\$572,768
Avila Beach	\$2,306,420	\$2,352,244
Oceano   Nipomo	\$812,427	\$773,204
CBID	\$12,619,197	\$12,680,239

## LFA IMPACTS

LFA Project Funding Totals

218 events and 86 B&I projects account for 43% of the funding - an enormous impact on these communities.

	Funds into Community	Total Projects	Events	B&I
San Simeon   RP	\$2,038,866	126	48	14
Cambria	\$6,195,510	211	92	33
Cayucos	\$1,450,547	96	29	12
Los Osos	\$452,320	63	10	7
Avila Beach	\$3,011,331	104	33	9
Oceano   Nipomo	\$597,935	48	6	11
Edna   AG	\$438,820	51	0	0

## KEY MILESTONES

Mid Year Marketing Recap

- Sessions & Engaged Sessions on the site are up ~30%
- Paid media increased visitors by 33% on flat spend and reduced cost-per-conversion to lowest rate in 6 years
- Organic search impressions have almost doubled since 2024
- Organic social delivered 7.4M impressions
- PR had 23 meetings at IMM with Highway 1 reopening
- AI-driven discovery is growing

## H1TA PRESENTATIONS & INFO

We encourage your attendance at H1TA Board meetings, the 4th Wednesday (except Nov & Dec), **starting at 2pm.**

Meetings are held at Cambria Pines Lodge.

**February 25, 2026**

**March 25, 2026**

### Board of Supervisors Meeting

**February 10, 2026**

County staff will be presenting the survey results, and recommending the BOS approve moving forward with the conversion of the CBID from the 1989 to the 1994 Tourism Business Improvement (TBID) Law.

## INDUSTRY INFO

Airbnb Single Fee Model Change

Airbnb previously charged service fees using a split-fee model. They have now shifted to a single fee model for STRs using a property management software. This change means the host is now responsible for paying both the 3% host fee and the 14-16% guest service fee. The host will need to increase their rates to cover the additional cost. These fees are automatically deducted from the host payout. Hosts that do not use property management software are not affected.

<https://www.airbnb.com/help/article/1857>

<https://www.airbnb.com/resources/hosting-homes/a/simplifying-airbnb-service-fees-746>

## OTHER NEWS

H1TA Audit Successful

The Highway 1 Tourism Alliance successfully completed its first audit. Glenn Burdette conducted the process and issued the Independent Auditors' Report, which found the financial statements to be presented fairly. A full copy of the report is available on the [H1TA Member page](#).