

LOCAL FUND SUMMARY

June 2026

WEB TRAFFIC

USERS

89K

↓ 25% Y|Y

SESSIONS

120K

↓ 17% Y|Y

DESTINATION PAGEVIEWS

Ragged Point	1,894	Los Osos	4,074
San Simeon	1,046	Edna AG	3,334
Cambria	1,287	Avila Beach	978
Cayucos	4,603	Oceano Nipomo	21,359

Destination Page Views: 38,575 | 10.9% of traffic
Lodging Page Views: 15,633 | 4.4% of traffic
Total Page Views: 353,665

EMAIL, SOCIAL, PR

- Subscribers: 78,172
 - Site Traffic: 4,193
 - Fans: 129,262
 - Impressions: 649,131
 - Engagement: 15,934
 - Followers: 53,373
 - Impressions: 600,040
 - Engagement: 8,219
 - Views: 172,707
 - Hours Watched: 1,025
 - Articles: 1*
- *previous month

TOT/ASSESSMENT

April

	2026	2025
San Simeon RP	\$127,352	\$89,775
Cambria	\$404,595	\$312,194
Cayucos	\$190,150	\$102,886
Los Osos	\$48,926	\$52,923
Edna AG	\$29,138	\$17,350
Avila Beach	\$163,738	\$115,585
Oceano Nipomo	\$89,159	\$81,316
CBID	\$1,053,058	\$772,029

Highway 1 reopening impact continues: San Simeon was up 41.9% for April and Cambria was up 30%. As a whole, H1TA was up 36.1%.

GOVERNANCE

District Conversion Update from May BOS Meeting

- The outcomes from the May 19th Board of Supervisors meeting:
- CBID 1989 district renewed – 0.314% protest (20 VRs with 45% Zero Rents)
 - BOS motioned to have additional input into the 1994 District MDP (slated in late July)
 - Delays June Petition launch to Fall
 - District formation target now extended to 18-24 months
 - Focus on optional paths forward and talking points for lodging to meet with Supervisors

COMMUNITY

California Tourism Month

May was California Tourism Month and during the month Visit SLO CAL announced that the county had record-breaking stats in 2025. The region welcomed 7.7 million visitors, a 3.5% Y|Y increase. Tourism generated \$2.37 billion in direct travel spending, creating \$112.5 million in local tax revenue.

KEY METRICS

San Luis Obispo County Hotel Performance - Monthly

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
68.0%	\$171	\$117	327.5K	222.9K	\$38.2M
▲ 12.2%	▲ 3.8%	▲ 16.5%	▲ 3.6%	▲ 16.3%	▲ 20.6%

YOY

Hotel Performance by Community

March 2026 - Monthly

Community	Occupancy	ADR	RevPAR
Arroyo Grande, CA	69.2%	\$121	\$83
Cambria, CA	73.7%	\$184	\$136
Five Cities	68.8%	\$210	\$144
North Coast	71.9%	\$155	\$111
San Luis Obispo County	68.0%	\$171	\$117
San Luis Obispo, CA	72.5%	\$163	\$118
San Simeon, CA	70.1%	\$118	\$83
South County	70.6%	\$187	\$132

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.

June 24, 2026

July 22, 2026

MEDIA COVERAGE

Top Outlets Feature Highway 1

- Travel + Leisure - UVPM 11,189,213
 - "I've Lived In California My Whole Life - These are the Most Underrated Destinations to Visit in the State"
- Fodor's - UVPM 864,870
 - "The 10 Most Underrated Beaches in California"

INDUSTRY INFO

New & Updated Hotels coming to H1TA

Hotel Name	Location	Rooms	Open Date
Dun Sailing Motel	Avila Beach	16	2027
Captain's Cove Inn	Cambria	5	TBD
NeNe's Place	Cayucos	3	TBD
Azul Inn	San Simeon	100	2026