Local Fund Summary

NOV/DEC 2026

ORGANIC SEARCH VISIBILITY
1.36M

ORGANIC CLICKS
6.2K

ENGAGEMENT RATE
67%

DESTINATION PAGEVIEWS
16.7K

14.5% of traffic

PAGEVIEWS BY COMMUNITY

Ragged Point	489
San Simeon	278
Cambria	318
Cayucos	1,185
Los Osos	1,093
Edna | AG	559
Avila Beach	331
Oceano | Nipomo	12,399

Email · Social · PR

EMAIL	80K SUBS	3.7K TRAFFIC	
FB	131.2K FANS	304K IMPR	3.3K ENG
IG	55.2K FOLLOW	320K IMPR	13K ENG
YT	151.9K VIEWS	916 HRS	
PR*	6 HITS	173.3M UVPM	20 YTD HITS

*Previous Month

TOT / Assessment

Q1 July-Sept	2026	2025
San Simeon | RP	$820,928	$686,598
Cambria | Harmony	$1,679,323	$1,548,444
Cayucos	$723,191	$633,175
Los Osos | Baywood	$172,360	$181,337
Edna | AG	$389,500	$321,086
Avila Beach	$1,071,380	$915,764
Oceano | Nipomo	$360,000	$275,861
CBID Total	↑ 14%	$5,216,683	$4,562,265

Brand USA Travel Week

SALES LEADS & OPPORTUNITIES

Visit SLO CAL recently attended Brand USA Travel Week U.K. & Europe in Amsterdam. The show brought together travel industry leaders to help drive future visitation to the United States.

Key takeaways from the show:

- Europe is our largest overseas market and makes up about 40% of overseas arrivals to the U.S. but is still about 2M visitors below 2019 levels, so there's upside to staying in front of this audience.
- Scenery and road trips are a big draw. European travelers are more interested in scenery and road trips than travelers globally, which plays right to SLO CAL's strengths along Highway 1.
- Operators want authentic, outdoor experiences. Buyers asked about ranch stays, campgrounds, whale watching and guided tours and experiences. They want product beyond the classic hotel stay.
- Highway 1 is getting attention. The Highway 1 documentary commissioned by Visit California generated a lot of buzz with trade and media in Amsterdam. Tour operators are excited about the Highway having reopened in 2026 and consumers are eager to experience the iconic Highway 1 roadtrip.
- Learn more about SLO CAL's Sales Leads and Opportunities

Governance

1994 FORMATION

- November 3 - BOS Public Meeting; board policy presented
- November 17 - BOS Public Hearing
- June 30, 2027 - 1989 District sunsets
- July 1, 2027 - Begin collection of assessment under 1994 District

Governance

VR LICENSES

In June the County implemented an "Annual Review Fee" of $321 for VR license renewals. This is in addition to the current Business License fee. Funds will be used to investigate unlicensed rentals. For more info, go to the County's STR fee page. For questions, email PI_vacationrentals@co.slo.ca.us

Media Coverage

AAA The Extra Mile — UVPM 943K
"A Road Trip on California's Route 1"

AFAR — UVPM 521K
"Skip the Big City: 6 New Hotels.."

AFAR syndicated to MSN — UVPM 66M

Board Meetings

4th Wed (exc. Nov & Dec), 2pm · Cambria Pines Lodge.

2* DECEMBER

27 JANUARY

*Annual combo Nov-Dec meeting

HIGHWAY 1 Road trip

We are here to help: admin@SLOcountyBID.com
Member Portal: Highway1RoadTrip.com/member