



Highway 1 Closure Talking Points

The below talking points are not to be distributed to media or pasted into public communications. Please share with your front desk, front-line employees, visitor information staff, etc. to use when communicating directly to customers, travelers or other consumers. Please actively share with other tourism partners, businesses and industry players.

- Caltrans has closed CA Highway 1 at Pfeiffer Canyon Bridge in Monterey County (1 mile south of Big Sur) indefinitely due to structural damage to the bridge.
- Highway 1 in SLO County is open from the southern county border to the northwest corner, just north of Ragged Point.
- Travelers from the north are encouraged to take Highway 101 as an alternate route, which reduces travel time to SLO County by about 25 minutes.
- The SLO CAL destinations of Morro Bay, Cayucos, Cambria, San Simeon (home of Hearst Castle) and Ragged Point are accessible from Highway 46 West from the 101 just south of Paso Robles or from northbound Highway 1 from the City of San Luis Obispo.
 - Traveling to Hearst Castle from the north, via the detour, is approximately the same drive time as the Highway 1 route, depending on traffic.
- Stay tuned to SLO CAL and the Caltrans websites for updates and additional information.

Additional Highway 1 Closure Details:

- Caltrans has closed Highway 1 in Monterey County indefinitely due to structural damage to the Pfeiffer Canyon Bridge, located one mile south of Big Sur. This will be a long-term closure.
- Crews have also closed Highway 1 from Ragged Point to 15 miles north of Big Sur at Palo Colorado.
- **Northbound Highway 1 travelers are encouraged to take Highway 46 East towards Paso Robles as a detour, and proceed to Highway 101 North.**



- **Southbound Highway 1 travelers in Monterey County are encouraged to take Highway 68 East at Monterey, and proceed to Highway 101 South.**
- **Please note that Highway 1 is still open from Morro Bay to Ragged Point.**

What can we do?

- **Listen to the Buzz**
 - Pay attention to feedback and conversations – both in person and online – taking place around these issues.
 - If you hear misinformation or negative feedback, send a link or notice to us at Brendan@SLOCAL.com
- **Be our Amplifier**
 - Help us get the word out by sharing Visit SLO CAL communications and talking points with your staff, members, business partners, industry contacts, government leaders – anyone who may have an interest in or use for this information.
 - Use the talking points we send when you communicate directly with consumers, travelers and customers.
- **Portray Positivity and Be Respectful**
 - Many people around the state are currently being affected by storm-related incidents. In some cases, their safety, property and livelihoods could be at stake. We ask that you remember this as we work to mitigate the economic impact to our region.
 - Keep a positive attitude and messaging. It may be difficult, but we are helping people plan and experience their dream vacations. They will appreciate your positivity!
- **Stay Vigilant**
 - Stormy weather, and all that goes with it, is expected to continue for the coming weeks. Stay alert for any new developments or safety concerns. Visit SLO CAL will do our best to keep you up to date.