



Conejo Valley Tourism  
Annual Report

2017



Produced by:

*Augustine*

# 2017 Conejo Valley Tourism Annual Report

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## Message from the President/CEO, Jill Lederer

President/CEO  
Conejo Valley Tourism Improvement District

As the President/CEO of the Conejo Valley Tourism Improvement District, I am happy to report that 2017 was another successful year for your TID. As this annual report will show, we had some

excellent growth in our occupancy, average daily rate and revenue per available room—the three core measures we use as a yardstick to determine if our efforts make an impact.

This was also a very important year for the long-term health of our district. Our member hotels overwhelmingly voted to renew the tourism improvement district for another ten years. The renewal was also approved by our partners at the cities of Agoura Hills and Thousand Oaks. Additionally, the hotels made a modification to our district that allows for individual hotels to pursue their own marketing efforts via reimbursement where appropriate. These decisions give the TID the ability to plan for the long-term and to provide additional support to our hotels in the way they need it.

I am proud of what we have accomplished at the Conejo Valley Tourism Improvement District in 2017 and I am looking forward to ten more years of success growing our local economy. As always, feel free to reach out to me if there is any way that our team can be of service.

Sincerely,

### Jill Lederer

President/CEO  
Conejo Valley Tourism Improvement District



## Message from the Chair, Kim Cartaino

Regional Director  
of Sales and Marketing  
Sheraton Agoura Hills

I want to thank the board of directors of the Conejo Valley Tourism Improvement District for putting their faith in me as I take over the leadership of our organization this year. Visit Conejo Valley is a wonderful asset to support the Conejo Valley's local economy and we will work hard this year to maximize the benefits to its member hotels, the local communities where we do business and the residents of Agoura Hills and Thousand Oaks.

The Conejo Valley Tourism Improvement District is turning 5-years-old in August. Over the last 5 years we have learned a lot about who we are as a destination and what we have to offer visitors that are unique to our brand.

In our strategic marketing plan for 2018 we laid out our plans for the coming year. We are taking a fresh look at the branding and content we produce to represent our communities. We are collecting additional photo and video assets to show the best of what Conejo Valley has to offer. We need to deliver the freshest, highest-quality content to ensure our visitors can see how they will "Catch Their Breath" in Conejo Valley.

Keeping our target market in mind, we will continue to show the undiscovered wonder of Conejo Valley that many travelers have yet to still experience finding new and creative ways to engage these travelers.

2018 is going to be another great year for the Conejo Valley Tourism Improvement District. I am glad to be at your service.

Sincerely,

### Kim Cartaino

Regional Director of Sales and Marketing  
Sheraton Agoura Hills

Chair  
Conejo Valley Tourism Improvement District

## CVTID 2017 Budget

	2016 Budget	2017 Budget	% Change
<b>Income</b>			
Assessment	\$1,100,000	\$1,250,000	14%
<b>TOTAL INCOME</b>	<b>\$1,100,000</b>	<b>\$1,250,000</b>	<b>14%</b>
<b>Expenses</b>			
<b>Administration Fees</b>			
Agoura Hills (1%)	\$11,000	\$12,500	14%
Chamber of Commerce (20%)	\$220,000	\$250,000	14%
<b>Transfer to Reserve Account (10%)</b>	<b>\$110,000</b>	<b>\$125,000</b>	<b>14%</b>
<b>Advertising and Marketing</b>			
Strategic Marketing Plan	\$2,500	\$2,500	0%
Annual Report	\$2,500	\$2,500	0%
Account Management	\$54,000	\$54,000	0%
Public Relations	\$54,000	-	-100%
Social Media Marketing	\$24,000	-	-100%
Content Management	-	\$78,000	100%
Website Design and Hosting	\$15,000	\$15,000	0%
Print Materials and Promotional Items	\$10,000	\$15,000	50%
Public Relations Events	\$35,000	\$49,000	40%
Reservation Booking Engine	\$10,800	\$10,800	0%
Conferences and Travel	\$50,000	\$50,000	0%
Paid Advertising	\$420,000	\$500,000	19%
<b>Normal Expenses</b>			
Insurance (Liability and D & O)	\$2,000	\$3,000	50%
Membership Dues	\$6,000	\$6,000	0%
Operating Supplies	\$2,000	\$2,000	0%
Postage	\$100	\$100	0%
Professional Services	\$10,000	\$10,000	0%
Equipment	\$5,000	\$5,000	0%
Board Of Directors Meeting Expenses	\$5,000	\$5,000	0%
Depreciation (non-cash)	\$31,000	\$31,000	0%
<b>TOTAL EXPENSES</b>	<b>\$1,079,900</b>	<b>\$1,226,400</b>	<b>13.56%</b>
<b>Profit or Loss \$</b>	<b>\$20,100</b>	<b>\$23,600</b>	<b>17%</b>
	<b>1.83%</b>	<b>1.89%</b>	<b>3%</b>

## STR Report

Month	2016			2017		
	Occ %	ADR	RevPAR	Occ %	ADR	RevPAR
<b>January</b>	76.1	123.3	93.8	65.1	120.37	78.38
<b>February</b>	89.2	132.93	118.55	76.7	126.80	97.19
<b>March</b>	87	134.45	116.94	76.6	126.75	97.09
<b>April</b>	89.2	136.53	121.76	77.8	128.25	99.78
<b>May</b>	83.6	138.48	115.83	80.5	136.58	109.99
<b>June</b>	85.1	133.87	113.9	84.7	136.78	115.81
<b>July</b>	86.1	133.7	115.07	83.4	137.07	114.33
<b>August</b>	88.4	137.6	121.59	84.9	141.16	119.91
<b>September</b>	79.9	133.37	106.5	79.4	135.09	107.20
<b>October</b>	80.9	133.98	108.34	81.4	136.98	111.49
<b>November</b>	72.6	126.5	91.78	74.0	129.10	95.57
<b>December</b>	64.5	117.71	75.91	78.8	125.04	98.47

Occupancy, Average Daily Rates and Revenue Per Available Room showed significant increases in the summer months as expected. However, fourth quarter results rose when compared to 2016 numbers.

## Brand Overview

Conejo Valley Tourism serves the region's economy and markets the Conejo Valley as a prime vacation destination to travelers in California, the United States and worldwide. It increases awareness of the area's offerings, preserves its unique attributes and invests in its growth and development.

In 2017, Conejo Valley Tourism focused on evolving the destination's brand through paid advertising, social media, public relations, partnerships, content development and email marketing. These initiatives targeted leisure travel, meetings and events, weddings and amateur sporting events. Creative messaging expanded beyond the "Catch Your Breath" campaign from years past. The campaign evolution, called "Find Your Balance", resonated well with the targeted audiences, as the following results will show.



## Website Metrics

In 2017, the media strategy focused on improving the quality of messaging and targeting to increase the engagement rate of a user's experience. Website efforts revolved around attracting more qualified users, not just increasing the amount of traffic to the site. This was achieved by leveraging a new Data Management Platform that provided stronger insight into audience behavior so that messaging and visuals could be adjusted to attract potential visitors and lead them to convert into overnight guests.

### Results

- 95,880 site sessions - lower than 2016\*, however the site sessions increased towards the end of 2017
- Decreased Bounce Rate by 6.41%
- Increased Pages Per Session by 13.37%
- Increased Average Session Duration by 13.01%

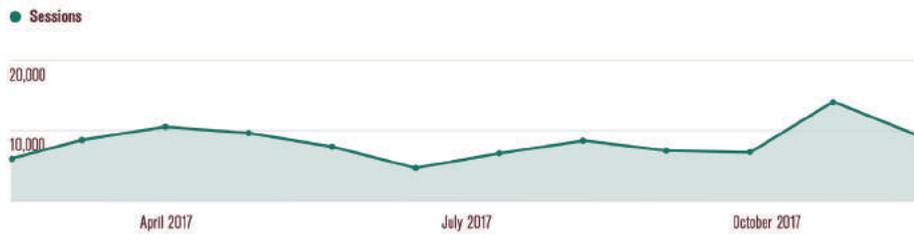
*\*End of Year Fires delayed campaign start for Fall*

Acquisition			Behaviour		
Sessions	% New Sessions	New Users	Bounce Rate	Page/ Sessions	Avg. Session Duration
<b>35.98%</b> ↓ 95,880 vs 149,755	<b>1.57%</b> ↑ 88.19% vs 86.83%	<b>34.97%</b> ↓ 84,559 vs 130,037	<b>6.41%</b> ↑ 76.70% vs 81.96%	<b>13.37%</b> ↑ 1.50 vs 1.32	<b>13.01%</b> ↑ 00:00:50 vs 00:00:45

## Website Channels

Families, Boomers, Millennials and affluent couples with a special focus on outdoor enthusiasts who are also interested in wine, dining, arts and culture.

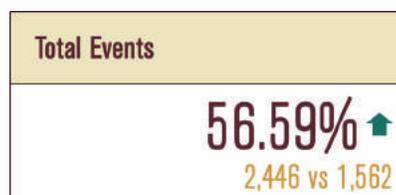
They are looking to relax and enjoy fresh air, open spaces and outdoor activities, particularly hiking and cycling. They see travel as a means to enrich their lives and to reconnect with what's important. They're looking for unique experiences, great dining and one-of-a-kind shops, and they have a soft spot in their heart for old Hollywood westerns. Demographically, the decision-makers will skew female, with HHI of \$125,000+. Specific niches include foodies, cyclists, hikers and outdoor enthusiasts.



Metro	Acquisition			Behaviour	
	Sessions	% New Sessions	New Users	Bounce Rate	Page/ Sessions
	<b>95,880</b> <small>% of Total: 100.00% (95,880)</small>	<b>88.19%</b> <small>Avg for View: 88.18% (0.02%)</small>	<b>84,559</b> <small>% of Total: 100.02% (84,545)</small>	<b>76.70%</b> <small>Avg for View: 76.70% (0.00%)</small>	<b>00:00:50</b> <small>Avg for View: 00:00:50 (0.00%)</small>
1. Other	37,041 (38.63%)	89.68%	33,218 (38.28%)	76.46%	00:00:44
2. Direct	23,773 (24.78%)	89.66%	21,316 (25.21%)	83.25%	00:00:41
3. Paid Search	12,092 (12.61%)	88.74%	10,731 (12.69%)	77.49%	00:00:42
4. Email	6,903 (7.20%)	83.85%	5,788 (6.84%)	66.41%	00:01:29
5. Social	6,253 (6.52%)	84.50%	5,284 (6.25%)	74.67%	00:00:43
6. Display	4,015 (4.19%)	92.65%	3,720 (4.40%)	88.49%	00:00:16
7. Organic Search	3,817 (3.98%)	74.67%	2,850 (3.37%)	56.14%	00:02:23
8. Referral	1,986 (2.07%)	83.18%	1,652 (1.95%)	55.89%	00:01:47

## Booking Widget

Booking Widget usage rose dramatically year-over-year especially during the fall/winter campaign. This shows that the optimized audience messaging and higher quality traffic drivers improved Engagement Rates as well as core Key Performance Indicators or metrics for success. Demographically, the decision-makers will skew female, with HHI of \$125,000+. Specific niches include foodies, cyclists, hikers and outdoor enthusiasts.



## Pages Most Visited

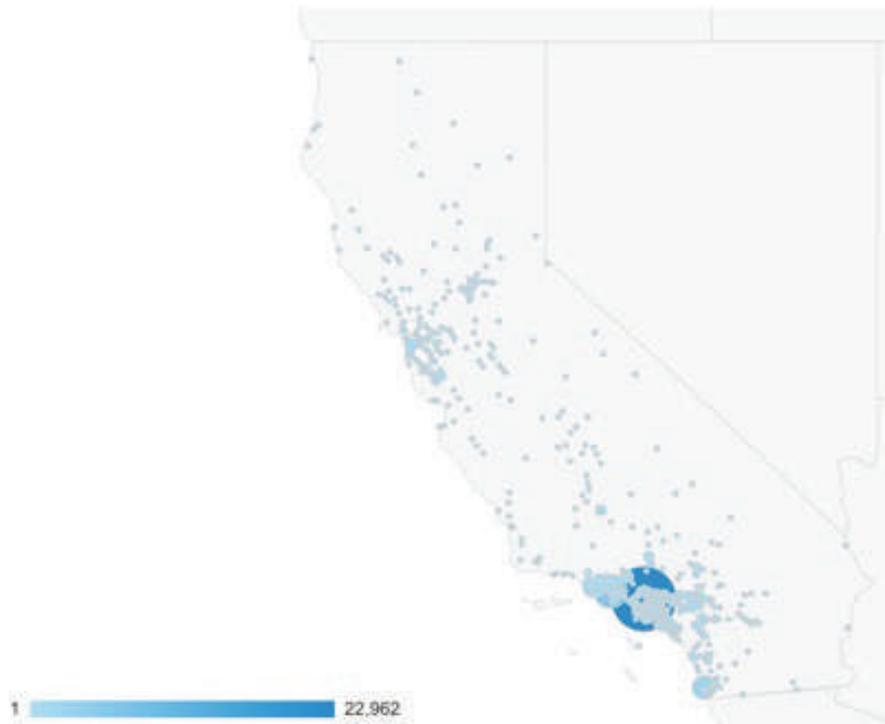
Outside of the Homepage, the “Weddings” page gained the highest amount of page views from all traffic sources followed closely by hotels. The “Find Your Balance” campaign landing page created for fall/winter also drove a high amount of page views. The highest pages for engagement included restaurants, weddings and trails. This shows that Conejo.com is a valuable resource for target audiences.

Page Title	Page Views	Unique Page Views	Avg. Time on Page
	<b>143,877</b> % of Total: 100.00% (143,877)	<b>119,301</b> % of Total: 100.00% (119,301)	<b>00:01:40</b> Avg. for View: 00:01:40 (0.00%)
1. Conejo Valley Tourism (Homepage)	55,296 (38.43%)	47,112 (39.49%)	00:01:36
2. Conejo Valley Weddings	10,922 (7.59%)	8,081 (6.77%)	00:02:48
3. Hotels in Conejo Valley	8,961 (6.23%)	7,809 (6.55%)	00:01:48
4. Find Your Balance	8,924 (6.20%)	7,632 (6.40%)	00:01:04
5. Conejo Valley Sports	7,104 (4.94%)	6,100 (5.11%)	00:01:16
6. Things to do in Conejo Valley	7,053 (4.90%)	4,815 (4.04%)	00:00:36
7. Meet in Conejo Valley	5,832 (4.05%)	5,096 (4.27%)	00:01:25
8. Conejo Valley Trails	3,749 (2.61%)	2,876 (2.41%)	00:02:53
9. Conejo Valley Attractions	2,004 (1.39%)	1,720 (1.44%)	00:01:27
10. Conejo Valley Restaurants	1,731 (1.20%)	1,364 (1.14%)	00:02:57

### Geo Locations

Los Angeles DMA accounts for almost 77% of site traffic and continues to be a core target market. The website also received modest traffic from other locations within San Diego and the San Francisco Bay Area.

Metro	Acquisition			Behaviour	
	Sessions	% New Sessions	New Users	Bounce Rate	Page/ Sessions
	<b>72,826</b> <small>% of Total: 75.96% (95,880)</small>	<b>87.65%</b> <small>Avg for View 88.18% (-0.60%)</small>	<b>63,833</b> <small>% of Total: 75.50% (84,545)</small>	<b>73.79%</b> <small>Avg for View: 76.70% (-3.79%)</small>	<b>1.50</b> <small>Avg for View: 1.50% (0.00%)</small>
1. Los Angeles, CA	56,701 (77.96%)	88.77%	50,334 (78.85%)	74.25%	1.50
2. San Diego, CA	3,908 (5.37%)	92.12%	3,600 (5.64%)	78.86%	1.37
3. SF-Oakland-San Jose, CA	3,009 (4.13%)	90.76%	2,731 (4.28%)	72.38%	1.48
4. Sac-Stockton-Modesto, CA	1,985 (2.73%)	41.61%	826 (1.29%)	44.28%	4.05
5. (not set)	1,129 (1.55%)	91.05%	1,028 (1.51%)	84.32%	1.30
6. Bakersfield, CA	688 (0.94%)	92.88%	639 (1.00%)	74.42%	1.44
7. New York, NY	683 (0.94%)	89.17%	609 (0.95%)	79.21%	1.50
8. Wa, DC (Hagerstown MD)	657 (0.90%)	93.91%	617 (0.97%)	89.95%	1.22
9. Phoenix, AZ	546 (0.75%)	90.48%	494 (0.77%)	83.52%	1.33
10. Dallas-Ft. Worth, TX	249 (0.34%)	67.07%	167 (0.26%)	71.08%	1.74



### Visitor Segmentation and Audience Insights

Returning visitors increased their engagement time to well over two minutes (up from 01:38 in 2016). This shows that by continuing to optimize campaigns toward correct audiences and those who are returning to the site, we have sufficient content to keep them engaged even longer.

Leveraging the Data Management Platform for the fall/winter 2017 campaign gave tremendous user profile information that will lead to even further optimization for 2018 campaigns.

User Type	Acquisition			Behaviour		
	Sessions	% New Sessions	New Users	Bounce Rate	Page/ Sessions	Avg. Session Duration
	<b>95,880</b> <small>% of Total: 100.00% (95,880)</small>	<b>88.19%</b> <small>Avg for View 88.18% (0.02%)</small>	<b>84,559</b> <small>% of Total: 100.02% (84,545)</small>	<b>76.70%</b> <small>Avg for View: 76.70% (0.00%)</small>	<b>1.50</b> <small>Avg for View: 1.50% (0.00%)</small>	<b>00:00:50</b> <small>Avg for View: 00:00:50 (0.00%)</small>
New Visitor	<b>56,701</b> (77.99%)	<b>88.77%</b>	<b>50,334</b> (78.85%)	<b>74.25%</b>	<b>1.42</b>	<b>00:00:39</b>
Returning Visitor	<b>3,908</b> (5.37%)	<b>92.12%</b>	<b>3,600</b> (5.64%)	<b>78.86%</b>	<b>2.09</b>	<b>00:02:14</b>

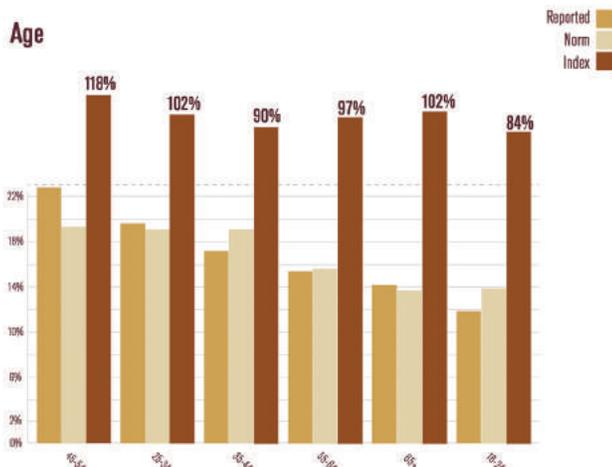
#### Graph Notes

- **Reported:** All website visits during November/December 2017 (including, organic search, media campaigns and direct traffic)
- **Norm:** U.S. benchmark (national averages) for website activities
- **Index:** This is the measurement for above or below the U.S. benchmark (national averages)
  - An Index of more than 100% means that the website is receiving website visits from people in that group above the national average
  - An Index of below 100% means that the website is receiving website visits from people in that group below the national average

#### Age Groups

Overall, age is varied without one single age range dominating site visitors. The age group 45-54, is present on the website at 18% higher than the national average and represents 22% of all site visitors. This shows that Conejo.com is attracting this age group slightly more than other age groups. Only two age groups were under-represented from the national average including:

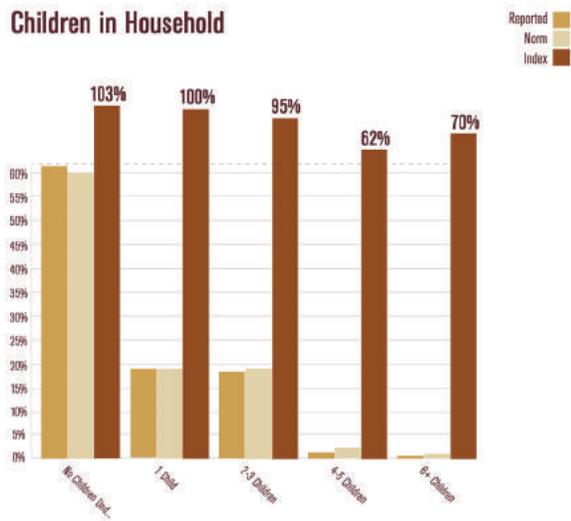
- 18-24 year olds make up the smallest percentage of site visitors, with less than 12% of all site visitors.
- 35-44 year olds accounted for 17% of site visitors



### Children in Household

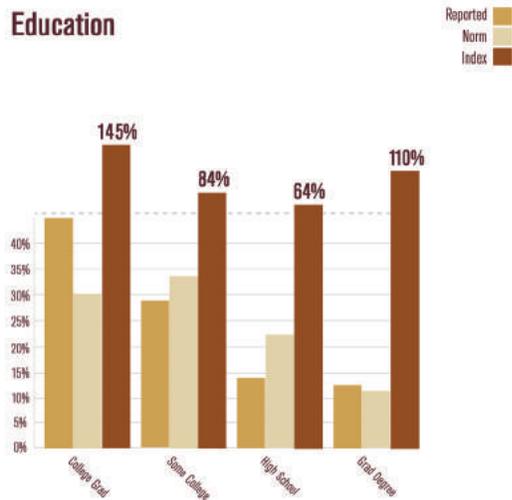
The website is reporting that 62% of site visitors do NOT have children or a child in their house who are 18 years or younger. The index shows that this is representative of the national norm (close to 100% of norm).

- Those with 1-3 children represent 15-20% of site visitors
- Those with 4+ children do not have enough data to be statistically significant (less than 3% of all site traffic)



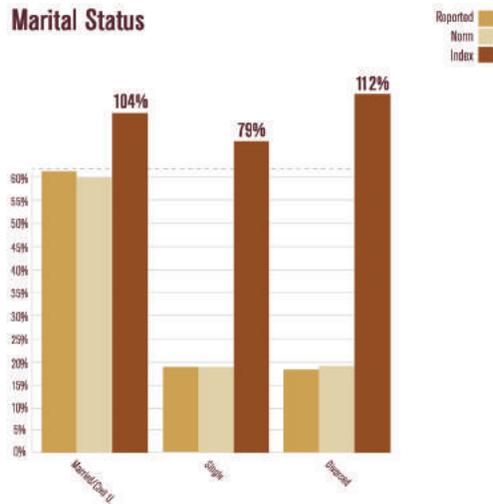
### Education

Site visitors are highly educated. Those with college degrees are indexing 45% higher than the national average (norm) and graduate degrees are indexing 10% higher than the national average (norm). Nearly 45% of reported website visitors have graduated from college.



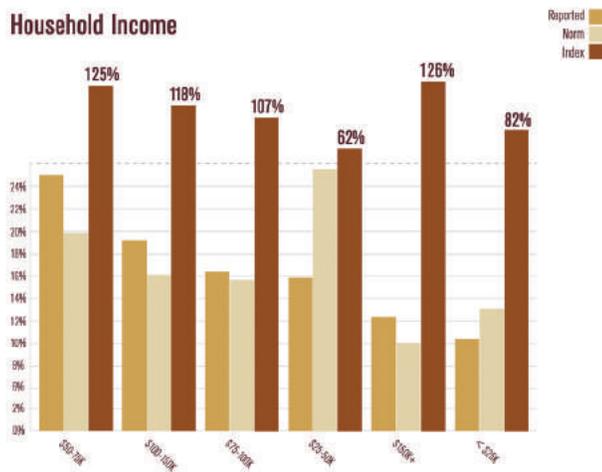
### Marital Status

The majority of site users, 62%, are married/have a Civil Union. Users whose marital status is single are under-indexing, with only about 1 in 5 site users that are not married.



### Financial Status

Conejo.com over-indexes for HHI of 150K+ (25% higher than national avg.). \$50-75K is the income bracket that comprises the highest percentage of site visitors (25%).



### Device Categories

Mobile platforms were the dominant devices for website visitation. The strategy for targeting and ad types involved a focus on the mobile user.

Device Category	Sessions	New Sessions	New Users	Bounce Rate	Page/Sessions	Avg. Session Duration
	<b>95,880</b> <small>% of Total: 100.00% (95,880)</small>	<b>88.19%</b> <small>Avg for View: 88.18% (0.02%)</small>	<b>84,559</b> <small>% of Total: 100.02% (84,545)</small>	<b>76.60%</b> <small>Avg for View: 76.70% (0.00%)</small>	<b>1.50</b> <small>Avg for View: 1.50% (0.00%)</small>	<b>00:00:50</b> <small>Avg for View: 00:00:50 (0.00%)</small>
1. mobile	<b>64,339</b> (67.10%)	<b>89.42%</b>	<b>57,531</b> (68.04%)	<b>89.56%</b>	<b>1.31</b>	<b>00:00:31</b>
2. desktop	<b>25,878</b> (26.99%)	<b>85.41%</b>	<b>22,103</b> (26.14%)	<b>84.18%</b>	<b>1.47</b>	<b>00:01:39</b>
3. tablet	<b>5,663</b> (5.91%)	<b>86.97%</b>	<b>4,925</b> (5.82%)	<b>84.20%</b>	<b>1.28</b>	<b>00:00:53</b>

## Digital Campaign Analysis

The beginning of the year focused on tactics involving digital display, native and search for leisure audiences; native and search for our weddings segment; search for meeting planner audiences and search for sports event planners. The digital display component was interactive and drove visitors to the Conejo.com homepage or stay page.



The "What Kind of Traveler Are You?" campaign gave consumers a rich media experience centered around Conejo Valley and included an interactive ad (Quiz).

**Mouseover Rate:** 5.44%

*Percentage of consumers who scrolled over the ad but did not launch any features*

**Engagement Rate:** 1.65%

*Percentage of consumers who paused to engage with ads*

**Average Time Spent:** 19.06 seconds

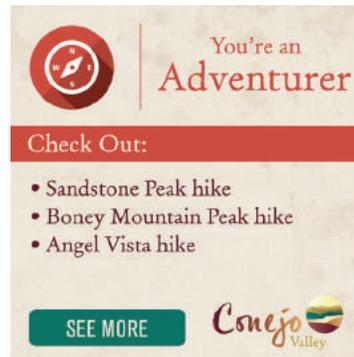
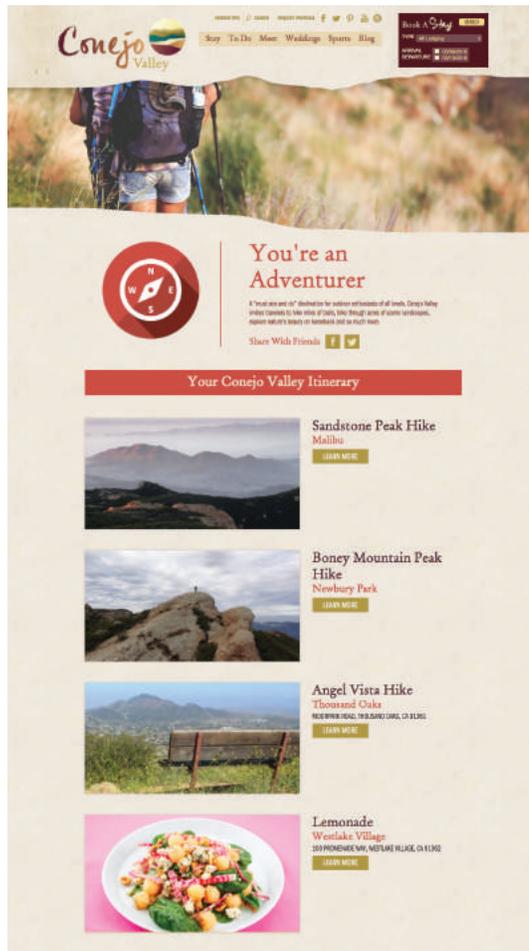
*Average time spent engaging with ad when consumer spent at least 5 seconds. Over-indexed interactive ad benchmark by 2 seconds in travel vertical in 2016 (14.83 sec.)*

**Click Through Rate:** 0.33%

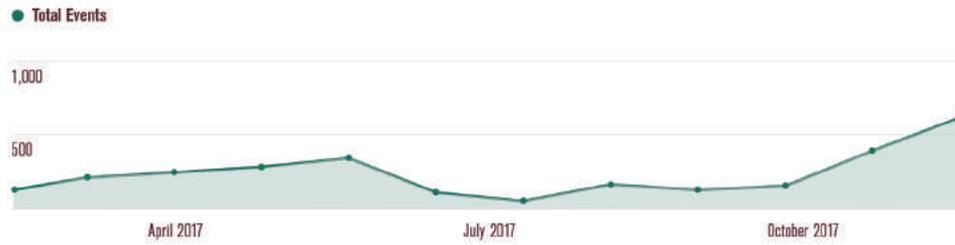
*Exceeded benchmark in travel vertical in 2016 (0.092%)*

**Adventurer Itinerary Example**

Although there was some success found with volume of site traffic, going into the fall and winter, it was important to tell the Conejo Valley story while at the same time, generating signals of intent to travel, especially through bookings on site.



Total Lodging Focused Events 2017: Note higher performance towards end of 2017 compared to early/mid part of year.



Total Lodging Focused Events 2017: Note higher performance towards end of 2017 compared to early/mid part of year.

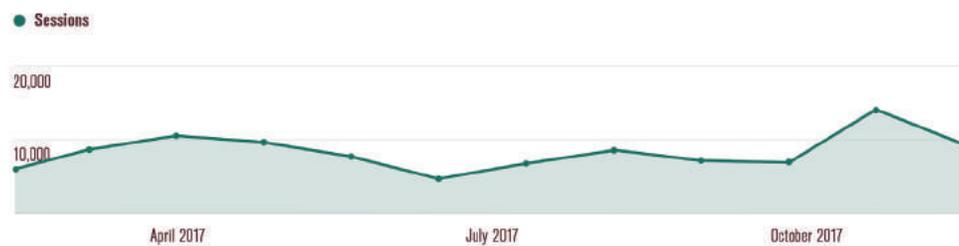
Default Channel Grouping	Sessions	Page Views	Avg. Time on Page	Page / Sessions	Bounce Rate	Total Events
(Other)	39,954	57,051	00:01:35	1.43	78.16%	7,074
Paid Search	12,094	17,750	00:01:29	1.47	77.49%	2,473
Organic Search	3,817	8,823	00:01:48	2.31	56.14%	2,009
Direct	26,504	34,632	00:01:59	1.31	84.96%	1,726
Referral	1,998	3,965	00:01:47	1.98	56.16%	596
Social	6,260	9,709	00:01:17	1.55	74.68%	386
Email	6,924	12,814	00:01:44	1.85	66.49%	258

# Fall/Winter “Find Your Balance” Campaign

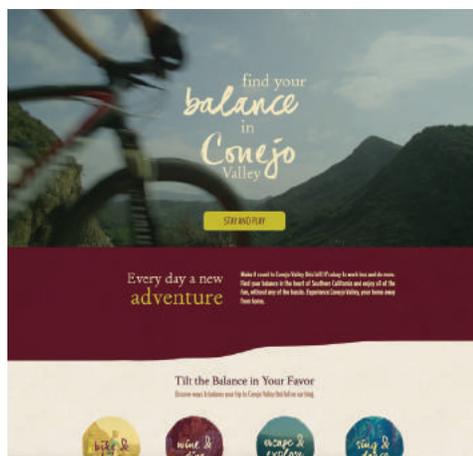
## Key Results

- 10.8M+ impressions
- Generated 23,332 clicks, recording a strong CTR of 0.21% (0.10% is an above average benchmark CTR)
- Mobile Data Driven Audience tactic achieved great scale (3M+ impressions) and recorded a very strong CTR of 0.15% - generating 4,419 clicks
- Facebook Ads also drove a great deal of user engagement with 2M+ impressions served, recording 16,293 clicks for a CTR of 0.79%

The fall/winter “Find Your Balance” campaign led to the highest site traffic period and number of lodging/booking events in comparison to the rest of the year. This shows the change in campaign strategy was a successful evolution in marketing tactics for Conejo Valley. Paid social and mobile data-driven audiences replaced digital display and native for the leisure market.



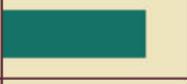
Looking at how to drive the “Find Your Balance” messaging beyond an individual ad unit, custom landing pages were developed to showcase why Conejo Valley is the place to travel to. The landing pages were A/B tested during the campaign to increase conversions by 15% based on Call-to-Action message testing. Specifically, two different messages were tested on the click-through buttons: “Stay and Play” and “Plan Your Trip”. This allowed for optimization based on consumer preference and performance of each Call-to-Action.

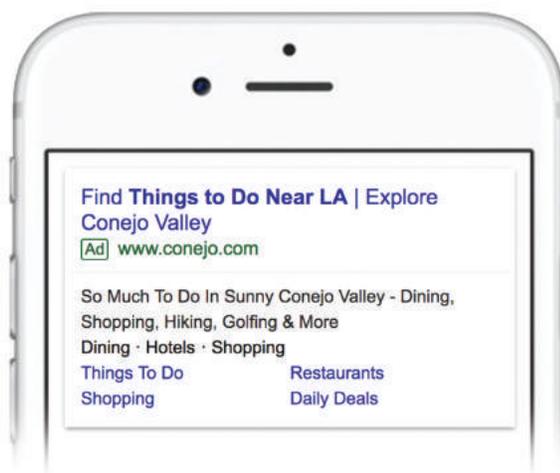


# Search Engine Marketing

Paid Search (SEM) for 2017 optimized ad groups, audiences and placements. SEM ultimately drove click-through rates higher to improve quality of traffic to the website. Toward the end of 2017, ad experiments were conducted to maximize lodging/booking conversions.

- **Total Impressions:** 3.59M (2016: 6.3M)
- **Total Clicks:** 46.2K (2016: 57K)
- **Avg. Click-Through Rate:** 1.29% (2016: 0.71%)
- **Avg. Cost-per-Click:** \$1.51 (2016: \$1.11)
- **Avg. Position:** 3.1 (2016: 1.8)

Lodging & Leisure <b>Wedding Planning</b>			<b>+3.93%</b> +∞
Lodging & Leisure <b>Ojai Valley Inn</b>			<b>+3.08%</b> +∞
Dynamic Ads and Hotel G... <b>Thousand Oaks Hotels</b>			<b>+2.80%</b> +∞
Lodging & Leisure <b>Wedding Planning Hotels</b>			<b>+2.04%</b> +∞
Lodging & Leisure <b>Conejo Valley</b>			<b>+1.80%</b> +480.79



# Search Engine Optimization Analytics

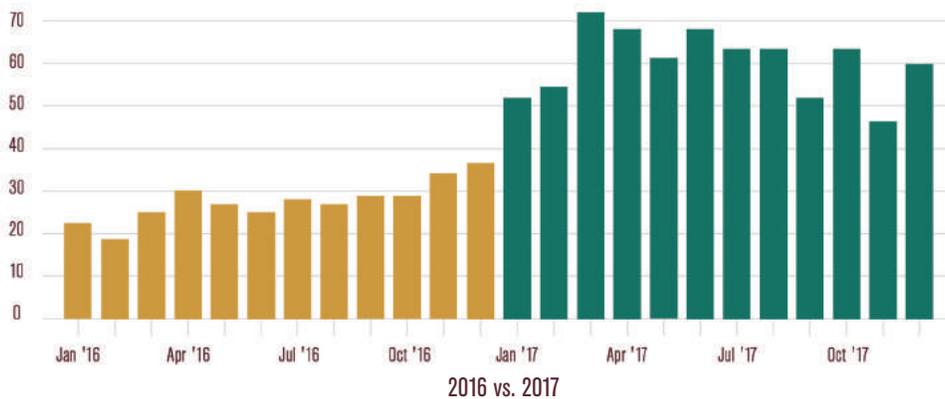
With continuous changes to Google algorithms, the key to success is quality over quantity. High authority links pointed to the website along with strong social media content (Facebook and Twitter), all of which are necessary to compete with similar websites. These efforts have resulted in traffic growth from Organic Searches to the website. Visits to the site have increased through this channel because the website comes up in searches far more often than in previous periods and the relevant keywords involved in search have resulted in lower bounce rates and higher pages per session. The following are the results of the SEO-specific campaigns.

## SEO improvement Year Over Year (From Organic Search)

Traffic sessions have increased through Organic Search based upon improved SEO tactics by 22.54%. Bounce rates and pages per session have also resulted in positive improvements through Organic Search. The number of pages receiving Organic Search visits also improved by more than 30% year-over-year.

Sessions	New Users	Bounce Rate	Page/Sessions
22.54% ↑ 3,817 vs 3,115	19.05% ↑ 2,850 vs 2,394	6.48% ↑ 56.14% vs 60.03%	23.67% ↑ 2.31 vs 1.87

### URLs that Received Organic Search Visits

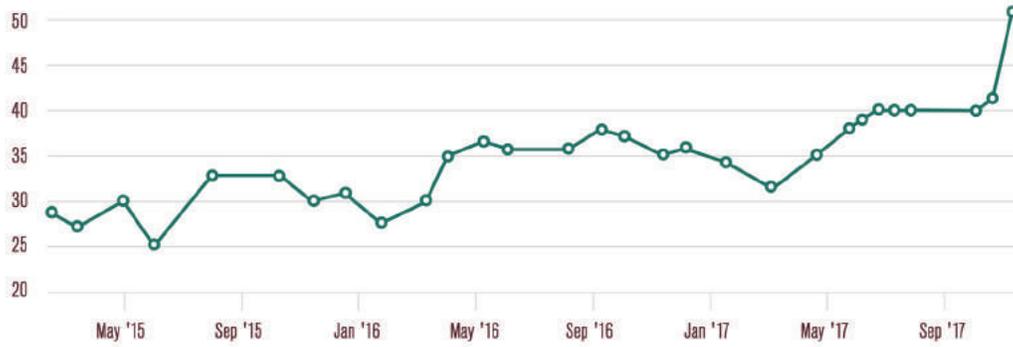


### The most linked content outside of the homepage

1. Trails
2. Dining
3. Things To Do
4. Interactive Map
5. Golf
6. Lodging/Stay Page
7. Weddings
8. Events
9. Sports

## Domain Authority

Domain Authority (DA) has improved year-over-year, showing our SEO efforts are coming to fruition. Having a higher DA score will aid in future SEO efforts to rank higher than competitive search results.



*\*Domain Authority is a search engine ranking score that predicts how well a website will rank on search engine result pages (SERPs) with higher scores corresponding to a greater ability to rank.*

# Public Relations And Social Media Results

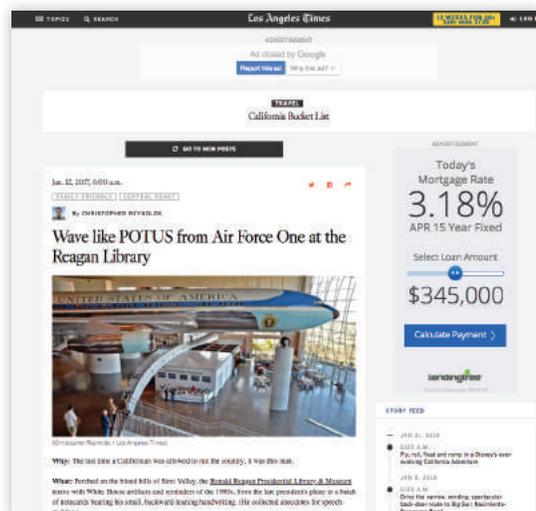
## Summary

Media Relations efforts targeting leisure travelers and educating potential visitors to the various experiences one can enjoy while visiting the destination was the main objective for Public Relations in 2017. Additionally, the team introduced Social Media Influencer FAM Tours as a tactic to help increase awareness of the destination among leisure travelers. The team also managed social media channels on behalf of the destination and saw impressive growth across the board. The following are the results specific to Public Relations and Social Media efforts.

## Media Relations

Proactive pitches were developed to focus on leisure travel and target demographic mindsets to encourage travel to Conejo Valley. The team pitched unique story ideas to Visit California, the Central Coast Tourism Council, freelance and traditional journalists.

Publications targeted throughout the year include *USA News*, *Forbes*, *Via Magazine*, *Los Angeles Times*, *NewsOrg*, *Cheapism*, *Readers Digest* and more.



## Social Media Influencers

This year, Social Media Influencer FAM Tours were introduced as a new marketing tactic for Conejo Valley Tourism. The strategy with these hosted trips was to build additional brand awareness and positively position Conejo Valley as a destination of choice among owned audiences. These trips also help cross-pollinate audiences, expanding the brand's reach. Each influencer enjoys a unique experience when visiting the destination and reports back to their own audiences. All brand exposure reinforces positive visitor sentiment and encourages visitation among travelers.

The influencers are provided with a hotel stay and spending money for food and activities while in Conejo Valley. In return, the influencers must post to their social media channels while in-market and produce a blog post recapping their experience.

In 2017, eight influencers visited Conejo Valley. Combined, the influencers generated 13 blog posts, 104 social media posts, 350,600 impressions and received more than 11,917 engagements.



*Simple Sojourns*

HOME ABOUT CONTACT LIFESTYLE SOCIAL TRAVEL FOOD GIVEAWAYS

### Three Days in Conejo Valley

OCTOBER 13, 2017 • CATHI AND DAVID • 20 COMMENTS

This is a sponsored post through Conejo Valley. All opinions, thoughts and photographs are our own.

We are travelers. We've traveled the world over, be it by land, air or sea. We've even made two extended cross-country USA road trips exploring no less than 20 states. And now we've decided to explore even more of our home state of California. We recently spent three days in Conejo Valley, three fabulous days exploring the treasures of this beautiful and unique-to-California area.

SIMPLE SOJOURNS

FOLLOW CATHI

### CONEJO VALLEY WEEKEND GETAWAY GUIDE

Sharing our Conejo Valley Weekend Getaway Guide. Conejo Valley is only an hour away from LAX, Los Angeles International Airport, making it a quick weekend getaway from LA, or traveling to Los Angeles and want to experience something new. I highly recommend visiting the area.

Conejo Valley is located in the Santa Monica Mountains. The views and communities of the Conejo Valley include signed trails, state-of-the-art, hiking trails, lake trails, thousands of lakes, and scenic trails. Visit Valley and Malibu in its best with tons of things to do as well.

TheGentlemanRacer.com

August 10 at 11:37am

Exploring in my own backyard is fun with Visit Conejo Valley! From awesome local breweries like Twisted Oak Tavern and Ladyface Alehouse & Brasserie, to visiting the Ronald Reagan Presidential Library and Paramount Ranch there is so much more to see. Big thank you to Sheraton Agoura Hills Hotel for the amazing accommodations! #visitcoveovalley

## Blog Posts

In 2017, 27 blog posts were published to Conejo.com. The articles highlighted activities, special events, unique food, attractions and more.

Additionally, 19 videos were developed to support Search Engine Optimization. These SEO videos were intended to accompany some of the blog posts and also be repurposed as social media content. The videos garnered a total of 492,013 views with the highest performing video highlighting where to catch a sunset in Conejo Valley. This particular video earned more than 88,000 views.



### Bring Your Dog to Conejo Valley

Ready to take a vacation but can't find a pet-sitter? Just bring your pup with you! Conejo Valley is brimming with pet-friendly places – including several hotels and restaurants. Check out these dog-loving establishments during your next trip, and remember to ask the locals...

[Read more](#)

October 30, 2017 | **Author:** Conejo Valley | **Categories:** Things to Do, Uncategorized

**Tags:** conejo valley, dog friendly, pet friendly, what to do in Conejo Valley,



### Mingle with Locals in Conejo Valley

There's no better way to explore a new place than checking out the best local hangouts. Conejo Valley is no exception. While you can experience a number of fun tourist attractions, there are also some great places to mingle with locals. Plus, with a roster of celebrities...

[Read more](#)

October 24, 2017 | **Author:** Conejo Valley | **Categories:** Uncategorized

**Tags:** Augora Hills, conejo valley, dining, eating, Locals, southern California, things to do, Thousand Oaks, visitconejovalley, what to do in Conejo Valley,



### Fill the Bins in Conejo Valley

We're approaching the last few months of the year, a time where many in our community give back to those in need. We at the Conejo Valley Tourism also think it is a great time to give back to those in the Conejo Valley community that make it unique and we want to encourage...

[Read more](#)

October 3, 2017 | **Author:** Conejo Valley | **Categories:** Uncategorized

**Tags:** conejo valley,

## Social Media

Social media continues to experience changes to algorithms and posting rules and 2017 was no exception. The ever-changing landscape required strategy to be nimble and adjust regularly based on how content would likely perform under the new algorithms.

Overall, Conejo Valley's social media channels earned great results in 2017 with year-over-year increases in follower growth, impressions and reach. The following results highlight how each channel performed.



### Facebook:

- Total Number of Followers: 11,657
- Increase in Facebook Followers: 86%
- Total Number of Likes: 11,702
- Increase in Likes: 89%
- Total Number of Posts: 281
- Total Page Views: 3,406
- Total Reach: 7,302,973
- Total Impressions: 8,413,677
- Total Engagement: 330,208

Total Page Followers as of Today: 11,657



One of our favorite hikes is the Malibu Creek Rock Pools. Where is your favorite #ConejoValley hike? #VisitConejoValley [goo.gl/pnX9qP](http://goo.gl/pnX9qP)  
 📷 : @wnpa\_1938 (Via Instagram)

9,757 people reached Boost Post

👍 Like    💬 Comment    ➦ Share    📷

👤 Mercedes Alvarado, Dakota Lynn and 895 others    Top Comments

52 Shares

Gaze upon one of a kind sunsets and catch your breath in #ConejoValley. [goo.gl/mJjH4o](http://goo.gl/mJjH4o)  
 📷 : @lynran16 (Via Instagram)

6,818 people reached Boost Post

👍 Like    💬 Comment    ➦ Share    📷

👤 883    Top Comments

60 Shares



**Twitter:**

- Total Number of Followers: 1,956
- Increase in Twitter Followers: 92%
- Total Number of Posts: 291
- Total Number of Profile Views: 5,064
- Total Impressions: 566,111
- Total Engagement: 2,960





### Instagram:

- Total Number of Followers: 1,843
- Increase in Instagram followers: 71%
- Total Number of Posts: 263
- Total Reach: 35,724
- Total Impressions: 216,145
- Total Engagement: 34,692



## On-Site Social Media Support

Instagram introduced the Instagram Stories feature in 2017 allowing us to share live content from events in Conejo Valley. To utilize this feature, the Conejo Valley brand attended two main events held in-market to help drive awareness of the events and associate the events with the brand; OakHeart Music Festival and the PGA Tournament.

During OakHeart Music Festival, which took place in June, seven Instagram stories were published, along with four in-feed posts on Instagram and five in-feed posts on Facebook. Additionally, a geo-fence strategy was deployed, allowing the brand to engage with fans at the event in real time. Those engaging with Conejo Valley had the chance to win various giveaway prizes, including ticket upgrades.

Similarly, live social coverage also took place during the PGA event in Conejo Valley. On-site geo-fencing was also leveraged during this event, allowing the brand to engage with fans and followers, increasing awareness of the brand.

# Thank You

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Overall, 2017 was an amazing year for Conejo Valley Tourism and we look forward to another year of continued success.



*Augustine*