# Table of Contents

- Message from the President ........................................ 3
- Message from the Chair ........................................... 4
- Financial Report ....................................................... 5
- STR Report .............................................................. 6
- Brand Overview ....................................................... 7
- Website Metrics ....................................................... 8
- eNewsletters ............................................................ 14
- Digital Campaign Analysis ......................................... 16
- OakHeart Country Music Festival/Titanic – Live! .......... 18
- Search Engine Optimization ....................................... 19
- Public Relations and Social Media Results .................. 20
2019 was a year of new challenges for Visit Conejo Valley. As January kicked off, the Conejo Valley was reeling from the devastating impacts of the Borderline shooting and the Woolsey and Hill fires. We knew it was incumbent upon us as brand ambassadors to act quickly to make sure that when the community was ready that we got back to business.

The media coverage of the fires would have one believe that Conejo Valley had burnt down, but nothing could be further from the truth. The true spirit of Conejo Valley is in its people. Structures may have been lost, but our community endures. Visit Conejo Valley’s job is to communicate that message to the world.

We are lucky to have an excellent partner in our marketing agency, Augustine. We immediately utilized their excellent public and media relations specialists to plan trips for media influencers to visit Agoura Hills and Thousand Oaks. Many of our partners contributed to the effort – Agoura Hills Mayor Linda Northrup even sat down for lunch with the writers to talk about our community and what makes it great. Thanks to the many partners who helped us move forward.

Our leadership team decided that it was important to have an aggressive travel schedule this year – to get in front of travel planners and influencers, so they knew Conejo Valley was open for business. Many of our members spent more time on the road than ever, making sure our destination was on the short list of everyone’s travel plans. Thanks to the many TID members who hit the road in 2019 to keep us on everyone’s mind.

Finally, it is with a heavy heart than I am retiring after serving as President/CEO of Visit Conejo Valley for six years. At the end of the year, Danielle Borja, a longtime senior member of the Greater Conejo Valley Chamber of Commerce team will succeed me as President/CEO. I have enjoyed leading this organization and look forward to hearing about its future success. Thank you to everyone who helped make the dream of this TID come true.

Sincerely,

Jill Lederer

President/CEO

Conejo Valley Tourism Improvement District
Message from the Chair,
Mary Macchio

Many thanks to the members of the Conejo Valley Tourism Improvement District Board of Directors who have selected me as their Chair for the coming year. 2020 is going to be a great year for tourism in Conejo Valley!

This year our hotel members continue to project growth, even as the national tourism trend begins to tighten. Not only will our existing hotels continue to grow in visitation and value, but for the first time since 2009 Conejo Valley will have new hotel properties opening. Courtyard and Towneplace Suites by Marriott in Agoura Hills are projected to open in the second quarter of 2020.

The members of our Sales Committee continue to evaluate our conference travel program. This year, the district has made the decision to focus on regional and local events, rather than shows with a more national reach. By connecting with local event planners and travel buyers, we hope to develop those relationships and make the decision to choose Conejo Valley as attractive as possible.

For the first time since our tourism district was formed, we will be participating in Visit California’s Restaurant Month initiative by hosting our very own Conejo Valley Restaurant Week. While not directly members of the district, restaurants play a key role in shaping visitor experiences and communicating our brand values to travelers.

Finally, two major groups have become important parts of our ongoing marketing efforts: baby boomers and families. We are going to focus our video and photo asset development this year on these two groups, in order to give us a wider array of materials to communicate our brand messaging.

I am very excited to be the Chair of this organization and look forward to a year filled with new ideas, exciting opportunity and exceptional experiences for all of our travelers!

Sincerely,

Mary Macchio

Board Chair
Conejo Valley Tourism Improvement District
## 2020 Financial Report

### Income

<table>
<thead>
<tr>
<th>Source</th>
<th>2019 Budget</th>
<th>2020 Budget</th>
<th>$ Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment</td>
<td>$1,450,000</td>
<td>$1,700,000</td>
<td>$250,000</td>
</tr>
<tr>
<td><strong>TOTAL INCOME</strong></td>
<td>$1,450,000</td>
<td>$1,700,000</td>
<td>$250,000</td>
</tr>
</tbody>
</table>

### Expenses

#### Administration Fees

<table>
<thead>
<tr>
<th>Source</th>
<th>2019 Budget</th>
<th>2020 Budget</th>
<th>$ Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agoura Hills &amp; Thousand Oaks (1%)</td>
<td>$14,500</td>
<td>$17,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>Chamber of Commerce (20%)</td>
<td>$290,000</td>
<td>$340,000</td>
<td>$50,000</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td>$1,449,100</td>
<td>$1,685,255</td>
<td>$236,155</td>
</tr>
</tbody>
</table>

#### Advertising and Marketing

<table>
<thead>
<tr>
<th>Source</th>
<th>2019 Budget</th>
<th>2020 Budget</th>
<th>$ Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Hotel Marketing (20%)</td>
<td>$290,000</td>
<td>$340,000</td>
<td>$50,000</td>
</tr>
<tr>
<td>Strategic Marketing Plan</td>
<td>$5,000</td>
<td>$5,000</td>
<td>-</td>
</tr>
<tr>
<td>Annual Report</td>
<td>$3,500</td>
<td>$3,500</td>
<td>-</td>
</tr>
<tr>
<td>Account Management</td>
<td>$54,000</td>
<td>$54,000</td>
<td>-</td>
</tr>
<tr>
<td>Public Relations Management</td>
<td>$36,000</td>
<td>$36,000</td>
<td>-</td>
</tr>
<tr>
<td>Social Media Management</td>
<td>$42,000</td>
<td>$42,000</td>
<td>-</td>
</tr>
<tr>
<td>Website Design and Hosting</td>
<td>$21,600</td>
<td>$21,600</td>
<td>-</td>
</tr>
<tr>
<td>Print Materials and Promotional Events</td>
<td>$20,000</td>
<td>$20,000</td>
<td>-</td>
</tr>
<tr>
<td>Media and Public Relations Events</td>
<td>$37,000</td>
<td>$37,000</td>
<td>-</td>
</tr>
<tr>
<td>Reservation Booking Engine</td>
<td>$10,800</td>
<td>$7,500</td>
<td>($3,300)</td>
</tr>
<tr>
<td>Conferences and Travel</td>
<td>$60,000</td>
<td>$80,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>Paid Advertising</td>
<td>$500,000</td>
<td>$600,000</td>
<td>$100,000</td>
</tr>
</tbody>
</table>

#### Normal Expenses

<table>
<thead>
<tr>
<th>Source</th>
<th>2019 Budget</th>
<th>2020 Budget</th>
<th>$ Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insurance (Liability and D&amp;O)</td>
<td>$3,000</td>
<td>$3,000</td>
<td>-</td>
</tr>
<tr>
<td>Membership Dues</td>
<td>$3,000</td>
<td>$3,000</td>
<td>-</td>
</tr>
<tr>
<td>Operating Supplies</td>
<td>$2,000</td>
<td>$2,000</td>
<td>-</td>
</tr>
<tr>
<td>Postage</td>
<td>$100</td>
<td>$100</td>
<td>-</td>
</tr>
<tr>
<td>Professional Services</td>
<td>$10,000</td>
<td>$30,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>Equipment</td>
<td>$5,000</td>
<td>$5,000</td>
<td>-</td>
</tr>
<tr>
<td>Board Of Directors Meeting Expenses</td>
<td>$20,000</td>
<td>$20,000</td>
<td>-</td>
</tr>
<tr>
<td>Depreciation (non-cash)</td>
<td>$21,600</td>
<td>$18,555</td>
<td>($3,045)</td>
</tr>
</tbody>
</table>

### Profit or Loss

<table>
<thead>
<tr>
<th>Source</th>
<th>2019 Budget</th>
<th>2020 Budget</th>
<th>$ Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profit or Loss</td>
<td>$900</td>
<td>$14,745</td>
<td>$13,845</td>
</tr>
<tr>
<td></td>
<td>0.06%</td>
<td>0.87%</td>
<td></td>
</tr>
</tbody>
</table>
In early 2019, STR rates were a bit inflated due to the November 2018 fires. However, there was significant growth in every metric compared to 2018, even in later months.

The most impressive month was in May, with a 5.9% increase in occupancy compared to 2018. This trend was most likely due to the OakHeart Music Festival, which drove incremental room nights.

Summer months (June – August) boasted the highest Occupancy, ADR and RevPAR, similar to findings in previous years.

Finally, metrics were down at the end of the year (November – December) due to, again, inflated numbers from the November 2018 fires.

<table>
<thead>
<tr>
<th>Month</th>
<th>Occ %</th>
<th>Occ YoY %</th>
<th>ADR</th>
<th>ADR YoY %</th>
<th>RevPAR</th>
<th>RevPAR YoY %</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>70.5</td>
<td>+2.9</td>
<td>141.29</td>
<td>+10.1</td>
<td>99.62</td>
<td>+13.3</td>
</tr>
<tr>
<td>February</td>
<td>77.6</td>
<td>+0.3</td>
<td>143.61</td>
<td>+10.6</td>
<td>111.39</td>
<td>+11.0</td>
</tr>
<tr>
<td>March</td>
<td>77.7</td>
<td>-0.4</td>
<td>141.68</td>
<td>+9.3</td>
<td>110.04</td>
<td>+8.8</td>
</tr>
<tr>
<td>April</td>
<td>79.8</td>
<td>+0.6</td>
<td>141.12</td>
<td>+4.0</td>
<td>112.59</td>
<td>+4.5</td>
</tr>
<tr>
<td>May</td>
<td>80.6</td>
<td>+5.9</td>
<td>145.16</td>
<td>+3.5</td>
<td>116.94</td>
<td>+9.6</td>
</tr>
<tr>
<td>June</td>
<td>83.3</td>
<td>+0.3</td>
<td>150.11</td>
<td>+6.7</td>
<td>124.97</td>
<td>+7.0</td>
</tr>
<tr>
<td>July</td>
<td>82.8</td>
<td>-</td>
<td>148.59</td>
<td>+4.6</td>
<td>123.01</td>
<td>+4.6</td>
</tr>
<tr>
<td>August</td>
<td>83.6</td>
<td>-1.3</td>
<td>149.29</td>
<td>+2.1</td>
<td>124.85</td>
<td>+0.8</td>
</tr>
<tr>
<td>September</td>
<td>76.7</td>
<td>+1.4</td>
<td>139.56</td>
<td>+0.2</td>
<td>107.00</td>
<td>+1.6</td>
</tr>
<tr>
<td>October</td>
<td>81.9</td>
<td>+2.5</td>
<td>142.27</td>
<td>+3.8</td>
<td>116.58</td>
<td>+6.4</td>
</tr>
<tr>
<td>November</td>
<td>71.5</td>
<td>-13.9</td>
<td>138.11</td>
<td>-3.0</td>
<td>98.81</td>
<td>-16.5</td>
</tr>
<tr>
<td>December</td>
<td>60.6</td>
<td>-16.7</td>
<td>130.20</td>
<td>-6.0</td>
<td>78.89</td>
<td>-21.7</td>
</tr>
<tr>
<td>Average</td>
<td>77.22</td>
<td>-1.7</td>
<td>142.58</td>
<td>+3.83</td>
<td>110.39</td>
<td>+2.45</td>
</tr>
</tbody>
</table>
Visit Conejo Valley serves the region’s economy and markets Conejo Valley as a prime 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 2019, Visit Conejo Valley 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, events and weddings. The “See Another Side” campaign also launched, with emphasis on showing targeted audiences how Conejo Valley differs from other Southern California destinations — a true escape.

The beginning of the year was marked by a continued number of challenges with the tragic events in November 2018. Messaging was put in place to rally both core audiences and the greater population around the Conejo Valley community, reinforcing the destination’s resilience, strength and compassion for those affected. Efforts in 2019 included a targeted Expedia campaign, dedicated FAM tour and continued paid media advertising.

Despite these challenges, Conejo Valley as a brand was stronger than ever. With a photoshoot in April, new assets were collected and new creative was developed, bringing new stories of Conejo Valley to life.
In 2019, the media strategy focused on streamlining messaging by following the direction of campaign metrics. This process helped in the further development of target audiences and the establishment of a clear brand voice via paid digital media tactics.

Fire recovery in early 2019, specifically in February, led to modest spikes in activity. However, it was the launch of the Q3 campaign with all new content and a new creative look that really led to significant increased traffic. This campaign launched in early September, but peak traffic was seen in October and November.

Because of the large influx of new visitors, we did see a decrease in pages per session and average session duration, as well as an uptick in bounce rate. These trends are common in large audience growths as new visitors get to know the brand.

Because of The Easy Fire at the end of October, campaign efforts were paused, which caused a dramatic dip in activity. However, activity picked back up in early November, leading to increased traffic.

**Significant Results**

- Growth in sessions and visitors was incredible – building off an already successful 2018
- The Q3 campaign proved effective in bringing in a new engaged audience

<table>
<thead>
<tr>
<th>Acquisition</th>
<th>Total Sessions</th>
<th>% New Sessions</th>
<th>Total Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>116,556</td>
<td>88.03%</td>
<td>102,943</td>
</tr>
<tr>
<td>2019</td>
<td>196,019</td>
<td>88.37%</td>
<td>173,636</td>
</tr>
<tr>
<td><strong>Change</strong></td>
<td><strong>+68.18%</strong></td>
<td><strong>+0.34%</strong></td>
<td><strong>+68.67%</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Behavior</th>
<th>Bounce Rate</th>
<th>Page Per Sessions</th>
<th>Average Session Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>74.11%</td>
<td>1.65</td>
<td>0:58</td>
</tr>
<tr>
<td>2019</td>
<td>80.34%</td>
<td>1.46</td>
<td>0:35</td>
</tr>
<tr>
<td><strong>Change</strong></td>
<td><strong>+8.41%</strong></td>
<td><strong>-11.52%</strong></td>
<td><strong>-39.66%</strong></td>
</tr>
</tbody>
</table>
Website Channels

Website channel data is reflective of the main drivers to the website.

Direct categories represent paid traffic. This category was the top source generating over 75,000 sessions. Social efforts were also highly effective.

Social and Organic categories had the highest conversion rates*, showing a very engaged audience through these sources.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Sessions**</th>
<th>% New Sessions</th>
<th>Visitors**</th>
<th>Conversion Rate*</th>
<th>Page Per Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct</td>
<td>116,469</td>
<td>88.36%</td>
<td>103,385</td>
<td>10.36%</td>
<td>1.49</td>
</tr>
<tr>
<td>Social</td>
<td>55,762</td>
<td>88.28%</td>
<td>49,774</td>
<td>19.92%</td>
<td>1.91</td>
</tr>
<tr>
<td>Organic</td>
<td>14,348</td>
<td>87.01%</td>
<td>12,416</td>
<td>19.44%</td>
<td>1.93</td>
</tr>
<tr>
<td>Referral</td>
<td>4,576</td>
<td>75.57%</td>
<td>2,342</td>
<td>14.88%</td>
<td>2.04</td>
</tr>
<tr>
<td>Email</td>
<td>2,699</td>
<td>82.29%</td>
<td>2,342</td>
<td>15.36%</td>
<td>1.82</td>
</tr>
</tbody>
</table>

*Note: Conversion rates refer to visitors taking action with the booking widget on the website. This process means clicking on a “book now” link to enter the aRes portal.

**Note: Visitors refers to the unique number of visitors to the website. Sessions refers to the total number of website visits to the website, meaning that one visitor can have multiple sessions.

Booking Widget

Booking widget usage continues to rise as audience message was optimized and marketing tactics expanded. In fact, events more than doubled.

<table>
<thead>
<tr>
<th>Events*</th>
<th>Total Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>3,508</td>
</tr>
<tr>
<td>2019</td>
<td>10,156</td>
</tr>
</tbody>
</table>

 Change | +189.51

*Note: Events are categorized by specific actions taken by a visitor on the website. These Events are mostly associated with lodging actions like “Book a Room.”
Pages Most Visited

The homepage, similar to years prior, received the most page views and had the highest engagement. Other top pages included “See Another Side” pages, consisting of The Old Place and Malibu Wine Safari, which received traffic from paid media campaigns. Point Dume, although it had lower page views, had a really high average time on page at over a minute. Through retargeting efforts, the Hotels page also boasted high traffic.

Activity-related pages like Attractions, Outdoor and Explore also caught the attention of viewers looking to get to know Conejo Valley.

<table>
<thead>
<tr>
<th>Page</th>
<th>Page Views</th>
<th>Unique Page Views</th>
<th>Average Time on Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit Conejo Valley (Homepage)</td>
<td>78,644 (28.99%)</td>
<td>68,037 (29.52%)</td>
<td>1:47</td>
</tr>
<tr>
<td>The Old Place SAS</td>
<td>40,929 (15.08%)</td>
<td>36,439 (15.81%)</td>
<td>1:20</td>
</tr>
<tr>
<td>Malibu Wine Safari SAS</td>
<td>19,487 (7.18%)</td>
<td>14,988 (6.50%)</td>
<td>1:09</td>
</tr>
<tr>
<td>Hotels</td>
<td>13,568 (5.00%)</td>
<td>12,001 (5.21%)</td>
<td>0:58</td>
</tr>
<tr>
<td>Attractions</td>
<td>10,082 (3.72%)</td>
<td>7,789 (3.38%)</td>
<td>0:45</td>
</tr>
<tr>
<td>Outdoor</td>
<td>9,570 (3.53%)</td>
<td>7,323 (3.18%)</td>
<td>0:45</td>
</tr>
<tr>
<td>Explore</td>
<td>8,386 (3.09%)</td>
<td>6,612 (2.87%)</td>
<td>0:45</td>
</tr>
<tr>
<td>Eat &amp; Drink</td>
<td>5,697 (2.10%)</td>
<td>3,646 (1.58%)</td>
<td>0:49</td>
</tr>
<tr>
<td>Travel Tips</td>
<td>5,114 (1.88%)</td>
<td>4,481 (1.94%)</td>
<td>0:55</td>
</tr>
<tr>
<td>Point Dume SAS</td>
<td>3,576 (1.32%)</td>
<td>3,231 (1.40%)</td>
<td>1:10</td>
</tr>
</tbody>
</table>
Audience Locations

By far and large, the Los Angeles metro area continues to be the prominent audience location, making up over a fifth of all users. Other California-based audiences were also high on the list including San Diego, native Thousand Oaks and regional Los Angeles.

<table>
<thead>
<tr>
<th>Location</th>
<th>Sessions</th>
<th>% New Sessions</th>
<th>Visitors</th>
<th>Page Per Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles, CA</td>
<td>41,056</td>
<td>86.38%</td>
<td>35,463</td>
<td>1.51</td>
</tr>
<tr>
<td></td>
<td>(22.64%)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>San Diego, CA</td>
<td>9,802</td>
<td>85.06%</td>
<td>8,338</td>
<td>1.40</td>
</tr>
<tr>
<td></td>
<td>(5.41%)</td>
<td></td>
<td>(5.26%)</td>
<td></td>
</tr>
<tr>
<td>Not Set*</td>
<td>6,982</td>
<td>91.65%</td>
<td>6,399</td>
<td>1.24</td>
</tr>
<tr>
<td></td>
<td>(3.85%)</td>
<td></td>
<td>(4.04%)</td>
<td></td>
</tr>
<tr>
<td>Thousand Oaks, CA</td>
<td>5,774</td>
<td>75.82%</td>
<td>4,378</td>
<td>1.89</td>
</tr>
<tr>
<td></td>
<td>(3.18%)</td>
<td></td>
<td>(2.76%)</td>
<td></td>
</tr>
<tr>
<td>Riverside, CA</td>
<td>3,746</td>
<td>87.24%</td>
<td>3,268</td>
<td>1.44</td>
</tr>
<tr>
<td></td>
<td>(2.07%)</td>
<td></td>
<td>(2.06%)</td>
<td></td>
</tr>
<tr>
<td>Irvine, CA</td>
<td>3,669</td>
<td>89.51%</td>
<td>3,284</td>
<td>1.36</td>
</tr>
<tr>
<td></td>
<td>(2.02%)</td>
<td></td>
<td>(2.07%)</td>
<td></td>
</tr>
<tr>
<td>Ontario, CA</td>
<td>2,870</td>
<td>87.56%</td>
<td>2,513</td>
<td>1.48</td>
</tr>
<tr>
<td></td>
<td>(1.58%)</td>
<td></td>
<td>(1.58%)</td>
<td></td>
</tr>
<tr>
<td>Chicago, IL</td>
<td>2,614</td>
<td>97.70%</td>
<td>2,554</td>
<td>1.05</td>
</tr>
<tr>
<td></td>
<td>(1.44%)</td>
<td></td>
<td>(1.61%)</td>
<td></td>
</tr>
<tr>
<td>Long Beach, CA</td>
<td>2,071</td>
<td>87.74%</td>
<td>1,817</td>
<td>1.05</td>
</tr>
<tr>
<td></td>
<td>(1.14%)</td>
<td></td>
<td>(1.15%)</td>
<td></td>
</tr>
<tr>
<td>Simi Valley, CA</td>
<td>2,050</td>
<td>86.20%</td>
<td>1,767</td>
<td>1.53</td>
</tr>
<tr>
<td></td>
<td>(1.13%)</td>
<td></td>
<td>(1.11%)</td>
<td></td>
</tr>
</tbody>
</table>

*Location not set meaning that audience members did not have their location enabled on their device.
New vs. Returning Visitors

New tactics to help in campaign efforts led to a sizeable amount of new visitors (exponentially growing this audience since 2018). There was a similar trend in returning visitors too – doubling since 2018.

These trends show visitors were very much engaged with Conejo Valley’s content and that marketing strategies were successful in reaching targeted audiences.

<table>
<thead>
<tr>
<th>User Type</th>
<th>Sessions</th>
<th>Pages Per Session</th>
<th>Conversion Rate</th>
<th>Average Session Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Visitors</td>
<td>103,651</td>
<td>1.61</td>
<td>17.52%</td>
<td>0:51</td>
</tr>
<tr>
<td>Returning Visitors</td>
<td>13,905</td>
<td>1.89</td>
<td>12.30%</td>
<td>1:54</td>
</tr>
</tbody>
</table>

Age Groups

Compared to 2018, age demographics skewed older. The largest age groups were 45-54 and 55-64, with 35-44 and 65+ close behind. The 18-24 group decreased from previous years.

Gender

The gender breakout was on par with previous years, but the female audience did grow a bit from 2018.
Interests

Even though only 38% of Conejo Valley's audience reported interests, Conejo Valley's largest audience segments were the arts and entertainment enthusiasts. This trend followed previous years and played into Conejo Valley's role as a celebrity/entertainment haven. Additionally, foodies and shoppers were high on the list.

![Interests Chart]

Device

By far, mobile usage was the number one way to access the site, eclipsing desktop by over 30%. Keeping this insight in mind, content continued to be developed to be digestible across all devices, especially mobile.

<table>
<thead>
<tr>
<th>Device</th>
<th>Visitors</th>
<th>Sessions</th>
<th>Pages Per Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile</td>
<td>112,286 (64.81%)</td>
<td>128,644 (65.63%)</td>
<td>1.44</td>
</tr>
<tr>
<td>Desktop</td>
<td>48,286 (27.87%)</td>
<td>51,846 (26.45%)</td>
<td>1.55</td>
</tr>
<tr>
<td>Tablet</td>
<td>12,678 (7.32%)</td>
<td>15,529 (7.92%)</td>
<td>1.31</td>
</tr>
</tbody>
</table>
Organic eNewsletters

In 2019, an email template was developed that helped streamline monthly eNewsletters. These eNewsletters were created and distributed to speak to attractions and upcoming events in Conejo Valley. Sent to people who opted in to the eNewsletter, this process acted as another touchpoint with engaged audiences.

Overall, open rates varied, with the January and December eNewsletters having the highest open rate. When compared with industry averages, the open rate average was slightly lower, and in 2020, subject lines will be A/B tested to help raise open rates.

Click-Through Rate (CTR), however, was strong throughout the year, especially in May when a number of events were announced (like OakHeart Country Music Festival). Overall, the CTR was more than double the industry average, showing that the content in the eNewsletters was of interest to the recipients.

January:
Now Is The Time to Explore Conejo Valley
• Open Rate: 19.2%
• Click Rate: 1.9%
• Top Link: Stagecoach Inn Instagram Image

February:
A Taste of Conejo Valley
• Open Rate: 10.7%
• Click Rate: 1.9%
• Top Link: The Park Restaurant SAS Page

March:
Venture Outdoors in Conejo Valley
• Open Rate: 14.0%
• Click Rate: 3.5%
• Top Link: Tiny Porch Concert Series

April:
Find The Inspiration You’re Looking For in Conejo Valley
• Open Rate: 9.1%
• Click Rate: 1.6%
• Top Link: Old Is New Again Blog

May:
Country Music Festival
• Open Rate: 8.3%
• Click Rate: 12.1%
• Top Link: OakHeart Country Music Festival Blog

June:
Conejo Valley’s Can’t Miss Events
• Open Rate: 17.0%
• Click Rate: 3.1%
• Top Link: Thousand Oaks Brewfest Event

July:
More to Explore in Conejo Valley
• Open Rate: 15.9%
• Click Rate: 2.0%
• Top Link: Reasons to Visit in Summer Blog

August:
Conejo Valley Insider Tips!
• Open Rate: 13.5%
• Click Rate: 2.0%
• Top Link: Reunite With Friends Blog

September:
See Another Side of Fall in Conejo Valley
• Open Rate: 11.5%
• Click Rate: 2.3%
• Top Link: Events Page

October:
Stay & Play in Conejo Valley
• Open Rate: 12.8%
• Click Rate: 2.3%
• Top Link: Emil’s Bake House

November:
Spend the Holidays in Conejo Valley
• Open Rate: 12.3%
• Click Rate: 1.9%
• Top Link: Conejo Valley Wines

December:
Unwind for the Holidays in Conejo Valley!
• Open Rate: 19.7%
• Click Rate: 1.6%
• Top Link: Restaurant Week Page

Average:
• Open Rate: 15.7%
• Click Rate: 4.40%

Industry Average:
• Open Rate: 16.1%
• Click Rate: 1.4%
Sponsored eNewsletters

This year, Conejo Valley also sent four sponsored eNewsletters to new audiences. These eNewsletters were sent once a quarter and reflected the same content as the organic eNewsletters.

Sponsored eNewsletters boasted higher open rates than organic eblasts, along with a higher CTR (nearly triple the industry average). This tactic was very effective in bringing in new and engaged audiences to the website.

March: Venture Outdoors in Conejo Valley
- Audience Size: 125,000
- Open Rate: 15.5%
- Click Rate: 1.9%
- Top Link: Outdoor Page

June: Conejo Valley's Can't Miss Events
- Audience Size: 125,000
- Open Rate: 14.9%
- Click Rate: 12.0%
- Top Link: Conejo Valley Homepage

September: See Another Side of Fall in Conejo Valley
- Audience Size: 125,000
- Open Rate: 15.3%
- Click Rate: 1.7%
- Top Link: See Another Side (SAS) Landing Page

November: Spend the Holidays in Conejo Valley
- Audience Size: 125,000
- Open Rate: 17.2%
- Click Rate: 2.0%
- Top Link: Malibu Wine Safaris SAS Page

Average:
- Open Rate: 15.7%
- Click Rate: 4.40%

Industry Average:
- Open Rate: 16.1%
- Click Rate: 1.4%
2019 featured digital media campaigns centered around the “See Another Side” campaign. With research from previous years, strategy honed in on primary targeted audiences to optimize performance of the campaign.

Q1 - Q2 CAMPAIGN

This campaign focused on casting a wide net of different themes under the “See Another Side” messaging. Copy focused on the unique aspects of each of these attractions in relation to Conejo Valley. The creative was a continuation from the 2018 Q4 Campaign but was respectful of continuing recovery efforts due to the fires in November 2018.

Key Audiences:
- Art & Culturalists
- Foodies
- Wine Enthusiasts
- Wedding Planners/Brides-To-Be
- Overnight Stay Visitors

Key Tactics:
- Programmatic Display Ads (animated ads)
- Social Media Ads (including static ads for Facebook and Instagram)
- Expedia Campaign (May)

Key Results — Display (January-June):
- 1.4M Impressions
- 2,769 Clicks
- 0.19% CTR (Industry Average: 0.08% - 0.15%)
- 69 Conversions
- The Arts and Culturalists audience performed the best

Key Results — Social (April-June):
- 688K Impressions
- 9,591 Clicks
- 1.39% CTR (Industry Average: 0.50% - 0.90%)
- 14 Actions
- The Wine Enthusiast audience performed the best

Key Results — Expedia:
- 2.3M Impressions
- 320 Clicks
- 0.01% Average CTR
- Room Nights Booked: 774
- Gross Booking: $112,878
Q4 Campaign

Launched in September 2019, the Q4 campaign focused on new “See Another Side” stories from the April 2019 photoshoot. Featuring a diverse set of content, audiences gravitated most to the foodies creative set (The Old Place) as well as outdoor activities (Point Dume). New in 2019 were video assets that helped reach a more engaged audience and bring in more traffic to the website.

Key Audiences:
- Art & Culturalists
- Foodies
- Wine Enthusiasts
- Wedding Planners/Brides-To-Be
- Overnight Stay Visitors

Key Tactics:
- Programmatic Display Ads (animated ads)
- Social Media (including static and video ads for Facebook and Instagram)

Key Results — Display Ads:
- 4.1M Impressions
- 35,043 Clicks
- 0.33% CTR (Industry Average: 0.08% - 0.15%)
- 682 Conversions
- The Foodies audience performed the best

Key Results — Social Ads:
- 4.3M Impressions
- 56,232 Clicks
- 1.30% CTR (Industry Average: 0.50% - 0.90%)
- 6,308 Actions
- The Foodies audience performed the best
OakHeart Country Music Festival Campaign

To drive more awareness to the OakHeart Country Music Festival, a multi-faceted campaign was put in place. Tactics included native, Spotify and video ads. All ads were driven back to the OakHeart Country Music Festival website.

The campaign helped drive awareness to the event and included the following metrics:

**Key Results — Native Ads:**
- 172K Impressions
- 4,998 Clicks
- 2.91% CTR (Industry Average: 0.16%)

**Key Results — Spotify Ads:**
- 95K Impressions
- 119 Clicks
- 0.13% CTR (Industry Average: 0.05%)

**Key Results — ConnectedTV Ads:**
- 120K Impressions
- 113,983 Completed Views
- 95.13% VTR (Industry Average: 67%)

Titanic - Live!

Through a partnership with New West Symphony, Visit Conejo Valley produced video and eblast content to national and local audiences. New West Symphony’s marketing agency trafficked the content, but the event proved a success, engaging new audiences on this special event.
Search Engine Optimization Analysis

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 increased through this channel because the website comes up in searches far more often than in previous periods. In addition, the relevant keywords involved in search have resulted in lower bounce rates and higher pages per session.

This year, improving external and internal links continued to be a focus, which helped bring more traffic to the website.

By the end of the year, there was an increase of 285% in year-over-year traffic, with first page rankings including over 200 keywords.

### Top Keywords

<table>
<thead>
<tr>
<th>Top Keywords</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>conejo valley</td>
<td>1</td>
</tr>
<tr>
<td>conejo valley hotels</td>
<td>1</td>
</tr>
<tr>
<td>where is conejo valley</td>
<td>2</td>
</tr>
<tr>
<td>rancho sol del pacific</td>
<td>3</td>
</tr>
<tr>
<td>sports academy thousand oaks ca</td>
<td>6</td>
</tr>
<tr>
<td>boney mountain</td>
<td>4</td>
</tr>
<tr>
<td>conejo valley restaurant guide</td>
<td>3</td>
</tr>
<tr>
<td>conejo valley events</td>
<td>8</td>
</tr>
<tr>
<td>conejo</td>
<td>6</td>
</tr>
<tr>
<td>conejo valley guide</td>
<td>7</td>
</tr>
<tr>
<td>things to do in conejo valley</td>
<td>7</td>
</tr>
</tbody>
</table>

The most linked content outside of the homepage:

1. Trails
2. Dining
3. Things To Do
4. Golf
5. Lodging/Stay
6. Weddings
7. Events
8. Sports
Public Relations and Social Media Results

Summary

Public Relations efforts continued to focus on proactive media relations targeting leisure travelers and educating potential visitors to the various experiences one can enjoy while visiting the destination.

Post-fire recovery efforts were still underway at the beginning of 2019, leading to efforts focused on that kind of messaging. The Public Relations team also hosted a Recovery FAM Tour with four influencers/writers at the end of January 2019 to support the overall recovery marketing plan. Social Media Influencer Trips were then delayed to give respect to the recovery process. The destination also welcomed four additional influencers throughout 2019. These combined efforts garnered nine blog posts and hundreds of thousands of social media impressions, making it a successful effort all around.

The team also managed social media channels on behalf of the destination and saw impressive growth across the board.

Media Relations

Proactive pitches were developed to focus on leisure travel, events and unique and interesting experiences in Conejo Valley.

Media announcements called attention to the Visit Conejo Valley Annual Food Drive press release featuring Palm Garden Hotel General Manager Steven Ortmann’s award for the State Lodging Association’s Outstanding General Manager of the Year Award (distributed 12/3).

Proactive pitches ran the gamut and highlighted key happenings during seasonal times. Outlets were also diverse including travel/tourism, lifestyle and entertainment media.

From these pitches, the Public Relations team secured 28 clips in outlets such as Central Coast Tourism, Visit California, Spectrum News 1, Wine Country, USA Breaking News and more.

Key Results*:

- 2 Media Announcements
- 107+ Proactive Pitches
- 28 Secured Clips
- 59.5M Potential Reach
- 116.4K Coverage Views
- 208 Coverage Social Shares

*The number of proactive pitches excludes the number of media contacts solicited with media announcements. Potential Reach = Estimated total of monthly reach of secured coverage including digital, print circulation and broadcast views. Coverage Views = Estimated total views a specific piece of coverage will receive during its lifetime. Coverage Social Shares = Estimated number of times the coverage has been shared on social media to date.
Recovery FAM Tour (January 29 – 31, 2019)

To support the recovery marketing plan, the Public Relations team conducted a three-day familiarization (FAM) tour to Conejo Valley. The team developed and coordinated the itinerary and secured four Los Angeles-area based influencers/writers for the FAM Tour.

Activities included a welcome lunch with Agoura Hills Mayor Linda Northrup, a trip to Malibu Wine Safaris, a goat yoga session at Lavenderwood Farms, a tour of the Ronald Reagan Presidential Library and Museum as well as a stop to Mamba Sports Academy. The participants stayed at the Sheraton Agoura Hills and Courtyard by Marriott Thousand Oaks Ventura County.

Key Results:
- 60+ Social Media Posts
- 388K Potential Reach
- 100+ Instagram Stories
- 5 Blog Posts/Articles
- 1,152,440+ Potential Blog Reach
- 10,283+ Estimated Blog Post Views
- 543,805+ Estimated Impressions
- 20,774+ Estimated Engagements
Social Media Influencers

This year, we finished with a strong social media influencer program. The strategy with these hosted trips is to build additional brand awareness and positively position Conejo Valley as a destination of choice among target audiences. These trips also helped cross-pollinate audiences, expanding the brand’s reach. Each influencer provided a unique experience when visiting the destination and increased awareness of the area. All brand exposure reinforced positive visitor sentiment and encouraged visitation among audiences.

The influencers were provided with a hotel stay and spending money for food, travel and activities while in Conejo Valley to enhance their experience. In return, the influencers posted to their social media channels while in market and produced at least one blog post recapping their experience.

Campaign results this year included:

- 4 Influencer Visits
- 4 Blog Posts
- 262,217+ Potential Blog Reach
- 1,717+ Blog Coverage Views
- 32 Social Media Feed Posts
- 294 Instagram Stories
- 147,135+ Estimated Social Media Impressions*
- 5,279+ Social Media Engagements*

*Excludes Instagram Stories
Blog Posts

In 2019, 24 blog posts were published to the Conejo Valley website. The articles highlighted activities, special events, unique food, attractions and more.

Blog posts also experienced higher than average page session durations, as visitors spent time reading these articles. Of no surprise, “The Bachelor Guide to Conejo Valley” blog had the most visitors, sessions and the longest average session durations.

<table>
<thead>
<tr>
<th>Top 5 Blogs</th>
<th>Visitors</th>
<th>Sessions</th>
<th>Session Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Bachelor Guide to Conejo Valley</td>
<td>1,112</td>
<td>1,205</td>
<td>2:30</td>
</tr>
<tr>
<td>Top Instagrammable Spots in Conejo Valley</td>
<td>590</td>
<td>663</td>
<td>1:31</td>
</tr>
<tr>
<td>Why OakHeart Country Music Festival Should Be On Your Spring Bucket List</td>
<td>585</td>
<td>642</td>
<td>1:18</td>
</tr>
<tr>
<td>5 Great Things To Do On Your Next Family Reunion</td>
<td>563</td>
<td>591</td>
<td>1:21</td>
</tr>
<tr>
<td>Take Your Dad to Conejo Valley</td>
<td>497</td>
<td>505</td>
<td>0:57</td>
</tr>
</tbody>
</table>
Social Media

With social media algorithms and functionality always in flux, the team continued to stay on top of new trends and best practices.

Across the board, we continued to build our fanbase of followers, spreading awareness of Conejo Valley. The successful paid media campaign as well as the Hashtag Campaign throughout the latter part of 2019 helped build organic audiences.

Daily Content Creation and Social Care

In order to expand reach, increase fanbase and demonstrate an active presence on all social channels, the team created and published engaging, daily content. The team crafted platform-specific content across all channels and responded to daily engagements on each platform.

Content spanned various categories to speak to multiple personas on social media: outdoor, culinary, entertainment, amenities and lodging, and surrounding areas and attractions. The outdoor category consistently performed within the top percentile of content.

Paid Promotion of Daily Organic Content

Adjusting to the pay-to-play landscape of Facebook and Instagram, the team strategically placed ads to strengthen reach, engagement and overall influence of the page's organic content. The team focused on a balanced strategy of driving engagements as well as web traffic against the destination's geotargets (primarily Los Angeles County, as well as San Diego, the Bay Area and Sacramento). Interest targeting was adjusted depending on ad content.

Ad Campaign Snapshot:
- Engagement Campaigns: 19
- Engagements: 224,897
- Traffic Campaigns: 12
- Landing Page Views: 4,624

Ad Campaign Demographic Stats:
- 57% Women
- 43% Men
- Age Bracket With Highest Reach: 25-34
Facebook:
- Total Number of Followers: 12,868
- Increase in Followers: +6.26%
- Total Number of Likes: 12,800
- Increase in Likes: +5.60%
- Total Number of Posts: 352
- Total Page Views: 13,899
- Total Reach: 3,013,901
- Total Impressions: 1,556,460
- Total Engagement: 112,145

Twitter:
- Total Number of Followers: 2,124
- Increase in Followers: +3.41%
- Total Impressions: 174,848
- Total Number of Posts: 350
- Total Profile Visits: 960

Instagram:
- Total Number of Followers: 4,101
- Increase in Followers: +54.35%
- Total Reach: 1,334,736
- Total Impressions: 1,543,386
- Total Engagement: 335,363
- Total Number of Posts: 354
- Total Profile Visits: 13,500
Social Media Contest

In 2019, Facebook and Instagram contests were featured around a number of events and local businesses. The contests helped to build engagement as well as new audiences.

OakHeart Country Music Festival Instagram Contest (April - May)

For this event, Conejo Valley hosted an Instagram contest by giving away four free VIP tickets to the show. All participants had to do to enter was tag three friends they would have liked to take with them and follow the Visit Conejo Valley Instagram account. The prize included four VIP tickets to the festival and two hotel rooms for that night.

Key Results:
- Likes: 12,210
- Comments: 58
- Profile Visits: 103
- Impressions: 3,495
- Reach: 2,568

Titanic – Live! Facebook Contest (May - June)

At the end of May, the Conejo Valley team ran a Facebook contest for the Titanic – Live! event featuring the New West Symphony performing live music for the film Titanic. Participants had the chance to win two premium tickets and a one-night stay in Conejo Valley. To participate, entrants had to tag someone they’d like to attend the event with and like Conejo Valley’s Facebook page.

Key Results:
- Entries: 60+
- Shares: 100+
- Engagement: 2,830
- Impressions: 49,492
Hashtag Campaign (August – December)

In August, the Conejo Valley team launched a monthly Hashtag Campaign, which included a social media sweepstakes component. The campaign rotated between Instagram and Facebook to help promote awareness of the region to the Millennial audience. Engagement was much stronger via Instagram, a finding that will dictate contests in 2020.

**Key Results for August - Instagram:**
- $25 Original Pizza Cookery gift card prize
- Likes: 6,147
- Comments: 7
- Saves: 8
- Engagement Rate: 19%
- Impressions: 59,315
- Reach: 32,720

**Key Results for September - Facebook**
- $25 Tarantula Hill Brewing Co gift card prize
- Likes: 1,258
- Comments: 9
- Shares: 21
- Engagement Rate: 16%
- Impressions: 16,821
- Reach: 7,850

**Key Results for October - Instagram:**
- $100 Hatch Eatery gift card prize
- Likes: 1,176
- Comments: 9
- Saves: 6
- Engagement Rate: 15%
- Impressions: 20,022
- Reach: 8,004

**Key Results for November - Facebook:**
- $100 Oak & Iron gift card prize
- Likes: 750
- Comments: 41
- Shares: 21
- Engagement Rate: 14%
- Impressions: 15,519
- Reach: 6,408

**Key Results for December - Instagram:**
- $100 Julio’s Agave Grill gift card prize
- Likes: 5,700
- Comments: 47
- Saves: 10
- Engagement Rate: 19%
- Impressions: 41,940
- Reach: 23,560
PGA Tour Event - Invesco QQQ Championship Contest (October)

In preparation for the PGA Tour event, Invesco QQQ Championship, in late October, Conejo Valley offered a VIP experience to the event along with a hotel stay via an Instagram contest. The sweepstakes succeeded in generating awareness of the region with generating ample impressions.

Key Results:
• Likes: 4,431
• Comments: 35
• Saves: 29
• Engagement Rate: 25%
• Impressions: 24,209
• Reach: 17,988

On-Site Social Media

Keeping in tradition with previous years, Visit Conejo Valley attended OakHeart Country Music Festival held in-market to drive awareness of the event and connect the event with the brand. Tactics for on-site coverage included Instagram Story posts and geo-fencing targeted ads.

OakHeart Country Music Festival (May 30 – June 1)
• Instagram Stories: 17
• Impressions: 5,872
• Reach: 4,889
• Time-lapse video Impressions: 1,100
• Time-lapse video unique views: 451
Thank You

2019 was an amazing year for Visit Conejo Valley and we look forward to another year of continued success.