AGENDA

1. Overview
2. Insights and Trends
3. Destination Marketing Strategy
4. Target Audiences
5. Creative Strategy
6. Marketing Tactics
   • Public Relations, Influencers and Social Media
   • Paid Media
7. Events
8. Timeline
Conejo Valley Tourism
MISSION STATEMENT

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

• **Be Inclusive**: Nurture long-lasting relationships with local and industry partners. Employ a collaborative partnership approach for all marketing initiatives. Encourage feedback.

• **Be Forward-Thinking**: Pursue sustainable tourism that provides meaningful visitation experiences while respecting Conejo Valley’s natural and cultural heritage.

• **Be Diligent**: Honor promises and commitments. Guard and defend the Conejo Valley brand.

• **Be Accountable**: Be goal-oriented and results-driven. Provide tangible proof of performance for all Conejo Valley tourism initiatives.
Insights & Trends
THE CONSUMER JOURNEY

- Inspiration and Dreaming
- Consideration and Planning
- Decision and Booking
- Exploring and Experiencing
TREND WATCH

• The Solo Traveler
• The Conscious Traveler
• The Millennial (Bleisure) Traveler
• The Family Traveler
• The Micro-Trip Traveler
• The Second City Traveler
• The Active Senior Traveler
VISIT CALIFORNIA

- Extensive research
- Initiatives with local and international partners
- Campaign focuses
PARTNERS

Visit California

City of Thousand Oaks

CITY OF AGOURA HILLS

Discover America

NATIONAL PARK SERVICE

The Ronald Reagan Presidential Library

Los Angeles

Conejo Recreation & Park District

California's Central Coast

California Lutheran University
Destination Marketing Strategy
**GOALS**

- Increase overnight visitation and visitor spending throughout Conejo Valley
- Push weekend travel to the leisure market
- Encourage mid-week travel to the meeting/group audiences

**OBJECTIVES**

- Awareness
- Desirable Destination
- Visitation
- Thought Leadership
DESTINATION ANALYSIS

STRENGTHS

- Location
- Experiential Destination
- Convenience
- Safety
- 12-Month Event Calendar
- Affordability
- Year-Round Destination

OPPORTUNITIES

- Location
- Always evolving list of activities, restaurants, events, etc.
- Weddings Market
Targeted Audiences
OVERVIEW

• In 2020, Conejo Valley’s targeted audiences will stay true to the destination, but will also evolve to bring in industry trends and findings from 2019.

• From a high-level, our core audiences are:
  • Ages 35-44 and affluent (HHI of $100K - $150K)
  • Female (60%), which is typical of most destination audiences
  • Coming from nearby Los Angeles areas (Los Angeles proper, Ontario, Irvine)
  • Enjoying outdoor adventures and attractions
LEISURE SEGMENTS

FOODIES
Millennials (ages 25-34) and Gen Xers (ages 40-54)

WINE ENTHUSIASTS
Millennials (ages 25-34) and Gen Xers (ages 40-54)

ART & CULTURALISTS
Millennials (ages 25-34) and Baby Boomers (ages 51-69)

OUTDOOR ADVENTURERS & WELLNESS SEEKERS
Millennials (ages 25-34), Gen Xers (ages 40-54)
and Baby Boomers (ages 51-69)
GROUP SEGMENTS

MEETING/GROUP/EVENT PLANNERS

WEDDING PLANNERS/BRIDES TO BE
Creative Strategy
See Another Side of Southern California
Just minutes away from the bustling Los Angeles region lies a breath of fresh air—Conejo Valley. With so much to see, do and enjoy it’s the perfect place to uncover unique experiences that engage all of your senses. Take in the view of the valley from atop a mountain, go back in time at the Ronald Reagan Presidential Library and Museum, grab a bite to eat at an unforgettable restaurant and go to a show you’ll be posting about for days. Cap off the night at one of our comfortable and convenient lodging options. Take some time to catch your breath and find the balance between work and life.

See Another Side of Southern California.
See Another Side of Southern California
CREATIVE MESSAGING

See Another Side of Southern California, a breath of fresh air in the competitive landscape.

ESCAPE AND RETREAT

CONVENIENCE

UNCROWDED

VALUE

DIVERSE ACTIVITIES & ATTRACTIONS
2020 CREATIVE OBJECTIVES

• Continue to increase brand awareness though the See Another Side campaign

• Increase visitation and length of stay with a focus on Q1 and Q3 plus weekends

• Position Visit Conejo Valley as a primary resource for trip planning

• Establish Conejo Valley as a preferred Southern California retreat

• Photo/Video
PHOTO SHOOT STRATEGY

VIDEO CONCEPT REFRESH
Explore moving on from the current interview style videos and utilize an itinerary/inspiration type of approach.

- Continue to use the See Another Side campaign but evolve the feel of the videos
- Collect additional general and evergreen footage, including scenic and landscape hero shots
- Select talent to support additional audiences (Gen X and Boomers)
Marketing Tactics
MARKETING MIX

PAID MEDIA
- Traditional Media
- Digital Media
- Paid Social
- E-Marketing
- Social Influencer Content

EARNED MEDIA
- Media Coverage
- Mentions, Shares, Views
- Social Influencer Content

OWNED MEDIA
- Website & Blog
- Social Channels
- Itineraries, content, e-marketing
- Social influencer content
Public Relations, Influencers & Social Media
UPCOMING PR/SOCIAL TRENDS

- Video content to continue to generate the most engagement on Instagram and even on Pinterest, where users are 2.6x more likely to purchase after viewing brand video content.
- More live and ephemeral content, with Instagram Stories continuing to grow as a means of establishing a closer relationship with audiences.
- Organic reach to continue to decline on Facebook, although it continues to be a vital platform in telling brand stories.
- Instagram is now testing hiding likes in the U.S.
- Influencer marketing will continue to soar.
OBJECTIVES

- **PR**: Increase awareness and generate positive media coverage of Conejo Valley as an ideal destination for leisure travel, business meetings and weddings

- **Social Influencers**: Increase brand awareness and online volume, reach untapped target audiences, create positive brand sentiment and generate quality content for owned media

- **Social Media**: Maintain and grow profiles across all existing social media channels, attract and engage key audience segments and position Visit Conejo Valley as a reliable and trusted source of tourism and information
SOCIAL INFLUENCER/ FAM TOUR TACTICS

- Secure 8-12 influencer visits throughout 2020
  - Primary KPI: Total Potential Reach: 500K+
- Primarily work with micro-influencers (10k-100k followers on Instagram) or nano-influencers (less than 10k followers on Instagram)
- Influencer targets to align with Conejo Valley branding and target audiences
- Ensure influencers showcase various hotels, events, restaurants, wine tasting and brewery locations, outdoor activities, attractions, etc.
- Scope of work to include two social media feed posts, five Instagram Stories and one blog post
- Promote selected influencers branded content to amplify exposure
- Secure 1-2 traditional writers throughout 2020
  - Traditional writers will not be required to sign a contract with Augustine, but will be provided with goals of producing a positive article(s) focused on visiting Conejo Valley
- Continue to build relationships with various Conejo Valley partners for influencer and media collaborations
- Introduce local content creators program
PR TACTICS

- Maintain up-to-date lists of quality media contacts
- Develop calendar of press releases, media alerts and/or event submissions
- Ongoing media outreach and proactively pitch story ideas
- Continue to partner with Visit California
- Engage with travel writers and niche bloggers
- Propose and attend media events
- Develop two blog posts per month
- Monitor media and social mentions
- Provide crisis communication and reactive media relations as needed
ORGANIC SOCIAL MEDIA TACTICS

- Continue to develop social strategies and adjust as needed to align with changing algorithms and updates to platforms (Facebook, Instagram and Twitter)
- Curate and create daily posts with varied content
- Evaluate potential additional social channels (Pinterest)
- Continue incorporating Instagram Stories
- Continue to move in the direction of video
- Share blogs, influencer posts and featured articles
- Regularly feature event listings on Facebook to increase awareness and attendance of local events
- Incorporate contests/sweepstakes on social media to increase awareness and attract new visitors to the destination
  - Continue ongoing monthly hashtag campaign through March 2020.
- Expand onsite event coverage for additional awareness and live posting on social channels
- Continue to implement monthly paid social media tactics
Owned Media Channels
OWNED COMMUNICATION CHANNELS

SEO
Continue to work toward an increased SEO ranking

CRM
Monthly email communication to our owned database

WEBSITE & BLOG
Continue to develop fresh content for the website (itineraries, updated business listings, blogs, etc.)
Paid Media
STRATEGIES

• Connect, engage and interact with target audiences
• Integrate online and offline efforts
• Provide the best negotiated return on investment

OBJECTIVES

• Visit the destination
• Book a reservation
• Email database sign-up
DIGITAL PAID MEDIA

- Standard and High Impact Banners
- Pre-Roll Video
- Native
- Paid Social
- Paid Search
EXPEDIA

- Banners
- Native
- Search
- Personalized Landing Page

Visit Conejo Valley

See Another Side of Southern California

Conejo Valley is calling. Come explore and enjoy all of the great activities and views Southern California has to offer. Let yourself unwind and enjoy a life of leisure and fun.
EXPEDIA MEDIA SOLUTIONS NETWORK

Monthly WW Unique Visitors (Millions)

- travelocity: 12.4M
- Expedia: 60M
- ORBITZ: 10.9M
- CheapTickets: 3.2M
- Hotels.com: 32.8M
- hotwire: 9.5M
- wotif: 335K
- lastminute.com.au: 103K
- ebookers: 1M
- MrJet.se: 22K

Source: comScore WW July 2018; MrJet internal Unique Visitors Data
PAID EMAIL AND PRINT

• Quarterly Paid Emails
• Food & Travel Magazine
  • 1/2 Page Ad
  • 1/2 Page Advertorial
• Digital
MEETING PLANNERS

SMART MEETINGS

- Print
  - 1/2 Page Ad
  - 1/2 Page Editorial

- Digital
  - Remarketing Display
  - Social Posts (Facebook, LinkedIn, Twitter)
  - Sponsored eBlast
  - Exclusive eBlast
## 2020 MEDIA FLOWCHART

### CAMPAIGN: CONSUMER

<table>
<thead>
<tr>
<th>Digital Advertising</th>
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<tbody>
<tr>
<td>Cross-Platform Standard and High-Impact Banners</td>
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<td>Cross-Platform Pre-roll Video</td>
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<td>Native</td>
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<td>Paid Social</td>
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<td>Paid Search</td>
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<tr>
<td>Added-Value Cross-Platform Standard Banners</td>
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</table>

**Expedia.com Responsive Banners, Search and Native**

**Expedia Brands Portfolio Banners**

**Expedia.com Landing Page**

**Email**

**Prospecting Email**

**Print/Other**

**Food & Travel Magazine (quarterly - 1/2 page ad + 1/2 page advertorial + digital per quarter)**

### CAMPAIGN: MEETING PLANNERS

**Digital/Print Advertising**

**Smart Meetings (exclusive adlist, sponsored editions, remarketing display ads, and social posts on Facebook, LinkedIn, and Twitter)**

### Table

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<thead>
<tr>
<th>Month</th>
<th>January</th>
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**CONSUMER**

**January**

**February**

**March**

**April**

**May**

**June**

**July**

**August**

**September**

**October**

**November**

**December**
Events & Timeline
# Events

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<thead>
<tr>
<th>January</th>
<th>February</th>
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<tbody>
<tr>
<td>Visit CA Restaurant Month (Week)</td>
<td>Los Angeles Travel &amp; Adventure Show</td>
<td>Bay Area Travel &amp; Adventure Show</td>
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<tr>
<td>Free Museum Day</td>
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<td>Go West Summit</td>
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<td>DineLA Restaurant Week</td>
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<tr>
<td>San Diego Travel &amp; Adventure Show</td>
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<th>April</th>
<th>May</th>
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<tr>
<td>Dole Great Race of Agoura Hills</td>
<td>Annual Chili Cook-Off &amp; Classic Car Show</td>
<td>Topanga Banjo, Fiddle &amp; Folk Festival</td>
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<td>Annual Scandinavian Festival</td>
<td>Conejo Valley Days</td>
<td>OakHeart Country Music Festival</td>
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<td>National Association of Sports Commissions</td>
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<td>Tiny Porches Concerts</td>
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<td>Tiny Porches Concerts</td>
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<td>DineLA Restaurant Week</td>
<td>Thousand Oaks Brew Fest</td>
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<td>Night Sky Festival at Paramount Ranch</td>
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<td>Reyes Adobe Days</td>
<td>TEAMS Conference</td>
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<td>Annual Moorpark Beer Festival</td>
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<td>Conejo Uncorked</td>
<td>Jingle Bell Jump Santa Arrival</td>
<td>Jingle Bell Jump Santa Arrival</td>
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<td>Reign of Terror Haunted House</td>
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<td><strong>PR &amp; Social Media</strong></td>
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<td>Q2</td>
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<td>Paid Media Campaigns</td>
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<td>Asset Creation (Photo + Video)</td>
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Thank You