



Visit Conejo Valley
Annual Report

2020

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2020 Visit Conejo Valley Annual Report

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Message from the President/CEO, Danielle Borja

This is not the year any of us thought it was going to be.

I stepped into the role of President/CEO of Visit Conejo Valley on January 6th, after working for your previous President/CEO Jill Lederer for seven years and watching the TID grow from its formation. Our team and our board made ambitious plans for how we planned to scale the organization.

All of that changed on March 19, 2020, when Governor Gavin Newsom declared a statewide stay at home order to slow the spread of COVID-19. This order was supplemented by federal guidance to stay home for 15 days to slow the spread. All of our plans for 2020 went out the window.

Our hotel properties were only allowed to serve guests traveling on essential business, restaurants were reduced to take out service only and all of our local attractions were closed, even the Santa Monica Mountains National Recreation Area. Corporate entities converted their operations to remote work and all major events in Conejo Valley were cancelled or converted to a virtual format.

More than eight weeks later, leisure travel was allowed to resume amid a host of constantly changing restrictions for our local businesses and travel still being cautioned by the medical community. By early December, our area returned to a stay at home order as Los Angeles and Ventura Counties faced a surge of COVID-19 cases.

I'm not going to sugarcoat it, 2020 was a tough year for Visit Conejo Valley. Our annual budget, originally projected at \$1.5 million was amended to \$870,000. Thankfully, our board has been diligently building our reserves since the inception of the district in 2013. That allowed us to weather the storm by implementing a mix of rightsizing to our marketing efforts and utilizing our reserves.

In all the darkness, there were rays of light during this year including the opening of two new hotels in Agoura Hills expanding our district to 16 properties and the PGA Tour unexpectedly returning to Sherwood Country Club in October for a tournament originally planned to be held in Japan.

I want to thank all of our hotel and attraction partners, who also made tough decisions this year to get us through to 2021. I am optimistic that the path forward is a brighter one. I know that we will reach the other side of the coronavirus pandemic ready to meet the next challenge, welcome back our visitors and grow our local economy in the process.

Sincerely,

Danielle Borja, MBA

President/CEO

Visit Conejo Valley



Message from the Chair of the Board, Kristina Lecka

I want to start this letter by thanking all of my colleagues on the Board of Directors for the Conejo Valley Tourism Improvement District for putting their trust in me to lead the district this year. I also want to give some well-deserved thanks to our immediate past chair, Mary Macchio, who served through what was the most difficult year our district has endured.

In 2020 we made some tough decisions, feeling short-term pain to achieve long-term gains for our district. This year, I am hopeful we will begin to climb out of the hole created by COVID-19. As I am writing this letter, vaccine distribution has begun both locally and throughout the state of California. While still in the early stages, we expect to see millions of Southern California residents vaccinated – and ready to travel.

We know travelers have been cooped up at home for close to a year now. People want to travel, and they want to do it as soon and safely possible. Safety was a primary concern for travelers in 2020 and will continue to be in 2021 and beyond.

Luckily for us, Conejo Valley's biggest attraction is our outdoor spaces. The outdoors are arguably the safest activity that can be conducted in the midst of the COVID-19 pandemic. We are going to utilize our resources to show travelers that they can take a safe trip to Conejo Valley.

Make no mistake. It is going to take time for our corporate travel and weddings, once major drivers of local travel, to return to pre-2020 levels. That being said, I am optimistic that our TID will grow in 2021 and do our part to help the Conejo Valley economy begin to heal.

I want to conclude by thanking our partners: attractions, restaurants, breweries and wineries, event venues, local government and others that have been working with us along the way to get to this point.

Let's turn the page on 2020 and lean into the opportunities ahead in 2021!

Sincerely,

Kristina Lecka

Chair of the Board, Conejo Valley Tourism Improvement District

Director of Sales, Best Western Thousand Oaks Inn

2021 Budget

	2020 Revised	2021 Proposed	\$ \$ Change
Income			
Assessment	\$720,000	\$600,000	\$120,000.00
Reserve Allocation	\$ 150,000	-	\$150,000
TOTAL INCOME	\$870,000	\$ 600,000	\$270,000

Expenses			
Administration Fees			
Agoura Hills & Thousand Oaks (1%)	\$7,200	\$6,000	\$1,200
Chamber of Commerce (20%)	\$144,000	\$120,000	\$24,000

Advertising and Marketing			
Direct Hotel Marketing (20%)	\$144,000	\$120,000	\$24,000
Strategic Marketing Plan	\$5,000	\$5,000	-
Annual Report	\$3,500	\$3,500	-
Account Management	\$34,500	\$24,000	\$10,500
Public Relations Management	\$28,500	\$20,000	\$8,500
Social Media Management	\$22,500	\$18,000	\$4,500
Website Design and Hosting	\$9,000	\$7,200	\$1,800
Print Materials and Promotional Events	\$10,000	-	\$10,000
Media and Public Relations Events	\$12,000	-	\$12,000
Reservation Booking Engine	\$7,500	\$7,500	-
Conferences and Travel	\$50,000	\$4,000	\$46,000
Paid Advertising	\$350,000	\$235,000	\$115,000

Normal Expenses			
Insurance (Liability and D&O)	\$3,000	\$3,000	-
Membership Dues	\$1,000	\$1,000	-
Operating Supplies	\$1,000	\$1,000	-
Postage	\$100	\$100	-
Professional Services	\$11,000	\$5,000	\$6,000
Equipment	-	-	-
Board Of Directors Meeting Expenses	\$3,000	\$1,000	\$2,000
Depreciation (non-cash)	\$21,600	\$17,631	\$3,969

TOTAL EXPENSES	\$868,400	\$598,931	\$269,469
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Profit or Loss	\$1,600	\$1,069	\$13,145
	0.18%	0.18%	

STR Report

2020 was an anomaly in terms of STR data due to the coronavirus pandemic. Metrics began to fall in March when restrictions began to be put in place, but fell to their lowest in April. This trend is similar to what was seen regionally and nationally.

The earlier fall months of September and October saw some restrictions lifted which helped with Occupancy and ADR, but still were much lower than levels seen in 2019.

2020				
Month	Conejo Valley Occupancy %	Ventura County Occupancy %	LA County Occupancy %	California Occupancy %
January	63.5%	64.8%	73.6%	66.2%
February	72.0%	72.0%	78.4%	73.0%
March	39.0%	43.6%	35.4%	39.8%
April	20.8%	29.3%	22.5%	26.6%
May	28.3%	41.9%	27.3%	44.0%
June	40.4%	57.6%	30.3%	50.1%
July	41.5%	57.7%	36.0%	54.8%
August	48.7%	65.3%	40.0%	55.9%
September	51.6%	64.5%	42.0%	53.1%
October	52.7%	61.6%	36.6%	45.3%
November	41.2%	53.2%	31.5%	37.4%
December	38.7%	44.7%	25.0%	37.4%
Average	44.9%	54.7%	39.9%	48.6%

STR Report

Month	Conejo Valley ADR	Ventura County ADR	LA County ADR	California ADR
January	\$135.47	\$121.79	\$198.75	\$166.76
February	\$138.69	\$127.22	\$198.71	\$167.43
March	\$124.98	\$119.71	\$180.56	\$136.78
April	\$92.30	\$95.43	\$106.82	\$90.28
May	\$91.68	\$102.37	\$108.02	\$95.17
June	\$97.27	\$114.08	\$119.91	\$110.50
July	\$101.69	\$123.35	\$130.93	\$124.14
August	\$104.36	\$127.89	\$137.61	\$127.25
September	\$107.47	\$128.88	\$145.88	\$127.83
October	\$107.94	\$123.50	\$133.22	\$126.36
November	\$97.59	\$113.21	\$128.72	\$117.55
December	\$90.98	\$105.55	\$117.46	\$103.87
Average	\$107.54	\$116.92	\$142.22	\$124.49

Month	Conejo Valley RevPAR	Ventura County RevPAR	LA County RevPAR	California RevPAR
January	\$85.97	\$78.87	\$146.24	\$110.33
February	\$99.91	\$91.57	\$155.86	\$122.28
March	\$48.69	\$52.25	\$63.86	\$54.39
April	\$19.19	\$27.93	\$24.06	\$24.04
May	\$25.98	\$42.90	\$29.51	\$34.86
June	\$39.29	\$65.73	\$36.28	\$48.62
July	\$42.22	\$71.12	\$47.13	\$62.17
August	\$50.86	\$83.57	\$55.04	\$69.78
September	\$55.41	\$83.10	\$61.33	\$71.41
October	\$56.86	\$76.09	\$48.79	\$67.09
November	\$40.23	\$60.27	\$40.53	\$53.27
December	\$35.24	\$47.20	\$29.36	\$38.82
Average	\$49.99	\$65.05	\$61.50	\$63.09

Brand Overview

Visit Conejo Valley serves the region's economy and markets 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 2020, Visit Conejo Valley met some tough challenges due to the coronavirus pandemic. Limiting travel restrictions put in place starting in March and lasting until 2021 led to difficulty in getting travelers to the destination.

Despite these obstacles, Visit Conejo Valley continued to feature socially-distant activities in the destination (i.e. hiking, outdoor dining, etc.), future travel planning and virtual experiences. The campaign also highlighted safety measures adopted by the county, businesses and hotels to instill in visitors the security they needed to travel safely.



Website Metrics

For 2020, Conejo Valley continued to be positioned as a prime vacation destination for visitors throughout the state of California and the U.S. through paid media efforts. Due to the coronavirus outbreak, focus shifted primarily towards California drive markets as travelers across the U.S. remained hesitant to travel via plane.

At the beginning of 2020, goals for paid media efforts included increasing overnight visitation and visitor spending throughout Conejo Valley, pushing weekend travel to the leisure market while also encouraging midweek travel. Efforts were also expanded to reach meeting planners to encourage scheduling of 2020 group events.

In July through October 2020, the Back to Business campaign was in full swing, working to promote the “new normal” and available activities within Conejo Valley.

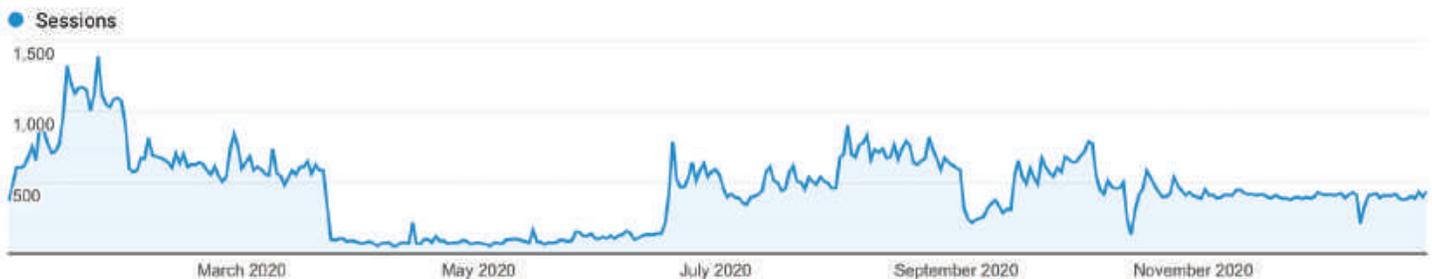
During this year, there were spikes in traffic in line with the paid media campaigns at the beginning of the year and from June to October. There was a significant dip from April through May, most likely attributed to the beginning of lockdowns due to COVID-19 affecting travel sentiment.

Significant Results

- Growth in pages per session by 10.01% indicates an increase in many qualified users coming to the site.
- There was also a 10.76% decrease in bounce rate, indicating users are getting where they intended to go.

Acquisition	Total Sessions	% New Sessions	Total Visitors
2019	181,319	87.43%	158,944
2020	166,175	87.62%	147,229
Change	-8.35%	+0.22%	-7.37%

Behavior	Bounce Rate	Page Per Sessions	Average Session Duration
2019	78.76%	1.50	0:38
2020	70.28%	1.65	0:35
Change	-10.76%	+10.01%	-5.62%



Website Channels

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

Organic search traffic is the result of SEO efforts. This category was the top source generating over 35,000 sessions.

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

Channel	Sessions**	% New Sessions	Visitors**	Conversion Rate*	Page Per Session
Organic Search	35,294 (21.24%)	87.46%	30,869 (21.20%)	1.86%	2.04
Direct	26,910 (16.19%)	92.47%	24,883 (17.09%)	1.00%	1.48
Display	22,150 (13.33%)	87.58%	19,398 (13.32%)	0.38%	1.70
Native	6,842 (4.12%)	86.41%	5,912 (4.06%)	0.69%	1.17
Social	6,241 (3.76%)	83.43%	5,207 (3.58%)	1.17%	1.69
Referral	1,906 (1.15%)	75.13%	1,432 (0.98%)	2.36%	1.88

*Note: Conversions and conversion rate 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

The booking widget continued to see strong usage, however due to travel restrictions, unstable travel sentiment throughout the pandemic and a reduction in paid media efforts, there was a decline.

Events*	Total Sessions
2019	10,156
2020	7,057
Change	-30.51%

Pages Most Visited

The homepage, similar to years prior, received the most page views. The page with the most engagement in 2020 was the Restaurant Week page.

Other top pages for views included the Safe Travel Information page providing visitors with the latest information on travel restrictions, COVID-19 protocols and any other relevant destination updates. The See Another Side pages including The Old Place and Point Dume, were also some of the more popular pages.

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

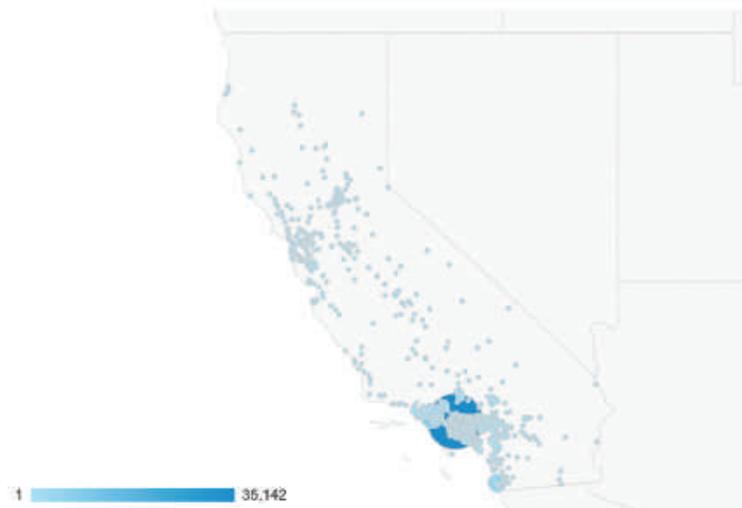
Page	Page Views	Unique Page Views	Average Time on Page
Visit Conejo Valley (Homepage)	56,217 (20.55%)	49,429 (21.54%)	0:45
Safe Travel Information	44,478 (16.26%)	32,948 (14.36%)	0:39
See Another Side – The Old Place	12,918 (4.72%)	9,748 (4.25%)	1:17
Weddings	13,568 (5.00%)	12,001 (5.21%)	0:54
Stay	8,877 (3.24%)	6,419 (2.80%)	0:37
Restaurant Week 2020	8,418 (3.08%)	6,321 (2.75%)	1:42
Eat and Drink	6,566 (2.40%)	4,963 (2.16%)	0:59
Outdoor	5,964 (2.18%)	4,610 (2.01%)	0:55
Explore	5,643 (2.06%)	4,811 (2.10%)	0:48
See Another Side – Point Dume	4,528 (1.66%)	3,660 (1.60%)	1:01

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.

Location	Sessions	% New Sessions	Visitors	Page Per Session
Los Angeles, CA	35,142 (21.15%)	84.64%	29,744 (20.42%)	1.44
Not Set*	9,618 (5.79%)	92.18%	8,866 (6.09%)	1.76
Chicago, IL	8,211 (4.94%)	98.89%	8,120 (5.58%)	1.02
Thousand Oaks, CA	6,310 (3.80%)	80.22%	5,062 (3.48%)	1.73
San Diego, CA	3,860 (2.32%)	84.07%	3,245 (2.23%)	1.42
Ontario, CA	2,427 (1.46%)	86.69%	2,104 (1.44%)	1.49
New York, NY	1,955 (1.18%)	94.58%	1,849 (1.27%)	2.53
Riverside, CA	1,856 (1.12%)	86.96%	1,614 (1.11%)	1.49
Phoenix, AZ	1,796 (1.08%)	80.29%	1,442 (0.99%)	1.46
Irvine, CA	1,787 (1.08%)	89.31%	1,596 (1.10%)	1.36

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



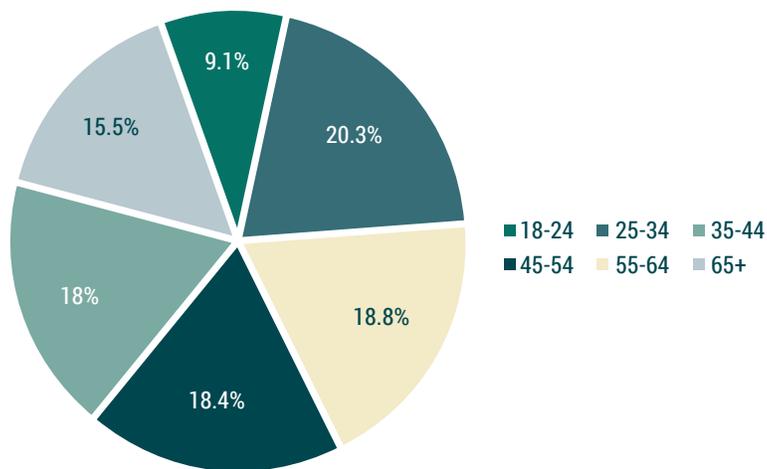
New vs. Returning Visitors

Paid media and campaign efforts can be attributed to the large number of new visitors and sessions in 2020. Returning visitors brought in a slightly higher conversion rate than new users and an impressive 1:22 average session duration.

User Type	Sessions	Pages Per Session	Conversion Rate	Average Session Duration
New Visitors	148,628 (87.64%)	1.62	1.09%	0:29
Returning Visitors	20,547 (12.36%)	1.85	1.54%	1:22

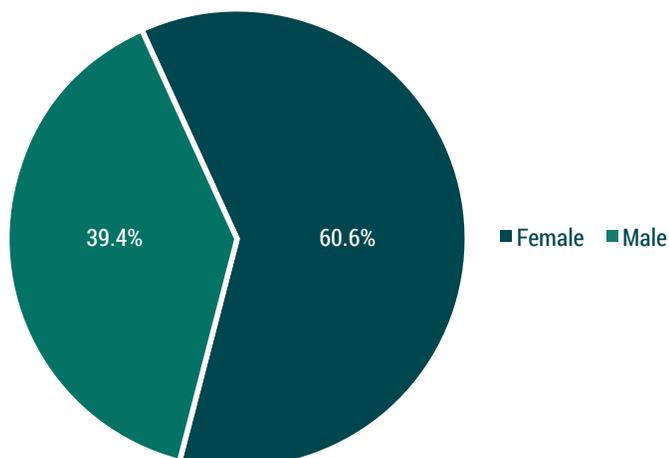
Age Groups

There was a significant increase (by 125%) in visitors from the 18-24 age group in 2020. The targeted age groups of 25-64 from the paid media campaigns were about evenly split.



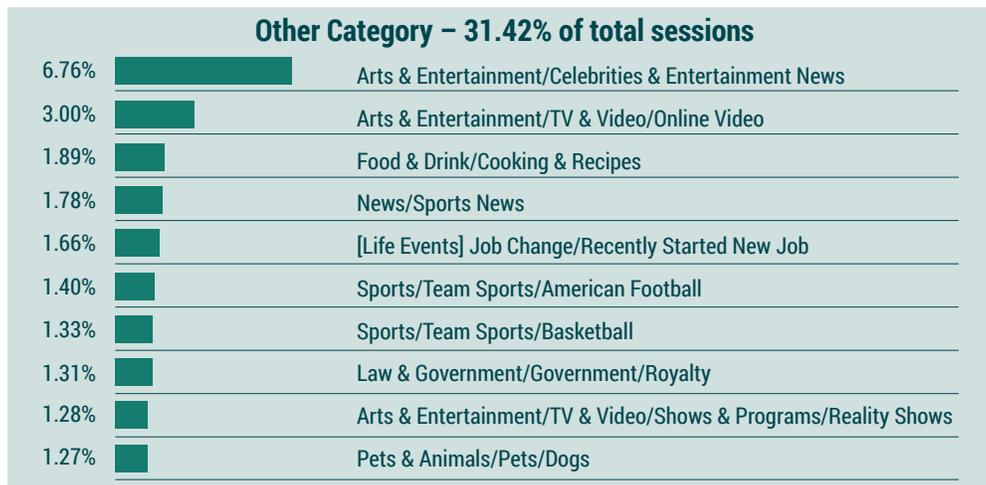
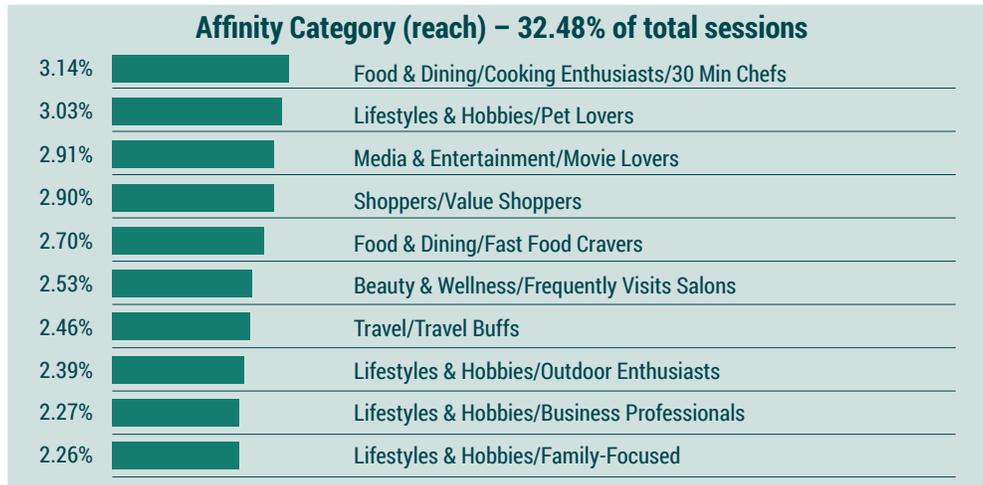
Gender

The gender breakout was on par with previous years, with women at about 60% of total visitors.



Interests

Even though only 32% of Visit Conejo Valley's audience reported interests, the largest audience was once again arts and entertainment enthusiasts. Even with state and local restrictions, these users remained interested in what Conejo Valley has to offer even though activities were limited. There is also a very engaged audience of food enthusiasts.



Device

By far, mobile usage was the top way to access the site, once again eclipsing desktop by over 30%. However, desktop users were slightly more engaged with over two pages per session on average. With all new content developed, it is designed to provide a great experience across all devices.

Device	Visitors	Sessions	Pages Per Session
Mobile	95,675 (65.70%)	110,786 (66.67%)	1.49
Desktop	44,737 (30.72%)	49,155 (29.58%)	2.03
Tablet	5,218 (3.58%)	6,234 (3.75%)	1.45

eNewsletters

In the beginning of 2020, Visit Conejo Valley featured monthly eNewsletters. However, with the travel restrictions put in place in March, there was a switch to quarterly emails as a way to spark travel inspiration.

Open rates were much lower in the January through March sends, as travel wariness weighed on visitors. The September email boasted the highest open rate and an elevated CTR, as restrictions lifted a bit around the state and travel was more prevalent. The October eblast had a lower open rate as the state imposed new orders.

The Safe Travel Information link was popular in the June and September sends, as visitors sought information about current conditions in the destination.

January:

Special Offers for Conejo Valley Restaurant Week!

- Open Rate: 10.1%
- Click Rate: 3.0%
- Top Link: Conejo Valley Restaurant Week

February:

Celebrate Valentine's Day in Conejo Valley!

- Open Rate: 11.9%
- Click Rate: 2.7%
- Top Link: Bachelor Film Locations Blog

March:

Spring into Conejo Valley!

- Open Rate: 10.6%
- Click Rate: 2.5%
- Top Link: BL Dancehall and Saloon

June:

Come Explore Conejo Valley Again!

- Open Rate: 17.9%
- Click Rate: 2.5%
- Top Link: Safe Travel Information

September:

Take Off On an Adventure!

- Open Rate: 20.5%
- Click Rate: 2.5%
- Top Link: Safe Travel Information

October:

Go On A Fall Adventure In Your Own Backyard!

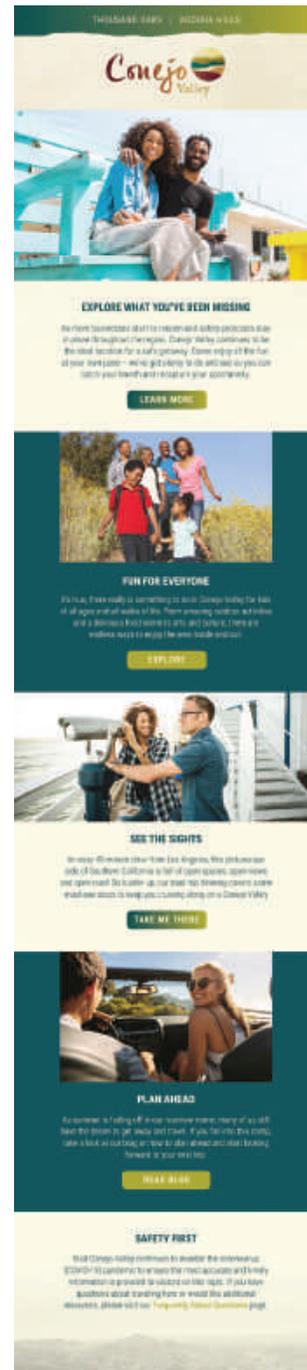
- Open Rate: 13.4%
- Click Rate: 1.9%
- Top Link: Night of the Jacks Event

Average:

- Open Rate: 14.1%
- Click Rate: 2.6%

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 were sent July through October to align with the rest of the paid media campaign, inspiring travel and focusing on a combination of open activities and safety messaging.

To help boost open rates, subject lines were A/B tested. Winning subject lines featured adventurous call to actions advocating for new experiences.

Sponsored eNewsletters had slightly lower open rates than organic eblasts, but much higher CTR (well above the industry average). This tactic was very effective in bringing in new and engaged audiences to the website.



July: Explore What You've Been Missing in Conejo Valley

- Audience Size: 100,000
- Open Rate: 13.7%
- Click Rate: 9.1%
- Top Link: Safe Travel

August: Enjoy a Fresh Perspective in Conejo Valley

- Audience Size: 100,000
- Open Rate: 12.9%
- Click Rate: 9.1%
- Top Link: Safe Travel

September: Take Off On an Adventure!

- Audience Size: 100,000
- Open Rate: 11.8%
- Click Rate: 11.6%
- Top Link: Safe Travel

October: Fall For Great Activities in Conejo Valley

- Audience Size: 100,000
- Open Rate: 10.7%
- Click Rate: 11.9%
- Top Link: Explore

Average:

- Open Rate: 12.3%
- Click Rate: 10.4%

Industry Average:

- Open Rate: 16.1%
- Click Rate: 1.4%

Digital Campaign Analysis

To maximize media dollars in 2020, the campaign ran during historically busy and planning seasons of the year, including January - March and then June - October. This timing also aligned well with local and state restrictions, as many destinations saw dips in traffic in April and May due to the beginning of the pandemic and low travel sentiment.

Conversion rates for the late-year campaign were significantly higher than what was seen in the January–March campaign. This trend can be attributed to pandemic fatigue and users getting anxious to get out, research their next vacation and travel after being locked down since March.

Key Audiences:

- Art and Culturalists
- Foodies
- Wine Enthusiasts
- Wedding Planners/Brides-To-Be
- Outdoor Adventurers and Wellness Seekers
- Overnight Stay Visitors

January – March

Tactic	Impressions	Clicks	CTR	Benchmarks	Total Conversions	CVR
High Impact	580,038	6,092	1.05%	n/a	64	1.05%
Native	603,504	6,347	1.05%	.38%	424	6.68%
Paid Social	889,196	27,881	3.14%	1.11%	0	0.00%
Pre-Roll	354,771	2,225	0.63%	n/a	13	0.58%
Display	2,521,843	9,843	0.39%	0.47%	278	2.82%
Added Value	723,047	1,674	0.23%	n/a	3	0.18%
Paid Search	547,461	7,350	1.34%	4.59%	0	0.00%
Expedia	1,267,568	706	0.06%	-	-	-
TOTAL	6,219,860	61,412	0.99%	n/a	782	1.27%

January 1st – March 23rd Insights

- Paid social did an exceptional job generating traffic.
- Native brought in the most conversions and had the highest conversion rate.
- Pre-roll is an awareness tactic that fit into this campaign as good support and pushed visibility and inspiration to users.
- Conversion rates were low for this campaign. Industry benchmark is ~9%. This campaign also brought in significantly less conversions than the Back to Business Campaign later in the year. CTR was good for this campaign, but users most likely were not ready to commit to booking.
- Expedia brought in a lower CTR which is expected as the majority of conversions happen within the platform. The platform did, however, yield impressive results for the lodging properties:
 - Room Nights: 1,069
 - Avg LOS: 2.2
 - ROAS: 8.4

Hotels Data

PROPERTY NAME	ADR	Room Nights	Total \$	Avg. LOS
Hyatt Regency Westlake	\$225	152	\$34,213	2
Sheraton Agoura Hills Hotel	\$273	74	\$20,220	3
Hampton Inn & Suites Thousand Oaks, CA	\$261	65	\$16,936	3
Best Western Plus Thousand Oaks Inn	\$162	93	\$15,058	3
Palm Garden Hotel	\$183	66	\$12,056	2
Premier Inns Thousand Oaks	\$74	154	\$11,326	2
Motel 6 Thousand Oaks South	\$82	120	\$9,823	2
Quality Inn & Suites Thousand Oaks - US101	\$109	88	\$9,634	3
La Quinta Inn & Suites by Wyndham Thousand Oaks-Newbury Park	\$122	77	\$9,391	3
Homewood Suites by Hilton Agoura Hills	\$197	39	\$7,670	4
TownePlace Suites by Marriott Thousand Oaks	\$263	20	\$5,260	2
Courtyard by Marriott Thousand Oaks	\$227	23	\$5,223	2
Americas Best Value Inn Thousand Oaks	\$68	72	\$4,909	2
Hampton Inn & Suites Agoura Hills	\$187	26	\$4,855	2

Smart Meetings

Remarketing Ads:

- Impressions: 93,460
- Clicks: 420
- CTR: 0.4%

Social Media:

- Impressions: 1,498
- Clicks: 5
- CTR: 0.3%

Eblast:

- Opens: 734
- Open Rate: 7%
- Clicks: 65
- CTR: 0.64%



June – October

Tactic	Impressions	Clicks	CTR	Benchmarks	Total Conversions	CVR
Display	1,458,289	6,155	0.42%	0.47%	1,737	28.22%
Paid Social	1,507,889	30,144	2.00%	1.11%	3,476	11.53%
Native	661,973	6,287	0.95%	0.38%	1,424	22.60%
Added Value	656,613	1,719	0.26%	n/a	3	0.17%
Paid Search	445,474	10,430	2.34%	4.59%	12,931	123.98%
TOTAL	4,730,238	54,735	1.16%	n/a	19,571	35.76%

June 19 – October 15 Insights

- Paid social did an exceptional job generating traffic and conversions.
- Conversion rates were solid for all except the added-value tactic. SEM performed significantly well generating the most conversions, when compared to all the other tactics combined.
- Paid Search brought in the most conversions and had the highest conversion rate and also brought in an exceptional CTR.

January – October

Tactic	Impressions	Clicks	CTR	Benchmarks	Total Conversions	CVR
High Impact	580,038	6,092	1.05%	n/a	64	1.05%
Native	1,265,479	12,634	1.00%	.38%	1,848	14.63%
Paid Social	2,397,696	58,025	2.42%	1.11%	3,476	5.99%
Pre-Roll	354,771	2,225	0.63%	n/a	13	0.58%
Display	3,980,148	15,998	0.40%	0.47%	2,015	12.60%
Added Value	1,379,665	3,393	0.25%	n/a	6	0.18%
Paid Search	992,935	17,780	1.79%	4.59%	12,931	72.73%
TOTAL	10,950,732	116,147	1.06%	n/a	20,353	17.52%

January 1 – October 15 Insights

- Paid social performed best for generating website traffic.
- Conversion rates performed above benchmark for Native, Social and SEM.
- Paid Search brought in the most conversions and had the highest conversion rate overall.
- Overall, Social and Display were good at inspiring users and bringing them into the website.

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, both of which are necessary to compete with similar websites.

These efforts have resulted in traffic growth from organic searches (SEO) 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. 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 2020, there was a +145.34% increase in year-over-year traffic.

Top Keywords	Position
conejo valley	1
conejo valley hotels	5
where is conejo valley	3
rancho sol del pacific	2
sports academy thousand oaks ca	7
boney mountain	4
conejo valley restaurant guide	3
conejo valley events	9
conejo	1
conejo valley guide	7
things to do in conejo valley	3

The most linked content outside of the homepage:

- Hot Spot for Movies
- Hyatt Regency Westlake
- To Do
- Tarantula Hill Brewing Company
- Open Space Challenge
- Sunland Vintage Winery
- Public Documents
- Thousand Oaks Brew Fest

Public Relations Results

Summary

Public Relations efforts shifted significantly in 2020 due to the COVID-19 pandemic. Prior to the outbreak, there was a focus on promoting events and seasonal getaways, and as COVID-19 progressed, there was a shift in strategies to highlight how visitors could still support Conejo Valley from afar through virtual experiences and inspirational content. There was also a focus on safety and wide-open spaces within the destination when visitors were first welcomed back prior to the second stay at home order in California.

Crisis Communications

From the onset of the pandemic, developments and impacts on the travel industry were closely monitored. As restrictions, guidelines and sentiment shifted, a phased recovery approach was put in place with travel information copy on the website updated as needed and media talking points adjusted to be prepared for potential media inquiries.

Media Relations

Proactive pitches were developed to focus on leisure travel, ways to experience Conejo Valley virtually and how to support the destination from afar, as well as story ideas to inspire visitors to plan a future trip to Conejo Valley when the time was right.

Media announcements included a listicle of *The Bachelor* film locations in Conejo Valley to align with the show's season premiere in the new year distributed on 1/2, a press release driving attention to Conejo Valley Restaurant Week distributed on 1/8, a press release announcing leisure travel reopening in the region on 6/12 and a listicle highlighting new developments and attractions distributed on 11/10.

Proactive pitches ran the gamut and highlighted Conejo Valley Restaurant Week, what's new in the destination as well as virtual experiences, community spirit stories, ways to support the destination from afar and safe travel ideas, among other topics. Outlets were also diverse including travel/tourism, lifestyle, wedding and entertainment.

From these pitches, there were 41 media clips secured or flagged including publications in *Forbes*, Spectrum News 1, Visit California and other local outlets.

Key Results*:

- 4 Media Announcements
- 100+ Proactive Pitches
- 41 Earned/Flagged Media Clips
- 132M Potential Reach
- 150K Coverage Views

*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.

Media Events

Visit Conejo Valley attended the TravMedia International Media Marketplace (IMM) in January in New York City to network with dozens of writers/influencers. The event provided an opportunity to hold 21 official media appointments and connect with others at various events, distribute press materials and branded goods, and highlight lodging properties and attractions. The event also included an influencer lunch coordinated by Visit California and a visit to Meredith offices in New York City to network with editors and staff writers.

Additionally, Visit Conejo Valley partnered with Visit California for the Fall Virtual Media Event in September by submitting story ideas and news about the destination. The event reached in-state media to maintain an open dialogue with key contacts.

Throughout the year, the team also attended a variety of virtual meetings and webinars with editors, freelance writers and industry representatives to stay up-to-date on media sentiment, emerging trends, story angles and leads.



Social Media Influencers

Unfortunately, due to COVID-19 restrictions, the Visit Conejo Valley social influencer program was ultimately cancelled. However, Visit Conejo Valley was able to tap into influencers who had previously visited the destination to participate in AFAR magazine's #TravelAtHomeChallenge on Instagram Stories to support overall brand awareness. Content gained additional exposure with AFAR audiences.

Before the pandemic affected leisure travel, the destination partnered with Visit California on hosting an influencer to support a road-trip focused campaign. The partnership also allowed the team to build additional brand awareness and positively position Conejo Valley as one of the must-see stops on a Central Coast road trip.

As a result, Conejo Valley received mentions in two blog posts with estimated monthly visits of 18.9K and estimated blog post views of 1.65K. Conejo Valley was also featured in 33 social media posts including Instagram Stories and in-feed as well as on Pinterest and Facebook. These posts earned approximately 34.4K impressions and 661 engagements.



Blog Posts

In 2020, 13 blog posts were published to the Conejo Valley website. The articles highlighted inspirational travel content, ways to experience Conejo Valley safely, with an emphasis on outdoor and socially-distant activities. A number of blog posts experienced higher than average page session durations, as visitors spent time reading these articles and engaging with video content.

Top 5 Blogs	Visitors	Sessions	Session Duration
Take a Romantic Staycation in Conejo Valley	789	896	1:37
Your Wellness Vacation Guide to Conejo Valley	390	445	1:44
Delicious Restaurants to Try During Conejo Valley Restaurant Week	664	785	1:21
Socially-Distanced Fall Activities in Conejo Valley	796	836	0:29
Discover Conejo Valley's New Outdoor Adventure Tours and Exhibits	751	791	0:38



Social Media Results

Throughout the year, Conejo Valley was positioned as a unique travel destination across all social platforms. There was a focus on expanding upon brand awareness and reach by consistently highlighting various available activities in Conejo Valley. Despite the COVID-19 pandemic, Conejo Valley was kept top of mind among key audiences.

Daily Content Creation and Social Care

In an attempt to build upon current brand awareness, expand reach, increase audience size and remain relevant on social channels, creating engaging content was imperative. Key experiences were promoted and updates were made across Facebook, Instagram and Twitter.

With the rise of the COVID-19 pandemic, social content strategy shifted to promote socially-distant experiences throughout the year. Visit Conejo Valley channels also focused on the main pillars of lodging, outdoor recreation and dining.

Paid Promotion of Daily Organic Content

Facebook and Instagram ads were used to increase overall impressions, reach, engagement and to drive traffic to the Visit Conejo Valley website. The destination incorporated in-feed content into paid ad campaigns to expand upon key metrics. As a result, social channels continued to perform above industry benchmarks.

In addition to engagement and traffic campaigns, the Back to Business paid social campaign aided in expanding social efforts across platforms. This campaign highlighted key activities in Conejo Valley to encourage socially-distant visits as well as future travel.





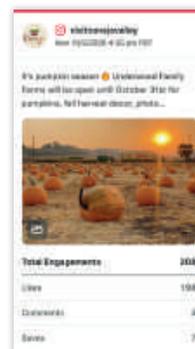
Facebook:

- Total Number of Followers: 13,495
- Change in Followers YoY: +2.51%
- Total Number of Likes: 13,124
- Change in Likes: +2.53%
- Total Number of Posts: 237
- Total Page Views: 11,003
- Total Impressions: 2,874,958
- Total Engagement: 117,085



Instagram:

- Total Followers: 5,456
- Change in Followers YoY: +44.34%
- Total Impressions: 1,602,051
- Total Engagements: 14,355
- Total Number of Posts: 224
- Total Profile Visits: 13,500



Twitter:

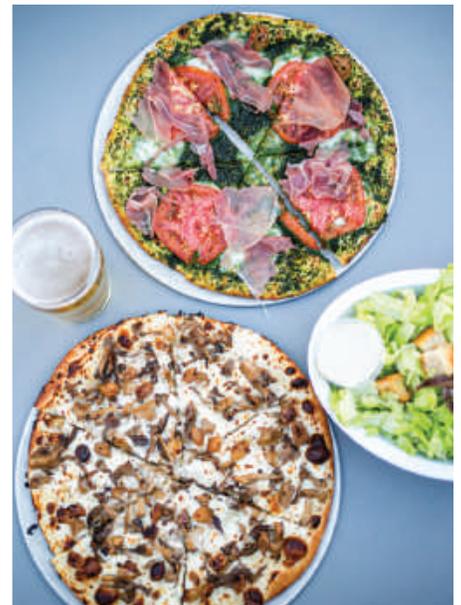
- Total Followers: 2,120
- Change in Followers YoY: 0%
- Total Impressions: 175,640
- Total Engagements: 2,422
- Total Number of Posts: 260
- Profile Visits: 952



Content Creator Program

To generate additional and unique content for Visit Conejo Valley owned channels, Augustine partnered with Tracie Karasik from TLKmultimedia to source new images weekly of events, businesses and scenic locations throughout the region. Each month Augustine worked with Tracie to identify locations, review images and provide the top 10 selects. The program began in March 2020, and throughout the course of the year, approximately 40 locations were shot providing about 400 images.

Tracie also partnered with Augustine and the hotels to create virtual hotel tours to use on all Visit Conejo Valley owned channels and as an asset for the hotels to use in their marketing.



Thank You



Augustine