



Visit Conejo Valley  
Annual Report

2021

Produced by:  
*Augustine*  
AGENCY

# 2021 Visit Conejo Valley Annual Report

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## Message from the President/CEO, Danielle Borja

"Plans are of little importance, but planning is essential."  
– Winston Churchill

When COVID-19 struck the world, the California tourism industry was decimated – and Conejo Valley was no exception. There was no playbook for this situation. In the history of the modern world, nothing so far reaching,

except maybe the Spanish Influenza or the Black Plague compare.

In 2020, Visit Conejo Valley operated at a major loss. We took \$170,000 from our reserves to keep our operations online. Thankfully, we had planned prudently and were in a position to do so.

In 2021, we took a cautious approach, essentially planning for a financial repeat of 2020 as the pandemic continued to heavily impact the hospitality industry. We cut our budget down to \$600,000 in spending from a previous high of \$1.45 million.

By January vaccines for COVID-19 began to be administered and on January 25th the Regional Stay at Home order was lifted permitting non-essential travel. In June, with a large part of the adult population vaccinated, the State reopened the economy removing restrictions on most types of businesses.

Visit Conejo Valley saw a strong improvement in both our occupancy and revenue. As a result, we added \$300,000 to our spending plan mid-year, increasing the scope of our advertising efforts and resumed conference travel.

I want to sincerely thank all of our partners that were part of this year's journey. From our hotels, to our attractions, local restaurants and marketing partners everyone did more with less to get us through the toughest two years our community has ever seen.

I am hopeful that 2022 will be the year filled with travel and Visit Conejo Valley continues to elevate our beautiful destination and its excellent amenities.

Sincerely,

**Danielle Borja, MBA**

**President/CEO**

Visit Conejo Valley



## Message from the Chair of the Board, Michael Reardon

"If I have been able to see further, it was only because I stood on the shoulders of giants." – Issac Newton

I want to start this letter thanking the members of Visit Conejo Valley for putting their faith in me to serve as their board chair this year. I have been a board member of Visit Conejo Valley since 2014 and

have worked with some excellent past chairs. They have left me big shoes to fill, and I will do my best to honor their legacy by steering our organization to recovery in 2022.

As I write this letter, we are emerging from the shutdowns initiated in response to the COVID-19 Omicron Variant, and many believe this might be the return to "normal life". California has lifted its mask mandate, except for in high-risk situations like public transportation or healthcare facilities and tourism appears to be on the rebound.

Visit Conejo Valley is also on the rebound. Armed with an increased projected budget, we are planning to get back to business. Our members have been busy attending conferences in the first quarter of 2022 and our marketing campaigns are up and running. Restaurant Week was a huge success, and we are exploring a new partnership with the Dole Great Race. We have two photo shoots planned in Q1 to develop new marketing assets.

Our organization still faces challenges. The great resignation has led to staffing shortages at most of our member properties. Increased minimum wages in neighboring Los Angeles have also caused an exodus of labor. Going forward the challenge will be how to identify the resources and talent needed to meet the growth of a recovering California economy.

Your tourism district stands ready to meet these challenges, and I am already working with staff on creative solutions to meet our needs. Working together, we will overcome these challenges and have a great success in 2022. Join me as we rebuild our local economy.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Reardon". The signature is fluid and cursive, with a large initial "M" and "R".

## Michael Reardon

Director of Operations, Palm Garden Hotel  
2022 Chair of the Board, Visit Conejo Valley

## 2021 Budget

	Actuals	2021 Budget	% Change
<b>Income</b>			
Assessment	\$1,088,002.71	\$600,000	181.33%
Other Types of Income	\$497.62	-	-
<b>TOTAL INCOME</b>	<b>\$1,088,500.33</b>		<b>181.42%</b>

<b>Expenses</b>			
<b>Administration Fees</b>	<b>\$249,201.50</b>	<b>\$126,000</b>	<b>197.8%</b>
Agoura Hills & Thousand Oaks (1.5%)	-	-	-
Chamber of Commerce (20%)	-	-	-

<b>Advertising and Marketing</b>			
Direct Hotel Marketing (20%)	\$181,759.19	\$120,000	151.50%
Strategic Marketing Plan	\$10,000	\$5,000	200.00%
Annual Report	\$3,500	\$3,500	100.00%
Account Management	\$24,000	\$24,000	100.00%
Public Relations Management	\$26,872.43	\$20,000	134.40%
Social Media Management	\$27,000	\$18,000	150.00%
Website Design and Hosting	\$19,200	\$7,200	266.70%
Print Materials and Promotional Events	5,640.75	\$0	100.00%
Media and Public Relations Events	\$38,908.04	\$0	100.00%
Reservation Booking Engine	\$7,500	\$7,500	100.00%
Conferences and Travel	\$19,631.96	\$4,000	490.80%
Paid Advertising	\$199,879.26	\$235,000	85.05%

<b>Normal Expenses</b>			
Insurance (Liability and D&O)	\$2,953	\$3,000	98.40%
Membership Dues	\$1,850	\$1,000	185.00%
Operating Supplies	\$1,000	\$1,000	43.70%
Postage	\$0	\$100	0.00%
Professional Services	\$8,020	\$5,000	160.40%
Equipment	-	\$0	0.00%
Board Of Directors Meeting Expenses	\$7,653	\$1,000	765.30%
Depreciation (non-cash)	\$17,631	\$17,631	100.00%
Other Expenses	\$732.41	\$0	100.00%
<b>TOTAL EXPENSES</b>	<b>\$852,371.14</b>	<b>\$598,931</b>	<b>142.32%</b>

### Other Income/Expense

Interest Income	\$743.05	\$0	100.00%
<b>Profit or Loss</b>	<b>236,872.24</b>	<b>\$1,069</b>	<b>22,158.30%</b>

## Lodging Metrics

Month	2021			
	Conejo Valley Occupancy %	Ventura County Occupancy %	LA County Occupancy %	California Occupancy %
January	41.3%	49.6%	30.0%	41.0%
February	46.2%	60.1%	38.7%	48.3%
March	52.7%	72.7%	46.8%	56.0%
April	59.4%	72.9%	52.7%	60.2%
May	64.0%	70.4%	56.5%	61.9%
June	70.0%	78.9%	60.5%	68.5%
July	76.2%	78.7%	69.5%	72.5%
August	71.3%	72.9%	62.5%	67.3%
September	64.9%	68.0%	58.9%	65.1%
October	65.8%	67.7%	66.5%	66.2%
November	60.0%	66.2%	66.4%	63.2%
December	58.9%	61.7%	65.7%	60.5%
<b>Average</b>	<b>60.9%</b>	<b>68.3%</b>	<b>56.2%</b>	<b>61.0%</b>



## Lodging Metrics

Month	Conejo Valley ADR	Ventura County ADR	LA County ADR	California ADR
January	\$91.36	\$103.22	\$111.16	\$101.89
February	\$97.06	\$110.04	\$118.07	\$114.20
March	\$104.42	\$118.41	\$124.93	\$120.91
April	\$111.25	\$128.67	\$137.19	\$133.04
May	\$126.85	\$139.87	\$154.01	\$143.35
June	\$135.98	\$151.39	\$164.02	\$159.23
July	\$150.72	\$173.42	\$179.14	\$182.24
August	\$152.92	\$170.56	\$179.14	\$177.08
September	\$149.39	\$154.80	\$174.58	\$168.76
October	\$151.09	\$145.29	\$193.75	\$170.18
November	\$144.40	\$137.61	\$184.03	\$163.19
December	\$137.74	\$129.38	\$179.16	\$161.09
<b>Average</b>	<b>\$129.43</b>	<b>\$138.56</b>	<b>\$158.33</b>	<b>\$149.60</b>

Month	Conejo Valley RevPAR	Ventura County RevPAR	LA County RevPAR	California RevPAR
January	\$37.72	\$51.20	\$33.35	\$41.78
February	\$44.88	\$66.15	\$45.75	\$55.12
March	\$55.05	\$86.04	\$58.45	\$67.65
April	\$66.11	\$93.74	\$72.24	\$80.07
May	\$81.17	\$98.49	\$87.03	\$88.78
June	\$95.16	\$119.49	\$99.26	\$109.06
July	\$114.86	\$136.43	\$124.49	\$133.97
August	\$109.03	\$124.38	\$112.50	\$119.20
September	\$96.99	\$105.19	\$102.89	\$109.81
October	\$99.37	\$98.39	\$128.84	\$112.71
November	\$86.57	\$91.16	\$122.24	\$103.17
December	\$81.10	\$79.80	\$117.71	\$97.50
<b>Average</b>	<b>\$80.67</b>	<b>\$95.87</b>	<b>\$92.06</b>	<b>\$93.24</b>

STR metrics in 2021 were higher than in 2020, but still varied with COVID-19 conditions. Occupancy rates in Conejo Valley grew steadily with a peak in July, similar to years past. However, with Delta and Omicron concerns in the fall and winter seasons, occupancy rates fell a bit. ADR and RevPAR had similar trends, with ADR having its highest rate in August.

In comparison to county and state data, metrics varied. Specifically with occupancy, Conejo Valley was on par with the state, but above Los Angeles County metrics and below very high numbers for Ventura County. RevPAR followed similar patterns. With ADR, however, metrics were much lower compared to other markets.

## Brand Overview

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

Being the second year of the pandemic, Visit Conejo Valley took learnings from 2020 and applied them across all fronts to streamline tactics and messaging. Tactics were also much more consistent than in the previous year as lockdowns and strict protocols were less frequent than in 2020.

Messaging focused on safely welcoming visitors to the destination, with emphasis on outdoor activities and attractions. Promotion also reflected industry trends on what activities were important for travelers and what markets were the most likely to visit Conejo Valley.



# Campaigns Overview

## VISIT CONEJO VALLEY RESTAURANT WEEK 2021 CAMPAIGN

In February, the Visit Conejo Valley Restaurant Week social campaign ran for 2.5 weeks to showcase and promote local restaurants and take-out options with the goal of increasing foot traffic and local spending to the region. In-market efforts included print promotion in key media like *The Acorn* and also printed window signs for participating restaurants.

### Activations Included:

- Event landing page with information on participating restaurants and offerings
- Paid Social Ads
- Print ads in *The Acorn*
- Event listing and newsletter promotion through *Conejo Valley Guide*
- Printed window signs for participating restaurants

The Visit Conejo Valley Restaurant Week Campaign paid media ran in February, generating interest in restaurant week to drive business to local restaurants. Campaign targeting focused on those with food interests local to Conejo Valley and nearby cities within the region. The campaign prioritized Paid Social to push for maximum awareness at a lower cost.

Users coming into the landing page were very engaged with the content spending an average of 3:27 on the page. Direct was the top driver for traffic bringing in 2,343 users but email brought in users spending the most time on page at 2:25. Referral users were also very engaged, visiting 1.90 pages per session.



PAID SOCIAL CAMPAIGN				
Tactic	Impressions	Clicks	CTR	Benchmarks
Paid Social	1,063,653	12,610	1.19%	0.90%

LANDING PAGE ANALYSIS					
Behavior	Pageviews	Unique Pageviews	Bounce Rate	Page Per Sessions	Average Session Duration
2021	6,158	4,734	74.85%	1.62	3:27
Channel	Sessions**	% New Sessions	Visitors**	Pages Per Session	Average Session Duration
Direct	2,343	72.94%	1,709	1.46	1:31
Organic Search	1,227	58.84%	722	1.67	2:01
Social	944	77.65%	733	1.40	0:54
Referral	310	77.74%	236	1.90	1:45
Email	127	73.23%	93	1.62	2:25

\*\*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.

# Campaigns Overview

## CONEJO CASH CAMPAIGN

The Conejo Cash Campaign began in May across all paid, organic and earned media tactics and continued until the end of the year. Paid Native continuously brought in the most traffic for this campaign throughout the year.

### Activations Included:

- Paid Media included Native, Social and Search
- Increased targeting to reach group travel, wedding/meeting planners and travel agents to encourage more group stays
- Website Pop-Up
- Collateral for properties and to share in Visit Conejo Valley form submission emails
- Itinerary featured on the website
- Toolkit
  - Copy templates and imagery that businesses and hotels could use for social posts, website copy and newsletters
  - Sent to hotels with quick suggestions so the content was more digestible
- Mentions of the program in organic emails and organic social each month
- Used organic social boosted budget exclusively to promote Conejo Cash posts
- Featured in a dedicated sponsored eblast through Visit California
- Promoted through influencers, traditional media, and through partners like Visit California



To promote the Conejo Cash program, paid media ads were added into all existing tactics beginning in May to drive applications on the landing page. Native consistently was the top driver for traffic throughout the year followed by Social, and Direct users coming into the landing page were very engaged with the content spending an average of 3:27 on the page. Direct was the top driver for traffic bringing in 2,343 uses but email brought in users spending the most time on page at 2:25. Referral users were also very engaged, visiting 1.90 pages per session.

PAID SOCIAL CAMPAIGN				
Tactic	Impressions	Clicks	CTR	Benchmarks
Paid Social	855,598	7,132	0.83%	0.90%
Paid Search	126	10	7.94%	4.68%
Native	1,790,539	3,597	0.20%	n/a
<b>TOTAL</b>	<b>2,646,263</b>	<b>10,739</b>	<b>0.41%</b>	<b>n/a</b>

LANDING PAGE ANALYSIS					
Behavior	Pageviews	Unique Pageviews	Bounce Rate	Page Per Sessions	Average Session Duration
2021	15,154	13,375	67.98%	1.59	1:18
Channel	Sessions**	% New Sessions	Visitors**	Pages Per Session	Average Session Duration
Native	2,838	61.73%	1,752	1.19	0:40
Social	2,640	88.26%	2,330	1.79	0:49
Direct	1,275	84.71%	1,080	1.78	1:12
Email	334	86.23%	288	1.63	1:16
Referral	203	72.41%	147	2.24	1:26

\*\*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.

## Website Metrics

In 2021, Visit Conejo Valley had a strong presence as an ideal vacation destination throughout California through paid media efforts. With COVID-19 still actively present in the US and top of mind for travelers, media efforts continued to focus on California drive markets. Even with some concerns about travel sentiment, the 2021 media campaign brought in a steady amount of engaged and qualified users.

Throughout the year, goals for paid media efforts prioritized on increasing overnight visitation and visitor spending throughout Conejo Valley while also keeping the destination top of mind and generating increased reach and awareness to new audiences. Media and content efforts pushed weekend travel to the leisure market while also encouraging midweek travel.

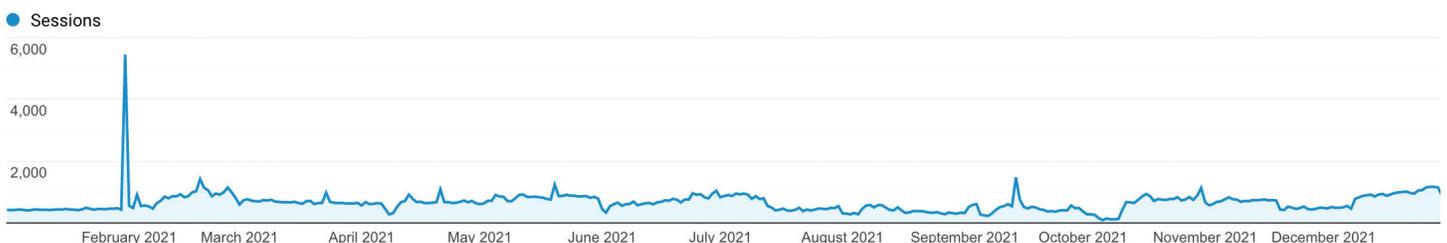
The majority of engagement and traffic metrics were up compared with 2020, with the exception of a minor dip in new sessions. This decrease may have been due to repeat visitation to the website from paid media audiences. Traffic and engagement remained steady throughout the year with consistent paid media pushes bringing in success.

### Significant Results

- Growth in total sessions grew by 44% indicating consistent media pushes brought in more users to the site.
- There was also a 17.10% decrease in bounce rate, improving from the decrease in the previous year (10.01%), indicating users are getting where they are intending to go and the website content is resonating with them.

Acquisition	Total Sessions	% New Sessions	Total Visitors
2019	181,319	87.43%	158,944
2020	166,175	87.62%	147,229
2021	239,294	85.47%	204,664
<b>Change</b>	<b>+44%</b>	<b>-2.48%</b>	<b>+39.01%</b>

Behavior	Bounce Rate	Page Per Sessions	Average Session Duration
2019	78.76%	1.50	0:38
2020	70.28%	1.65	0:35
2021	58.26%	1.83	0:40
<b>Change</b>	<b>-17.10%</b>	<b>+11.04%</b>	<b>+11.59%</b>



## Website Channels

Organic search traffic is the result of SEO efforts. This category was by far the top source of website traffic, generating over 101,349 sessions, up over 75,000 from 2020 and increasing more than 85,000 from 2019.

Paid Search and In-feed Social Media 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	101,349 (42.35%)	86.13%	82,287 (42.68%)	2.22%	2.13
Paid Social	59,473 (24.85%)	90.67%	53,923 (26.37%)	3.33%	1.59
Direct	30,877 (12.90%)	91.01%	28,102 (13.74%)	3.77%	1.80
Native	19,842 (8.29%)	69.28%	13,747 (6.72%)	0.44%	1.21
Paid Search	13,975 (5.84%)	87.82%	12,273 (6.00%)	4.81%	1.48
In-Feed Social	7,027 (2.94%)	84.70%	5,952 (2.91%)	4.44%	1.89
Referral	5,151 (2.15%)	42.46%	2,187 (1.07%)	2.47%	1.42

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

\*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.

## Booking Widget

The booking widget continued to see strong usage, even with travel restrictions and unstable travel sentiment throughout the pandemic. Metrics even surpassed 2019 levels.

Events	Total Sessions
2019	10,156
2020	7,057
2021	15,349
<b>Change</b>	<b>+118%</b>

## Pages Most Visited

The homepage, similar to years prior, received the most pageviews due to paid media efforts. It was encouraging to see that the Conejo Cash and Stay pages were also major drivers of traffic in 2021, showing that lodging opportunities were of interest with paid media and other audiences.

The page with the most engagement in 2021 was the Visit Conejo Valley Restaurant Week page – the 2020 landing page for this event was also a top visited page.

Other top pages reflected improving travel and going out sentiment in 2021 such as the Stay, Explore, Eat and Drink, and attractions pages.

The Travel Advisory and Travel Tips pages continued to be popular during the pandemic, showing that website visitors value this kind of information.

Page	Pageviews	Unique Pageviews	Average Time on Page
Visit Conejo Valley (Homepage)	136,119 (31.12%)	123,760 (31.29%)	0:36
Conejo Cash	15,154 (3.46%)	13,375 (3.38%)	1:18
Stay	11,073 (2.53%)	9,680 (2.45%)	0:46
Explore	9,711 (2.22%)	8,474 (2.14%)	0:34
Eat & Drink	8,010 (1.83%)	6,778 (1.71%)	0:47
Art Attractions	6,652 (1.52%)	5,438 (1.38%)	0:21
Visit Conejo Valley Restaurant Week 2021	6,158 (1.52%)	4,734 (1.20%)	3:27
Last Minute Holiday Gift Card Offers Blog	5,493 (1.26%)	5,225 (1.32%)	0:24
Travel Advisory	4,374 (1.00%)	4,126 (1.04%)	0:33
Travel Tips	4,078 (0.93%)	3,719 (1.01%)	0:41

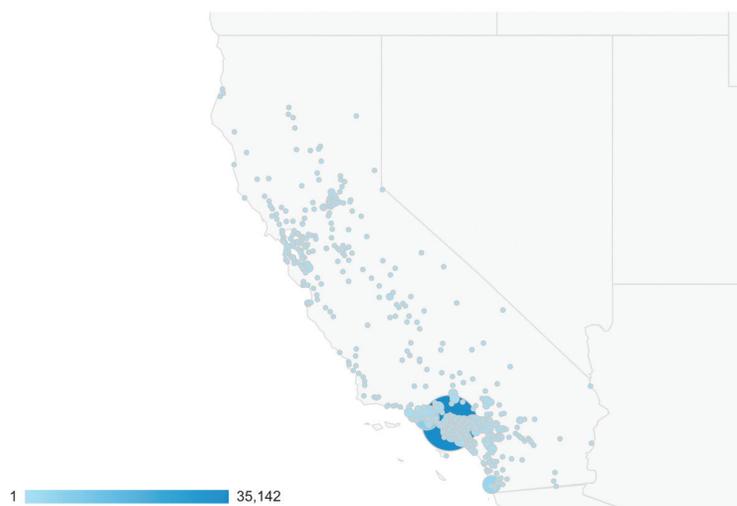
## Audience Locations

The Los Angeles region continues to be the most prominent audience location for the website, making up a fifth of users in 2021. This year, California cities were prominent in the Top 10 audience locations but there was some interest from Chicago, IL.

The local interest is most likely due to pandemic conditions – as travelers were looking to “closer to home” destinations.

Location	Sessions	% New Sessions	Visitors	Page Per Session
Los Angeles, CA	36,175 (21.20%)	86.38%	31,247 (21.14%)	1.65
Thousand Oaks, CA	13,951 (8.17%)	80.82%	11,275 (7.63%)	1.76
Not Set*	12,922 (7.57%)	88.53%	11,440 (7.74%)	2.16
San Diego, CA	4,098 (2.40%)	87.70%	3,594 (2.43%)	1.60
San Fransisco, CA	3,372 (1.98%)	85.62%	2,887 (1.95%)	1.37
San Jose, CA	3,242 (1.90%)	91.76%	2,975 (2.01%)	1.80
Agoura Hills, CA	3,146 (1.84%)	81.72%	2,571 (1.74%)	1.79
Simi Valley, CA	3,131 (1.83%)	85.34%	2,672 (1.81%)	1.81
Chicago, IL	2,516 (1.56%)	96.30%	2,423 (1.64%)	1.14
Camarillo, CA	2,235 (1.31%)	85.37%	1,908 (1.29%)	1.71

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



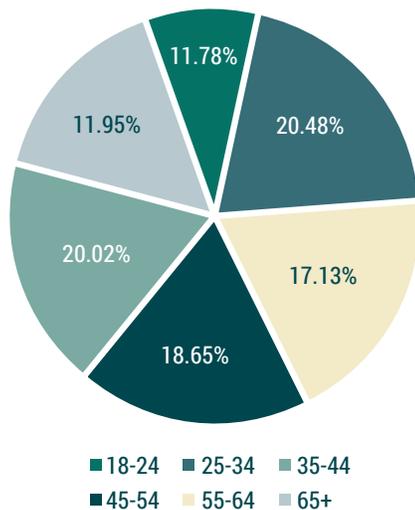
## New vs. Returning Visitors

Paid media and campaign efforts can be attributed to the large number of new visitors and sessions in 2021. Returning visitors brought in a slightly higher conversion rate than new users, similar to last year, and a 1:01 average session duration.

User Type	Sessions	Pages Per Session	Conversion Rate	Average Session Duration
New Visitors	204,513 (85.47%)	1.83	2.77%	0:36
Returning Visitors	34,781 (14.53%)	1.81	2.92%	1:01

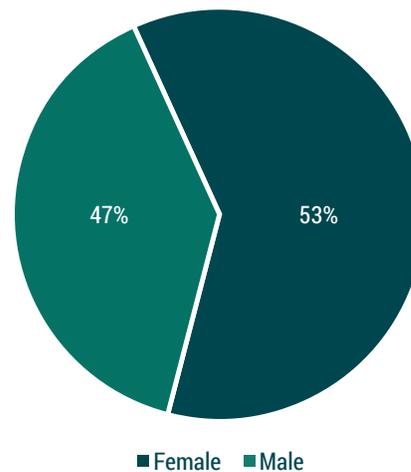
## Age Groups

The targeted age groups of 25-64 from the paid media campaigns were about evenly split between 17-20% of traffic. The top age group in 2021 was the 25-34 audience.



## Gender

The gender breakout was on par with previous years, with more female visitors at 53% of the total audience.



## Device

By far, mobile usage was the top way to access the site, once again eclipsing desktop by over 30%. Also once again, desktop users were slightly more engaged with over two pages per session on average.

Device	Visitors	Sessions	Pages Per Session
Mobile	133,991 (65.52%)	155,934 (65.16%)	1.71
Desktop	63,293 (30.95%)	74,793 (31.26%)	2.10
Tablet	7,230 (3.54%)	8,567 (3.58%)	1.63

## eNewsletters

At the start of 2021, newsletters were sent in a quarterly cadence. However, sends became monthly at the start of July.

Content focused on events, seasonal content and Conejo Cash. The Conejo Cash program proved to be of most interest to newsletter recipients, often the top most clicked link.

Metrics were higher for Visit Conejo Valley newsletters than the industry average. Specifically, holiday-focused newsletters in November and December boasted the highest open rates.

To boost open rates and see what kind of content resonates with recipients most, there were continued A/B subject line testing efforts throughout the year.

Month	Open Rate	Click Rate	Top Link
<b>April</b> Stay and Play with Conejo Cash	17.8%	2.5%	Conejo Cash Page
<b>June</b> Visit Conejo Valley is Giving Away Thousands	16.7%	1.8%	Conejo Cash Page
<b>July</b> How to Use Your \$100 Conejo Cash	15.8%	2.3%	Conejo Cash Page
<b>August</b> Use Your Conejo Cash for End of Summer Adventures	18.6%	2.3%	Conejo Cash Page
<b>September</b> Reign of Terror, The Mighty Axe, and More Fall Activities	17.0%	2.1%	Events Page
<b>October</b> Fall, Fright and Fun in Conejo Valley	18.6%	3.5%	Events Page
<b>November</b> Head to Conejo Valley for The Holidays	25.7%	2.3%	Conejo Cash Page
<b>December</b> Celebrate The Holidays with Conejo Cash	24.0%	0.9%	Conejo Cash Page

### Average:

- Open Rate: 19.3%
- Click Rate: 2.2%

### Industry Average:

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



THOUSAND OAKS | AGOURA HILLS

Conejo Valley

EXPLORE WHAT YOU'VE BEEN MISSING

As more businesses start to reopen and safety protocols stay in place throughout the region, Conejo Valley continues to be the ideal location for a safe getaway. Come enjoy all the fun at your own pace - we've got plenty to do and see so you can catch your breath and recapture your spontaneity.

[LEARN MORE](#)

FUN FOR EVERYONE

It's true, there really is something for everyone in Conejo Valley for kids of all ages and all walks of life. From amazing outdoor activities and a delicious food scene to arts and culture, there are endless ways to enjoy the area inside and out.

[EXPLORE](#)



THOUSAND OAKS | AGOURA HILLS

Conejo Valley

See a More Adorable Side of Fall

There's a lot to fall in love with this season in Conejo Valley - our new event series, the Agoura Hills Fall Festival, is one of them. We're especially excited to see that event and several other fall events, including our Harvest Festival, our Harvest and Autumn Fair, and our Harvest and Autumn Fair. We're offering up some special fall events and special gifts to help you to delight each of us.

[LEARN MORE](#)

Falling For Fall Activities

We have plenty of ideas for enjoying fall while still being in the fall weather. From the comfort of your home, check out our blog to see another side of Southern California and see planning your event.

[READ BLOG](#)

Halloween Surprises

Harvest Festival

Harvest Festival and Autumn Fair will have you all day long. From the Agoura Hills Fall Festival to the Agoura Hills Fall Festival, we've got you covered with everything you need to make the most of your fall.

[LEARN MORE](#)

Nights of the Jack

The Harvest of Harvested Jack O'Lanterns is back and better than ever. This year's Harvest of Harvested Jack O'Lanterns is back and better than ever. This year's Harvest of Harvested Jack O'Lanterns is back and better than ever.

[LEARN MORE](#)

Looking for more events in Conejo Valley? Check out our calendar to see what's happening throughout the rest of the year.

[SEE ALL EVENTS](#)

## Digital Campaign Analysis

The 2021 campaign consisted of three key tactics that were identified as best performing from the previous year: Paid Social Media, Paid Search and Native. Multiple targeting tactics were consistently running throughout the year from February to December to position Conejo Valley as top of mind for a prime vacation destination while travel sentiment and local and state restrictions evolved.

Paid Social and Paid Search consistently performed above CTR industry benchmarks for driving traffic throughout the campaign and finished out with strong performance. Most notably, Paid Social performed at more than twice the benchmark of 0.90% at 2.12%.

The Native campaign leveraged the Visit California media co-op and ran in partnership with Adara, an audience platform that allows destinations to use data-driven marketing solutions to reach highly targeted traveler audiences. Adara's data partners collect app data from search and booking sites to help connect this traveler information with users who have been served the Native ads online. Through these partnerships, Adara was able to provide reporting on hotel and flight searches and bookings, length of stay, traveler information, revenue and ROI. The 2021 campaign brought in an estimated ROI of 1.83 and revenue of \$69,939.20.

### Key Audiences:

- Overnight Stay Visitors
- Art and Culturalists
- Foodies
- Wine Enthusiasts
- Wedding Planners/Brides-To-Be
- Outdoor Adventurers & Wellness Seekers
- Users who have visited the site, interacted with ads or have similar qualities to those who have visited to the site or interacted with ads

### Evergreen Campaign Tactics and Flight Dates

Social – March 2 – December 31

Search – February 22 – December 31

### Conejo Valley Restaurant Week 2021 Campaign Tactic and Flight Dates

Social – February 8 – 28

Native – April 1 - December 31

### Conejo Cash Campaign Tactics and Flight Dates

Social – May 1 – December 31

Search – May 1 – December 31

Native - May 1 - December 31

### February – December

Tactic	Impressions	Clicks	CTR	Benchmarks	Total Conversions	CVR
Paid Social	6,976,705	147,901	2.12%	0.90%	1,399	0.95%
Paid Search	204,819	14,338	7.00%	4.68%	5,266	36.73%
Native	9,393,898	32,731	0.35%	n/a	Flights/Hotels Charts	0.35%
<b>TOTAL</b>	<b>16,575,422</b>	<b>194,970</b>	<b>1.18%</b>	<b>n/a</b>	<b>6,665</b>	<b>3.42%</b>

### Native – Adara Partner Booking Data

Vertical	Searches	Bookings	Length of Stay	Search to Book (Avg)	Book to Arrival (Avg)	Average # of Travelers	Total Travelers	Total Nights	ADR	ROI
Flight	27,883	1,778	6.1	12.2	33.9	1.3	2,231	10,772	n/a	n/a
Hotel	1,776	95	4.3	12.6	19.0	1.6	152	410	\$170.47	1.83
<b>TOTAL</b>	<b>29,659</b>	<b>1,873</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>2,383</b>	<b>11,182</b>	<b>\$170.47</b>	<b>1.83</b>

### Visit California Sponsored eNewsletter

In September 2021, Visit Conejo Valley sent a sponsored eblast through Visit California. The newsletter was sent to their audience list consisting of 180,000+ subscribers and followed their specific newsletter template.

Content focused on the Conejo Cash program and relevant branding pillars (outdoor, wine, food and lodging) as well as itineraries and blogs.

Overall metrics were very successful, with a very high open rate of 23% and high CTR of 5%. Website traffic saw a huge bump at this time as well.

#### Metrics:

Open Rate: 23.06% (Industry Average: 16%)

CTR: 5.0% (Industry Average: 1.6%)



#### Claim your Conejo Cash

Earn a \$100 gift card when you book a 2-night stay at one of our **16 participating hotels** in Agoura Hills or Thousand Oaks. Available while supplies last.

[Book Your Trip](#)



#### See the Reagan Library

Enjoy an interactive FBI exhibit, board a replica of Air Force One and see live events with influential speakers.

[Take a Tour](#)

#### Conejo Cash Itinerary

From incredible food to amazing adventures with stunning vistas, learn about some great ideas on how to spend your Conejo Cash.

[Read The Itinerary](#)



## Search Engine Optimization Analysis

In 2021, SEO efforts continued to focus on generating quality links for Visit Conejo Valley. High authority links combined with strong social content continue to bring success for SEO efforts.

These efforts continue to result in traffic growth from organic searches (SEO) to the website as well as improvements to engagement with pages per session and average session duration improving by over 11% each.

By the end of the 2021, there was a 187.16% increase in year-over-year traffic. An even bigger increase from 2020's 145.34% jump.

Also notable, the goal conversion rate was up 18.92% from 2020, and conversions were up 241.49%. These impressive metrics can be attributed to quality content on the website that is effective across all platforms as well as the SEO efforts taking place.

### The most linked content outside of the homepage:

1. Stay
2. Explore
3. Trails
4. Eat
5. Travel Tips
6. Conejo Cash
7. Tarantula Hill Brewing Company
8. Attractions

Top Keywords	Position
conejo valley restaurant guide	1
rancho sol del pacific	1
conejo valley	2
conejo valley hotels	2
where is conejo valley	3
conejo valley events	4 (jumped 5 spots)
boney mountain	5
conejo	7
conejo valley guide	8
things to do in conejo valley	9
sports academy thousand oaks ca	10

# Public Relations Results



## Summary

As COVID-19 restrictions lifted, public relations strategy shifted to strengthen relationships with target media and boost RevPAR by inviting top-tier travel, hospitality media and influencers to stay at Conejo Valley's 16 participating hotels. Itineraries included visiting restaurants and attractions in Thousand Oaks and Agoura Hills to increase overnight stays.

## Media Relations

The public relations campaign created a demand for visitation through earned media coverage that excited and inspired travelers, while elevating brand awareness and enforcing key messages about Conejo Valley. Additional efforts included pitching media, coordinating and hosting familiarization trips as well as sending out press releases.

Some of the media invited to Conejo Valley included Latino-owned TV network, LATV, and influencers Wade Holland and Abby Wren among others to create content showcasing a variety of outdoor activities along with al fresco eateries and entertainment options for travelers. The content created garnered additional exposure with their audiences.

Press releases were developed to highlight important events and announcements including Restaurant Week distributed on 2/12, the launch of the Conejo Cash program on 4/12, the donation of funds to Paramount Ranch distributed on 10/28 and the donation to Manna Conejo Valley Food Drive on 11/24.

## Media Relations Key Results

- 4 press releases
- 16 pieces of earned coverage
- 24.5M potential audience reach
- 7.92K engagements (Combined total of likes, comments, and shares on social media platforms)
- 171K coverage views (Prediction of lifetime views of coverage, based on audience reach & engagement rate on social)

## Top Media Clips



### Wade's Influencer Video

- Reach: 100,000
- Likes: 8,000
- Views: 73,300
- Description: Outdoor enthusiast and creator Wade Holland visited Conejo Valley for a weekend adventure of local biking trails, Boulderdash Indoor Rock Climbing, axe throwing and craft breweries. He also had a day full of pampering at the Halo Salt Spa and Bella Cures Nail Salon with a nice end to his trip full of exquisite coffee and treats at Carrara Pastries in the Whizins Market Square.



### LATV

- Views: 7,000+
- Description: In the heart of Conejo Valley, TV reporter, Nour was joined by CEO/President of Visit Conejo Valley, Danielle Borja exploring Paramount Ranch, an iconic hotspot in the region. Together they talked about all the delicacies the region has to offer, such as Conejo Cash and great outdoor experiences to increase overnight stays.



### Santa Monica Mountains Fund (SAMO) Donation

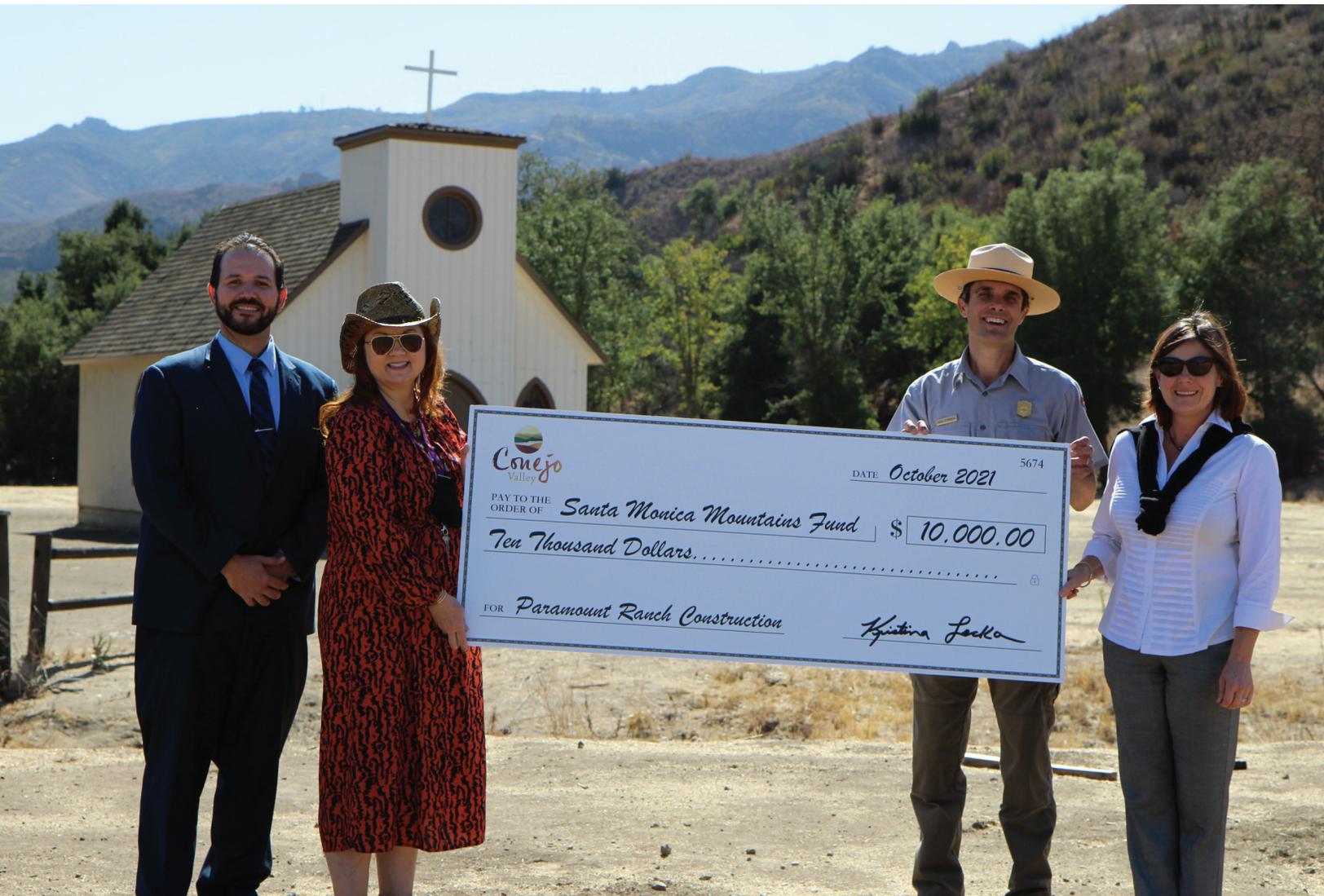
In October, Visit Conejo Valley donated \$10,000 to the Santa Monica Mountains Fund to help with the reconstruction of Paramount Ranch. The area is a historic, near century-old movie backlot situated within the boundaries of the Santa Monica Mountains National Recreation Area. The donation was matched by federal funding with another \$10,000 toward the Santa Monica Mountains Fund's fundraising goal.

Tragically, much of Paramount Ranch was destroyed in the 2018 Woolsey Fire. The western town used to feature a western-style main street and structures that served as barns, hotels, saloons and barbershops, which were featured in film productions from the past hundred years, including popular HBO series, "Westworld."

### Manna Conejo Valley Food Bank Donation

In November, Visit Conejo Valley donated \$4,250 to the Manna Conejo Valley Food Bank. The funds were used to help feed families in need for Thanksgiving.

The food bank, which was founded in 1971, has helped feed families in the Conejo Valley for more than 40 years. The food bank also serves more than 1,400 people per month on average and is able to help over 20,000 people per year through holiday distribution programs.



# Social Media Results

## Summary

Conejo Valley was promoted as a desirable Southern California travel destination on all social platforms.

Content focused on increasing brand awareness and reach by showcasing a variety of activities in Conejo Valley. Key experiences were promoted and focused on the main pillars of lodging, outdoor recreation and dining (food and wine/beer).

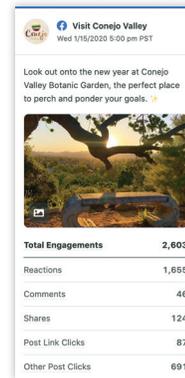
## Paid Promotion of Daily Organic Content

Facebook and Instagram ads increased overall impressions, reach and engagement, which drove traffic to the Visit Conejo Valley website. In-feed content was promoted to reach more users. As a result, social channels continued to perform above industry benchmarks. Visit Conejo Valley also used Twitter less as a promotional platform and more for news updates.



### Facebook:

- Total Number of Followers: 14,427 (+4% from 2020)
- Total Number of Likes: 13,735 (+3.9%)
- Total Number of Posts: 164 (-73%)



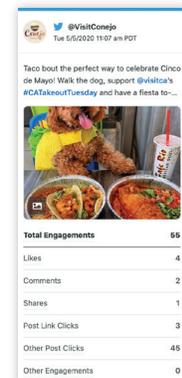
### Instagram:

- Total Followers: 6,547 (+20% from 2020)
- Total Impressions: 3,236,512 (+102%)
- Total Engagements: 7,509 (-48%)
- Total Profile Visits: 2,883,494 (+21,259%)
- Total Number of Posts: 168 (-25%)



### Twitter:

- Total Followers: 2,114 (-0.3% from 2020)
- Total Impressions: 33,151 (-81%)
- Total Engagements: 839 (-65%)
- Total Number of Posts: 150 (-42%)
- Profile Visits: 2,487 (+161%)



# Conejo Cash

## Summary

### Conejo Cash:

- Impressions: 317,875
- Reach: 194,076
- Engagements: 12,396

In addition to the promotion of evergreen content into the engagement campaigns, Conejo Cash promotion remained a top priority throughout paid social efforts across platforms. This campaign highlighted the gift card promotion by showcasing key activities and lodging properties in Conejo Valley to encourage future travel and hotel bookings.

 **Visit Conejo Valley**  
Published by Sprout Social · May 1, 2021 ·

We have a sweet deal for you. Plan your escape to Conejo Valley and enjoy a \$100 Visa gift card. Take in picturesque views of the mountains, explore beer and wine tastings or enjoy fine dining from top-rated restaurants all in Conejo Valley. Note: Our Conejo Cash incentive program gifts visitors a Visa card for booking a 2-night minimum stay at one of the 16 participating hotels. To qualify, trips must be booked from April 19 to August 31st, 2021. Sign up on our website to lo... [See more](#)



**Claim Your \$100 Travel Incentive!**



**Visit Conejo Valley**  
Local & travel website [Learn more](#)

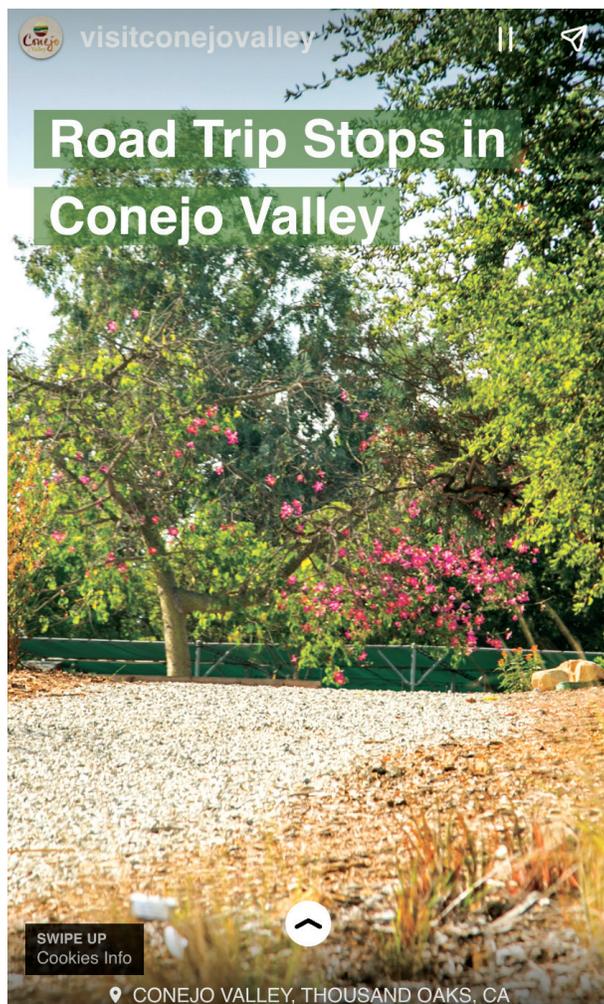
## CA Now Stories

A new platform this year introduced by Visit California via Crowdriff, California Now Stories are offered as a means to elevate SEO and social content for California destinations. In video format and featured on Google Discovery (search feature), these stories are also featured on the Conejo.com website to expand awareness about Visit Conejo Valley experiences.

Total Stories	Total Impressions	Story Views	Total Engagement	Story Interaction Rate	Story Click-Through-Rate
5	10,283	779	612	79%	62%

### Benchmarks

Total Stories	Total Impressions	Story Views	Total Engagement	Story Interaction Rate	Story Click-Through-Rate
n/a	6,127	1,072	n/a	57.3%	34%



Thank You

