



Visit Conejo Valley
Annual Report

2022

Produced by:
Augustine
AGENCY

2022 Visit Conejo Valley Annual Report

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Message from the President/CEO, Danielle Borja

As 2022 comes to a close, the Conejo Valley Tourism Improvement District has made leaps and bounds toward returning to and surpassing pre-pandemic growth and success. This Annual Report will exhibit the growth our Tourism Improvement District (TID) has experienced in occupancy, average daily room rate and revenue per available room throughout this year.

In an effort to drive overnight stays to the Conejo Valley, our member hotels directed the focus on improving the quality and reach of our media coverage combined with our core marketing tactics.

Our district developed drone video assets featuring scenic outdoor views, broadcast TV commercials in targeted Southern California markets, and hosted numerous influencer trips to the Conejo Valley throughout the year. In a partnership with Visit Ventura County Coast and Visit Marina Del Rey, we were able to utilize Visit California's Gold Pass Program to bring an influencer with nearly 500,000 followers to the Conejo Valley. We saw an increase of 170% in website traffic over 2021 and 257% over 2019.

The combination of these efforts and other initiatives contributed to a year end revenue 33% above our initial projections.

Moving forward into 2023, our board members will be doubling their travel to conferences to attract additional corporate stays and meetings at our TID hotels. We are further investing in TV commercials to boost overnight stays during our shoulder seasons and investing again in influencers with higher reach. In addition to still imagery social media content, our social media team will be transitioning primarily to video content that will more vividly illustrate the Conejo Valley we know and love.

Thank you to each of our community partners for helping make the Conejo Valley a beautiful travel destination and we are looking forward to another year filled with travel!

Sincerely,

Danielle Borja

President/CEO

Conejo Valley Tourism Improvement District

2022 Budget

	Jan-Dec 22	Budget	\$ Over Budget	% of Budget
Income				
Assessment	\$1,542,207.09	\$1,390,000.00	\$152,207.09	110.95%
Carry Over Income	\$60,000.00	-	-	-
Other Types of Income	-	-	-	-
TOTAL INCOME	\$1,602,207.09	\$1,390,000.00	\$212,207.09	115.27%
Gross Profit	\$1,602,207.09	\$1,390,000.00	\$212,207.09	115.27%

Expenses				
Administration Fee	\$335,092.90	\$298,150.00	\$36,942.90	112.39%
Advertising & Marketing	\$726,394.07	\$902,600.00	-176,205.93	80.48%
Auto Mileage	\$154.03	-	\$154.03	100.0%
Bank and Credit Card Charges	-\$9.72	-	-\$9.72	100.0%
Business Registration Fees	\$205.00	-	\$205.00	100.0%
Conferences and Travel	\$46,360.44	\$60,000.00	-\$13,639.56	77.27%
Depr and Amort Expense	\$7,346.00	\$7,356.00	-\$10.00	99.86%
Equipment Supplies	-	\$5,000.00	-\$5,000.00	-
Insurance - Liability, D and O	\$3,000.00	\$3,000.00	-	100.0%
Licenses and Permits	\$48.00	-	-	-
Meeting Expenses	\$10,684.66	\$10,000.00	\$684.66	106.85%
Membership Dues	\$2,249.00	\$3,000.00	-\$751.00	74.97%
Operating Supplies	\$46.00	\$1,000.00	-\$954.00	4.6%
Postage, Mailing Service	\$167.23	\$100.00	\$67.23	167.23%
Printing and Copying	\$58.99	-	\$58.99	100.0%
Professional Fees	\$14,345.50	\$15,000.00	-\$654.50	95.64%
Reservation Booking Engine	\$7,500.00	\$7,500.00	-	100.0%
Taxes- Other	-	-	-	-
Travel Expense	-	-	-	-
TOTAL EXPENSES	\$1,153,642.10	\$1,312,706.00	-\$159,063.90	87.88%
Net Ordinary Income	\$448,564.99	\$77,294.00	\$371,270.99	580.34%

Other Income/Expense				
Interest Income	\$1,148.34	-	\$1,148.34	100.0%
TOTAL OTHER INCOME	\$1,148.34	-	\$1,148.34	100.0%
Net Other Income	\$1,148.34	-	\$1,148.34	100.0%
Net Income	\$449,713.33	\$77,294.00	\$372,419.33	581.82%

Brand Overview

Visit Conejo Valley serves the region's economy and markets Conejo Valley as a prime vacation destination for 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.

Following two years of a pandemic, 2022 saw continued reopening of businesses and activities in Conejo Valley at the beginning of the year. Visitation headed toward a new normalcy, as travelers had a revived sense of travel enthusiasm. However, inflation and elevated gas prices made travelers wary of future economic conditions, especially at the end of 2022.

Messaging shifted from recovery in 2021 to more of a focus on staying and participating in activities in the destination. Events returned, as did more arts and culture activities. Visit Conejo Valley continued to lean into outdoor content that proved to resonate well with visitors.



STR Report

STR metrics in 2022 were higher than in 2021 but still varied with COVID-19 conditions earlier in the year. Similar to 2021, Occupancy rates were lower at the beginning of the year when there were still more COVID-19 policies in place, but as travel restrictions eased in the spring, Occupancy grew to a peak in the summer months. Overall, Occupancy for the year was slightly lower than competitor market Ventura County West but higher than both the Los Angeles County and California Occupancy rates.

Both ADR and RevPAR followed similar trends of being lower in the first half of 2022 but growing into the summer and decreasing towards the end of the year around the holidays. Compared to competitor markets, ADR and RevPAR were higher than Ventura County West but lower than the Los Angeles County and California markets. This is due to high rates in both markets – especially when comparing to California which includes Napa Valley and Monterey County, the two markets with the highest ADR in the U.S.

2022				
Month	Conejo Valley Occupancy %	Ventura County Occupancy %	LA County Occupancy %	California Occupancy %
January	52.0%	56.2%	53.6%	52.5%
February	65.3%	69.9%	65.8%	63.0%
March	69.8%	78.9%	70.3%	69.1%
April	73.3%	76.5%	70.4%	71.5%
May	71.3%	73.2%	71.4%	69.5%
June	78.7%	80.3%	74.8%	74.5%
July	76.5%	77.0%	69.0%	74.4%
August	78.4%	81.5%	67.5%	71.1%
September	75.7%	74.6%	71.3%	72.8%
October	75.2%	72.6%	73.3%	71.2%
November	63.8%	65.1%	65.8%	63.4%
December	59.3%	57.4%	58.9%	58.0%
Average	69.9%	71.9%	67.7%	67.6%



STR Report

Month	Conejo Valley ADR	Ventura County ADR	LA County ADR	California ADR
January	\$133.77	\$123.65	\$179.86	\$148.51
February	\$141.19	\$131.50	\$236.59	\$172.77
March	\$145.97	\$138.52	\$199.00	\$178.38
April	\$154.44	\$149.26	\$200.92	\$188.95
May	\$164.16	\$151.80	\$213.56	\$189.73
June	\$166.10	\$162.07	\$221.76	\$199.50
July	\$166.96	\$174.48	\$214.39	\$209.40
August	\$167.69	\$172.66	\$201.31	\$198.92
September	\$168.06	\$158.49	\$216.04	\$197.64
October	\$166.59	\$151.80	\$228.90	\$195.25
November	\$155.29	\$146.01	\$207.52	\$182.16
December	\$145.43	\$136.79	\$186.83	\$169.14
Average	\$156.30	\$149.75	\$208.89	\$185.86

Month	Conejo Valley RevPAR	Ventura County RevPAR	LA County RevPAR	California RevPAR
January	\$69.59	\$69.51	\$96.37	\$77.94
February	\$92.23	\$91.89	\$155.63	\$108.76
March	\$101.95	\$109.33	\$139.97	\$123.30
April	\$113.21	\$114.12	\$141.50	\$135.18
May	\$117.11	\$111.16	\$152.54	\$131.95
June	\$130.70	\$130.09	\$165.83	\$148.76
July	\$127.65	\$134.43	\$147.88	\$155.89
August	\$131.39	\$140.72	\$135.79	\$141.35
September	\$127.23	\$118.30	\$154.09	\$143.94
October	\$125.35	\$110.24	\$167.75	\$139.08
November	\$99.08	\$95.10	\$136.63	\$115.57
December	\$86.20	\$78.58	\$110.07	\$98.10
Average	\$110.14	\$108.62	\$142.00	\$126.65

Content Overview

The destination conducted a photoshoot in March 2022 to garner new video and photography for the Visit Conejo Valley asset library (the last photoshoot was prior to the pandemic in 2019). Content included outdoor activities (hiking at Cheeseboro), dining (Blue Table, Tarantula Hill Brewing Co. and Plata) and shopping (Whizin Marketplace).

Research also showed that prospective travelers were becoming increasingly attracted to video content as a means to get to know the destination and plan upcoming travel. With this in mind, social media efforts (both from a paid and organic standpoint) focused on video. Influencer content also helped to promote the destination and brand.



Campaigns Overview

VISIT CONEJO VALLEY RESTAURANT WEEK 2022 CAMPAIGN JANUARY – FEBRUARY 2022

In January and February, the Visit Conejo Valley Restaurant Week campaign ran for two months to showcase and promote local restaurants with the goal of increasing foot traffic and local spending in the region. In-market efforts include print promotion in key media like *Conejo Valley Guide*, *The Acorn* and *VC Star*.

Activations Included:

- Event landing page with information on participating restaurants and offerings
- Website pop-up promoting landing page
- Paid social media campaign
- Print ads in *The Acorn* and *VC Star*
- Event listing and website banner promotion through *Conejo Valley Guide*
- Facebook cover takeover and social posts through Moms of Conejo Valley
- PR efforts to promote the event with local media



Paid media ran from January through February, generating interest in Restaurant Week and drove 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 who visited the landing page were very engaged with the content spending an average of 1:58 on the page (industry average is 1:00). Direct traffic was the top driver, bringing in 1,034 users who had the second longest session duration at 2:00. Organic search visitors spent the most time on page at 2:21, more than doubling the industry average.

PAID SOCIAL CAMPAIGN

Year	Impressions	Clicks	CTR	Benchmarks
2022	2,862,563 (+169.1%)	3,842 (-69.3%)	0.13% (-89.1%)	0.90%
2021	1,063,653	12,610	1.19%	0.90%

LANDING PAGE ANALYSIS

Behavior	Pageviews	Unique Pageviews	Bounce Rate	Page Per Sessions	Average Session Duration
2022	3,199 (-48%)	2,156 (-54%)	65.46% (-9%)	1.50 (-7%)	1:58 (-43%)
2021	6,158	4,734	74.85%	1.62	3:27

*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

DOLE GREAT RACE APRIL

Visit Conejo Valley was the official hotel sponsor of the Dole Great Race in April 2022. Promotion for the event was done through Visit Conejo Valley organic channels as well as through the Dole Great Race channels.

Activations Included:

- Dedicated landing page on Conejo.com featuring a Conejo Cash incentive
- Printed banner used by Dole Great Race during event
- Inclusion in two Dole Great Race newsletters
- Promotion via Visit Conejo Valley social, PR and newsletter channels



Landing Page



Social Post



Printed Banner

Campaigns Overview

BRIDES-TO-BE APRIL - OCTOBER

With pent-up demand for weddings following the pandemic, Visit Conejo Valley targeted brides-to-be in a series of organic and paid media efforts.

Activations Included:

- Blog on outdoor wedding venues
- Three eblasts to targeted sponsored list of brides-to-be in Los Angeles
- Four organic eblasts to LA Bridal Show attendees list
- Updated weddings brochure featuring Conejo Valley wedding venues (see pg. 13)
 - Outreach to hotels and venues was conducted to receive most up-to-date information

Each eblast to both paid and organic lists featured the outdoor wedding venues blog, activities to do in the destination and hotel promotions.

Visit Conejo Valley conducted subject line testing between the two eblasts sent in May, using the winning subject line in the June eblast.



Blog Post



Campaigns Overview

Three sponsored brides-to-be eblasts were sent to 45,000 recipients in the Los Angeles area. Each eblast featured similar content, but different imagery was used to showcase a variety of venues, activities and hotels. Metrics were nearly identical with each send, boasting a high open rate and CTR for all three eblasts.



SPONSORED BRIDES-TO-BE EBLASTS

Month	Winning Subject Line	Open Rate	CTR
May	Celebrate Your Wedding at Our Outdoor Wedding Venues	19.0%	1.8%
May	Enjoy Your Wedding and More in Conejo Valley	17.7%	1.8%
June	Celebrate Your Wedding at Our Outdoor Wedding Venues	19.1%	1.8%
Average		18.6%	1.8%
Industry Average		8.6%	0.8%

The organic brides-to-be eblasts were sent to two LA Bridal Show lists: one from a show in the spring and another from a show in the fall. Metrics were higher with the fall sends, specifically when it came to open rate for the October email at 41.4%, nearly five times greater than the industry average (8.6%). When compared to industry averages, open rate was much higher and CTR was on par. Each list included around 2,000 brides-to-be.

ORGANIC BRIDES-TO-BE EBLASTS (LA BRIDAL SHOW)

Month	Subject Line	Open Rate	CTR
April	Celebrate Your Wedding at our Outdoor Wedding Venues	19.8%	0.8%
May	Enjoy Your Wedding & More in Conejo Valley	21.0%	0.6%
June	Celebrate Your Wedding at our Outdoor Wedding Venues	23.1%	0.9%
October	Conejo Valley's Top 10 Outdoor Wedding Venues	41.4%	0.9%
Average		26.3%	0.8%
Industry Average		8.6%	0.8%

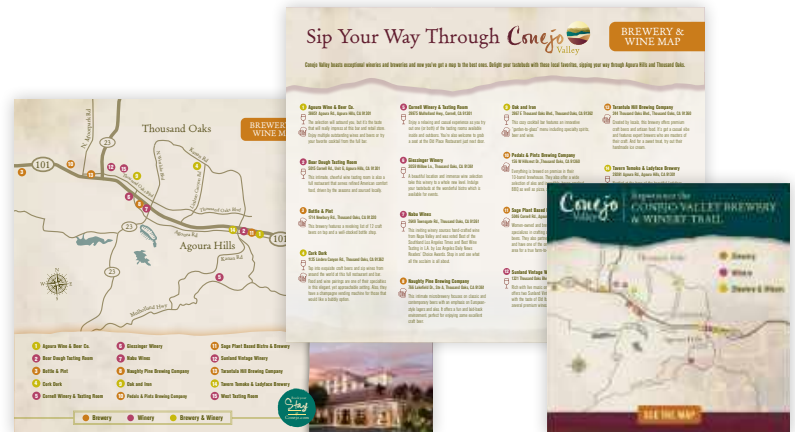
Collateral Overview

Distributed to hotel partners

WINERY & BREWERY MAP

In March 2022, Visit Conejo Valley created a map that featured 15 wineries and breweries in the destination. The map included information about each business enticing visitors to visit.

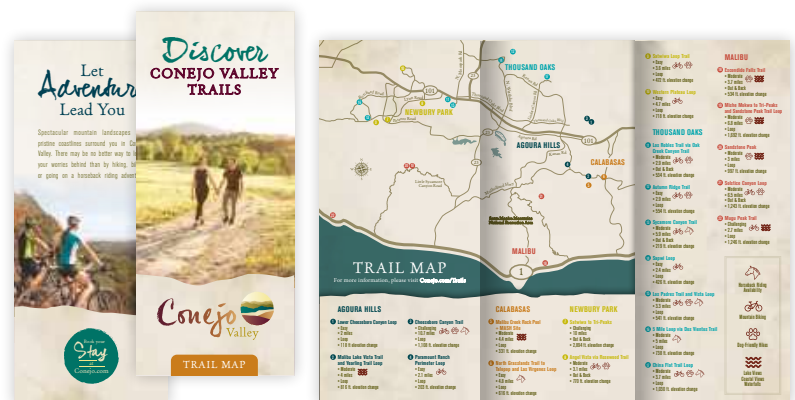
The map was used in various blogs speaking to wineries and breweries as well as in public relations, social media, as a website pop-up and newsletter promotion.



TRAILS MAP

Visit Conejo Valley also produced a trails map that featured hiking, biking and horseback riding trails in the region.

The map was featured in a blog, via a website pop-up and on the Trails website page as well as on organic social media, newsletter and public relations promotion.



UPDATED WEDDINGS BROCHURE

With the increased fervor for weddings in 2022, Visit Conejo Valley updated the weddings brochure with current information about wedding venues in destination. The brochure also showcased each hotel in Conejo Valley.

Brochures were used at the fall LA Bridal Show and will be an important tool for future similar events.



Website Metrics

In 2022, Visit Conejo Valley had a strong presence as an ideal vacation destination throughout California through organic search results and paid media efforts. With COVID-19 still actively present in the US and top of mind for travelers in the beginning of the year, metrics ramped up to the summertime. Even with some concerns about travel sentiment, the 2022 media campaign brought in a steady amount of engaged and qualified visitors to the site.

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.

The majority of engagement and traffic metrics were up compared with 2021, with the exception of a minor dip in pages per session and average session duration. This decrease may have been due to a large increase in sessions and users to the website in 2022. Traffic and engagement remained steady throughout the year with consistent paid media pushes bringing in success alongside great organic search result success. When comparing pre-pandemic, the site has made huge gains from 2019, especially in relation to overall website traffic.

Significant Results

- Growth in total sessions by 170.31% due to consistent media pushes most notably display traffic which was up 74,518% (57,456 users) from 2021.
- There was also a 2.90% decrease in bounce rate, improving from the decrease in the previous year, 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
2022	646,845	87.97%	569,634
Change*	+170.31%	+2.96%	+178.33%

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
2022	55.36%	1.80	0:26
Change*	-2.90%	-1.64%	-33.54%

*Change metrics reflect YoY performance from 2021 to 2022.



Website Channels

Organic search traffic is the result of SEO efforts. This category was by far the top source of website traffic, generating over 471,345 sessions, up over 369,000 from 2021 and increasing more than 436,000 from 2020.

Paid search and Referral had the highest conversion rates*, showing a very engaged audience through these sources. Patch.com was the highest driver of traffic for referrals during our restaurant week campaign.

Channel	Sessions**	% New Sessions	Visitors**	Page Per Session
Organic Search	471,345	89.92%	423,824	2.02
Social	76,854	81.90%	62,941	1.08
Display	57,456	84.60%	48,610	1.14
Direct	17,655	84.76%	14,964	1.66
Other	13,637	77.00%	10,501	1.13
Paid Search	6,154	89.16%	5,487	1.32
Referral	1,920	60.00%	1,152	2.32

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. **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, pretty consistent with 2021.

Events	Total Sessions
2019	10,156
2020	7,057
2021	15,349
2022	15,326
Change	-1%



Pages Most Visited

The homepage, similar to years prior, received the most page views due to organic search efforts. It was encouraging to see that the Eat and Stay pages were also major drivers of traffic in 2022, showing that dining and lodging opportunities were of interest with organic search and other audiences.

The page with the most engagement in 2022 was the Stay page with 0:42. The top two drivers of traffic to the stay page were organic search (40.80%) and paid social media ads (40.46%).

Other top pages reflected improving travel and going out sentiment in 2022 such as the attractions pages, explore and travel advisory.

Page	Pageviews	Unique Pageviews	Average Time on Page
Homepage	508,598	475,809	0:30
Eat	56,314	42,859	0:23
Stay	41,710	39,000	0:42
Attractions	31,850	27,801	0:21
Explore	19,361	17,854	0:28
Travel Advisory	15,114	14,593	0:25
Public Documents	10,805	10,621	0:41
Press Page	10,695	10,417	0:30
Events	7,162	6,903	0:33
Outdoor	7,024	6,801	0:28

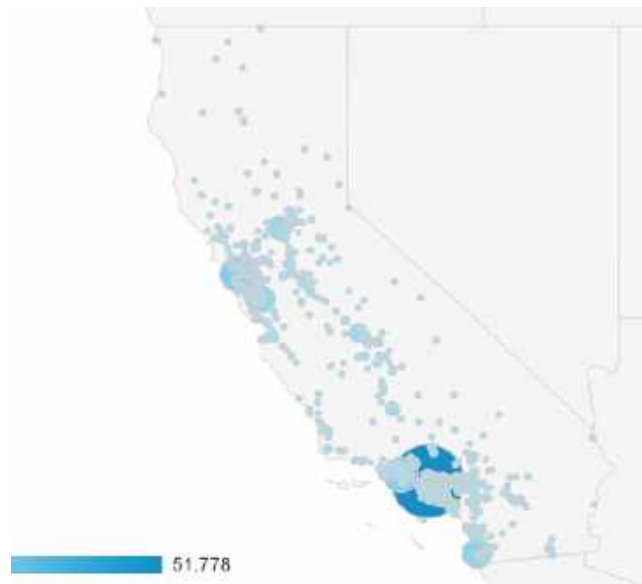


Audience Locations

The Los Angeles region continues to rank in the top three cities in the U.S. for website traffic in 2022. This year, California cities were prominent with 34.46% of traffic to the website followed by Virginia with 23.58%.

Location	Sessions	% New Sessions	Visitors	Page Per Session
Ashburn, VA	63,418 (11.69%)	93.86%	59,527 (12.53%)	1.57
Los Angeles	51,778 (9.55%)	82.56%	42,746 (9%)	1.27
Undefined	46,555 (8.58%)	85.49%	39,799 (8.38%)	2.26
Washington D.C.	38,489 (7.10%)	94.35%	36,315 (7.64%)	2.12
Boydton, VA	20,872 (3.85%)	94.19%	19,659 (2.92%)	2.14
Phoenix, AZ	14,689 (2.71%)	94.51%	13,883 (2.67%)	2.06
Des Moines, IA	13,502 (2.49%)	93.87%	12,674 (2.67%)	2.05
Columbus, OH	12,476 (2.30%)	91.12%	11,368 (2.39%)	1.75
Thousand Oaks, CA	11,009 (2.03%)	81.09%	8,927 (1.88%)	1.76
Location Not Traceable	53,171 (9.80%)	89.45%	47,561 (10.01%)	2.08
Undefined	46,555 (8.58%)	85.49%	39,799 (8.38%)	2.26

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



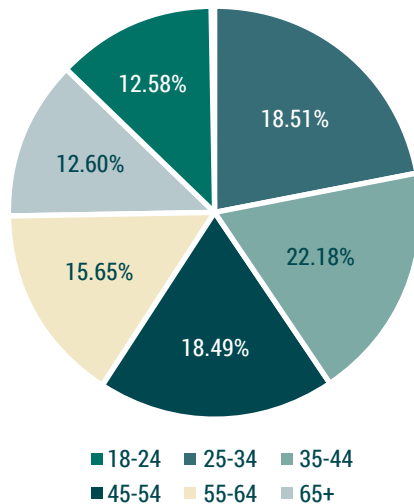
New vs. Returning Visitors

Paid media campaign efforts can be attributed to the large number of new visitors and sessions in 2022. New visitors brought in a slightly higher conversion rate than returning visitors.

User Type	Sessions	Pages Per Session	Conversion Rate	Average Session Duration
New Visitors	569,141 (87.99%)	1.79	0.78%	0:25
Returning Visitors	77,704 (12.01%)	1.81	0.73%	0:38

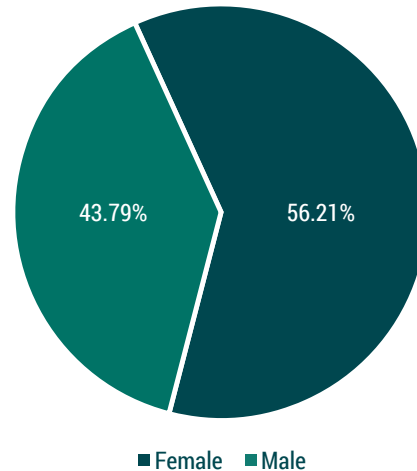
Age Group

The targeted age groups of 25-64 from the paid media campaigns were about evenly split between 15-20% of traffic. The top age group in 2022 was the 35-44 audience.



Gender

The gender breakout was on par with previous years, with more female visitors at 56.21% of the total audience.



Interests

Only about 17.77% of Visit Conejo Valley's audiences reported interests in 2022. This was a 1.77% increase from 2021. Visit Conejo Valley's largest audience was Arts and Entertainment. Other popular interest for users were in line with the many activities Conejo Valley has to offer such as dining, shopping, beauty, and sports and fitness.



Device

By far, mobile usage was the top way to access the site, once again eclipsing desktop by over 43%. Also once again, desktop users were slightly more engaged with almost two pages per session on average.

Device	Visitors	Sessions	Pages Per Session
Mobile	458,476	400,600	1.72
Desktop	177,284	158,728	1.99
Tablet	11,085	9,815	1.85

Blogs

In 2022, Visit Conejo Valley produced 13 blogs – one for each month and also an outdoor weddings blog.

Content for blogs reflected events, destination pillars, activities and Visit California themes aligning with general public relations and search trends.

The best performing blog was produced in May featuring the theme of why Conejo Valley is a great destination to have on a road trip. It also spoke to California Tourism Month (May) and National Travel & Tourism Week (first week in May). Other higher performing blogs included a blog on trails and another on Plan for Vacation Day in January.

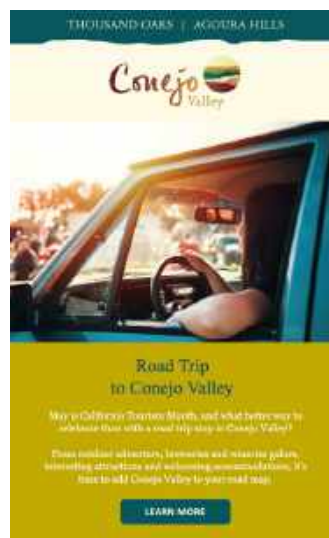
Month	Blog Title	Theme	Pageviews	Time Spent on Site
January	Plan Your Vacay to Conejo Valley	Plan For Vacation Day	4,013	0:28
February	Eat Your Way Through Conejo Valley	Restaurant Week	3,604	0:33
March	Conejo Valley Wineries & Breweries	Wineries & Breweries Map	3,597	0:39
April	Top 10 Outdoor Wedding Venues in Conejo Valley	Wedding Venues	2,651	1:53
April	Hit the Trail to Fun in Conejo Valley	Hiking, Biking, Horseback Riding Trails, Trails Map	4,752	0:33
May	Celebrate California Tourism Month with a Conejo Valley Road Trip	Activities To Do in Conejo Valley	5,782	0:29
June	Catch Kid-Friendly Fun in Conejo Valley	Kid-friendly Activities	4,180	0:42
July	Keep Cool & Have Fun with Conejo Valley Culture	Indoor Activities	2,819	0:32
August	Where to Stay in Conejo Valley	Hotels	3,996	0:24
September	Sips That Are Worth the Trip in Conejo Valley	Wineries for California Wine Month	1,516	0:29
October	Top 13 Holiday Must-Do's in Conejo Valley	Holiday Events & Attractions – Oct. – Dec.	354	2:18
November	Live Your Best Brunch Life in Conejo Valley	Brunch Spots	172	2:44
December	9 Best Holiday Treats in Conejo Valley	Holiday Menus and Offers	388	1:51
Average			2,909	1:03

Organic eNewsletters

In 2022, newsletters were sent monthly. Content focused on blogs, seasonal content, events and more. The top link per email proved to be the blog featured in the hero section of each email, showing that recipients were immediately drawn into the leading topic and eager to read more.

Open rates were lower at the beginning of the year, but steadily grew. This trend is most likely due to interest in holiday content. CTRs were pretty steady throughout the year but saw peaks for the enewsletters featuring food-related content like Restaurant Week and top brunch spots in Conejo Valley.

With each enewsletter, subject lines were A/B tested to see what kind of content resonated most with recipients. The most successful subject lines related to list-type content, such as “top 6” or “top trails”. In 2023, subject lines will continue to be tested for best performing content.



Month	Subject Line	Open Rate	CTR	Top Link
January	Treat Yourself to a Vacation in Conejo Valley	18.2%	1.0%	Restaurant Week Landing Page
February	Special Offers for Visit Conejo Valley Restaurant Week	24.1%	1.6%	Restaurant Week Blog
March	Stay for the Dole Great Race, Receive Conejo Cash	21.0%	1.0%	Breweries & Wineries Blog
April	Top Trails in Conejo Valley	21.6%	1.4%	Trails Blog
May	Road Trip Activities in Conejo Valley	27.6%	1.7%	Road Trip Blog
June	Time for Family Fun in Conejo Valley	23.8%	1.2%	Kid-Friendly Activities Blog
July	Kid-Friendly & Cultural Activities	23.4%	1.2%	Arts & Culture Blog
August	Check Out These Great Hotels in Conejo Valley	22.7%	1.1%	Hotels Blog
September	Sips Worth the Trip in Conejo Valley	23.9%	1.0%	Wineries Blog
October	Top 13 Fall & Winter Events in Conejo Valley	21.2%	1.3%	Holiday Round-Up Blog
November	Top 6 Places to Brunch in Conejo Valley	34.8%	1.6%	Brunch Blog
December	Top 9 Places for Holiday Treats	34.8%	1.1%	Holiday Treats Blog
Average		24.8%	1.3%	
Industry Average		16.1%	1.6%	

Digital Campaign Analysis

The 2022 paid media campaign consisted of three key tactics that were identified as best performing from the previous year: Paid Social Media, Paid Search and Paid Display/Native. Multiple targeting tactics were consistently running throughout the year from January 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 had a 0.80% CTR for 2022, which is right around the industry benchmark of 0.90%. Paid Search had a 4.95% CTR just surpassing the industry benchmark, and Paid Display/Native performed at almost twice the benchmark at 0.36%.

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 – Jan 1, 2022 – November 30, 2022

Search – Jan 1, 2022 – December 31, 2022

Native/Display – January 11, 2022 – June 30, 2022

January– December

Tactic	Impressions	Clicks	CTR	Benchmarks	Book Now Conversions	Conversion Rate
Paid Search	455,623	22,427	4.95%	4.92%	464	1.99%
Native/Display	4,493,583	16,327	0.36%	0.20%	35	0.20%
Paid Social	3,435,289	46,388	1.35%	0.90%	126	0.08%
TOTAL	11,261,751	89,829	0.80%	N/A	625	0.31%



Visit California Sponsored eNewsletter

In March 2022, Visit Conejo Valley sent a sponsored eblast through Visit California. The newsletter was sent to their audience list consisting of nearly 200,000 subscribers and followed their specific newsletter template.

Content focused on the Dole Great Race, the wineries and breweries map, 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 48% and CTR of 1.2%. Website traffic saw a huge bump at this time as well.

Metrics:

Open Rate: 48.13% (Industry Average: 16%)

CTR: 1.20% (Industry Average: 1.6%)



Experience The Dole Great Race

Participate in this six-race event on April 2! Book a hotel room at one of Conejo Valley's 16 hotels for a \$100 Conejo Cash gift card.

[Get Your Cash](#)



Conejo Cash Itinerary

From incredible food to amazing adventures with stunning vistas, check out these great ideas on how to spend your Conejo Cash.

[Start Planning](#)

Search Engine Optimization Analysis

SEO efforts continued to focus on generating quality links for Visit Conejo Valley. High authority links combined with strong site content continue to bring success for SEO efforts. 2022 also focused on high volume keyword ranking for Conejo Valley.

These efforts continue to result in traffic growth from organic searches (SEO) to the website as well as improvements to new users (+396.73) and percentage of new sessions (+4.37%).

By the end of the 2022, there was a +375.92% increase in year-over-year traffic. An even bigger increase from 2020 with a +1,282.89% increase.

Also notable, the goal completion rate was up +92.40% from 2021, goal conversions were at 0.88%. 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. Attractions
3. Eat
4. Events
5. Explore

Top Keywords	Position
conejo valley	1
Boney Mountain	1
where is conejo valley	3
Conejo Players Theatre	3
conejo	3
conejo valley days 2022	4
Nutcracker Thousand Oaks 2022	5
conejo valley days	6
Sycamore Canyon Trail	6
California Museum of Art Thousand Oaks	7
Sunland Vintage Winery	7

◀ JUMPED 4 SPOTS!



Public Relations Results



Overview

Conejo Valley achieved impressive growth and success this past year, thanks in part to the strategic PR campaigns, media visits and news articles. These initiatives effectively deepened ties with the targeted media outlets and created partnerships with a number of top-tier travel, food, adventure, and outdoor media and influencers that stayed at the region's 15 hotel properties.

Press and Influencer Familiarization Trips

Organized and facilitated familiarization (FAM) trips for both press and social media influencers and provided on-site trip support.

Among the prominent media who experienced the destination were editors from Just Luxe and Travel Squire who experienced a luxury-themed FAM trip and The Coast News who experienced a cultural and outdoors-themed trip. Visit Conejo Valley also implemented a top outdoor wedding venue initiative and hosted award-winning Los Angeles wedding planner and owner of To Be Loved Events, Samantha Kin, to tour some of the most popular venues in the destination. Top social media influencers who visited included The Lovers Passport for a hiking-themed trip and Trusted Travel Girl for a wine-themed trip.

Additionally, Visit Conejo Valley utilized Visit California's Gold Pass to bring foodie influencer Cheat Day Eats to the destination. This program allows Visit California's destination partners to partner in bringing media to the Golden State. For this collaboration, Visit Conejo Valley teamed up with two other DMOs in Southern California and curated itineraries surrounding the best food scenes in each destination.

All the content garnered from the hosted press and influencers showcased a variety of outdoor activities along with eateries, wineries, breweries and entertainment options for travelers. This content was then shared on Visit Conejo Valley's social channels and leveraged to develop new video assets to promote the region.

Key Results

- 9 FAM trips
- 63 pieces of earned coverage (online, print and influencer content)
 - 24 online pieces of coverage
 - 36 social media posts (Instagram, YouTube, Facebook, TikTok)
 - 3 print pieces of coverage
- 322K coverage views
- 19.2K engagements (combined total of likes, comments and shares on social media platforms)



Top Media Coverage

- The Coast News
- Trusted Travel Girl
- Just Luxe
- Travel Squire
- The Lovers Passport
- To Be Loved Events



Top Influencer Clips



The Lovers Passport

• Views: 226K



Cheat Day Eats

• Views: 41.5K



Eager Traveler

• Views: 13.3K



Trusted Travel Girl

• Views: 6.7K



Media Outreach

Conejo Valley implemented a media outreach tactic to increase awareness and engagement with the community. This tactic included utilizing various forms of media, such as local newspapers and magazines in addition to media outlets in primary, secondary, and out-of-state markets to disseminate information about events, community initiatives and important news updates.

- Primary Markets: Los Angeles, San Diego, Orange County and Inland Empire
- Secondary Markets: San Francisco, Monterey and San Bernadino
- Out-of-State Markets: Portland and Seattle

Pitch topics included restaurants, wineries, breweries, entertainment tourism, pet-friendly hotels, wellness offerings and holiday events. Some of the local and key media pitched included the *San Fernando Valley Business Journal*, *Los Angeles Times*, *The Orange County Register*, *San Diego Family*, and *Ventura County Star*, among others.

Press Releases

Press releases were developed to highlight important events and announcements including Restaurant Week distributed in January and Taste of Conejo distributed in November.

Media Events

Great Race of Agoura Hills

Visit Conejo Valley teamed up with the 37th Annual Great Race as the official hotel partner.

Conejo Valley Restaurant Week

Conejo Valley hosted its 3rd Annual Restaurant Week, promoting the area as the perfect foodie destination to local and regional media.

Taste of Conejo

Visit Conejo Valley promoted the region's top food and wine event by providing hotel recommendations for attendees that traveled in from near and far.

Manna Conejo Valley Food Bank Donation

In December, Visit Conejo Valley donated \$5,650 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.



Organic Social Media

Marketing efforts for Conejo Valley focused on promoting the main pillars of lodging, outdoor recreation and dining. Social channels were actively engaged with a consistent presence to keep the destination top of mind among key audiences.

Paid Promotion of Daily Organic Content

Visit Conejo Valley continued to increase followers across Facebook, Instagram and Twitter. Instagram, most notably, saw a jump of engagements by 628%, which is likely due to the nearly 27% increase of posts on that platform. The strategy for Twitter was adjusted to focus on news updates which led to a 305% increase of profile visits, despite the lowered impressions, engagements and posts.

TikTok was added to the social strategy in December of 2021, and many videos were developed throughout the year to grow followers and build awareness of Conejo Valley to the platform's audiences.



Instagram:

- Total Followers: 7,261 (+10% from 2021)
- Total Impressions: 2,568,422 (-22.6%)
- Total Engagements: 54,686 (+628%)
- Total Profile Visits: 2,854,337 (-21%)
- Total Number of Posts: 213 (+26.8%)



Twitter:

- Total Followers: 2,144 (+1.4% from 2021)
- Total Impressions: 19,238 (-42%)
- Total Engagements: 597 (-28.8%)
- Total Profile Visits: 10,085 (+305%)
- Total Number of Posts: 145 (-3.3%)



Facebook:

- Total Followers: 14,578 (+2.3% from 2021)
- Total Impressions: 7,080,881 (-7.1%)
- Total Engagements: 148,871 (-20.7%)
- Total Reach: 1,901,363 (-31%)
- Total Number of Posts: 178 (+8.5%)

Conejo Cash Campaign

January - April

In 2021, Visit Conejo Valley used paid media to promote the Conejo Cash program. In 2022, the tactic shifted to feature the campaign via organic social media and through boosted posts. The campaign officially ended in April 2022.

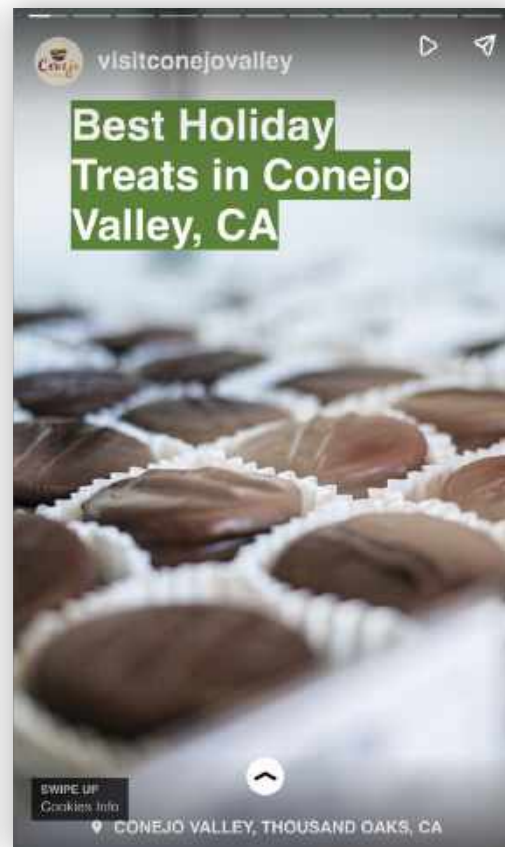
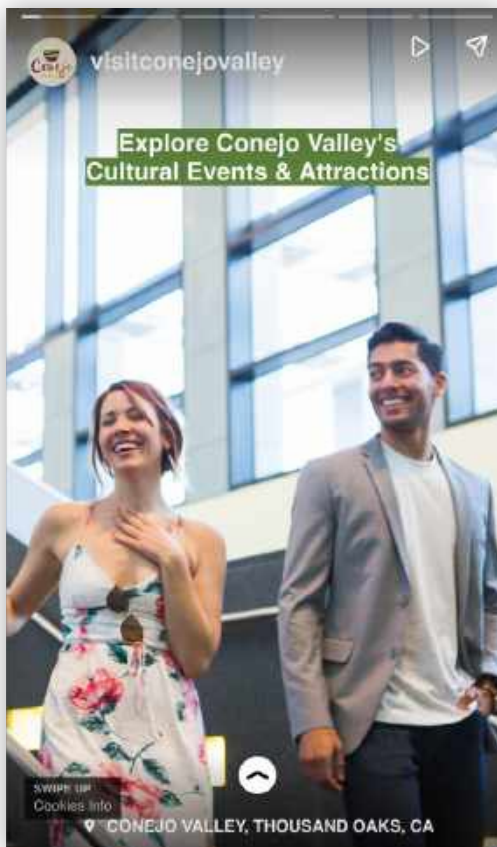
Impressions	CTR	CTR Benchmark	Clicks	Engagements
78,526	3.37%	0.90%	2,643	13,501



CA Now Stories

Visit Conejo Valley is elevating the region's online presence by leveraging the power of California Now stories via CrowdRiff by partnering with Visit California. Through the use of video and photography, California Now stories promoted unique experiences in the destination and were featured on social and Google Discovery. In 2022, there were four times more stories published, which provided a nearly 1,200% additional impressions, an increase of about 1,280% story view and 526% additional story engagements.

Year	Stories	Impressions	Story Views	Story Engagements	Story Interaction Rate	Story CTR	Benchmark
2021	5	10,283	779	612	79%	62%	30.1%
2022	20	233,943	10,754	3,832	35.6%	51.8%	30.1%
Change	300%	+1,197.2%	+1,280.5%	+526%	-54.6%	-13%	0.0%



A photograph of a man and a woman hiking on a dirt trail. The woman is on the left, wearing a grey jacket and blue jeans, smiling. The man is on the right, wearing a light blue t-shirt and khaki pants, also smiling. They are both carrying backpacks. The background shows a grassy valley with rolling hills under a clear sky. The entire image has a yellow-green color overlay.

Thank You

