



VISIT CONEJO VALLEY

Annual Report

2024-2025



Table of Contents

Message from the President	3
District Partners & Overview	4
Financial Report	5
Brand Overview	12
Rebrand Initiative	13
2025 - A Look Ahead	14
2024 Photo Shoot	15
Campaign Overview	16
2024 Organic Social Performance & Influencer Program	17
STR Report	19
Website Metrics	22
2024 SEO Performance	24
Email Performance	26
Blog Content / Performance	28
Public Relations	29
Conferences	33



Message from the President/CEO, Danielle Borja

As we reflect on 2024 and move onto 2025, the Conejo Valley Tourism Improvement District (CVTID) made significant strides in our post-COVID recovery and marketing efforts. This year marked a key transition with the shift from our longtime agency partner, Augustine Agency, to 85Sixty, a data-driven marketing agency from San Diego. 85Sixty's approach has helped us refine our strategy, optimize revenue per visit, and focus on key customer segments.

Alongside this change, CVTID unveiled a refreshed logo and branding, developed with the guidance of 85Sixty's creative team. This new look reflects the district's evolving identity as a hidden gem for travelers. Additionally, we made a significant investment in our team by hiring our first full-time Director of Business Development & Strategic Partnerships. This new position is pivotal in expanding our business relationships and increasing the district's strategic footprint, particularly in securing new partnerships that benefit our 15 member hotel properties in Thousand Oaks and Agoura Hills.

In 2024, we focused on boosting digital engagement and driving overnight stays through SEO, targeted paid media campaigns, and user-generated content. Our social media efforts, especially partnerships with local content creators, helped foster community engagement. We also collaborated with KTLA's LA Unscripted segment to showcase key local attractions, increasing visibility and regional interest.

Looking ahead to 2025, CVTID is well-positioned to build on the progress made in 2024. Our focus will be on expanding our digital presence and strengthening relationships with local and regional partners. We'll continue collaborating with local influencers, testing fresh campaigns, and running promotions to drive weekend visits. Additionally, we'll optimize our media strategy to boost website traffic and conversions, ensuring that visitors are inspired to plan their trips to the Conejo Valley.

I extend my sincere gratitude to all of our partners and stakeholders for their dedication to making the Conejo Valley a top travel destination, and we eagerly anticipate another successful year of welcoming both new and returning visitors.

Danielle Borja, MBA

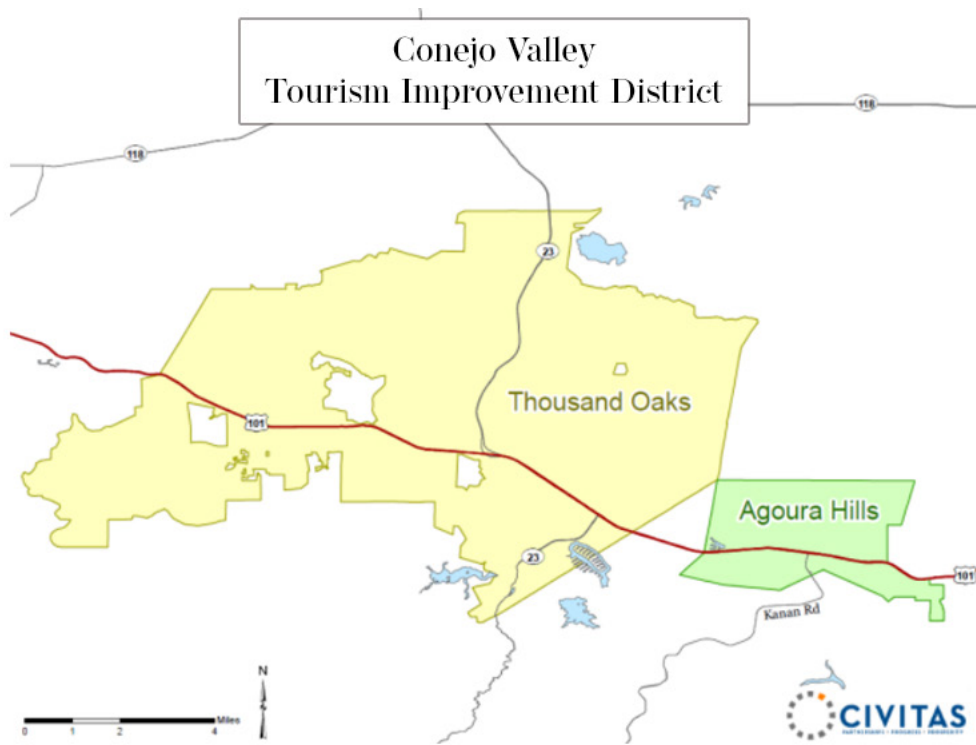
PRESIDENT/CEO

Conejo Valley Tourism Improvement District

District Partners & Overview

Conejo Valley consists of hundreds of businesses, including restaurants, breweries, wineries, spas and retailers. There are over 500 miles of trails for hiking or horseback riding. The cultural scene offers live theater and museums and hundreds of events throughout the year – plenty of things to do for all walks of life!

The Conejo Valley Tourism Improvement District (CVTID) is dedicated to marketing the region through the Visit Conejo Valley brand, with the goal of increasing overnight stays across the 15 hotel properties in Thousand Oaks and Agoura Hills. There are no proposed changes to the boundaries of the District.



Financial Report

The improvements and activities outlined for FY 2025 align with the goals set forth in the Management District Plan and will continue to be executed by the district's owners. The method and basis of levying the assessment remain unchanged, with the projected assessment expected to be consistent year over year.

While the fundamentals of the budget remain stable between 2024 and 2025, CVTID has identified excess or carryover funds from previous years. These funds have been allocated by the Board of Directors in the 2025 budget to support several major initiatives, including the continued employment of a full-time Director of Business Development & Strategic Relationships, the launch of a new tourism website, and the development of materials related to the Visit Conejo Valley rebranding efforts. In 2024, the Board approved the use of excess funds for several key projects, including Conejo Cash, website development expenses, the hiring of the new Director, professional photography for the new website, initial materials for Visit Conejo Valley rebranding, and equipment for the new CVTID employee. As of 2025, the CVTID reserves exceed the required policy minimum of 50% of the total annual expenses.

In addition to the allocation of excess funds, CVTID has expanded its budget to support new programs and tools under the categories of Licenses and Permits, as well as Professional Services. Notably, 2025 will see the introduction of CVTID's first Digital Asset Management (DAM) tool, designed to serve as a centralized digital library and collection resource for content from both direct and regional partners. Additionally, a new Customer Relationship Management (CRM) tool will enable the Director of Business

Development & Strategic Relationships to track potential clients and manage the referral process with the 15 member hotels. Beyond these new tools, CVTID is also planning to leverage Local Incentive funds to sponsor a variety of key community events throughout 2025. These include long-standing favorites such as Taste of Conejo, Holidays in the Village, The Great Race, the Conejo Valley Parade, and the State of the City, along with the Ladyface Mountain Film Festival. By sponsoring these events, CVTID not only promotes unique programming within the Conejo Valley but also ensures that local hotels and staff have continued access to regional partners that drive tourism and hotel stays.

Direct marketing funds, a core component of the Management District Plan, continue to be highly utilized by member hotels and are a distinct asset that sets CVTID apart from other Tourism Districts. The direct marketing program remains popular among both long-standing and new hotel staff, with its growing success and impact. In 2025, these direct marketing funds are projected to account for 20% of the CVTID's total budget.



2024 Financial Statements

	Jan - Dec 24	Budget	\$ Over Budget	% of Budget
Income				
Assessment Income *	1,420,168.64	1,550,000	-129,831.36	91.62%
Total Income	1,420,168.64	1,550,000	-129,831.36	91.62%
Expenses				
Agoura Hills & Thousand Oaks	24,250.00	23,250.00	1,499.36	106.45%
Chamber of Commerce	308,457.38	310,000.00	-1,542.62	99.5%
Administration Fee - Other	-25,646.02	0.00	0.00	0.00
Total Administration Fee	307,560.72	333,250.00	-25,689.28	92.29%
Advertising & Marketing				
Annual Report	6,696.25	0.00	6,696.25	100.0%
CLU Business Mgmt Program	25,000.00	25,000.00	0.00	100.0%
Direct Hotel Marketing	288,468.13	310,000.00	-21,531.87	93.05%
Local Incentive/Com Partnership	30,500.00	40,000.00	-9,500.00	76.25%
Marketing				
Creative	1,360.00	0.00	1,360.00	100.0%
TV Ad Buy	143.17	0.00	143.17	100.0%
Conejo Cash - Excess Funds **	57,550.95	0.00	\$57,550.95	100.0%
Print Materials & Promotional	536.25	25,000.00	-24,463.75	2.15%
Public Relations Expenses	54,077.26	60,000.00	-5,922.74	90.13%
Public Relations Management	40,000.00	40,000.00	0.00	100.0%
Total Advertising & Marketing	504,332.01	500,000.00	4,332.01	100.87%

2024 Financial Statements (cont.)

	Jan - Dec 24	Budget	\$ Over Budget	% of Budget
Agency Marketing				
Acct Planning & Management	44,497.00	34,620.00	9,877.00	128.53%
Analytics & Reporting	10,000.00	10,000.00	0.00	100%
Creative	47,387.50	36,560.00	10,827.50	129.62%
Development	0.00	16,570.00	-16,570.00	0.0%
Direct Marketing ***	128,289.30	260,000.00	-131,710.70	49.34%
Email Marketing	37,012.00	36,750.00	262.00	100.71%
Local Influencers	15,961.69	30,000.00	-14,038.31	53.21%
Paid Media ***	159,721.00	22,500.00	137,221.00	709.87%
Social Media Management	38,248.00	36,000.00	2,248.00	106.24%
Strategic Marketing Plan	6,005.00	6,000.00	5.00	100.08%
Website Maintenance & SEO	33,363.60	6,000.00	27,363.60	556.06%
Total Agency Marketing*	520,489.09	495,000.00	25,489.09	105.15%
Auto Mileage	205.00	0.00	0.00	0.00
Bank and Credit Card Charges	-171.49	0.00	-171.49	100.0%
Business Registration Fees	250.00	0.00	250.00	100.0%
Conferences and Travel	84,770.00	100,000.00	-15,230.00	84.77%
Equipment Supplies	4,401.24	5,000.00	-598.76	88.03%
Fraud Expense ****	75,000.00	0.00	0.00	0.00
Insurance - Liability, D and O	6,800.00	3,000.00	3,800.00	226.67%
Licenses and Permits	0.00	0.00	0.00	0.0%
Meeting Expenses	7,112.83	10,000.00	-2,887.17	71.13%
Membership Dues	950.00	3,000.00	-2,050.00	31.67%
Office Expense	1,377.32	1,000.00	377.32	137.73%
Payroll Expenses	21,084.55	0.00	21,084.55	100.0%
Postage, Mailing Service	151.67	100.00	51.67	151.67%

2024 Financial Statements (cont.)

	Jan - Dec 24	Budget	\$ Over Budget	% of Budget
Professional Fees	25,576.03	10,550.00	15,026.03	242.43%
Total Expense	1,559,889.94	1,460,900.00	98,989.94	106.78%
Net Ordinary Income	-139,721.30	89,100.00	-228,821.30	-156.81%
Other Income/Expense				
Interest Income	24,846.35	0.00	24,846.35	100.0%
Total Other Income	24,846.35	0.00	24,846.35	100.0%
Net Income	-114,874.95	89,100.00	-203,974.95	-128.93%

* There was a "\$122,000 assessment income variance from a 2023 audit adjustment from 2023 that was applied to 2024, lowering the total assessment income.

** Conejo Cash Visa Gift Cards for Hotels in May 2024 was originally unbudgeted and paid from Board approved excess funds.

*** Both the Paid Media and Direct Marketing line items were conflated during accounting, the significant over and under usage of each respective line is accounted for when balanced with each other.

**** The Wire Fraud expense is still being investigated by the TID's bank at this time and so this figure is not final.

2025 Annual Budget

Ordinary Income/Expense	Jan-Dec 25	2024 Budget	24-25 Change
Income			
Assessment Income	1,550,000.00	1,550,000.00	0.00
Total Income	1,550,000.00	1,550,000.00	0.00
Expenses			
Administration Fee			
Agoura Hills & Thousand Oaks	23,250.00	23,250.00	0.00
Chamber of Commerce	310,000.00	310,000.00	0.00
Total Administration Fee	333,250.00	333,250.00	0.00
Advertising & Marketing			
Annual Report	3,500.00	0.00	0.00
CLU Business Mgmt Program	25,000.00	25,000.00	0.00
Direct Hotel Marketing	340,000.00	310,000.00	30,000.0
Local Incentive/Com Partnership	40,000.00	40,000.00	0.00
Print Materials & Promotional	15,000.00	25,000.00	-10,000.00
Public Relations Expenses	50,000.00	60,000.00	-10,000.00
Public Relations Management	50,000.00	40,000.00	10,000.00
Total Agency Marketing	523,500.00	500,000.00	23,500.00
Agency Marketing			
Acct Planning & Management	34,620.00	34,620.00	0.00
Analytics & Reporting	10,000.00	10,000.00	0.00
Creative	36,560.00	36,560.00	0.00
Development	16,570.00	16,570.00	0.00
Direct Marketing	260,000.00	260,000.00	0.00
Email Marketing	36,750.00	36,750.00	0.00
Local Influencers	30,000.00	30,000.00	0.00
Paid Media	22,500.00	22,500.00	0.00

2025 Annual Budget (cont.)

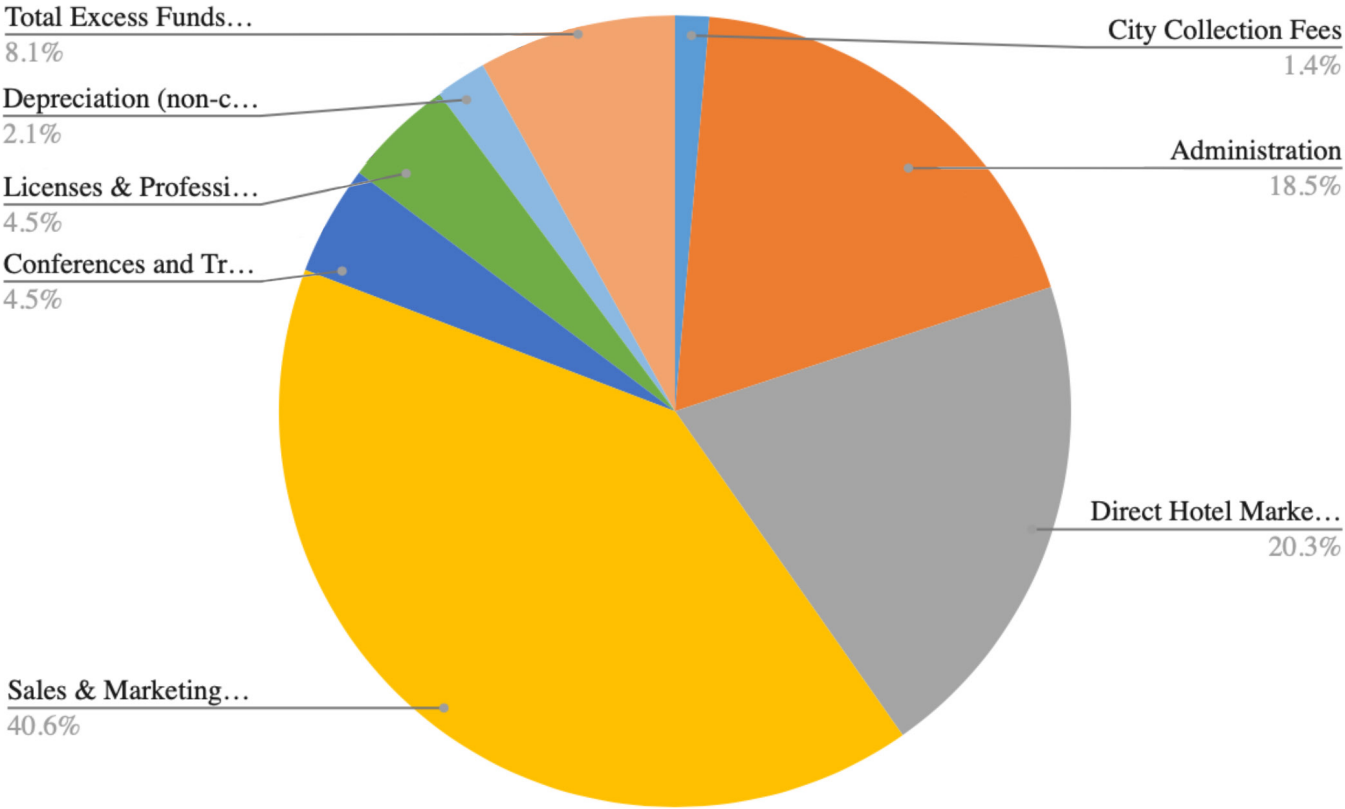
2025 Budget	Jan-Dec 25	2024 Budget	24-25 Change
Social Media Management	36,000.00	36,000.00	0.00
Strategic Marketing Plan	6,000.00	6,000.00	0.00
Website Maintenance & SEO	6,000.00	6,000.00	0.00
Local Incentive/Com Partnership	40,000.00	40,000.00	0.00
Total Agency Marketing	495,000.00	495,000.00	0.00
Conferences and Travel	75,000.00	100,000.00	-25,000.00
Equipment Supplies	3,000.00	5,000.00	-2,000.00
Insurance - Liability, D and O	3,000.00	3,000.00	0.00
Licenses and Permits	27,500.00	10,000.00	17,500.00
Meeting Expenses	12,000.00	10,000.00	2,000.00
Membership Dues	1,675.00	1,000.00	675.00
Office Expense	1,000.00	100.00	900.00
Professional Services	27,700.00	12,000.00	15,700.00
Wire Fraud	0.00	0.00	0.00
Depreciation (non-cash)	35,134.00	0.00	35,134.00
Excess Funds Allocations			
Business Development	100,000.00	0.00	100,000.00
New Website	5,000.00	0.00	5,000.00
2024 Conejo Cash	0.00	0.00	0.00
Rebranding Funds	30,000.00	0.00	30,000.00
Total Excess Funds Allocations	135,000.00	0.00	135,000.00
Total Expense	1,672,759.00	1,469,350.00	203,409.00
Net Ordinary Income	-122,759.00	80,650.00	-203,409.00
Other Income			

2025 Annual Budget (cont.)

2025 Budget	Jan-Dec 25	2024 Budget	24-25 Change
Interest Income	24,000.00	0.00	24,000.00
Total Other Income	24,000.00	0.00	24,000.00
Net Income	-98,759.00	\$89,100.00	-187,859.00
Allocations			
Reserves (0%)	0.00	-155,000.00	155,000.00
Net Account Balance	-98,759.00	-65,900.00	-32,859.00

* Sweep funds could be allocated to the reserves in 2025

** \$12,155.52 in interest made for 2024



Brand Overview

Visit Conejo Valley helps to build awareness of and drive traffic to the region to help local hotels and businesses succeed and the region's economy thrive. Visit Conejo Valley focuses on driving awareness of activities, including outdoor recreation, food and beverage, events in the area, and the cultural scene. The hope is that visitors will be interested in overnight stays and visit our local businesses to participate in activities, events, see a show, or visit a museum.

FIND YOUR *Adventure*



Experience the beauty of
Agoura Hills and Thousand Oaks

Plan your next trip at
conejo.com

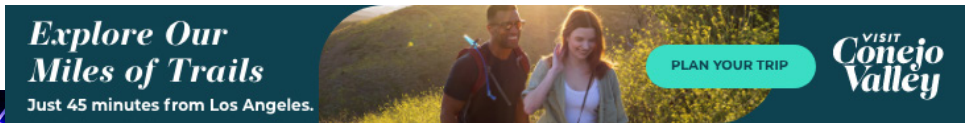
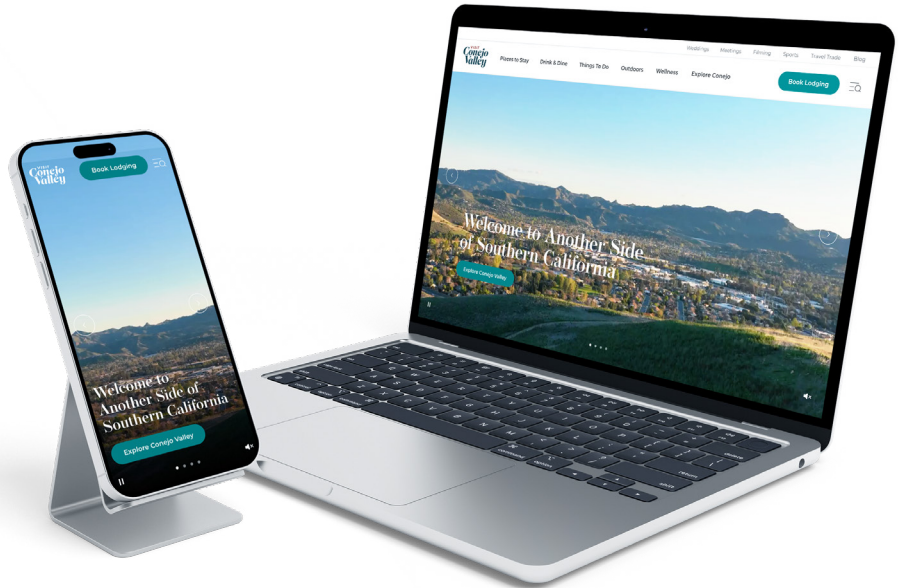
VISIT
Conejo
Valley

Rebrand Initiative

In 2024 Visit Conejo Valley focused on evolving to a more modern look and feel for the brand to encourage visitation, offering a fresh new approach. Updates were made across all initiatives, including printed and digital communications, tradeshow materials, video assets and advertising.

Website Update

In 2024 Visit Conejo Valley invested in a website UX and Design audit to create a better user journey for our website visitors and align to the new brand design updates, evolving the overall look and feel. We are excited to launch this in early 2025 and to see the resulting increased time spent on the site with our local businesses and hotel partners.



Media Creative:

Our advertising designs and messages were updated and continue to build awareness of Conejo Valley and drive website traffic to learn more about our local hotels, activities and area attractions.



2025 A Look Ahead

Strategy Overview

GOAL: Build awareness of Visit Conejo Valley among visitors outside of the area and convince them to plan overnight trips.

01 Build Social Engagement

Continue to build relationships with **local creators** and leverage content and followers to engage potential visitors in social space.

Utilize **promotions and giveaways** to create interest for weekend getaways and trips to Conejo Valley.

02 Expand Reach & Interest

Continue to build organic search through **relevant content and links** to increase traffic to the website.

Expand our current reach by testing into **other relevant markets** that demonstrate potential value to bring more visitors to Conejo Valley.

03 Improve Customer Journey

Update campaign messaging to align to audience targeting / **new site experience** in 2025.

Test campaigns to drive potential visitors to relevant site experience to improve engagement and consider booking hotels for **overnight stays**.

04 Drive Consistent Website Traffic

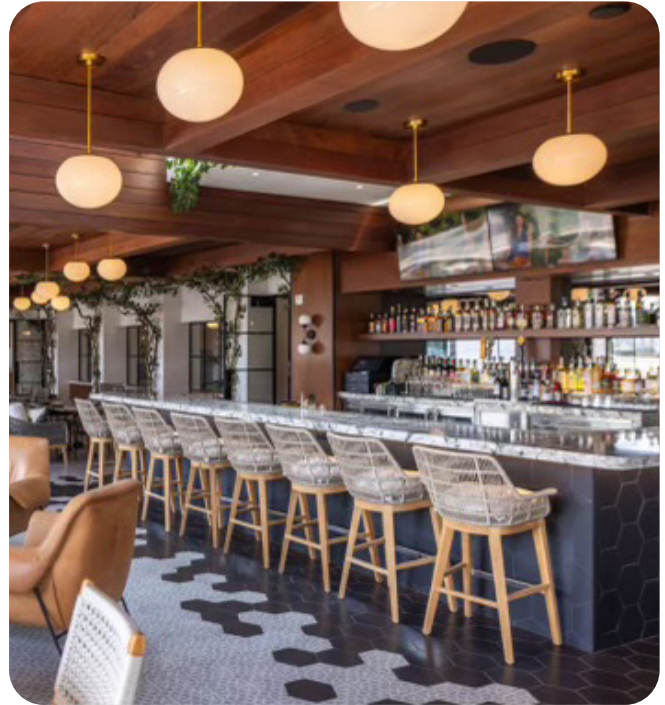
Align media budgets in 2025 to drive **consistent website traffic** throughout the entire year.

Tap into potential visitors as they are **planning trips** throughout the year.

2024 Photo Shoot

In 2024, Visit Conejo Valley invested in new photography to be used across all initiatives featuring local hotels, businesses, outdoor activities and cultural events. In 2025, a similar investment

will be made to expand resources and update marketing communications. Here is a sample of the photography from 2024:



Campaign Overview

Media Campaign Performance

In 2024, Visit Conejo Valley invested in a partnership with 85SIXTY to focus on Paid Media and Organic Media campaigns and programs. The channels utilized included:

- Paid search (Google)
- Performance Max (Google)
- Paid Social (Meta & TikTok)
- Organic Social & Influencer Program
- Endemic & Traditional TV
- Programmatic Display & Native Advertising

Overall media performance in 2024 drove a significant amount of traffic to the website, increasing paid media traffic Y/Y by 180% from 85,406 sessions to 238,765 sessions. Paid social drove the highest amount of traffic, with both TikTok and Meta (Facebook and Instagram) driving a total of 112,439 visits in 2024.

Performance Max (PMax) drove the second highest traffic volume and had the highest CTR (click through rate) at an average of 4.75% for the year, significantly improving from 1.93% in Q1 and a slightly lower CPC (cost per click) on average at \$.55, than Q1 at \$.68.

	Spend	Impressions	Clicks	CTR	CPC	Website Sessions
Jan - Dec 2024						
Paid Search	\$42,645.48	368,812	33,662	9.13%	\$1.27	32,804
Performance Max	\$30,334.52	1,166,131	55,389	4.75%	\$0.55	56,466
Meta	\$53,617.85	11,814,995	97,280	0.82%	\$0.55	93,228
Tiktok	\$18,798.33	2,949,615	27,671	0.94%	\$0.68	19,211
Display + Native	\$47,847.00	21,779,281	26,812	0.12%	\$1.78	37,056
Endemic	\$35,000.00	410,451	5,810	1.42%	\$6.02	n/a
Traditional - Digital	\$20,637.15	1,542,242	5,810	0.07%	\$19.04	368
Traditional	\$17,362.85	3,651,756	n/a	n/a	n/a	n/a
Total	\$266,243.18	43,683,283	247,708	0.57%	\$1.07	239,133

2024 Organic Social Performance & Influencer Program

The following data shows performance across the social challenges Visit Conejo Valley utilizes to build organic interest in the area. Performance indicators include impressions, engagement rate, views and follower growth.

The overall organic social program has been successful in 2024 and we expect continued growth, especially with the addition of our local influencer and content program expanding in 2025.

INSTAGRAM		
Description		Percentage change (Jan to Dec)
Total Followers:	9,849	26%
Net Follower Growth	2,081	226.70%
Engagement Rate	4.10%	14.20%
Impressions	4.90%	244,839
Views	158,926	43.10%

- Instagram showed an increase in total followers, highlighting successful audience expansion.
- Engagement rate is showing decline likely due to the exclusion of high-performing collaborator posts from these metrics.
- Impressions rose and views saw a strong increase, indicating continued content reach and interest.

FACEBOOK		
Description		Percentage change (Jan to Dec)
Total Followers:	18,766	1%
Net Follower Growth	122	97.1%
Engagement Rate	1.80%	55.90%
Impressions	3,011,595	43.60%
Views	2,346,401	15.90%

- Facebook can be challenging to demonstrate continued growth based on post performance and engagement rates changing constantly.
- Despite growth challenges, impressions increased indicating solid content reach.
- Engagement dropped likely due to algorithm shifts and difficulty driving organic interactions.

TIKTOK		
Description		Percentage change (Jan to Dec)
Total Followers:	531	318.10%
Net Follower Growth	841	1278.70%
Video Views (Impressions)	669,875	19,748.10%
Engagements	38,199	100,423.70%
Profile Views:	4,159	83.62%

- TikTok shows massive growth across all metrics, especially engagements and video views.
- Follower growth is strong, but engagement is increasing at a much higher rate versus the previous year, indicating highly interactive content.
- The high percentage increase in video views suggests greater reach and discoverability compared to the previous year, with several high-performing videos, including one that went viral.

LOCAL CREATORS		
Description		Percentage change (Jan to Dec)
Collab Post	91	-
Plays/ Impressions (for Static Posts)	1,314,954	-
Interactions	43,615	-

- The Creator Program was implemented and began in April 2024.
- We saw increased engagement on Instagram with the use of Collab Posts.
- Content from Collab Posts was cross-promoted on other platforms like Facebook and TikTok, helping drive engagement there.
- These analytics are not included in Instagram Insights, as the posts were originally published by the creator and are not calculated with posts from our profile.

STR Report

The highest 2024 occupancy rate across all regions was during the summer months. For Conejo Valley, June was at 77.5%, while Ventura County West’s high (79.5%) was in August and Simi Valley’s (83.8%) was in July. Overall average occupancy rates were comparable between Conejo Valley and Ventura County West, Simi Valley’s had the highest average at 76.74% for 2024.

As an overall average ADR in 2024, both Conejo Valley (\$159) and Ventura County West (\$160) rates were comparable and higher than Simi Valley’s at \$143.

Conejo Valley’s highest month was in October at \$175, second to Ventura County West’s highest in July at \$183. Simi Valley’s highest was in August at \$143.

Overall highest average of RevPAR was in Ventura County West at \$113, followed closely by Conejo Valley at \$112 and Simi Valley at \$111. Both Ventura County West (\$151-August) and Simi Valley (\$129-July) had their highest RevPAR during summer months; Conejo Valley’s highest RevPAR month was during October at \$127.

2024 Occupancy Rate				
Month	Conejo Valley Occupancy	Ventura County Occupancy	Santa Clarita / Simi Valley Occupancy	State of CA
January	57.00%	58.20%	63.10%	57.00%
February	60.60%	62.00%	70.60%	63.00%
March	63.20%	67.50%	76.80%	68.00%
April	72.90%	70.20%	77.40%	67.00%
May	73.70%	69.80%	78.60%	69.00%
June	77.50%	77.30%	82.60%	72.00%
July	75.50%	82.30%	83.80%	74.00%
August	75.90%	79.50%	82.20%	71.00%
September	74.10%	74.00%	79.30%	71.00%
October	72.70%	68.80%	79.50%	71.00%
November	66.80%	69.00%	76.40%	63.00%
December	62.40%	59.10%	70.60%	58.00%
2024 Average	69.36%	69.81%	76.74%	67.00%

STR Report (cont.)

2024 Average Daily Rate				
Month	Conejo Valley ADR	Ventura County ADR	Santa Clarita / Simi Valley ADR	State of CA
January	\$145.77	\$138.04	\$127.10	\$183.00
February	\$146.15	\$141.03	\$134.58	\$182.00
March	\$144.98	\$149.88	\$138.96	\$189.00
April	\$157.97	\$155.91	\$140.94	\$186.00
May	\$165.89	\$160.19	\$148.95	\$189.00
June	\$169.68	\$180.80	\$153.87	\$192.00
July	\$165.37	\$182.79	\$153.72	\$200.00
August	\$166.87	\$189.23	\$154.47	\$194.00
September	\$169.36	\$168.64	\$145.02	\$195.00
October	\$175.32	\$160.52	\$147.55	\$192.00
November	\$156.16	\$153.44	\$142.06	\$178.00
December	\$148.44	\$139.67	\$134.38	\$173.00
2024 Average	\$159.33	\$160.01	\$143.47	\$187.75

2024 Revenue Per Available Room				
Month	Conejo Valley RevPAR	Ventura County RevPAR	Santa Clarita / Simi Valley RevPAR	State of CA
January	\$83.12	\$80.31	\$80.17	\$104.00
February	\$88.59	\$87.49	\$95.03	\$115.00
March	\$92.53	\$102.01	\$107.00	\$128.00
April	\$115.59	\$109.97	\$109.25	\$124.00
May	\$123.36	\$112.55	\$117.53	\$130.00
June	\$132.71	\$140.33	\$127.68	\$139.00
July	\$125.93	\$151.12	\$129.12	\$147.00
August	\$126.82	\$151.45	\$127.04	\$139.00
September	\$127.01	\$126.00	\$115.41	\$138.00

STR Report (cont.)

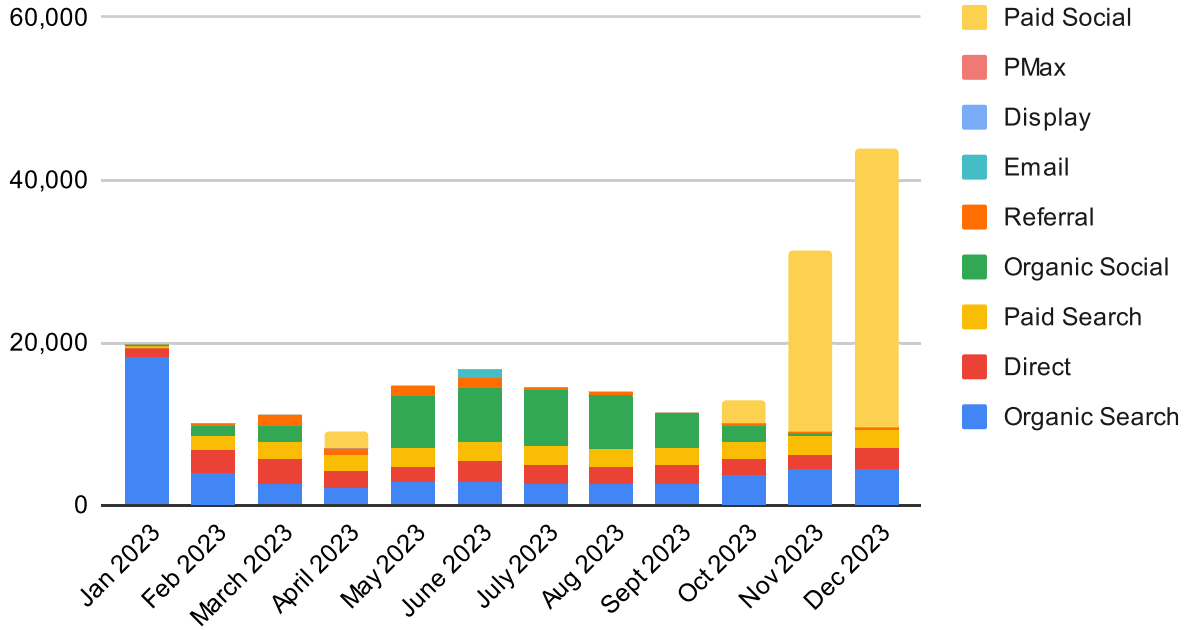
2024 Revenue Per Available Room				
Month	Conejo Valley RevPAR	Ventura County RevPAR	Santa Clarita / Simi Valley RevPAR	State of CA
October	\$127.37	\$110.45	\$117.26	\$136.00
November	\$104.90	\$106.35	\$108.88	\$113.00
December	\$93.83	\$82.82	\$94.98	\$100.00
2024 Average	\$111.81	\$113.40	\$110.78	\$126.08



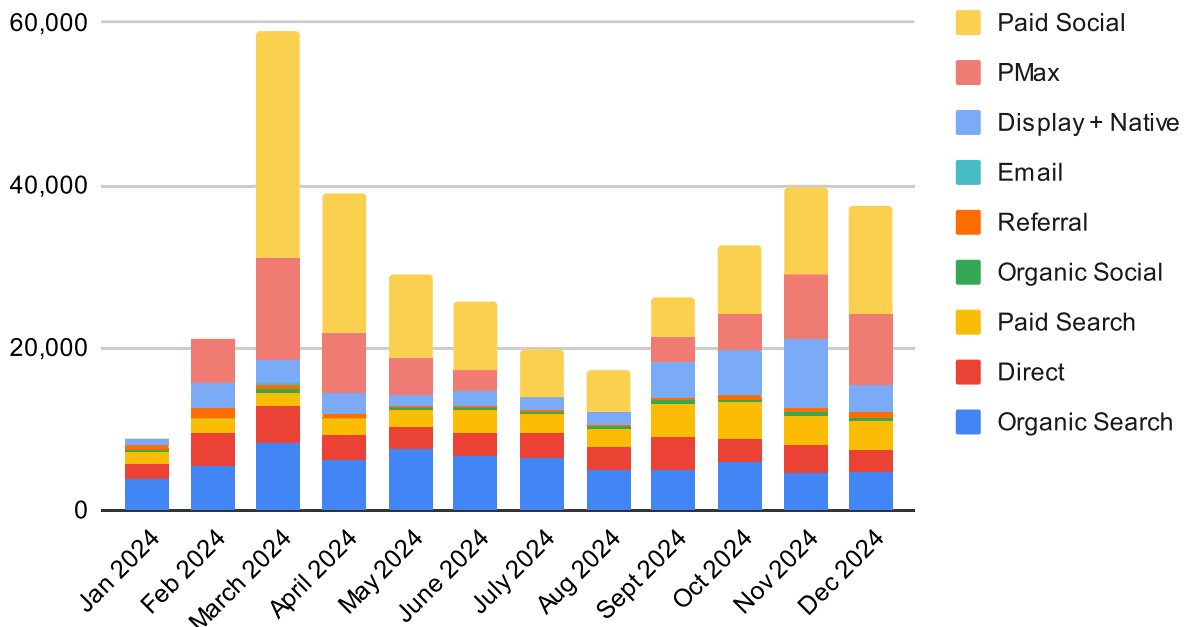
Website Metrics

In 2024, Website traffic increased Y/Y by 70% to 355,381 visitors vs 209,489 in 2023. The top three drivers of traffic include Paid Social, Organic Search and Performance Max.

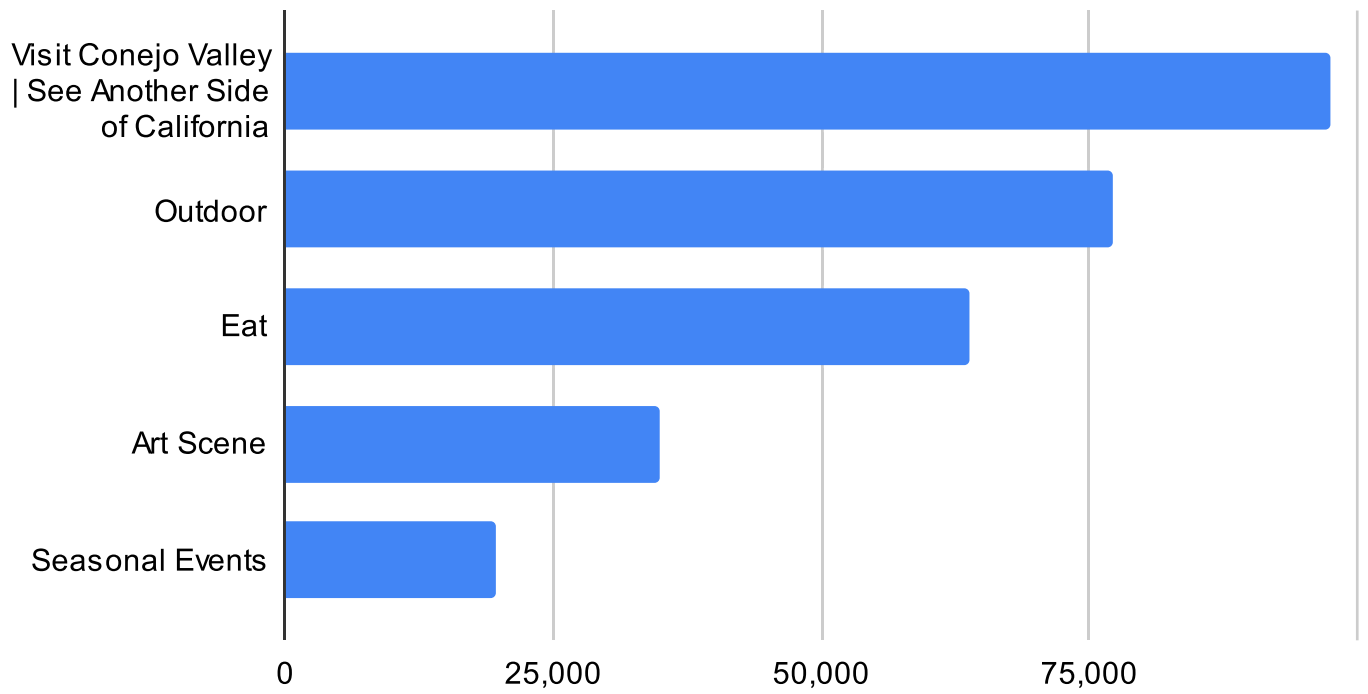
2023 Website Traffic by Channel



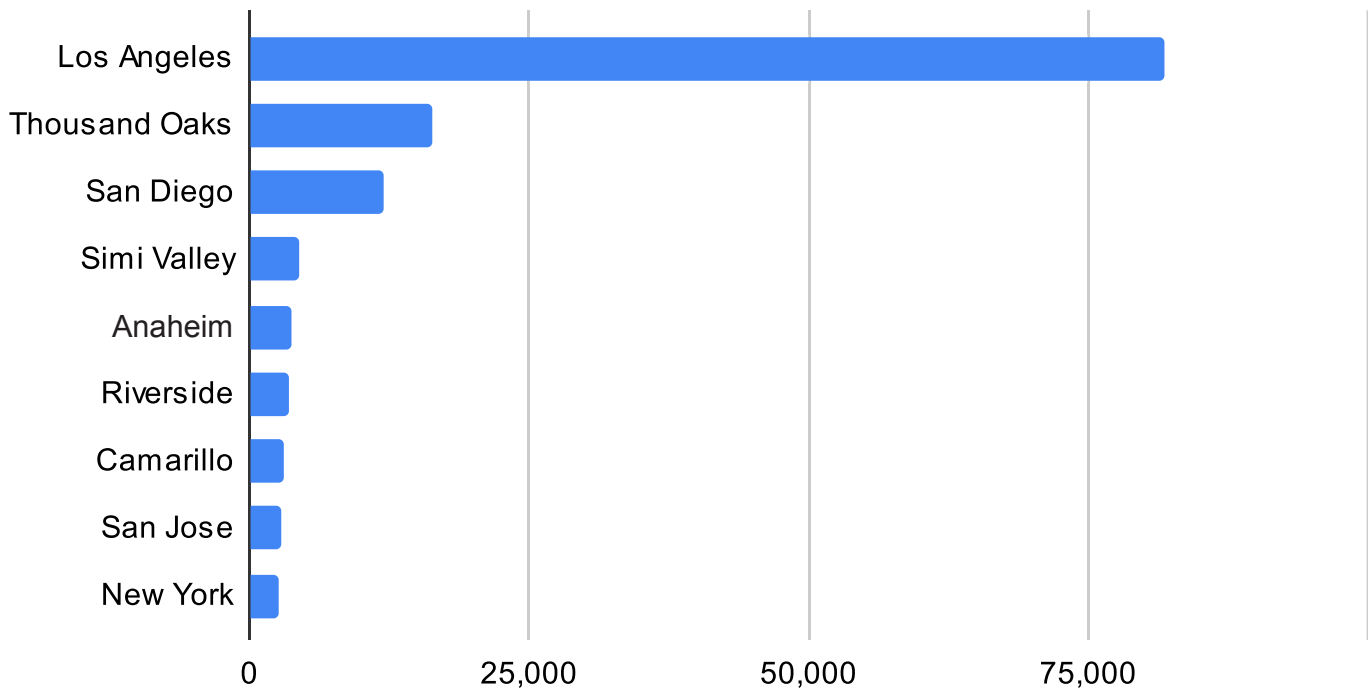
2024 Website Traffic by Channel



Homepage Views 2024



Active Users by City



2024 SEO Performance

The most important Key Performance Indicator (KPI) metric is Conversions from Organic Search as this is the metric closest to promoting transactions with all other business stakeholders in Conejo Valley.

Oftentimes, SEO is associated with better keyword ranking, but that is just one part of the story. Better rankings lead to more visibility. That increased visibility increases the chances of getting more clicks that turn into organic search traffic and leads to more conversions. Every metric for Conejo.com has improved year over year.

CHANNEL	Avg Ranking	Impressions	Clicks	Sessions	Conversions
Jan - Dec 2024					
Organic Search (GSC, GA4)	17.92*	898,648*	9,092*	29,331	155
Jan 1 to Aug 31 2024					
Organic Search (GSC, GA4)	10.95	2,121,709	11,147	69,162	2,048
Previous Year Change	-38.90%	136.10%	22.60%	135.80%	114.60%

In January 1, 2024, Conejo.com was ranking for 8,848 keywords as detected by search ranking data collection tool SEMRush, and by December 31, 2024, the site was ranking for 10,763 keywords.

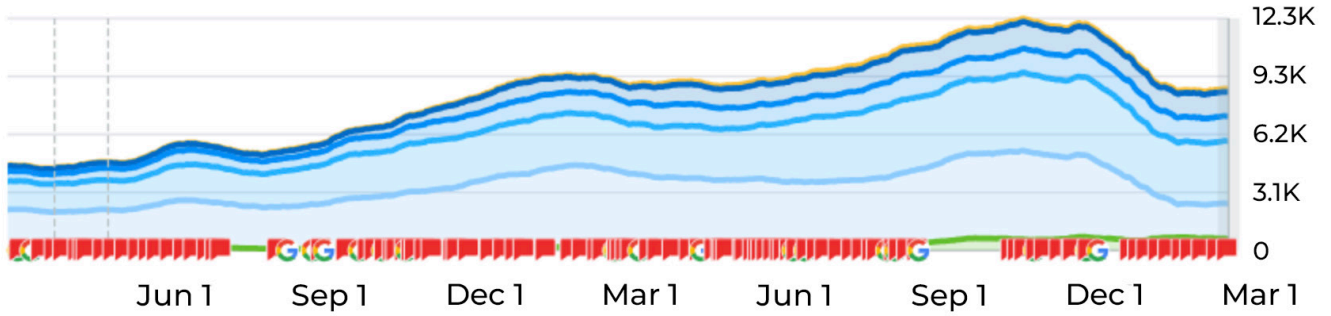
In 2023, nearly half of the ranking keywords were mainly about Restaurants and Food (27.1%) and Entertainment and Events (20%). In 2024, this has changed, half of the keywords are predominantly about Food & Dining too, but the Entertainment went down and taking its spot is Outdoor & Nature.

These top categories are based on the number of keywords ranking, and not based on ranking or search volume. Thus the main action item here is to focus on improving the smaller pieces of the pie chart, to further dominate the search results.

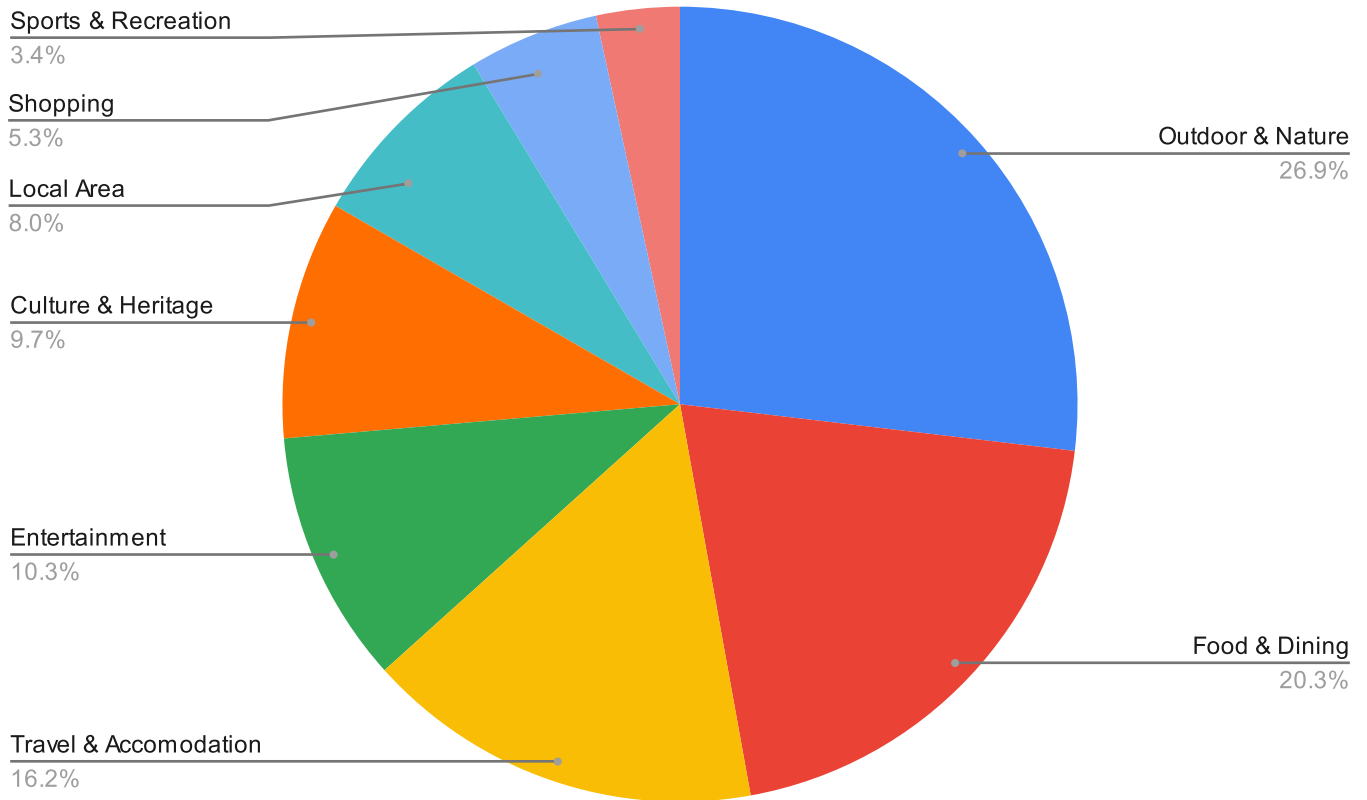
2024 Average Ranking Y/Y

Organic Keywords 8,588

Top 3 4-10 11-20 21-50 51-100 SERP Features



2024 Top ranking keyword subcategories



Email Newsletter Content and Performance

From January to December 2024, the Email marketing program showed a 90% improvement in click rates, a 38% increase in subscribers and a decreased rate of unsubscribes. However, the open rate decreased by 31%. Conejo Valley will be working on optimizations for the email program in 2025 and working on the following initiatives:

- Automation Strategy
- Segmentation Strategy
- List Building Strategy
- Template Update

EMAIL PERFORMANCE		
Email Marketing	2024 Overall	Increase Jan to Dec
Subscriber Contact	6,593	1,799
Average Open Rate	37.78%	-31.30%
Average Click Rate	1.19%	90.00%
Average Unsub Rate	0.36%	-43.47%

Monthly Newsletter	Send Date	Email Theme	Open Rate	Click Rate	Unsub Rate	Subscribed Contacts
January	1/31/2024	New Year's Wellness Retreats (New Year, New You)	52.4%	1.0%	0.5%	4,794
February	2/13/2024	Valentine's Day Retreats and Romantic Stays	51.3%	0.9%	0.4%	4,867
March	3/15/2024	Spring Break in Conejo Valley - Highlight springtime activities and attractions	50.0%	1.3%	0.5%	5,215
April	4/4/2024	Discovering Hidden Gems and local favorites in Conejo Valley	47.3%	1.0%	0.4%	5,430
May	5/13/24	Weddings in Conejo Valley featuring local venues and businesses	39.4%	1.0%	0.7%	5,614
June	6/25/2024	Family Adventures: Fun for Every Explorer - Focus on family friendly activities	26.3%	1.0%	0.2%	5,688
July	7/30/2024	Summer Adventures - Tap into fun and interesting things to do in the summer	33.1%	1.3%	0.4%	5,805

Email Performance (Cont.)

Monthly Newsletter	Send Date	Email Theme	Open Rate	Click Rate	Unsub Rate	Subscribed Contacts
August	8/14/2024	A Historical Canvas - Emphasize historical landmarks and Conejo Valley culture	31.7%	1.1%	0.3%	5,905
September	9/3/2024	Vineyard Voyages: A Flavorful Adventure - Showcase wineries as we begin the start of the fall season	30.1%	1.6%	0.1%	5,925
October	10/3/2024	Pumpkin Patch Paradise - Tap into fall-friendly festivities and Halloween	29.5%	1.2%	0.3%	6,293
November	11/19/2024	Thanksgiving Getaway - Promote businesses that are perfect for holiday retreats and winter season	43.1%	1.6%	0.3%	6,442
December	12/6/2024	Holiday Magic in Conejo Valley - Speak to holiday events as well as unique and festive experiences taking place	36.0%	1.9%	0.3%	6,593
Total 2024			39.2%	1.2%	0.4%	38%



Blog Content and Performance

In 2024, Visit Conejo Valley produced 12 blogs, one for each month, resulting in 4,812 page views and visitors spending an average of a little over 1 minute on blog pages. The most popular page was the **March Spring Break** blog, with **952 page views**, followed by **Conejo Valley Adventures** blog in **April**, with **765 page views**.

Month	Blog Title	Theme	Page Views	Time Spent on Site
January	Top 5 Outdoor Wellness Activities in Thousand Oaks and Agoura Hills	New Year's Wellness Retreats (New Year, New You)	579	:49
February	6 Unique Valentine's Day Ideas In Conejo Valley	Valentine's Day Retreats and Romantic Stays	321	1:08
March	Your Guide to the Perfect Spring Break in Conejo Valley	Spring Break in Conejo Valley - Highlight springtime activities and attractions	952	1:00
April	The Ultimate Conejo Valley Adventure	A Conejo Valley Expedition - Highlighting California Tourism Month	765	1:00
May	'Tis The Season: Weddings in Conejo Valley	Weddings in Conejo Valley featuring local venues and businesses	78	:36
June	Making Memories: Family Activities in Conejo Valley	Family Adventures: Fun for Every Explorer - Focus on family friendly activities	201	:51
July	Must-See Summer Arts and Culture in Conejo Valley	Summer Adventures - Tap into fun and interesting things to do in the summer	208	:43
August	The Historical Canvas of Conejo Valley	A Historical Canvas - Emphasize historical landmarks and Conejo Valley culture	259	:58
September	Vineyard Voyages: A Flavorful Adventure in Conejo Valley	Vineyard Voyages: A Flavorful Adventure - Showcase wineries as we begin the start of the fall season	348	:47
October	Pumpkin Patch Paradise: Embrace the Autumn Spirit in Conejo Valley	Pumpkin Patch Paradise - Tap into fall-friendly festivities and Halloween	207	:43
November	A Thanksgiving Getaway in Conejo Valley	Thanksgiving Getaway - Promote businesses that are perfect for holiday retreats and winter season	351	:37
December	Your Guide to Holiday Magic in Conejo Valley	Holiday Magic in Conejo Valley - Speak to holiday events as well as unique and festive experiences taking place	543	:50
			4,812	1:02
			Total	Average

Public Relations

Visit Conejo Valley saw positive progress over the previous year due to its PR strategies, media familiarization trips, and press coverage. These efforts significantly strengthened relationships with key media outlets and fostered collaborations with numerous well-known travel, culinary, adventure, and outdoor creators and influencers who stayed at the area's diverse hotel properties.



Key Results:

- **38 pieces of coverage**
 - 24 online pieces
 - 14 social media posts
- **408 million total audience**
- **1.02 million estimated views**
- **6,530 engagements** (combined total of likes, comments and shares on social media platforms)

Press and Influencer Familiarization Trips

In 2024, Visit Conejo Valley organized and facilitated familiarization (FAM) trips for both press and social media influencers and provided on-site trip support.

The destination attracted notable media attention, including a visit from LifeHacksLA, a prominent creator covering Southern California and Los Angeles, who highlighted Conejo Valley's scenic beauty and vibrant culinary scene. Visit Conejo Valley also welcomed Nadia Ruiz, a leading sports and marathon influencer, who took part in The Great Race held in Agoura Hills. Several top social media personalities explored the area, such as Jen Campbell of Green Wedding Shoes, who embarked on a wedding-themed journey. Campbell's trip showcased local wedding venues including Calamigos Ranch, Walnut Grove, and

The Lodge at Malibou Lake, while also featuring Crawford's Social as an ideal spot for rehearsal dinners or pre- and post-wedding gatherings.

Visit Conejo Valley gained significant recognition when it was featured on BBC Travel as a prime destination for US travel in 2024, complete with insights from Danielle Borja, the organization's President and CEO. The region also captured the attention of local media, with coverage in Fabulous California and Visit California. These outlets spotlighted local gems such as Selvin's Restaurant & Lounge and showcased Conejo Valley's scenic hiking trails, including the popular Sandstone Peak and Sycamore Canyon Trail, further cementing the area's reputation as a diverse and appealing destination. In October 2024, in an article titled "This California City Is the Best Picnic

Destination in the U.S. for Its Climate and Park Accessibility,” Travel + Leisure named Thousand Oaks, California as number 1 in the country for picnics.

The content generated from hosted media and influencer visits effectively promoted extended stays in the region, highlighting a diverse array of outdoor adventures, culinary experiences,

wineries, craft breweries, and entertainment options. This content was then published across Visit Conejo Valley’s social media platforms and utilized to create new video assets. These materials were strategically posted to showcase and market the partner hotels located in Thousand Oaks and Agoura Hills, further enhancing the region’s appeal to potential visitors.

Why the US is the top country for tourism in 2024

3 hours ago
By Lindsey Galloway,

Share ↗



(Credit: Getty Images)

A new report published by the World Economic Forum highlights the nation's promotion of natural and cultural resources and commitment to sustainability and tourism.

Media Outreach

Visit Conejo Valley executed strategic media outreach initiatives aimed at boosting awareness and engagement, with a focus on activities that encouraged overnight stays. This included a diverse range of media channels, including local print publications and regional magazines, as well as media outlets in primary and secondary markets. This multi-faceted approach allowed for widespread publications of information about

local events, community programs, and significant news updates, effectively showcasing the region’s attractions to potential visitors.

- Primary Markets: Los Angeles, San Diego, Orange County and Inland Empire
- Secondary Markets: San Francisco, Monterey and San Bernardino

The media pitches covered a variety of local attractions, including culinary hotspots, wineries, craft breweries, entertainment options, pet-welcoming accommodations, wellness experiences, and seasonal festivities. Visit Conejo Valley targeted a diverse range of media outlets, from local publications to influential regional and national platforms. Among the key media organizations approached were Forbes Travel Guide, Pacific Coast Highway Travel Magazine, Conde Nast Travel, The Drew Barrymore Show, Newsweek, CNN, ABC 7 Los Angeles, KTLA, CBS 2 News Los

Angeles, BBC News, Travel + Leisure, Westways Magazine, Visit California, Los Angeles Times, LA Travel Magazine, LA Weekly, LA Daily News, San Diego Family, San Diego Union-Tribune, Orange County Register, KCLU, San Fernando Valley Business Journal, Ventura County Star, Santa Barbara Magazine, The Knot, California Wedding Day, Southern California Bride, Deadline, Cinemablend, Variety, Hollywood Reporter, Indiewire, Screen Rant, Meetings and Conventions, Event Marketer, Bizbash along with various other relevant publications.



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PLANNING

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The Ultimate Guide to Dreamy Wedding Venues in Conejo Valley California

WEDDING // June 18, 2024

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 Come with Us as We Tour Wedding Venues in Conejo Valley California!!

@visitconejovallay invited us to tour some of their most popular wedding venues and we're excited to share them with you all today!

❤️ Calamigos Ranch-
 @calamigosevents this was one of our favorites because there are so many different spaces to say I Do here! They have waterfalls, lots of trees, chandelier lights on so many trees – and a Ferris wheel!

❤️ Walnut Grove Weddings -
 @walnutgroveweddings this charming

❤️ 💬 📌

Liked by **allybertik** and others
 June 18, 2024



elisolanooo and visitconejovallay
 Adam Griffith • Chai Tea

_peacefromwithin 15w
 These are amazing! I want to go to them all!!

1 like Reply

— View all 1 replies

la_poze 15w
 Ahhhh yes 🥰

Reply

elisolanooo 15w
 Hope you enjoy 😊

Reply ...

babetravelling 15w
 This looks great & near 🥰🥰

Reply

❤️ 💬 📌

Liked by **ciao_lia** and others
 October 25, 2024

VISIT Conejo Valley

THOUSAND OAKS • AGOURA HILLS



lifehackslia • Follow

lenazilla 50w
 Such a nice hotel stay and amazing getaway!!!

Reply

— View all 1 replies

eatplata 50w
 ❤️❤️

Reply

— View all 1 replies

thelegendofthadon 50w
 🍕🍕🍕

Reply

— View all 1 replies

brunny_md 50w

❤️ 💬 📌

Liked by **mgg_24** and others
 February 28, 2024



laoc.eats and 3 others
 Original audio

lizzylegit_ 35w
 Such a good itinerary 🍕🍕

Reply

visitconejovallay 35w
 Best weekend ever! 🥰❤️

Reply

sanfernandovalleyeats 34w
 1 hour coming back

Reply

myfoodiediary 35w
 can't believe you did this all in one day!

1 like Reply

— View all 1 replies

❤️ 💬 📌

Liked by **sarah.fong.tho** and others
 June 13, 2024

Conferences / CVTID

For the 2025 CVTID Conference Schedule, our team took a strategic look at building upon what has proved successful in the past, as well as exploring new shows that make sense to include moving forward. This year's trade and consumer shows were chosen with the goal of targeting specific audiences: meeting and event planners, sports rights holders, travel trade professionals, and consumers, as this is where we see great potential for visitation and sales growth.

Dates

January 6-9, 2025
February 1, 2025
March 3-5, 2025
April 14-17, 2025
April 21-23, 2025
September 7-9, 2025
October 6-8, 2025
October 27-29, 2025

Show

Go West Summit
Los Angeles Bridal Show
Visit California Outlook Forum
Sports ETA Symposium
CCTC Annual Retreat & Annual Workshop
Destination CALIFORNIA
CalTravel Summit
Connect West

2024 Shows Attended

Go West Summit
Outlook Forum
CCTC Annual Meeting
TEAMS
IPW
Connect Marketplace

Each of the above events offers unique opportunities to gather valuable sales leads, foster relationships with industry professionals, and gain insights into emerging technologies that can help to streamline our business strategies. We took particular care to ensure that the audience of each lead-generating show on our calendar aligns with our demographic market priorities in an effort to maximize the value of our 2025 Conference budget.

Ultimately, our goal with this year's calendar of events is to increase our destination's visibility and brand recognition, attract more group bookings and leisure travelers, and contribute to the overall growth of our local tourism economy.





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