



Conejo Valley Tourism Improvement District Leadership Team Meeting

April 15th, 2025 at 12:00pm

Online Via Zoom – [Meeting Link](#)

Teleconference locations include:

Greater Conejo Valley Chamber of Commerce, Hampton Inn Agoura Hills, Hyatt Regency Westlake,
Courtyard by Marriot Thousand Oaks, and the Palm Garden Hotel

Meeting Agenda

1. Call to Order – Chair Daniel Yancey
2. Roll Call
3. **Action Item:** Approval of the Agenda for the April 15, 2025 Meeting
4. **Action Item:** Approval of the Minutes of the January 21, 2025 Meeting
5. Public Comments
6. Presentation Item: Visit California’s Activities and Response to 2025 Fires
7. Discussion Item: President/CEO Report
8. Discussion Item: 85Sixty Report
9. Discussion Item: Marketing Maven Report
10. Announcements – CVTID Leadership Team Members
11. Adjourn

NOTICES

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Josh Gray at (805)370-0035 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC:

You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the CVTID. The Agenda provides a general description and staff recommendations; however, the CVTID may take action other than what is recommended.

DOCUMENTATION:

Copies of staff reports or other written documentation, relating to each item of business described in this Agenda, are posted to the Chamber’s website at Conejo.com and are on file and available for public inspection, during normal business hours, in the office of Greater Conejo Valley Chamber of Commerce at 600 Hampshire Road, Suite 200, Thousand Oaks, CA 91361.

I declare under penalty of perjury that I posted this Agenda of the CVTID on the front door of the Greater Conejo Valley Chamber of Commerce, 600 Hampshire Road, Suite 200, Thousand Oaks, CA 91361, not less than 72 hours prior to the meeting pursuant to Government Code Section 54954.2 on _____ at _____ By: _____ Josh Gray, Director of Operations, CVTID



Conejo Valley Tourism Improvement District Leadership Team Meeting

January 21, 2025 at 12:00pm

Meeting Minutes

1. **Call to Order –Chair Daniel Yancey**
 - Chair Yancey called the meeting to order at 12:02pm.
2. **Roll Call / Self-Introductions**
 - Officers present: Chair Daniel Yancey, Vice Chair Tony Conte, Secretary David McGovern, and Treasurer Ashlie Lohse.
 - Others present: Danielle Borja (CVTID), Josh Gray (CVTID), Eric Hunzeker (CVTID), Cicily Kind (CVTID), Toni Palese (85Sixty), Malika Johnson (85Sixty), Eva Vorce (85Sixty), Shayne Wells (Marketing Maven), Dusty Russell (City of TO), and Natalie John (Thousand Oaks Inn).
 - A quorum was established.
3. **Action Item: Approval of the Agenda for the January 21, 2025 Meeting**
 - Motion to approve the agenda by Ashlie Lohse and seconded by Tony Conte.
 - Roll Call Vote:
 - Aye: Daniel Yancey, Tony Conte, and Ashlie Lohse.
 - Nay:
 - Secretary David McGovern was absent.
 - Motion approved on a 3-0 roll call vote.
4. **Action Item: Approval of the Minutes from the December 11, 2024 Meeting.**
 - Motion to approve the minutes from the December 11 meeting by Tony Conte and seconded by Ashlie Lohse.
 - Roll Call Vote:
 - Aye: Daniel Yancey, Tony Conte, and Ashlie Lohse.
 - Nay:
 - Secretary David McGovern was absent.
 - Motion approved on a 3-0 roll call vote.
5. **Public Comments**
 - Dusty Russell from the City of Thousand Oaks presented an update from the City who highlighted changes to their City Council, noted upcoming meetings on the Downtown Project, the Navigation Center for the unhoused community in Thousand Oaks, and budget processes for the city are coming soon.
6. **Discussion Item: President/CEO Report**
 - Danielle Borja presented the President/CEO Report noting constant staff contact with hotel properties and finding rooms for first responders following the fires in Los Angeles County. Danielle Borja noted that the CVTID

- organized multiple fire evacuee and first responder dinners in the community at three different CVTID hotel properties.
- Secretary David McGovern joined the meeting during the report.
 - Danielle Borja continued with the report noting the CVTID is a sponsor of the upcoming Ladyface Film Festival and noted a few public opportunities to join as well as CVTID tickets for interested hotel partners. Additionally, Danielle Borja noted the CVTID sponsorship for the Great Race of Agoura Hills on April 5th and corresponding activities for the Great Race.
 - Danielle Borja also gave the Leadership group an update on the 2025 bank signers with Daniel Yancey, Tony Conte, Ashlie Lohse and Danielle Borja either continuing to be a signer for the CVTID or becoming a new signer as relevant for their positions. She also noted that it would mean removing Felix Wang since he is no longer in an officer position for 2025.
 - Additionally, the Downtown Community Outreach meetings for the City of Thousand Oaks were noted again, specifically requesting if any hotels would be interested in providing feedback at the January 29th meeting at 4pm.
 - Danielle Borja asked Cicily Kind to provide a brief trade show update. Cicily Kind noted she attended Go West with great progress and plans to attend a rescheduled LA Bridal show in early February. David McGovern asked if folks at conferences are becoming more familiar with the Visit Conejo Valley brand. Cicily Kind answered that our area was new for many of the tour operators we met with, and those meetings focused on overall introduction to our destination. Several tour operators were interested in potentially including our area as a stop on their itineraries that are based in the L.A. area and/or their itineraries that travel the PCH.

7. **Discussion Item: 85Sixty Report**

- Toni Palese presented the 85Sixty Report with Eva Vorce providing a brief overview of a design comp for the new website. Daniel Yancey stated he liked the overall direction and is excited for the progress made on the new website, he also asked if the slider for events on the mobile version were expected to be effective for mobile users to understand. Eva Vorce responded that 85Sixty is taking a mobile first approach to the website since it's the primary driver to the website and that they have faith the slider will work well for the new website.
- Toni Palese for the December report noted a 66% website traffic Y/Y, overall total follower growth increased for social media, and the Winter refresh seeing improved conversion rates. David McGovern asked what the expectation is for bringing social media influencers each month. Malikah Johnson of 85Sixty responded that there isn't a flat expectation of the number of influencers since it can be a fickle thing to contract influencers, but they always try to maximize the amount of content.
- Danielle Borja noted for Leadership that staff had told 85Sixty to pause social media and advertising for part of the month of January due to the ongoing

fires to respect the situation and so to expect those numbers to be different than anticipated.

8. **Discussion Item: Marketing Maven Report**

- Shayne Wells presented the Marketing Maven Report. Chair Yancey asked about the national park influencers and if anyone knows why the numbers were weaker than their average. Shayne Wells and Danielle Borja responded that they're not entirely sure where the fall came from but noted that the timing on socials may have been tied to the algorithm looking for more holiday content and less focus on the outdoors. Shayne also noted that the influencer quickly did a rebrand after their trip and that could have impacted the results as well.

9. **Announcements – CVTID Leadership Team Members**

- There were no announcements.

10. **Adjourn**

- Chair Yancey adjourned the meeting at 12:45 pm.

From the CEO

Dear Board Members,

Welcome to Los Angeles! As we gather in this lively and inspiring city, we do so with a deep awareness of the challenges this community has faced. The recent wildfires have tested our state, but they have also demonstrated the strength and unity of our industry and the people of California. As we move forward, our commitment to keeping California a welcoming environment that is 'open for business' remains steadfast.

This year's Winter Board Meeting will follow our annual Outlook Forum, where industry leaders, innovators and partners will come together to exchange ideas and insights that will drive California's tourism industry forward. The conversations and collaborations from this event will undoubtedly inform our discussions as we look to the future.

We have a robust agenda planned, highlighted by the election of new board officers who will help guide Visit California's strategic direction. Additionally, we will take a deep dive into Visit California's FY 25/26 Strategic Marketing Framework, identifying the playing field and nuances that will then inform the strategic marketing direction for the upcoming year.

Further reinforcing Visit California's international footprint, managing directors from our 13 global offices will join the meeting to provide invaluable market insights, providing insights to navigate evolving travel trends and opportunities.

We will also highlight the release of the Regional Strategic Tourism Plans. Developed under the oversight of the U.S. Economic Development Administration, the plans were funded by a one-time grant designed to build resiliency in the travel and tourism industry that was so badly damaged by the COVID-19 pandemic.

Lastly, we will explore our newest campaign initiative, Playful Journeys – the road trip-focused campaign that celebrates the spirit of exploration and discovery across California's diverse landscapes. This is an exciting evolution of Visit California's brand storytelling that will continue to inspire travelers and amplify California's unique spirit.

Your dedication, expertise and leadership continue to drive Visit California's success. As we gather in this gateway city – an iconic reflection of California's diversity and energy – we commend the ongoing efforts to showcase Los Angeles and the entire state to the world. Our industry's resilience and collective action are essential in ensuring that California remains an accessible and welcoming destination for visitors everywhere.

Sincerely,



A handwritten signature in black ink that reads "Caroline Beteta".

Caroline Beteta
President & CEO
Visit California



PROGRAM SUMMARY

Campaigns and consumer marketing

Visit California uses a layered campaign approach to reach global travelers who have an intent to travel. All three brand campaigns reflect The Ultimate Playground brand positioning and deliver on the organization's mission to inspire travel to California. These campaigns are amplified globally by an always-on media approach that drives awareness while increasing qualified website traffic.

Dedicated campaigns and paid partnerships further support California destination partners and businesses by lowering costs and increasing visibility. A dedicated professional meetings campaign keeps the Golden State's meetings destinations top of mind, and extensively negotiated advertising opportunities in domestic and international markets extend partner budgets to reach high-value target audiences.

Los Angeles wildfire recovery response

As the Los Angeles wildfires dominated global headlines, Visit California launched an organization-wide response, deploying its crisis matrix across all 13 global markets to support recovery and mitigate economic impacts. At an emergency board meeting on Jan. 30, the board approved \$4.2 million for a four-phase recovery marketing strategy to accelerate economic rebound and reinforce Los Angeles as a premier travel destination.

The strategy began with immediate crisis response, focusing on accurate information dissemination, industry engagement and countering misinformation. As recovery progressed, efforts shifted to reassurance messaging and encouraging visitation to support local businesses and attractions. Subsequent phases expanded outreach to key markets and amplified promotional efforts to rebuild demand.

The final phase will sustain momentum and ensure Los Angeles remains top of mind for travelers nationwide, reinforcing the city's readiness to welcome visitors.



\$3.2 million
approved
crisis budget



77.3 million
projected
impressions



135
media
placements

Media placements

Los Angeles Times

'Tourists love Los Angeles.
Could the fires change that?'

[NEWSNATION]

'California's message
to travelers: 'Don't cancel
your trip''

ttg

'Los Angeles Tourism Chiefs
Appeal for Trade's Support
Following Wildfires'

yahoo!

TRAVEL WEEKLY

BY NORTHSTAR

'The One Message that
California's Tourism Industry
has for Australians'

Condé Nast Traveler

'Should I Cancel My
Trip to Los Angeles?'

People

'Should You Visit Los Angeles
Right Now? How to Safely Travel
and Support Communities
Affected by the Fires'

AFAR

'Why Now Is the Time to
Visit L.A., According to
Angelenos'

msn

Four-phase recovery marketing strategy

- **Phase One:** This acute phase acknowledged the crisis and set the stage for active recovery by providing resources, correcting inaccuracies and developing consumer-responsive messaging.
- **Phase Two:** The second phase rallied California's 40 million residents – who account for a significant amount of the state's total travel spending – to visit immediately through our Calling All Californians campaign.
- **Phase Three:** Concurrently, Visit California launched a California Love message targeting key regional drive markets, including Las Vegas, Phoenix, and Tucson, reminding travelers that Los Angeles is ready to welcome them.
- **Phase Four:** The final phase will amplify this message nationwide, keeping Los Angeles top of mind across the U.S.



Playful Journeys debuts globally


On March 3, Visit California rolled out a refreshed statewide road trips platform including new signature creative. Through a highly coordinated effort across paid, owned, earned, international and travel trade disciplines, the campaign debuted to global travelers in a successful integrated launch.

Backed by \$12.6 million, the new commercial spot is set to iconic road trip anthem “Up Around the Bend” by Creedence Clearwater Revival and highlights California’s abundance, as well as the unexpected sights that can be found just around the next bend. To support the road trips messaging, Visit California partnered with influencers to share eye-catching road trip content that was amplified on owned channels. Additionally, an innovative AI-powered trip planning tool was integrated into Visit California’s road trip hub, giving consumers inspiration from 70-plus road trip itineraries.

California Road Trip Republic sunsets ahead of a new road trips campaign

FLIGHT DATES OCT. 7 – DEC. 31, 2024

 **\$2.2 million**
global spend

 **188 million**
global
impressions

‘Up Around the Bend’ locations



Amboy



Newport Beach



Los Angeles



Lake Tahoe



San Francisco



Cabazon



Mendocino, state Highway 128



Placerville, state Highway 49



San Clemente



San Diego



San Simeon



Ragged Point

'Let's Play' OCT. 1, 2024 – FEB. 28, 2025

In its second year, this campaign continues to inspire travelers to rediscover their playful sides. The creative resonates strongly with Visit California's core audience of millennials and Gen Z, who have long-term potential growth as well as older generations, who have more disposable income. New tactics also enhanced visibility and engagement with content on TikTok and Atlas Obscura, and an expanded podcast strategy integrated key messaging seamlessly with the content. This period, dedicated snow-focused assets also highlighted California's diverse snow activities to inspire all winter enthusiasts.



\$10.9 million
global media investment



901.6 million
global impressions



14.9 million
domestic households reached



'Childhood Rules' OCT. 1, 2024 – FEB. 28, 2025

Visit California reached families with "Childhood Rules" creative through a curated mix of trusted media partners across diverse platforms, including Hulu, Disney+, Atlas Obscura, Pinterest and more. New tactics were deployed to reach this valuable family target, including top feed placements for increased visibility on TikTok and an exclusive sponsorship of the Pixar storefront on Disney+, a top media partner for this audience. Additionally, Amazon's powerful first-party data enables precise persona targeting by layering demographic segments to reach potential travelers. This ensures the messaging is tailored to the best audience at the best time.



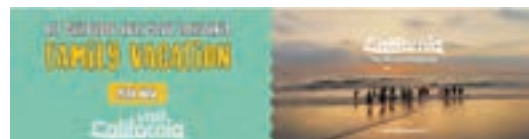
\$6.2 million
global media investment



6.4 million
domestic households reached



473.9 million
global impressions





OCT. 1, 2024 – FEB. 28, 2025

To reach meeting planners where they are, Visit California executed paid media placements on LinkedIn and in industry-focused publications, such as Meetings Today, Northstar, MPI, Connect/Bizbash and Smart Meetings. Creative leans into California's differentiators in the meetings space and showcases the variety of experiences possible in the Golden State.



\$467,000
media investment



20 million
total impressions



Media partners

Smartmeetings
The Intelligent Way to Plan

NORTHSTAR
meetings group

meetings
TODAY

Connect | **BIZBASH**

LinkedIn

MPI

Search Engine Marketing and Paid Content Distribution OCT. 1, 2024 – FEB. 28, 2025

Search Engine Marketing and Paid Content Distribution play key roles in supporting Visit California's paid media strategy by increasing qualified website traffic and building Visit California's subscriber base by capturing first-party data to increase the reach and engagement of organic content. Both tactics are supported by an always-on media approach which also includes the leveraged media base buy, paid digital, paid social media, and connected TV.



\$1.5 million
global media investment



767,000
global partner handoffs



679.4 million
global impressions



45,700
global page views

Global leveraged media co-op OCT. 1, 2024 – FEB. 28, 2025

The Global Leveraged Media Co-op continued to deliver substantial value to the California tourism industry by amplifying paid media budgets through Visit California's media buying power. This ensures that partners gain access to premium media placements at significant cost savings.

During this period, 29 partners launched creative campaigns domestically, while 9 partners expanded their reach with campaigns in international markets of Australia, Canada, Mexico, and the U.K.

Added value for partners includes cost savings and bonus impressions, creative development with use of Visit California campaigns, 25% investment match for digital platforms from Visit California and an additional uplift from Brand USA for partners placing media in international markets. The program is open for new participants through May 1 with media flight options through June 30.

 **\$1.6 million** investment

 **124 million** impressions

 **38** industry partners

Media partners



Leveraged media co-op partners



Industry amplification OCT. 1, 2024 – FEB. 28, 2025

Dedicated partnerships this period provided support for California tourism segments. Culinary partnerships supported Visit California's strategy to promote the state as a premier culinary destination. Partnerships with platforms like Tripadvisor, Priceline and Expedia gave accommodations partners increased visibility on these booking platforms.

Reaching Eater's food-savvy viewers

California's culinary offerings were on full display through a custom hub on the popular food website, Eater. The hub features a mix of content including custom articles, heat maps and editorial video features. Digital ads on the Eater platform, social media promotion and an email to their culinary-focused subscriber base also drove additional traffic to the custom hub.



\$130,000
investment

8 million
impressions

Tripadvisor spotlights California culinary experiences

Visit California put a spotlight on California's culinary offerings as part of a dedicated Tripadvisor landing page showcasing the breadth of opportunities in California's Ultimate Playground. A dedicated section for culinary experiences includes food-focused itineraries, and destination and tourism business spotlights.



\$30,000
investment

680,000
impressions

Increased visibility for accommodations partners

Visit California has partnered with Tripadvisor, Priceline, and Expedia to promote accommodations across the state. As part of this collaboration, Visit California ads appear on hotel search result pages. New this fall was a dedicated Priceline landing page and custom itineraries on Tripadvisor that features all 12 of California's tourism regions.



\$499,000
investment

24.7 million
impressions

VISIT
**Conejo
Valley**



***March 2025
Monthly Report***

Board Presentation: April 15, 2025



STR
Report



STR Report - March 2025

METRIC	March 2025 Occupancy	March 2024 Occupancy	% Change	March 2025 ADR	March 2024 ADR	% Change	March 2025 RevPAR	March 2024 RevPAR	% Change
Conejo Valley	62.9%	63.2%	-0.5%	\$157.61	\$144.98	8.0%	\$104.97	\$92.53	11.8%
Ventura County West	69.0%	67.5%	2.2%	\$148.99	\$149.88	-0.6%	\$105.49	\$102.01	3.3%
Santa Clarita / Simi Valley	77.4%	76.8%	0.8%	\$146.02	\$138.96	4.8%	\$115.34	\$107.00	7.2%

Overview Y/Y:

- While all regions showed Y/Y increase in RevPAR, Conejo had the highest reported increase this month
- Conejo also had the highest Y/Y increase in ADR and was second highest this month to Ventura
- While Ventura showed highest increase in occupancy, they were also the only region showing decrease in ADR
- Early March showed the highest RevPar this month at \$116.86

DATES	Days	RevPAR
3/1	1	90.66
3/2-3/8	7	116.86
3/9-3/15	7	114.01
3/16-3/22	7	105.83
3/23-3/29	7	93.01
3/30-3/31	2	77.69

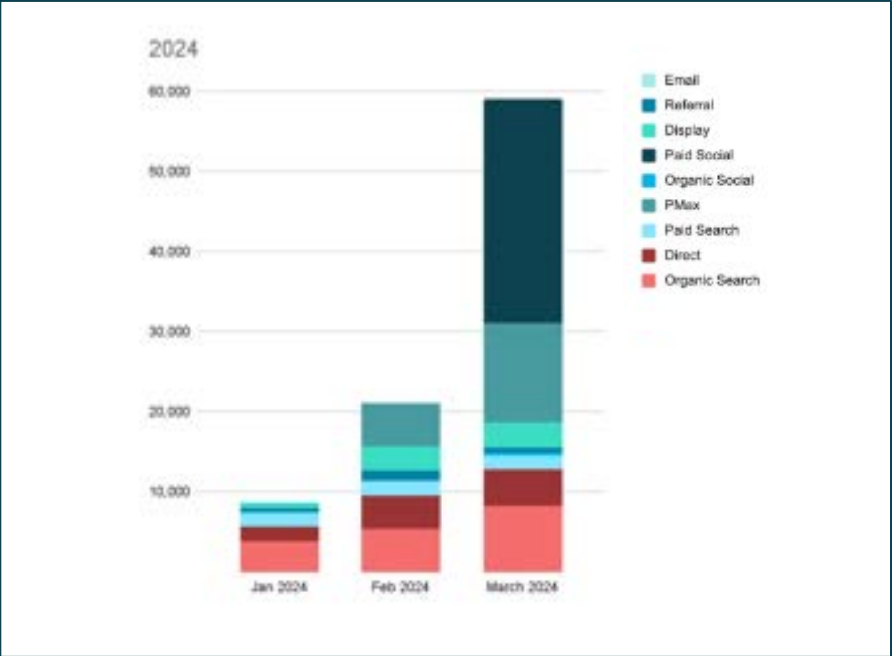
March Marketing



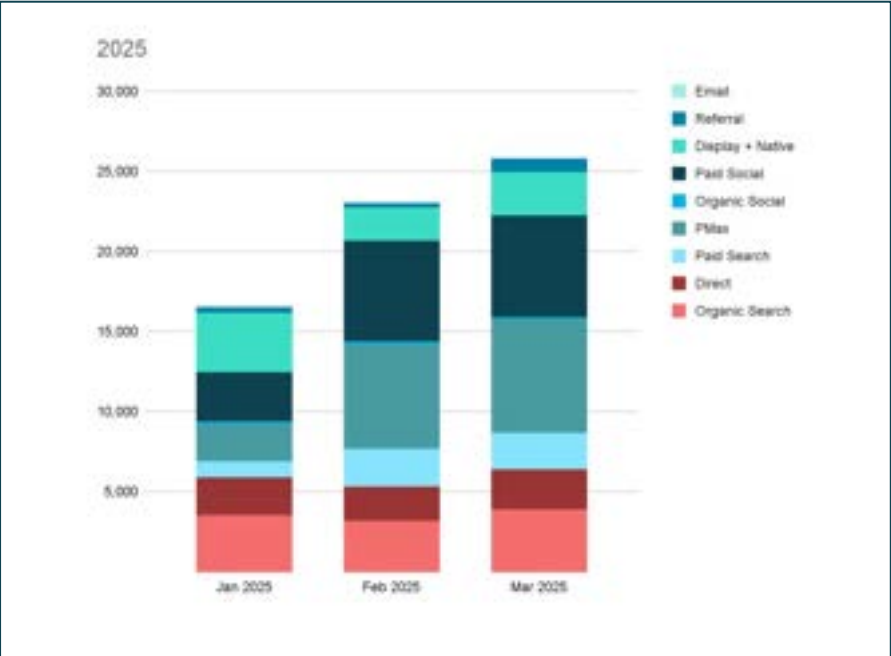
2024 vs 2025 Website Sessions by Channel Traffic

- Website traffic in March declined 56% Y/Y, likely driven by a 46% reduction in media spend for the month as the paid media budget was distributed more evenly throughout the year. Nonetheless, traffic grew by 12% M/M this year.

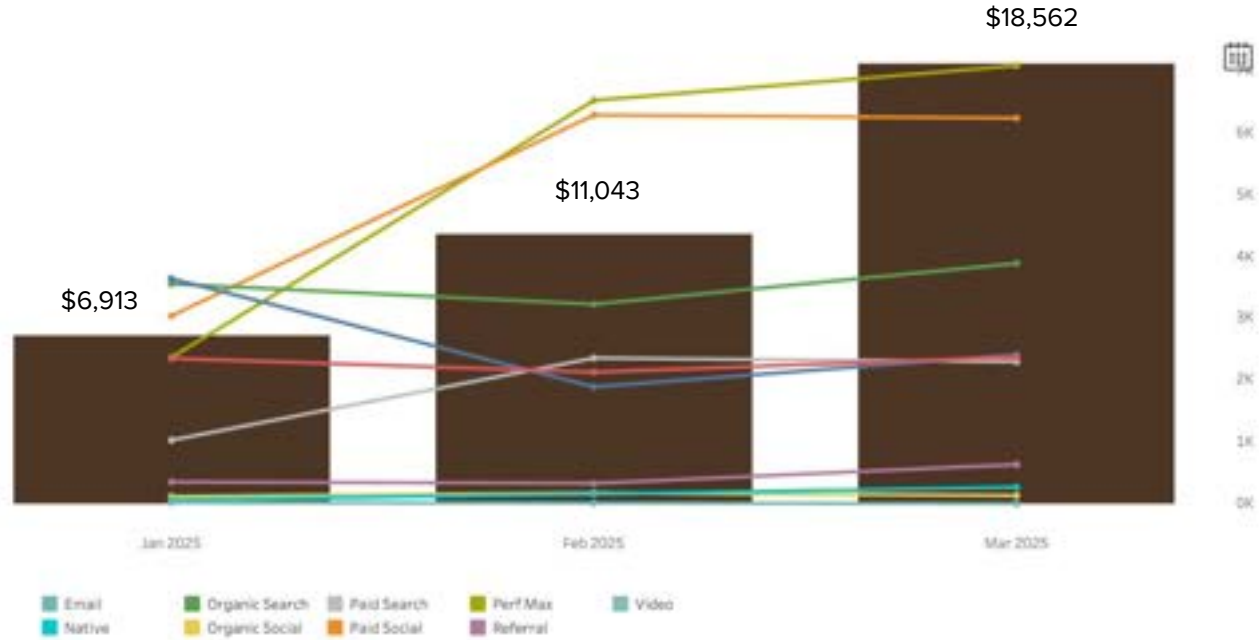
Jan - March 2024 | Total Sessions: 88,714



Jan - March 2025 | Total Sessions 2025: 65,406



Website Activity & Spend



Activity Overview

Website	Website Sessions	Avg Session Duration	Pages Per Visit
March 2024	59,013	:27	1.5
March 2025	25,817	:19	1.4
Y/Y Diff	-56%	- :8	-0.1

Channel	March Sessions 2024	March Sessions 2025	% Change
Paid Social	27,784	6,303	-77%
PMax	12,541	7,107	-43%
Organic Search	8,244	3,930	-52%
Direct	4,553	2,442	-46%
Display	1,049	2,435	+132%
Paid Search	1,725	2,301	+33%
Referral	588	886	+51%
Organic Social	416	139	-67%
Native	1,983	270	-86%
Email	40	12	-95%
Y/Y Diff	59,013	25,817	-56%

March Overview Y/Y

- When Paid Social went live on 3/1/24, it drove a significant increase in traffic for the year. Additionally, the budget for March 2024 was 47% higher than the previous year. Since then, website sessions from both Paid Social and PMax have continued to grow month over month.

March Activity

- Blog published March 3rd
- Email sent March 4th

Content / Messaging

- Focus: **March** – Promote spring adventures in the valley, emphasizing family attractions, natural beauty, and various outdoor activities suitable for a refreshing spring break

Website Updates

- Blogs:
 - Family-Friendly Fun in Conejo Valley: Your Guide to Spring Events & Activities
- Business Listing Updates:
 - Added Purrlandia Cafe



Website Updates - Events

- REASON CONCERT SERIES: CONANT**
MARCH 2024
- WILD WALK AT KING COLLEGE PARK**
MARCH 2024
- SPRING RAIN (BY) LAUREN BARNETT**
MARCH 2024
- WELL, LET'S DANCE! - WINE TASTING IN THE GARDENS**
MARCH 2024
- WELL, LET'S DANCE! WINE TASTING WITH BUNDS BUNDS**
MARCH 2024
- ANASTASIA: THE MUSICAL**
MARCH 2024
- SPRINGTIME EASTER FESTIVAL 2024**
MARCH 2024
- LUMINOUS: THE TOUR**
MARCH 2024
- WILD BLAZES: ALICE AND OWEN'S TOUR**
MARCH 2024
- ULTIMATE BOUNTY TRAVEL**
MARCH 2024
- RAVENS BASKETBALL HALF MARATHON, IN THE TIME, TIME, WE**
MARCH 2024
- THE LABRA CONCERT CONFERENCE**
MARCH 2024

- SPRING TOURS OF GREAT LAND**
MARCH 2024
- JOFF-TOLINE**
MARCH 2024
- CAMERATA PACIFICA APRIL CONCERT**
MARCH 2024
- DR. WILLIAM (EVERYTHING'S FINE) TOUR**
MARCH 2024
- THOUSAND DREAMS (PALM SPRINGS) APRIL 28 CONCERT**
MARCH 2024
- SEE THE ULTIMATE JOURNEY**
MARCH 2024
- CHIMPER ADO**
MARCH 2024
- THE EARLES CONCERT EXPERIENCE**
MARCH 2024
- MEETUP WITH THE BUNNY BOSS**
MARCH 2024
- VENTURA COUNTY FC VS ST LOUIS**
MARCH 2024
- BLAZE FRONT**
MARCH 2024
- STELLA 100%**
MARCH 2024
- COME TO IMPROV PLAYERS**
MARCH 2024

*Monthly
Newsletter*



Monthly eNewsletter

Performance Overview

Send Date: Wednesday, March 5th

Overall Performance:

- Open Rate: 44.7% – (Industry Avg 39.03%)
- Click Rate: 1.4% – (Industry Avg 1.38%)
- Unsubscribes: 11 (0.16%)

Split Test Performance not statistically significant:

- Spring Activities in Conejo Valley – (44.9% Open Rate)
vs
- Gather your loved ones for unforgettable family fun – (44.5% Open Rate)

Current List Size (4/11/2025):

- 9,124 Total Contacts
- 6,902 Subscribed Contacts
 - +2,120 since 1/1/24 (4,782 subscribed)
 - +102 since 3/6/25 (6,734 subscribed)

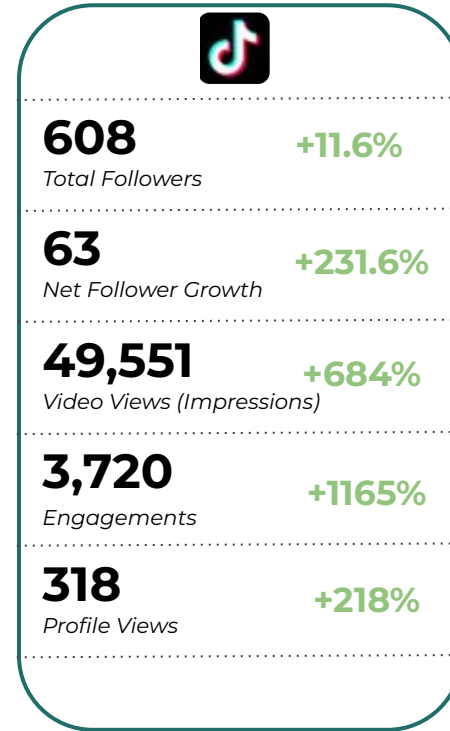
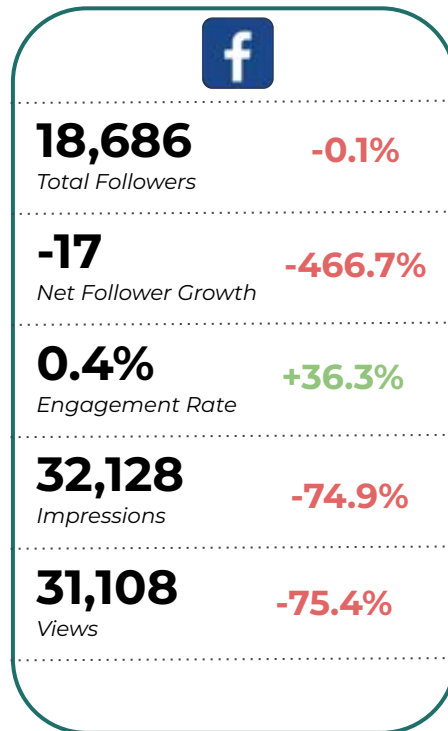
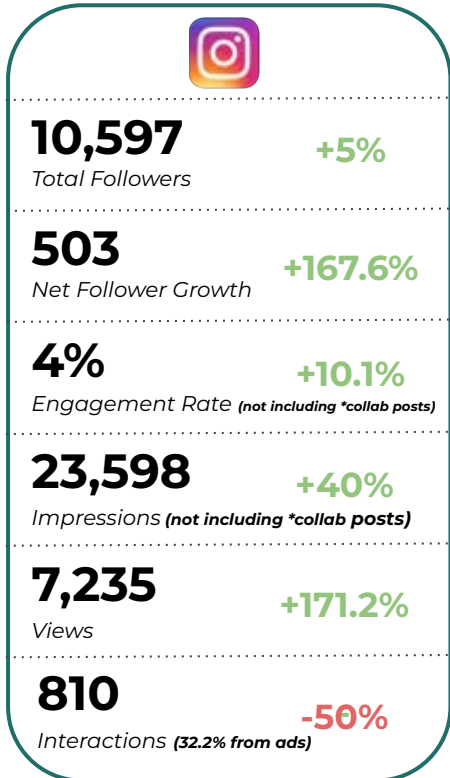


Media Channel Performance



Social Media Overview - March

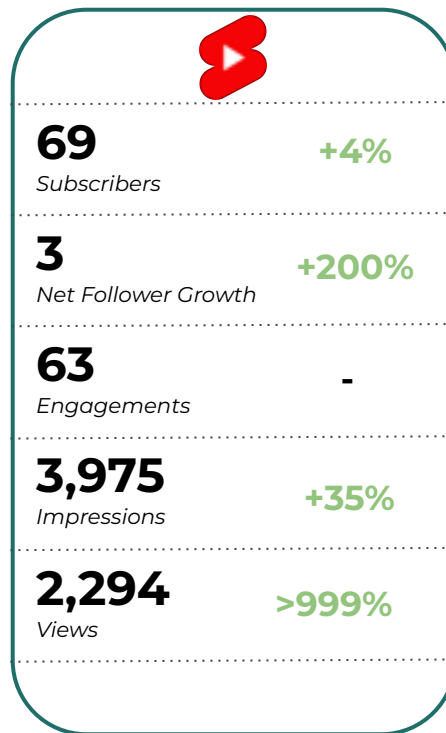
*Collaboration Reels made from Creators/Influencers are not included in Engagement Rate



- Overall increase in metrics on Instagram with the exception of interactions. Please note collab posts are not accounted for in these metrics.
- Overall increase in metrics on TikTok due to [high performing post](#) at 46.7K views.
- Facebook saw an increase in engagement rate but decrease in other metrics. It is not abnormal to see a sharp decline after a high performing post the previous month. Please note Facebook can be difficult for organic growth.

Social Media Overview - March

*Metrics are for Youtube Shorts only



This month, we began posting videos to YouTube Shorts to increase visibility. With the uncertainty surrounding TikTok, it's beneficial to invest in other platforms

Social Media Overview - February

*Collaboration Reels made from Creators/Influencers are not included in Engagement Rate



10,094 **+27.9%**

Total Followers

188 **+394.7%**

Net Follower Growth

3.8% **+31.4%**
Engagement Rate (not including *collab posts)

16,265 **-29.7%**
Impressions (not including *collab posts)

2,496 **-67%**
Views

1,648 **+330%**
Interactions (80.7% from ads)



18,734 **+0.5%**

Total Followers

-3 **+50%**

Net Follower Growth

0.3% **-73.9%**
Engagement Rate

127,517 **+600.6%**
Impressions

126,238 **+4,298.5%**
Views



545 **+265.8%**

Total Followers

19 **+26.97%**

Net Follower Growth

11,366 **+75.21%**
Video Views (Impressions)

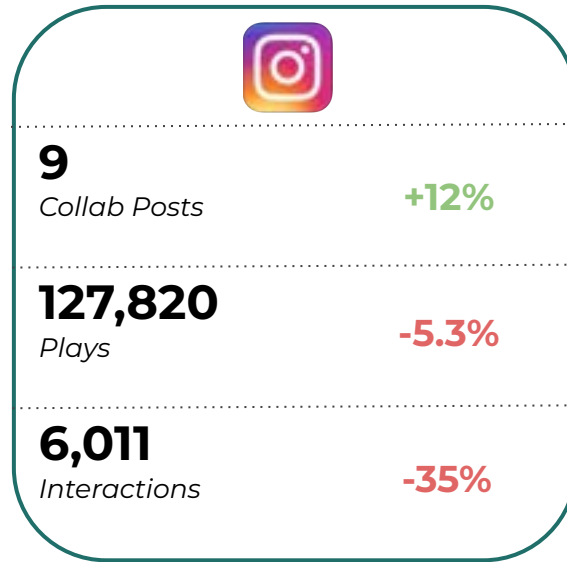
375 **+5257%**
Engagements

95 **+41.79%**
Profile Views

- We officially reached **10K followers on Instagram** and saw an increase of follower growth on TikTok and Facebook.
- There were decreases in **Impressions and Views** on Instagram. Please note this does not factor in Collab posts which are our highest engagement drivers.
- Facebook saw an **increase in all metrics except engagement rate**. Please note Facebook can be difficult for organic growth.

Social Media Overview - Instagram Collaboration Posts - March

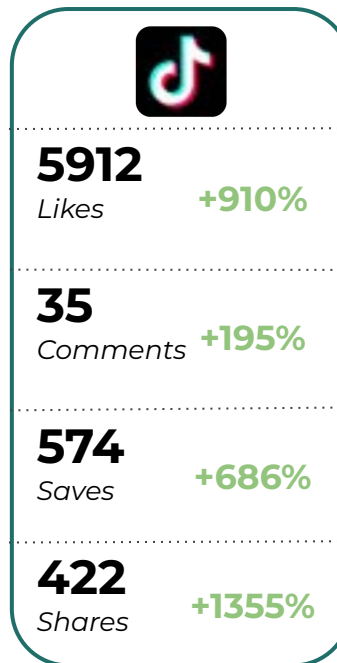
To ensure the accuracy of overall metrics, collaboration posts created by other users and not directly uploaded from the Visit Conejo Valley account should be calculated separately. These metrics only include collaborations that have NOT been posted by the Visit Conejo Valley account.



Both plays and interactions decreased this month, primarily due to an exceptionally high-performing post in the previous month.

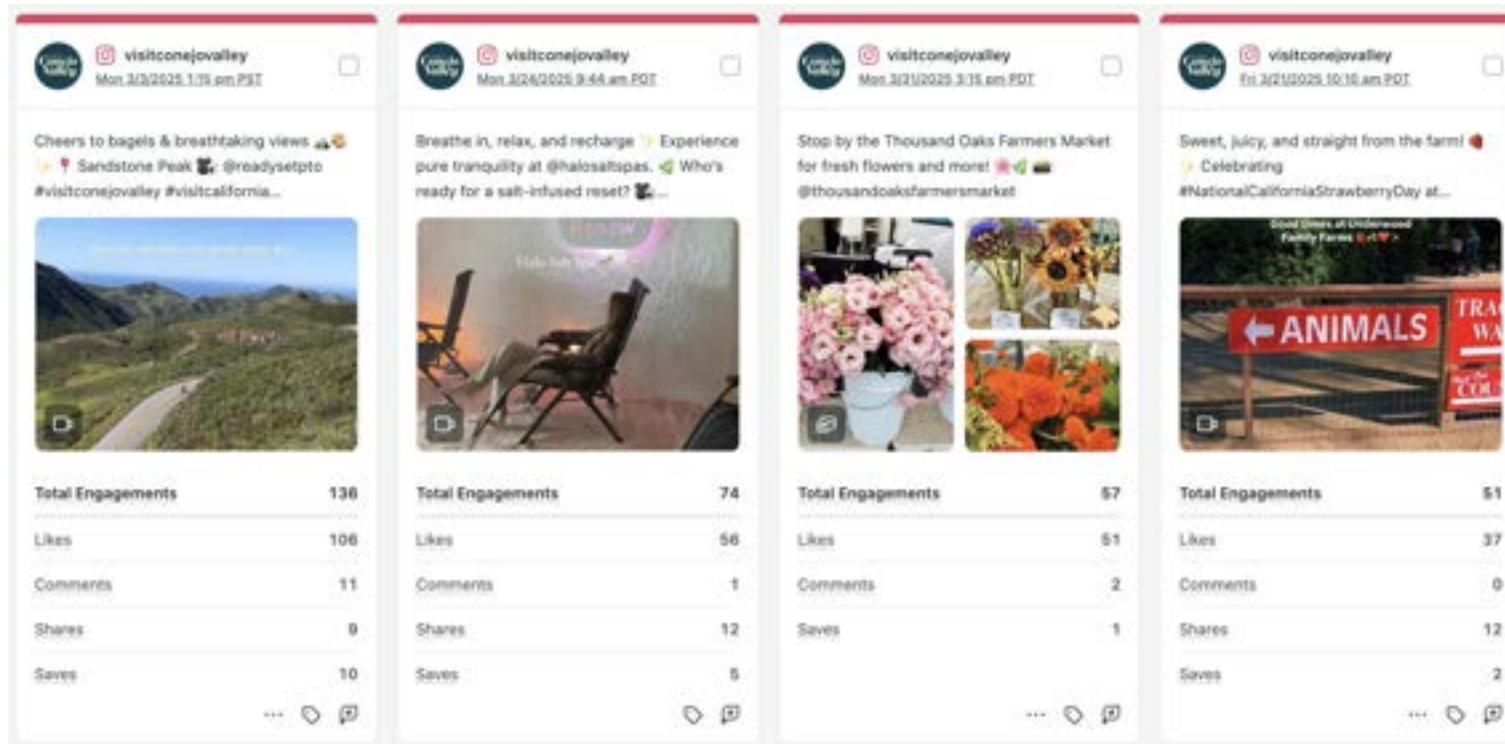
Social Media Overview - TikTok Posting - March

Whenever possible, some creators are contracted for both collaboration posts and TikTok posting. When they post, they provide a Spark code, allowing us to use their content for paid promotion on the platform.

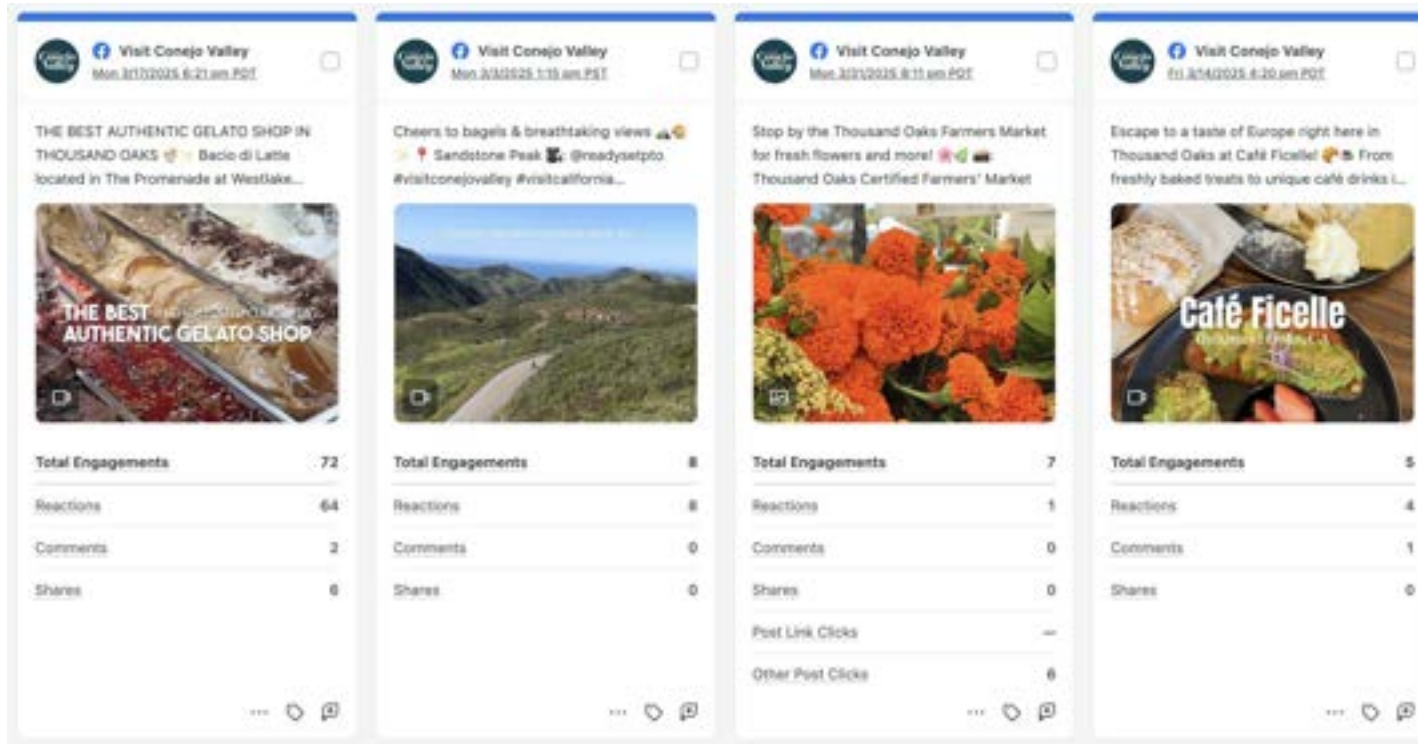


Top Performing Posts - Instagram

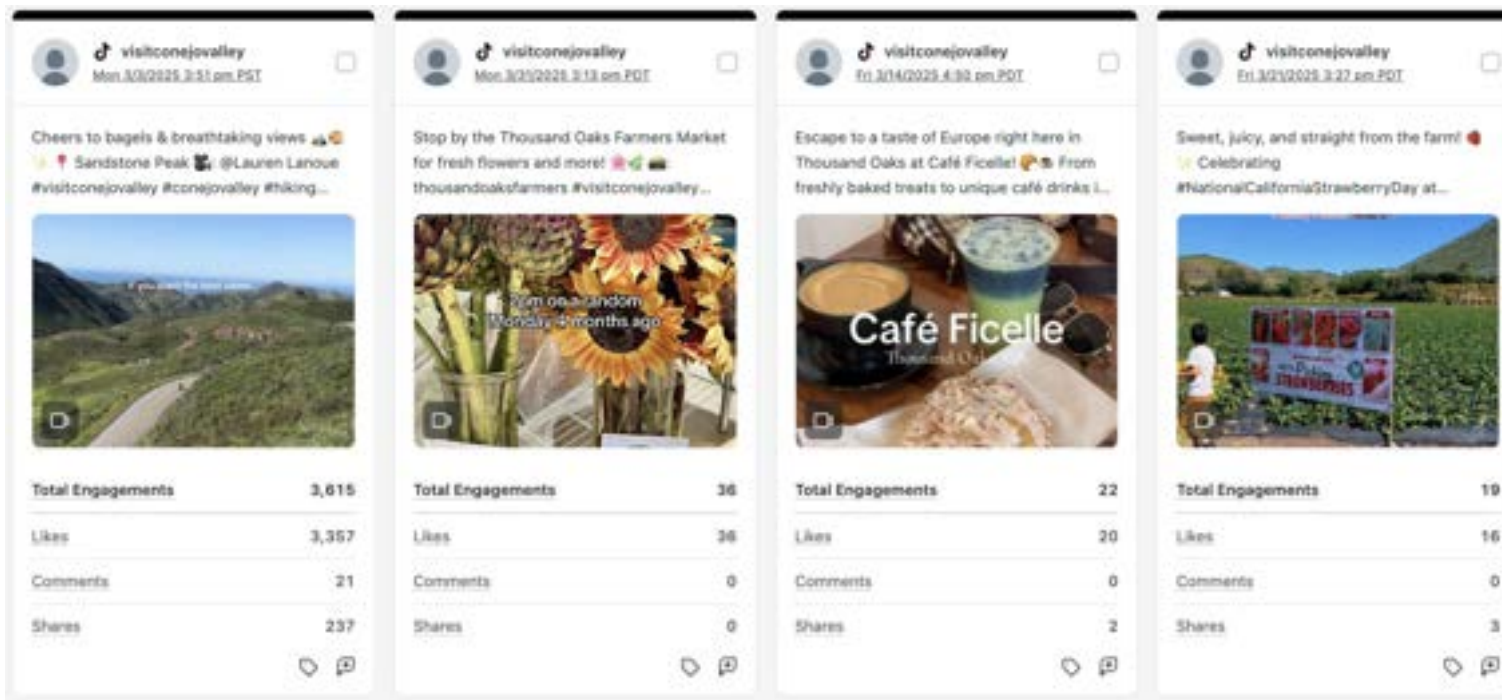
*Collaboration posts that were not posted by Visit Conejo Valley are not accounted for in these metrics



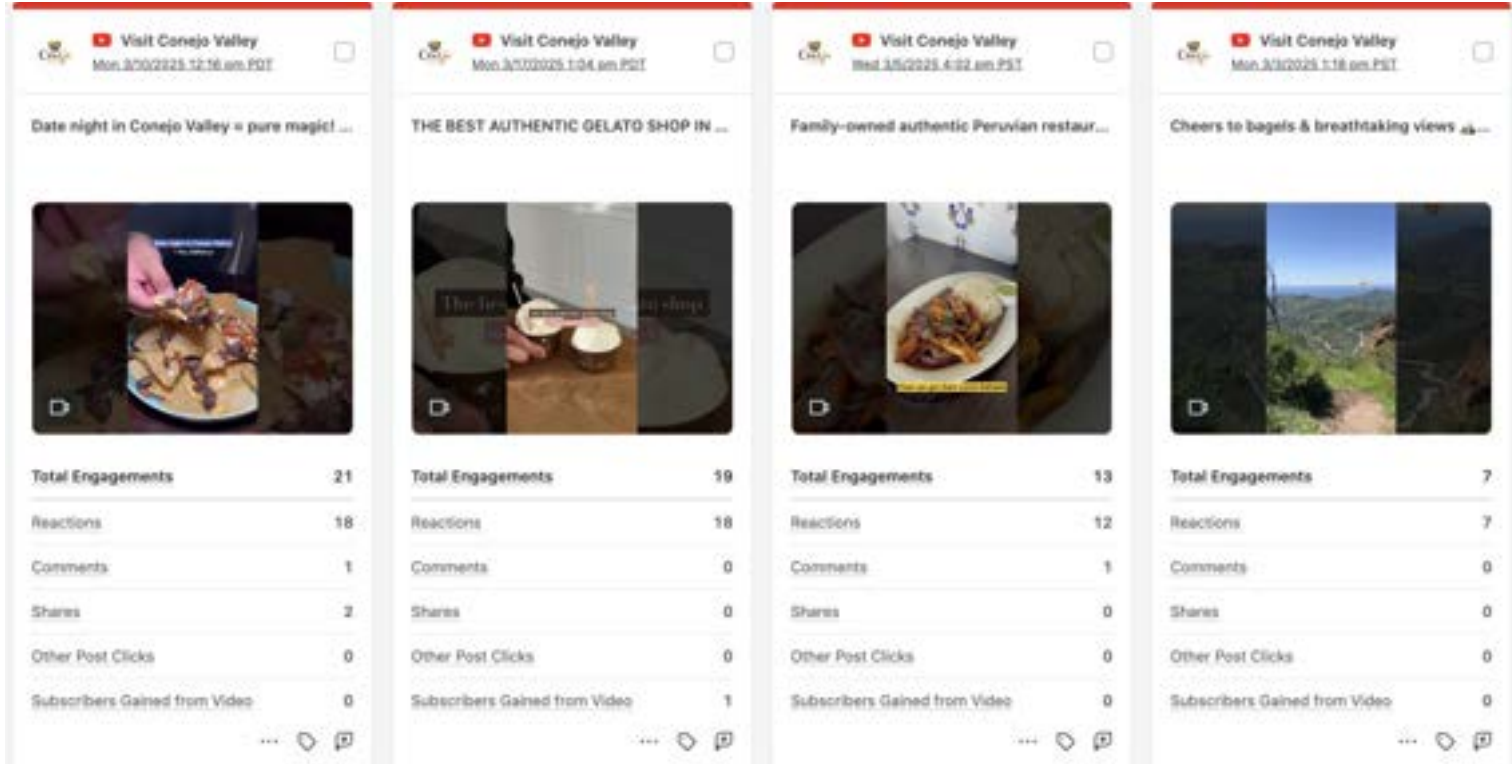
Top Performing Posts - Facebook



Top Performing Posts - TikTok



Top Performing Posts - Youtube



Creators

The goal is to leverage local and semi-local influencers to create engaging content and be where we aren't. We can tap these local creators to assist in reaching new audiences and driving growth on social media.



[@dukeinla_](#)

Hillcrest Ridge Trail
1 Instagram Reel + 1 TikTok



[@rosa_explores](#)

Paramount Ranch
1 Instagram Reel + 1 TikTok



[@comedinewithchar](#)

Oaks Local Craft Kitchen and Bar
1 Instagram Reel + 1 TikTok

5 Creators
visited Conejo
Valley in March

Creators



[@lysseats805](#)



62.8K Views
1.1K Likes
2K Comments
409 Saves
175 Shares

Giveaway/Collaboration Reel with
[@lysseats805](#)
Posted 03/21/2025

Paid Social Performance

Channel	Spend	Impressions	Clicks	CTR	CPC	Conversions	Landing Page Views
March 2025							
Meta	3,077	539,318	3,842	0.71%	\$0.80	*131	3,416
February 2025 P/P	\$2,727	470,846	3,193	0.68%	\$0.85	48	2,855

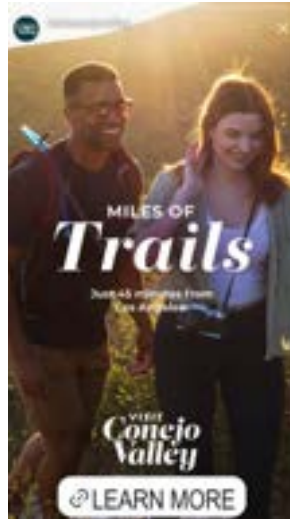
*We received a notice that the purchase conversion signal may be overcounting events. We are currently in the process of troubleshooting the issue.

- March spend saw a 12% increase this month, which generated a rise in impressions at 539,318, up 14% MoM.
- The Prospecting Campaign generated 375,557 total impressions with CPC down **6% MoM**. Retargeting saw a strong CTR improvement in engagement, with CTR averaging at 12%.
- Date night audiences drove the **highest CTR at 1.11%** at a **\$0.44 CPC**. The **Foodies-focused creative drove the highest number of landing page views** with 1,018, a 23% increase. followed by the Outdoor focused creative with 713 LPVs.
- Boosted posts this month generated 155,595 impressions at a **CPM of \$3.79**. The “Mouthful of SoCal” post stood out with a strong **71% hook rate**, highlighting the content’s ability to effectively capture audience attention

Paid Social Creative Performance

Meta

“Miles of Trails”
Outdoor Focused



Top Performing:
Impressions: 101k
CTR: 0.73%
Landing Page Views: 713

“Find Your Favorite New Flavors”
Foodies Static



Top Performing:
Impressions: 119k
CTR: 0.88%
Landing Page Views: 1018

Paid Search Performance

Channel	Spend	Impressions	Clicks	CTR	CPC	Book Now Clicks	Plan Your Trip Clicks
March 2025							
Brand	\$494	3,666	373	10.17%	\$1.32	0	3
Non Brand	\$1,539	28,456	1,855	6.52%	\$.83	0	74
TOTAL	\$2,033	32,122	2,228	6.94%	\$.91	0	77
February 2025 P/P	\$1,923	28,857	1,941	6.73%	\$.99	0	56

- Search spend rose 6% MoM, driving a 15% increase in clicks and a 38% increase in conversions, while CPC dropped 8% due to a shift in traffic mix toward lower-cost Non-Brand campaigns like Lodging and Activities.
- The Non-Brand Getaway campaign remained the top performer, delivering 46 conversions despite a 6% drop in clicks. A slight conversion rate lift (+9%) helped maintain output as the campaign scaled more efficiently.
- **Non-Brand Lodging showed the most significant growth, with 192% more clicks and a 133% jump in conversions.** While its conversion rate dropped 20%, its much lower CPC (-44%) allowed it to scale effectively without sacrificing cost-efficiency.
- Non-Brand Activities saw a 250% increase in conversions, thanks to a 17% rise in clicks, a 200% boost in conversion rate, and a 17% drop in CPC, marking it as another high-efficiency growth area.
 - The standout keyword within the campaign was simply “fun places to visit near me” which produced 4x the conversions than in February from search queries such as “adult activities nearby”.

Performance Max (PMax) Performance

Channel	Spend	Impressions	Clicks	CTR	CPC	Book Now Clicks	Plan Your Trip Clicks
March 2025							
Food & Beverage	\$267	22,842	641	2.81%	\$.42	0	1
Outdoor	\$501	63,841	1,584	2.48%	\$.32	0	3
Arts & Cultural	\$436	48,945	1,457	2.98%	\$.30	0	7
Brand	\$1,085	31,702	4,447	14.03%	\$.24	0	2,052
TOTAL	\$2,290	167,330	8,129	4.86%	\$.28	0	2,063
February 2025 P/P	\$1,795	148,271	6,559	4.42%	\$.27	0	1,420

- Performance Max campaigns saw a strong rebound in March, with spend up 28% MoM, driving a 24% increase in clicks and a 45% increase in conversions. Despite higher investment, CPC remained stable (+3%), and cost per conversion improved by 12%, highlighting better efficiency in driving Plan Your Trip clicks.
- The Brand campaign led growth in both volume and efficiency. While impressions dropped 36%, clicks increased by 23% and conversions rose by 46%, signaling stronger ad engagement and targeting. It remained the top contributor, delivering 2052 conversions this month.
- Arts & Cultural campaigns scaled aggressively, with impressions nearly doubling (+90%) and conversions increasing 250%, though from a low base. Despite a slight dip in CTR and CPC holding flat, the jump in conversion volume indicates stronger audience alignment as visibility expanded.
- In contrast, the Outdoor campaign saw clicks decline by 3% and conversions drop by 67%, alongside a 13% rise in CPC. The steep decline in conversion rate (-65%) suggests that either audience quality declined or the asset mix requires optimization.

Programmatic Performance

Channel	Spend	Impressions	Clicks	CTR	Conejo Site Visit
March 2025					
Standard Display	\$2,000	920,387	379	0.04%	320
Standard Native	\$1,500	579,758	337	0.06%	318
TOTAL	\$3,500	1,500,145	716	0.05%	638
February 2025 P/P	\$4,780	2,470,0567	976	0.04%	705

- The campaigns reached over **1.5 million impressions**, driving **638 website clicks** and achieving **0.05% CTR**.
- **Hike Enthusiasts, Horse Enthusiasts, and Active Families** led with a 0.05% CTR. The Lookalike site visitors underperformed at 0.03%, so it's recommended to pause this tactic and reallocate the budget to the top performers.
- The top-performing assets for March were the Hiking and Museum Native ads, with a 0.06% CTR.



Linear TV Performance

Station	Video Length	Ad	Spend	A18+ Impressions	Freq	Reach %	Spot Count
KDFX	:30	Rebrand - Brand :30	\$1,990	41,300	2.0	5.91%	70
KCAL	:15	Rebrand - Drink :15	\$196	52,800	1.0	3.88%	3
KCAL	:15	Rebrand - Family :15	\$456	174,200	2.0	12.80%	6
KCAL	:15	Rebrand - Millennials :15	\$294	174,700	2.0	12.84%	6
KCAL	:30	Rebrand - Brand :30	\$600	242,200	2.0	17.80%	7
TOTAL			\$3,536	685,200	2.5	33.26%	92

- In March, KCAL launched on both digital and linear platforms, reaching 47% of their audience that month across the TV portion.
- Exposure across both stations reached its peak during the early morning news segments, particularly from Wednesday to Friday. This time frame consistently saw the highest viewership, with audiences tuning in during the early hours of the day for the latest news updates.



Digital TV Performance

Station	Media Type	Ad	Spend	Impressions	Clicks	CTR	Webpage Visits
KCAL	Video	Rebrand :30	\$245.93	9,837	0	0.00%	0
		Rebrand - Millennials :15	\$263.08	10,523	0	0.00%	0
		Rebrand - Family :15	\$263.83	10,553	0	0.00%	0
		Rebrand - Drink :15	\$267.30	10,692	0	0.00%	0
	Display	Rebrand Culture JPG	\$452.30	45,230	38	0.08%	25
		Rebrand - Restaurants JPG	\$450.33	45,033	49	0.11%	29
Rebrand Trails JPG		\$449.10	44,910	37	0.08%	31	
KFMB	Video	Rebrand :30	\$585	23,415	8	0.03%	1
	Display	Rebrand - Culture JPG	\$792	37,179	147	0.40%	19
		Rebrand - Restaurants JPG	\$787	36,882	131	0.36%	24
		Rebrand - Trails JPG	\$790	37,046	134	0.36%	15
TOTAL			\$5,347	311,300	544	0.17%	144

- KFMB (San Diego) and KCAL's digital campaigns launched on March 1st, with KFMB immediately engaging with our messaging. This resulted in a 0.31% CTR, driving 77% of the total click volume.
- The 'Rebrand Culture' and the 'Rebrand Restaurant' banner messaging resonated with the audiences at the highest rate getting the viewers to take action to click.
 - The 'Rebrand Culture' drove 35% of the display banner clicks and the 'Rebrand Restaurant' drove 34% of the display banner clicks

Search Engine Optimization



Organic Search - KPI Metrics

CHANNEL	Avg Ranking	Y/Y Impressions	Y/Y Clicks	Y/Y Sessions	Y/Y Conversions
March 2024					
Organic Search (GSC, GA4)	14.0	462,070	5,409	8,170	464
February 2025					
Organic Search (GSC, GA4)	14.4	439,517	2,460	3,154	5,452
March 2025					
Organic Search (GSC, GA4)	15.1	496,959	2,913	3,981	6,393
Month-Over-Month Change	+5.2%	+13.1%	+18.4%	+26.2%	+17.3%
Year-Over-Year Change	+8.4%	+7.6%	-46.1%	-51.3%	+1,277.8%

- Conversions from organic search continue to improve Y/Y, despite seeing the decline in clicks and traffic Y/Y.
- We believe that the trend showing decreases in rankings and clicks are due to the more frequent use of Large Language Model (LLM) AI tools for informational, top-of-funnel queries.

Organic Search - Top Ranking Keywords

Top 10 Keywords by Clicks	Position	Impressions	Clicks
March 2025			
paramount ranch	5.8	2,149	65
conejo valley	4.7	14,852	63
boney mountain	3.2	242	23
visit conejo valley NEW	1.4	221	22
boney mountain trail	1.1	62	18
historia bakery NEW	9.2	475	16
events near me NEW	3.4	96	15
ronald reagan quotes	9.3	3,377	14
boney mountain hike NEW	1.1	34	14
conejo coffee	6.4	616	13

- There are four (4) new keywords in the top ten (10) list.
- As winter ended and spring starts, another boney mountain keyword joins the top 10, as hiking is now in season.
- Receiving clicks from the keyword “events near me” only works if the user searching that query is actually in Conejo Valley. That fact that this is a top 10 keyword based on clicks, tells us either:
 - The user is local to Conejo Valley
 - They’re a tourist that arrived and is still searching for events, possibly having no plans or looking for alternative plans. Something we will keep in mind in the creation of new content.

March Ads



March Creative

Media Updates

March creative / imagery ad rotation



Advertisement for hiking trails in Conejo Valley. The image shows a man and a woman hiking on a trail. The man is wearing a backpack and glasses, and the woman is wearing a camera. They are both smiling and looking towards the camera. The background is a scenic view of rolling hills under a bright sky. The text 'VISIT Conejo Valley' is in the top left. The main headline is 'Explore Our Miles of Trails' in a large, white, serif font. Below it is the text 'Just 45 minutes from Los Angeles.' and a teal button with the text 'PLAN YOUR TRIP'.

VISIT
Conejo
Valley

*Explore Our
Miles of Trails*

Just 45 minutes from Los Angeles.

PLAN YOUR TRIP



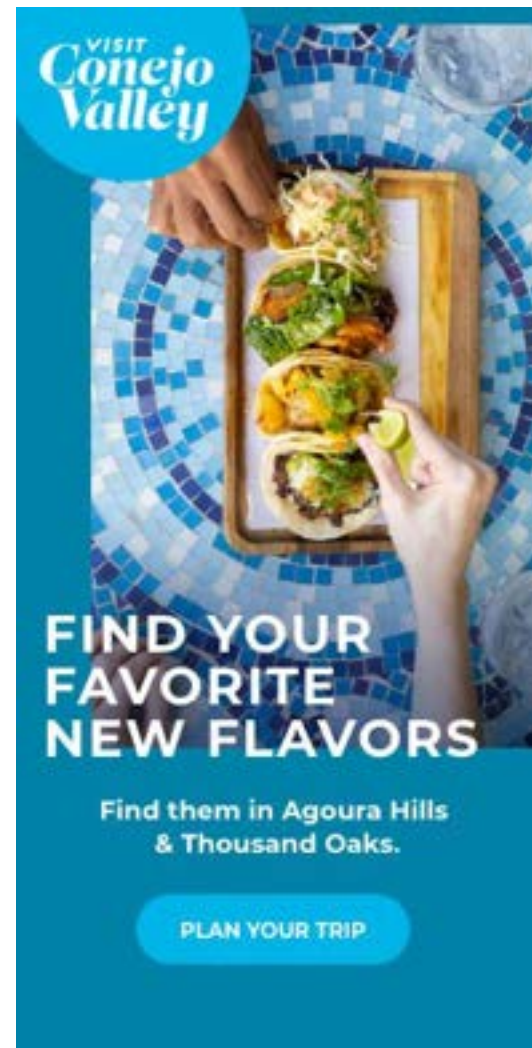
Advertisement for cultural experiences in Conejo Valley. The image shows a ballerina in a white tutu performing on stage. Other ballerinas are visible in the background. The text 'Experience Culture' is in a large, white, serif font. Below it is the text 'Find it in Agoura Hills & Thousand Oaks.' and an orange button with the text 'PLAN YOUR TRIP'. The 'VISIT Conejo Valley' logo is at the bottom left.

*Experience
Culture*

Find it in Agoura Hills & Thousand Oaks.

PLAN YOUR TRIP

VISIT
Conejo
Valley



Advertisement for food experiences in Conejo Valley. The image shows a hand holding a lime over a tray of tacos. The background is a blue and white mosaic pattern. The text 'FIND YOUR FAVORITE NEW FLAVORS' is in a large, white, sans-serif font. Below it is the text 'Find them in Agoura Hills & Thousand Oaks.' and a teal button with the text 'PLAN YOUR TRIP'. The 'VISIT Conejo Valley' logo is in the top left corner.

VISIT
Conejo
Valley

**FIND YOUR
FAVORITE
NEW FLAVORS**

Find them in Agoura Hills
& Thousand Oaks.

PLAN YOUR TRIP

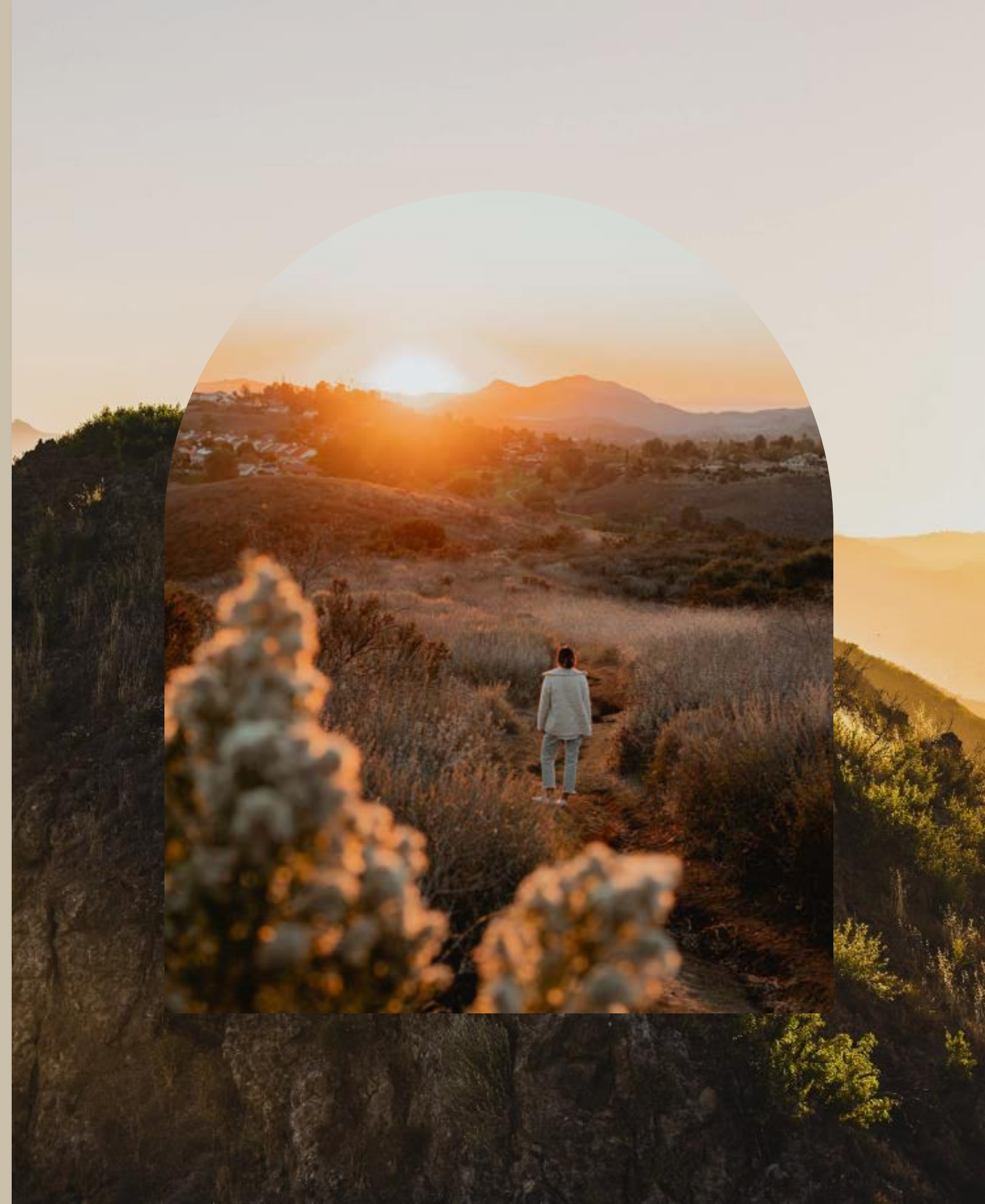
Thank you!





March Board Report

Presented on:	4/15/25
Prepared by:	Marketing Maven



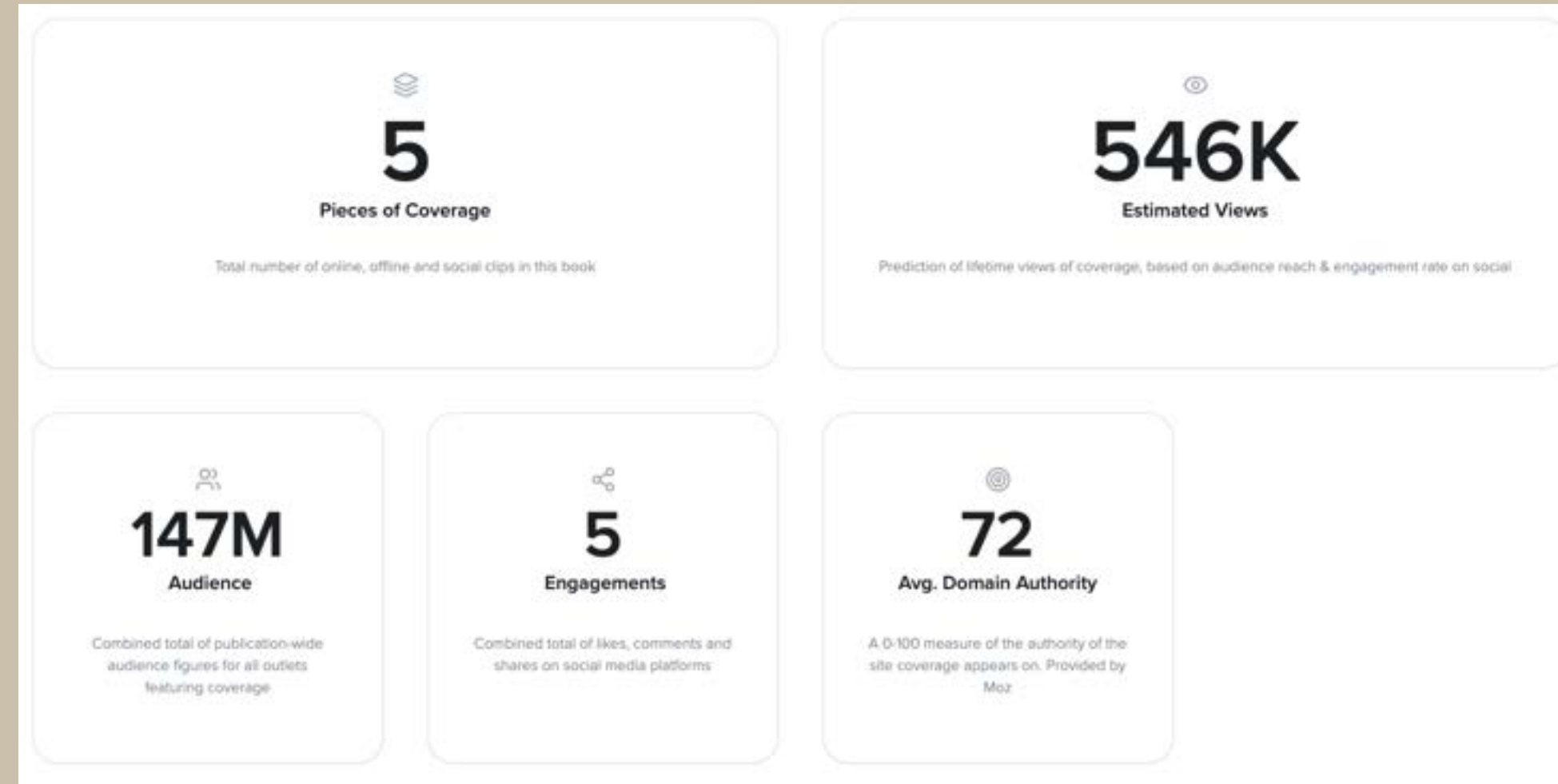
Media & FAM Trip Goals

Increase Revenue Per Available Room (RevPAR) for Conejo Valley TID hotels by doing the following:

- Showcasing Conejo Valley's unique attractions and experiences, attracting travelers and visitors seeking something new, distinctive, fun and/or relaxing.
- Build strategic partnerships with media professionals and digital content creators to generate compelling coverage that authentically captures the region's appeal and inspires potential visitors to explore.
- Drive tourism year-round by spotlighting seasonal events, festivals, outdoor activities, local attractions, and accommodations, with targeted promotion during key periods to maximize visitor engagement.

March 2025 Coverage

- 2 Calendar Listings
- 3 Articles





Media Relations

Media Relations



Primary Markets

- Los Angeles
- San Diego
- Orange County
- Inland Empire

Secondary Markets

- San Francisco
- Monterey
- San Bernardino

Out of State

- Portland
- Seattle

March Pitch Concepts:

- Spring Adventures in Conejo Valley
- Great Race of Agoura Hills
- March Mindfulness: Wellness and Relaxation Getaways
- Conejo Valley's Craft Beer Trail: Spring Edition
- Farmers Markets, Fresh Finds & Foodie Fun This Spring
- Spring Staycations: A Relaxing Stay Close to LA
- Picnic Season Is Here: Best Parks & Scenic Spots in Conejo Valley



LaLaScoop

Co-founded by Melissa Curtin and Rochelle Robinson, LaLaScoop is an online hub for discovering the beauty and vibrancy of life in Los Angeles. Through a plethora of reviews on LA's hottest trends, places, products, people and happenings from the coastline to the Hollywood Hills, we will open up Los Angeles to you, so that just like us, you'll do everything you can to.

<https://lalascoop.com/>

UVM: 4.5K

Featured In:

- MSN
- LA Travel Magazine
- Travel + Leisure



NEVER LEAVE LA

foodie primp&pamper fashion flair hot bod star status giving back doggy doo CBD jet away mindfulness q&a
real estate topFANs lala ladies



We Love LA Beer – Time for a Relief Pitcher

Baseball used to have a term for a pitcher who came into the game at a crucial moment in the late innings to try to save the game, often with runners on base or a dangerous hitter at the plate. The relief pitcher was called a fireman. This article is about the recent fires. And beer. The devastation of the January wildfires will haunt Los ... [Continue reading](#)

EATWRITELA / MARCH 28, 2025



Perry's Fine Wines and Liquors Chardonnay Collaboration w Museum

In 2024, Perry's Fine Wines & Liquors expanded Provincetown, Cape Cod, MA, a cornerstone of past week (March 19, 2025) Perry's announced new Chardonnay, created in support of Palm S celebrate the union of fine wine and fine art in Coachella Valley, Perry's will donate \$1 from e

[Continue reading](#)

MELISSA CURTIN / MARCH 26, 2025



Two Wellness Resorts in Costa Rica to find Pura Vida

After surviving two major fires in Malibu, one month apart, my smoke-damaged lungs and broken heart were in need of major repair. The grief and lack of sleep were breaking me down. Never had I spiraled into such a state of sadness and depression since 9/11, when I was living in Washington, DC. Our Malibu bungalow in the burn zone was standing but unliveable. After ...

[Continue reading](#)

MELISSA CURTIN / MARCH 30, 2025



LOQUI expands to Woodland Hills with more taco options

It's Taco Time! Get ready for Taco Tuesday or Taco Everyday!!! In Los Angeles, there is a plethora of amazing options to choose from. We rounded up our favorite tacos during the pandemic for Lonely Planet, in the article Explore Los Angeles through its Best Tacos. LOQUI continues to be our favorite taco spot in LaLaLand and now they have expanded to Woodland Hills from ...

[Continue reading](#)

MELISSA CURTIN / MARCH 30, 2025

Go World Travel

Based in the United States, we are world citizens dedicated to covering travel in more than 90 countries. Our travel articles and videos are written and produced by a team of staff writers, as well as more than 200 freelance travel journalists from around the globe. We value first-person experience and work with writers who know the regions they cover.

<https://www.goworldtravel.com/category/travel/united-states-and-canada/united-states/california/>

UVM: 45.5K



California



CALIFORNIA
Sea, Sips, and Seals: Exploring Highway 1 Along California's Central Coast
By Isabella Miller
February 25, 2025



CALIFORNIA
Think Spring: Unique Will S
By Jann
February



Ads by Google
Send feedback
Why this ad? D

Sea, Sips, and Seals: Exploring Highway 1 Along California's Central Coast

Highway 1 along California's Central Coast offers an amazing journey filled with picturesque landscapes and memorable moments for every traveler.

By Isabella Miller

February 25, 2025



A breathtaking aerial view of California's Highway 1, where the coast meets the open road. Photo Courtesy of Highway 1 Road Trip

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LAST-MINUTE TRAVEL DEALS
Plan your trip for less!
BROWSE TRAVEL DEALS

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Where to Enjoy a Delicious Thanksgiving in New York City

Antarctica: Penguins and



FAM Trips

Counting Countries | Travel Creator

<https://www.tiktok.com/@countingcountries>
<https://www.instagram.com/counting.countries/>

Followers: 1.1M on IG | 957.7K on TikTok

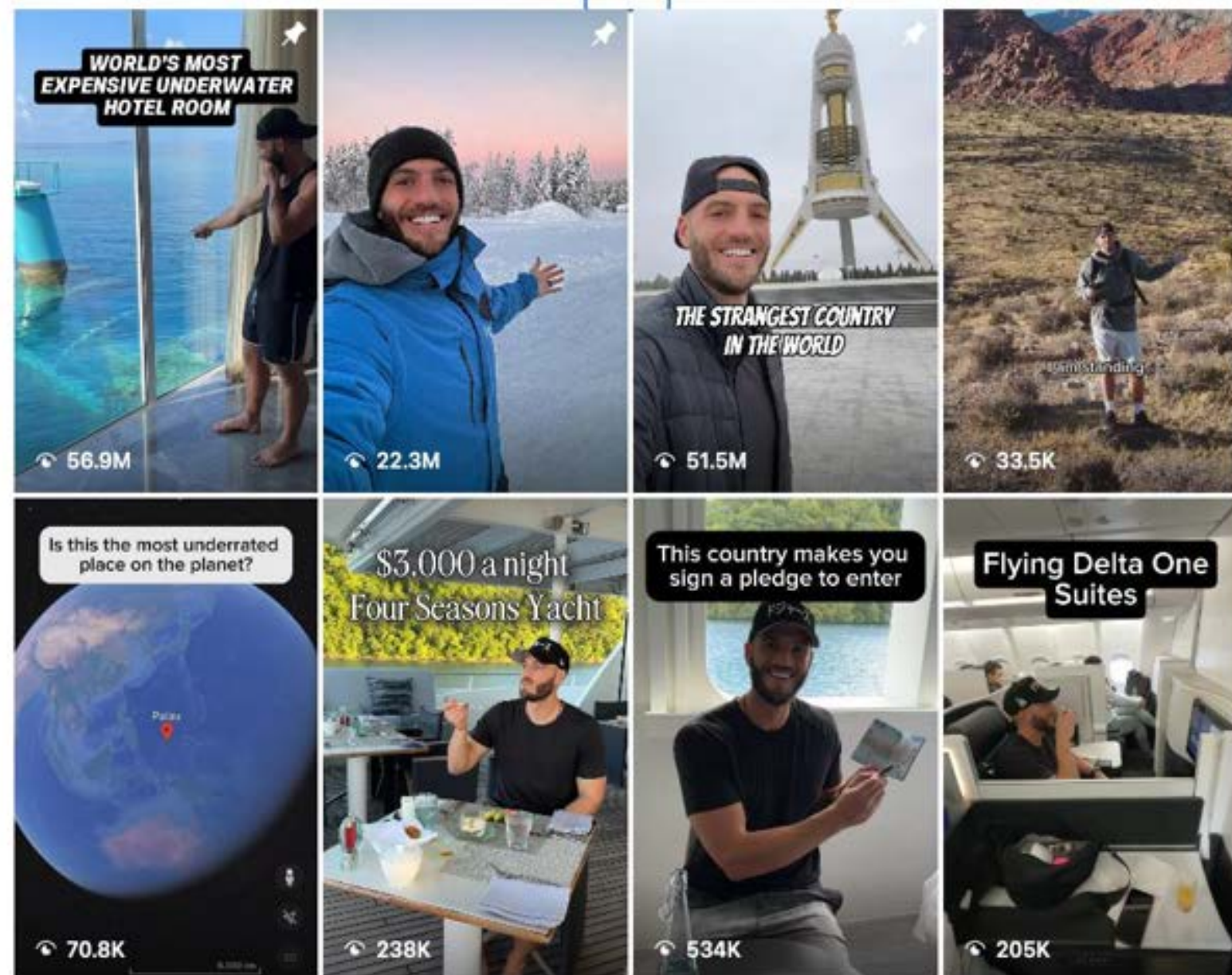
Engagement rate: 5.18% | 17.51%

Content:

- 1 Instagram Reels cross-posted to TikTok
- 2-3 IG stories

• Current Views: 38.6k

<https://www.instagram.com/reel/DHmH93Syq1x/>



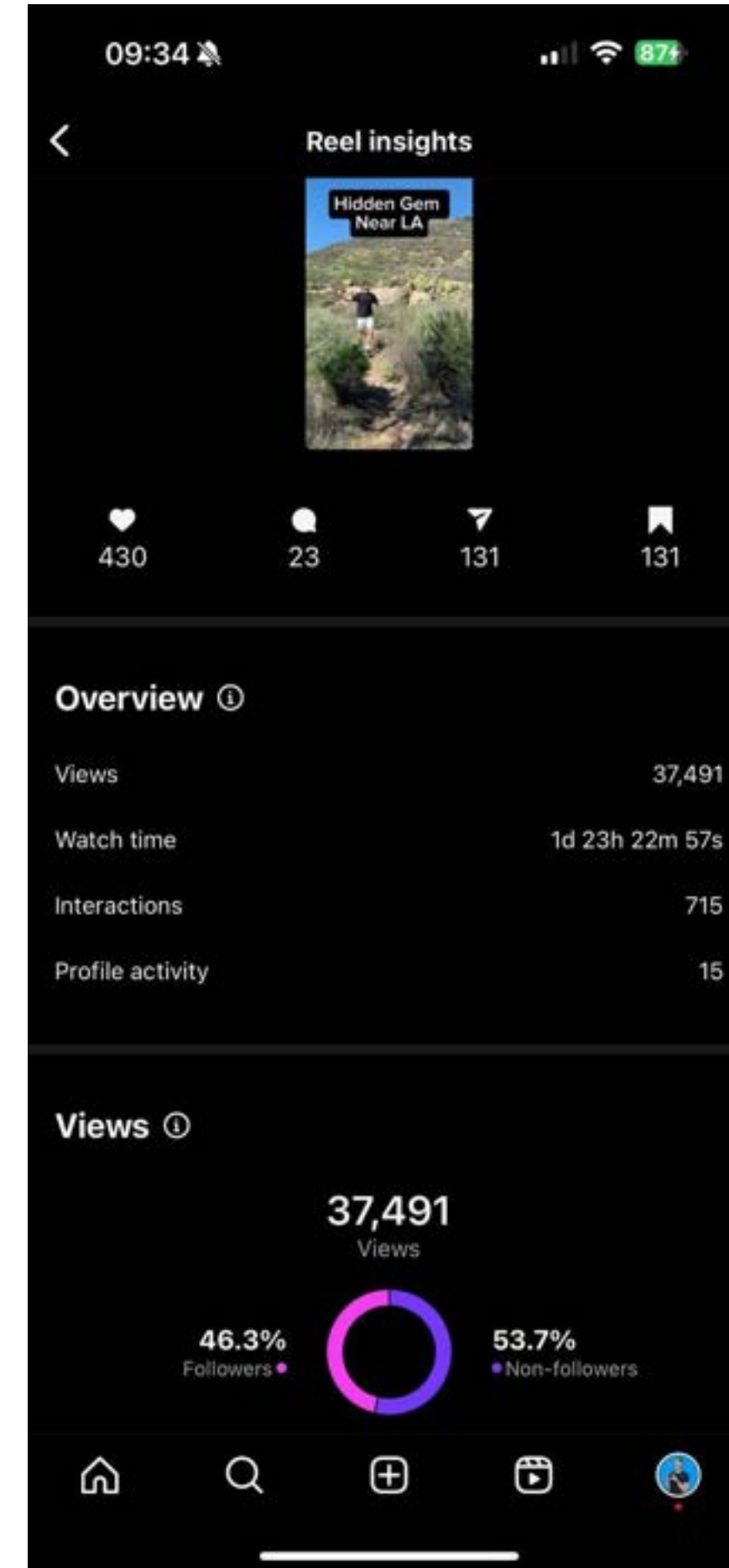
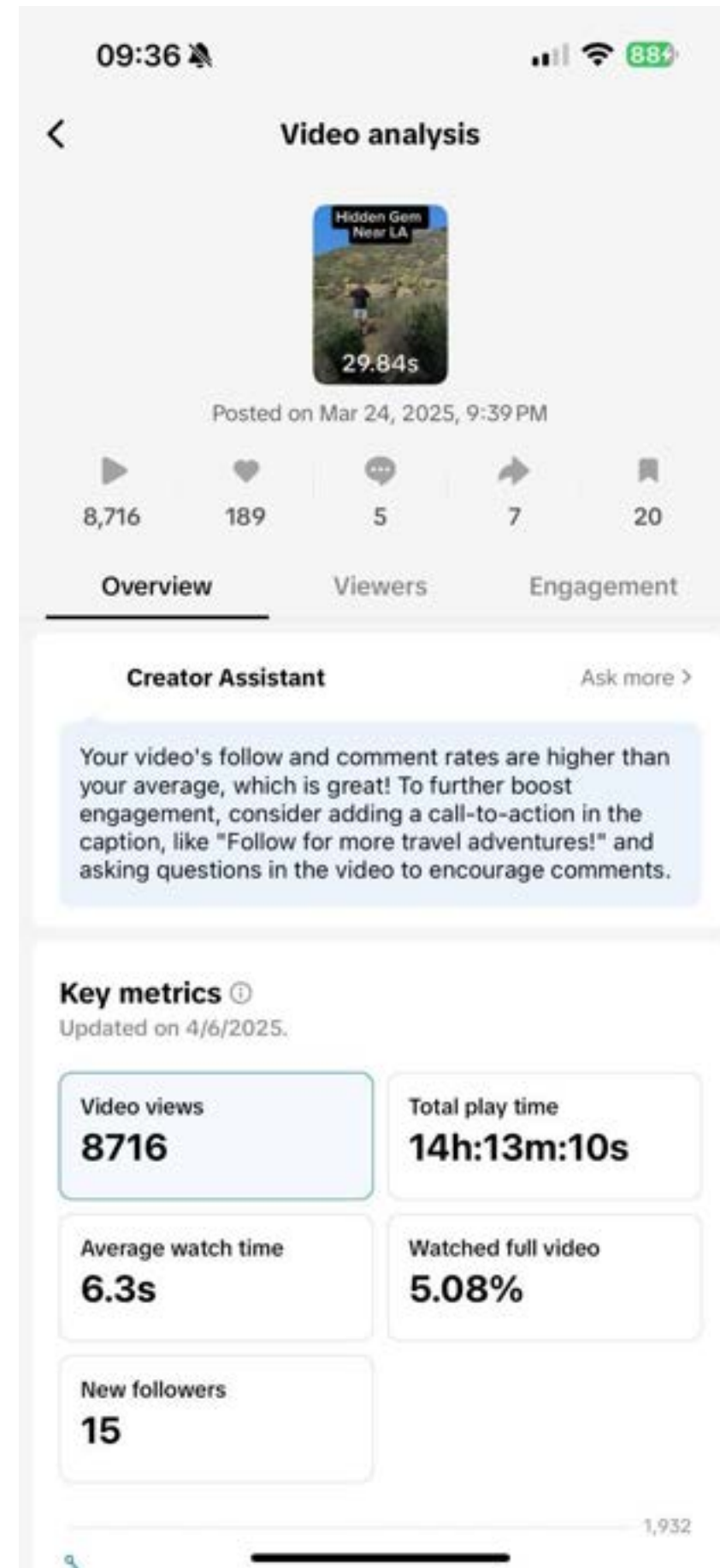
Counting Countries | Travel Creator

<https://www.tiktok.com/@countingcountries>
<https://www.instagram.com/counting.countries/>

Followers: 1.1M on IG | 957.7K on TikTok

Engagement rate: 5.18% | 17.51%

<https://www.instagram.com/reel/DHmH93Syq1x/>



Bucketlistbums | Shelbi

<https://www.instagram.com/bucketlistbums/>



bucketlistbums [Follow](#) [Message](#) [Share](#) [More](#)

2,135 posts 346K followers 594 following

SHELBI | Travel & Lifestyle

[@bucketlistbums](#)

Digital creator
San Francisco traveler, creator & mama
O's travel, home, bunnies & the outdoors 🇺🇸 🇯🇵
contact@bucketlistbums.com
linktr.ee/bucketlistbums

Followed by [dennieb](#) and [stay.vose](#)

OUTFITS WHISTLER LAKE LOUISE GUIDES HAWAII UNITED SAN FRANCI...

2,533 22.6K 31.7K 8,740 8,528 16.8K 26.2K 57.6K

Followers: 346k on Instagram

Engagement rate: 5.18% | 17.51%

Content:

- 1 Instagram Carousel Post
- 1 Blog

- Visit Dates: 4/13-4/16



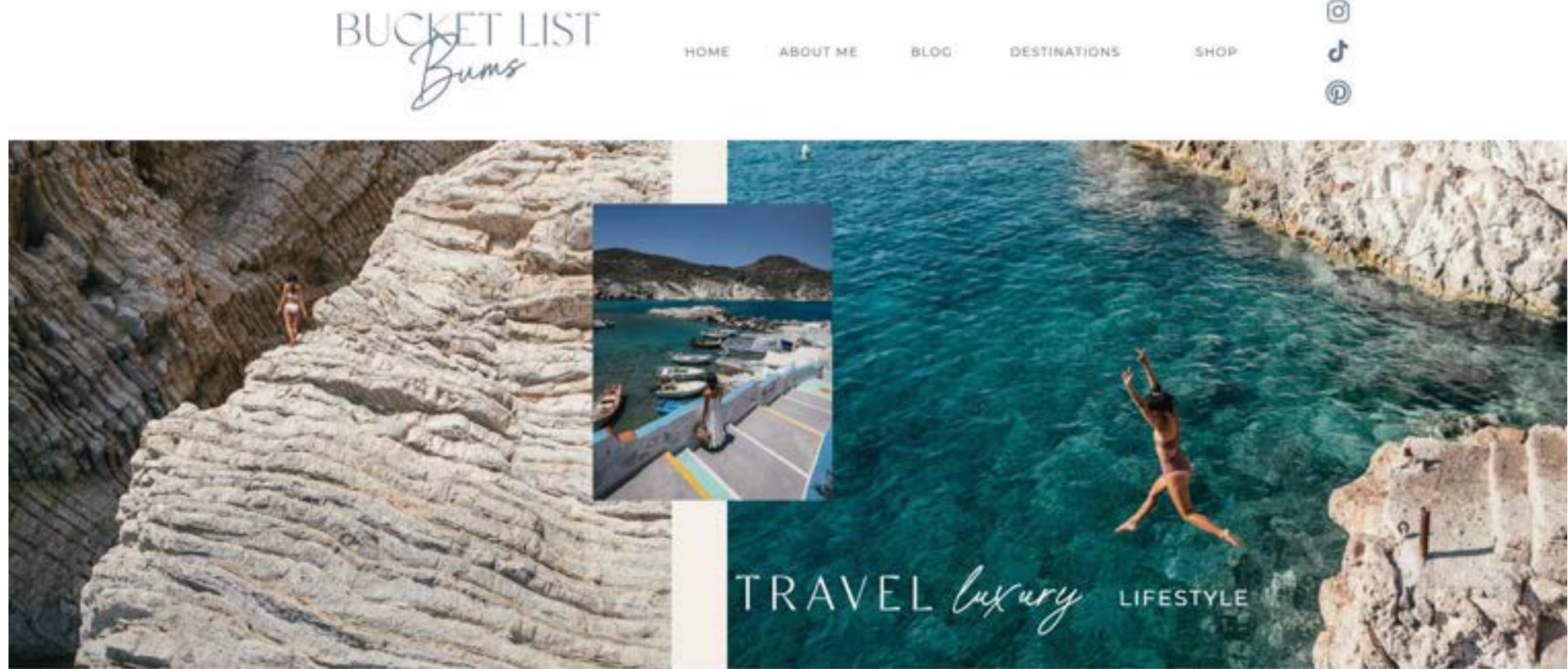
Bucketlistbums | Shelbi

<https://www.instagram.com/bucketlistbums/>

I started traveling back in 2009. It was a two week backpacking trip through Peru that started it all. I visited the Amazon and hiked the Inca Trail to Machu Picchu, and the rest is history. Since then, I've traveled to more than 50 countries, and have been through the gnarliest of adventures. Everything from tracking wild chimpanzees in the rainforests of Uganda to sleeping under glacier waterfalls in New Zealand

<https://bucketlistbums.com/>

UVM: 100k



HOW TO PACK A 10-DAY TRIP TO GREECE INTO ONE CARRY-ON

READ THE POST



CROATIA: THE ULTIMATE TWO-WEEK ITINERARY + TRAVEL GUIDE

READ THE POST



WHISTLER, CANADA: A WINTER TRAVEL GUIDE

READ THE POST



LAKE LOUISE: TRAVEL GUIDE TO CANADA'S WINTER WONDERLAND

READ THE POST





Next Steps

Next Steps

- Prep for upcoming FAM trips
- Maintain momentum in securing targeted media placements and coverage opportunities that showcase Conejo Valley's unique attractions and experiences
- Develop and refine strategic PR and influencer campaigns to effectively promote upcoming initiatives and seasonal activities