



Conejo Valley Tourism Improvement District Leadership Team Meeting

June 16 at 12:00pm

Online Via Zoom – [Meeting Link](#)

Teleconference locations include:

Greater Conejo Valley Chamber of Commerce, Hyatt Regency Westlake, Courtyard by Marriot Thousand Oaks, Sheraton Agoura Hills, and Hampton Inns Thousand Oaks

Meeting Agenda

1. Call to Order – Chair Tony Conte
2. Roll Call
3. **Action Item:** Approval of the Agenda for the June 16, 2026 Meeting
4. **Action Item:** Approval of the Minutes of the April 14, 2026 Meeting
5. Public Comments
6. Discussion Item: President/CEO Report
7. Discussion Item: 85Sixty Report
8. Discussion Item: Marketing Maven Report
9. Announcements – CVTID Leadership Team Members
10. 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

April 14, 2026 at 12:00pm

Meeting Minutes

1. **Call to Order –Chair Tony Conte**
 - Chair Conte called the meeting to order at 12:00 pm.
2. **Roll Call / Self-Introductions**
 - Officers present: Chair Tony Conte, Vice Chair David McGovern, Secretary Rob Kravitz and Treasurer Ashley Montgomery.
 - Absent:
 - Others present: Danielle Borja (CVTID), Josh Gray (CVTID), Eric Hunzeker (CVTID), Daniel Yancey (Palm Garden), Ashlie Lohse (Homewood Suites), Grace Strasser (Hampton Inn AH) Madeline Cardin (TO Inn), Nate Leach (85Sixty), Malikah Johnson (85Sixty), and Shayne Wells (Marketing Maven)
 - A quorum was established.
3. **Action Item: Approval of the Agenda for the April 14, 2026 Meeting**
 - Motion to approve the April 14th agenda by David McGovern and seconded by Rob Kravitz.
 - Roll Call Vote:
 - Aye: Chair Tony Conte, Vice Chair David McGovern, Secretary Rob Kravitz and Treasurer Ashley Montgomery
 - Nay:
 - Absent:
 - Motion approved on a 4-0 roll call vote.
4. **Action Item: Approval of the Minutes from the January 27, 2026 Meeting.**
 - Motion to approve the minutes from the January 27, 2026 meeting by Rob Kravitz and seconded by Ashley Montgomery.
 - Roll Call Vote:
 - Aye: Chair Tony Conte, Vice Chair David McGovern, Secretary Rob Kravitz and Treasurer Ashley Montgomery.
 - Nay:
 - Absent:
 - Motion approved on a 4-0 roll call vote.
5. **Public Comments**
 - No public comments.
6. **Discussion Item: CLU Capitol/Marketing Investment Update**
 - Danielle Borja provided context for past CLU contributions and relationships. There is still \$25,000 due to CLU later this year and noted some suggestions

from the retreat in 2025. Track and Field was of interest during the retreat since it does not currently exist at CLU right now. CLU is trying to work with us on where the remaining \$25,000

- CLU has a \$10 million project and needs \$5 million to start construction and goal to start by EOY. Discussed VCV logo being on the Field for contribution.
- Danielle Borja noted that the Press Box option may fit the needs for a more public facing option. Danielle would like the Board's opinion on if there's a preference for short term bigger, splashy branding options or more permanent installations.
- Chair Conte said he likes the idea of a permanent installation for VCV. Ashlie Lohse agreed.
- Madeline shared that Felix believes the project will be complete by end of 2027 due to negotiations with Olympic foreign teams. Chair Conte noted it sounds more promising than previously thought and Treasurer Kravitz agreed.
- Danielle Borja noted the timeline is aggressive and the fundraising has been going well for CLU.
- There was interest from the Board in Danielle Borja to continue conversations with CLU and pursue options on what financing could look like.

7. Discussion Item: President/CEO Report

- Danielle Borja presented the President/CEO Report. Extended the billboard contract for the "Welcome to Conejo Valley" sign.
- Josh Gray shared about the soon to be released "The Original Road Trip to the Soccer World Championship" which is a joint partnership between Visit Conejo Valley, Central Coast Tourism Council, and 3 Central Coast DMO partners. The group hired influencer Kaylyn Kyle, a former Canadian National Soccer team member, Olympian, and professional soccer broadcaster on AppleTV to take a 5-day, 4-night road trip up the Central Coast. The initiative expanded from 2 reels and 4 stories to 5 Reels and 5 stories as well as including the 5th Reel as a summary Reel with Visit CA as a core collaborator to extend the initiatives reach. There is a sweepstakes for one lucky winner that will run April 20th to May 15th with goodies from up and down the Central Coast. Josh noted Shayne of Marketing Maven's work in locating Kaylyn and coordinating the contract and influencer effort as well as Nate Leach from 85Sixty in coordinating "The Original Road Trip" Landing page and sweepstakes for the region's push. Josh also noted that at the CCTC Annual Retreat the partners were all thrilled at the work done so far and lifted Visit Conejo Valley as the region's leading expert on FAM trips and regional coordination.

8. Discussion Item: 85Sixty Report

- Nate Leach presented the 85Sixty Report. Danielle Borja applauded 85Sixty's work on building website traffic and the fantastic success seen thus far.

9. Discussion Item: Marketing Maven Report

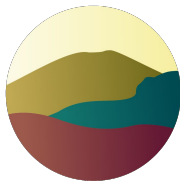
- Shayne Wells presented the Marketing Maven Report. Chair Conte noted a lot of exciting things coming.

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

- No announcements.

11. **Adjourn**

- Chair Yancey adjourned the meeting at 12:44 pm.



***May 2026
Monthly Report***

**Board Presentation:
June 16, 2026**



STR *Report*

85SIXTY



STR Report - May 2026

METRIC	May 2026 Occupancy	May 2025 Occupancy	% Change	May 2026 ADR	May 2025 ADR	% Change	May 2026 RevPAR	May 2025 RevPAR	% Change
Conejo Valley	70.5%	74.9%	-6.2%	\$174.86	\$182.74	-4.5%	\$130.38	\$133.25	-2.2%
Ventura County West	65.5%	72.3%	-10.5%	\$161.66	\$168.57	-4.3%	\$106.95	\$120.49	-12.7%
Santa Clarita / Simi Valley	77.5%	83.0%	-7.1%	\$140.27	\$152.76	-8.9%	\$110.41	\$125.79	-13.9%

Overview Y/Y:

- All regions experienced Y/Y declines for across all metrics - Occupancy, ADR, and RevPAR
 - Conejo Valley experienced the lowest decreases Y/Y
- May shows Conejo Valley with the highest metrics across the board compared to the other two regions
- Conejo Valley saw a spike in RevPar during the fourth week of the month at almost \$20 higher than the next closest week. (The highest RevPAR was the first week in May, with only two days on a Friday & Saturday.)

DATES	Days	RevPAR
5/1 - 5/2	2	178.58
5/3 - 5/9	7	121.86
5/10 - 5/16	7	134.57
5/17 - 5/23	7	150.83
5/24 - 5/30	7	110.66
5/31	1	59.17

May Marketing

85SIXTY



PAID SOCIAL

1,402,462

Impressions

30,748

Clicks

4.50%

CTR

GOOGLE
SUITE

60,353

Impressions

8,362

Clicks

10.73%

CTR

PROG.
DISPLAY

708,298

Impressions

1,836

Clicks

0.26%

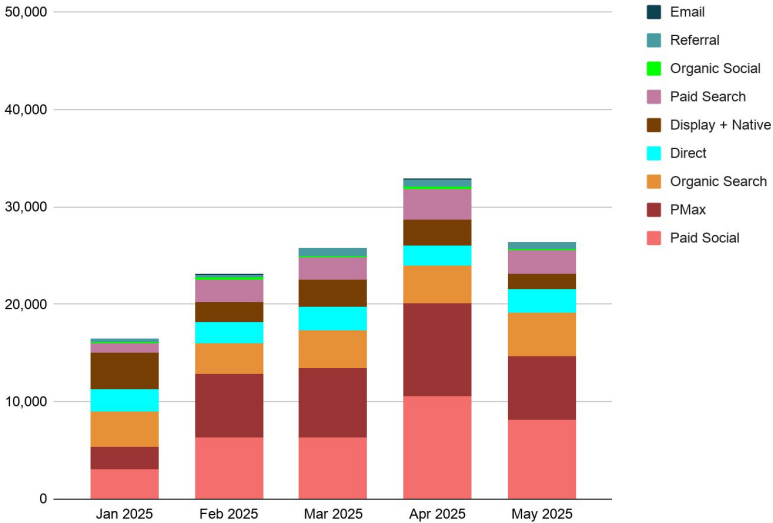
CTR

2025 vs 2026 Website Sessions by Channel Traffic

- M/M Traffic increased 57% (Apr - May)
- Y/Y Traffic increased 104% (May '25 - May '26)
- YTD Traffic increased 71% (2025 - 2026)

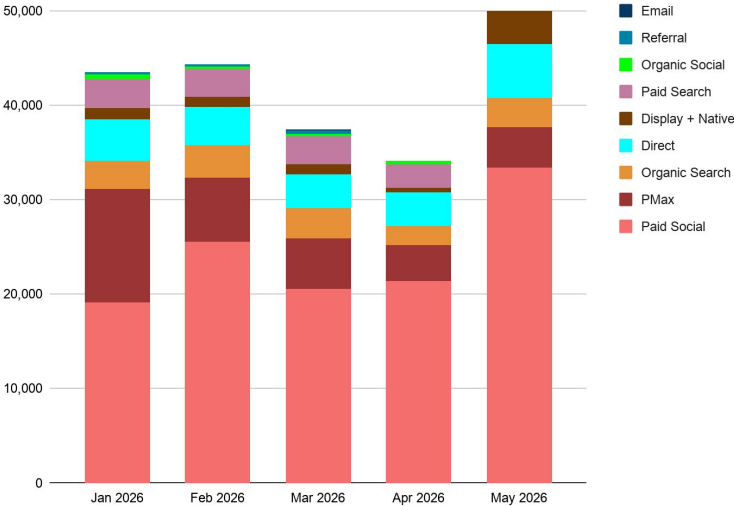
May 2025 | Total Sessions: **26,378**

2025



May 2026 | Total Sessions: **53,731**

2026



Website Activity

Channel	May Sessions 2025	May Sessions 2026	% Change
Paid Social	8,176	33,350	308%
PMax	6,462	4,271	-34%
Organic Search	4,504	3,198	-29%
Direct	2,386	5,652	137%
Display + Native	1,597	3,519	120%
Paid Search	2,368	3,094	31%
Organic Social	135	306	127%
Referral	740	336	-55%
Email	10	5	-50%
Total	26,378	53,731	104%

Website Content - Sweepstakes

The **Original Road Trip to the Soccer World Championship Sweepstakes** promotion ran from April through May and had:::

- 9,660 landing page sessions
- 128 registered for sweepstakes

	Regions	Active Users	New Users	Engaged Sessions	Engagement Rate	Engaged Sessions / Active User	Avg. Engagement Time / Active User
	Total	50,055	49,012	53,506	98.99%	1.02	10s
1	California	40,062	39,590	42,928	99.43%	1.07	9s
2	(not set)	2,599	2,584	2,592	99.58%	1.00	1s
3	Colorado	1,013	1,003	1,021	99.71%	1.01	5s
4	Texas	1,006	994	1,026	99.52%	1.02	6s
5	Wyoming	667	661	669	100.00%	1.00	6s
6	Florida	625	615	639	99.22%	1.02	5s
7	Arizona	436	423	464	99.36%	1.06	19s
8	Washington	377	352	425	97.93%	1.13	25s
9	Virginia	186	174	193	99.48%	1.04	4x
10	Oregon	185	180	192	98.97%	1.04	6s

	Regions	Active Users	New Users	Engaged Sessions	Engagement Rate	Engaged Sessions / Active User	Avg. Engagement Time / Active User
	Total	50,055	49,012	53,506	98.99%	1.02	10s
1	Los Angeles	12,577	12,322	14,200	99.56%	1.13	12s
2	(not set)	2,682	2,601	2,706	99.49%	1.01	5s
3	Thousand Oaks	2,099	2,031	2,311	98.72%	1.10	20s
4	San Diego	1,402	1,372	1,610	99.38%	1.15	13s
5	Anaheim	952	910	1,015	99.71%	1.07	7s
6	Simi Valley	690	680	725	99.18%	1.05	8s
7	Oxnard	680	667	728	99.18%	1.07	4s
8	Camarillo	670	657	722	99.72%	1.08	7s
9	Cheyenne	638	635	640	100.00%	1.00	5s
10	Irvine	619	614	654	99.85%	1.06	3s

Monthly Newsletter

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Road Trip Sweepstakes

Performance Overview

Send Date: Friday, May 1

Overall Performance:

- Total Recipients: 7,227
- Open Rate: 38.6% – (Industry Avg 39.03%)
- Click Rate: 0.67% – (Industry Avg 1.38%)
- Unsubscribes: 30 (0.41%)

Send Date: Wednesday, May 20

Overall Performance:

- Total Recipients: 7,150
- Open Rate: 36.7% – (Industry Avg 39.03%)
- Click Rate: 0.88% – (Industry Avg 1.38%)
- Unsubscribes: 11 (0.15%)

Current List Size (5/31/2026):

- 10,507 Total Contacts
- 162 Subscribers registered for email from the Sweepstakes page in April + May
- 7,205 Subscribed Contacts
 - .06% decrease in subscribers month over month



The Original Road Trip to the Soccer World Championship Sweepstakes!

Enter to Win

Enter today for your chance to win a California Central Coast road trip package!

The Original Road Trip to the Soccer World Championship Sweepstakes is a Central Coast-inspired getaway celebrating the journey between two of the biggest stages during soccer's brightest moment, inviting fans to hit the road and turn the in-between into the main event.

One lucky winner will score a road trip prize package filled with local adventures and experiences to bring the ultimate California Central Coast escape to life. From coastal excursions and wine country tastings to immersive art, the trip also includes overnight stays, entertainment, dining, shopping perks, and unique activities along the way.

Your Roadtrip Route



Media Channel Performance



Social Media Overview - May

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



12,751

Total Followers

+1.9%

250

Net Follower Growth

+37.4%

4.4%

Engagement Rate (not including *collab posts)

+371.6%

68,702

Impressions (not including *collab posts)

+23.5%

193,420

Views (3.0% from ads)

-4.77%

17,321

Interactions (0.2% from ads)

+37.2%



18,820

Total Followers

+0%

-8

Net Follower Growth

-161.5%

4.3%

Engagement Rate

+21.3%

9,038

Impressions

+88.3%

7,661

Views (not including ads)

+24.1%

1,414

Interactions

+43.4%



1,955

Total Followers

+7%

128

Net Follower Growth

+48.8%

355,106

Video Views (Impressions)

+59.40%

1,842

Engagements

+16.73%

3.3%

Engagement Rate

+535.8%

- **Follower growth continues to increase** across Instagram and TikTok.
- **Overall metrics increased across the board this month.** The top-performing non-creator post was the Thousand Oaks [“Exclusive Omakase”](#) carousel. We'll continue to lean into this style of content.
- **Video views on Instagram** took a dip this month.
- **New following growth on Facebook** took a dip indicating more followers lost than gained.

Social Media Overview - Instagram/TikTok Collaboration Posts - May

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 on Instagram or TikTok.

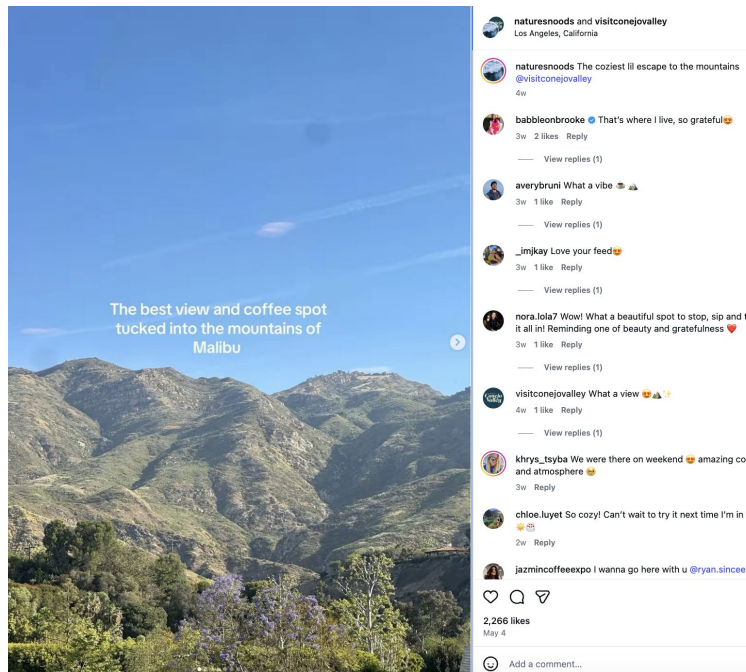
**10***Collab Posts***-33%****149,937***Plays***-42.8%****8,622***Interactions***+13.5%**

There was a decrease in overall collaboration posts and video plays during the month of May. However, we saw an increase in engagement, indicating that audiences were interacting more with the content despite lower overall viewership.

**758***Likes***-86.9%****43***Comments***+7.5%****564***Saves***-50.8%****109***Shares***-79.7%****48,765***Views***-91.6%**

Metrics saw an overall decrease this month, primarily because creator TikTok posts did not perform as well. It's also worth noting that there were fewer creator TikTok posts compared to last month, and the majority were from smaller creators, unlike the previous month.

[@naturesnoods](#)



6 Creators
visited Conejo Valley in May,
exploring establishments such
as **Newberry Candy**
and **Danielson Monument**
Trail.

42.3K Views
2.2K Likes
15 Comments
915 Shares
1.5K Reposts
1.8K Saves

@naturesnoods
visited Malibou Lake Vista Trail and
Yearling Loop and Old Place in April
and posted on 05/04/26

Digital Media Summary

Paid Social	Spend	Impressions	Clicks	CTR	CPC	Booking Clicks	Website Sessions
Meta	\$4,242	517,453	23,310	4.50%	\$0.18	73	20,693
Tiktok	\$2,963	885,009	7,438	0.84%	\$0.40	0	1,061
Google	Spend	Impressions	Clicks	CTR	CPC	Plan Trip/ Booking Clicks	Website Sessions
Paid Search	\$2,074	29,067	3,119	10.73%	\$0.67	134	3,094
PMax	\$2,722	31,286	5,243	16.76%	\$0.52	2,253	4,271
Programmatic	Spend	Impressions	Clicks	CTR	CPC	Booking Clicks	Website Sessions
Standard Display	\$4,353	708,298	1,836	0.26%	\$2.37	0	118
TOTAL DIGITAL MEDIA	\$16,355	2,171,113	40,946	1.89%	\$0.40	2,460	29,237

Digital Media Highlights

Paid Social - Meta & TikTok

- Meta campaigns drove impressive gains in engagement, with a 12% lift in CTR, generating 20.6K site visits this month (up 22%).
- The Cali Nook Beach Trail partnership drove majority of clicks (6.1K), followed by the Nikita Grbs Old Oaks Steakhouse collaboration (3.2K).
- On Tiktok, campaigns drove strong awareness growth, generating over 885K impressions (+39% YoY) at an average CPM of \$3.34. Click volume also improved significantly, scaling by +81% on flat spend.

Google - Paid Search & PMax

- Search campaigns were able to drive 32% more clicks while only increasing spend by 2%. The NB Getaway campaign specifically had a 27% decrease in CPC, the most significant in the account.
- The Lodging search campaign experienced a significant improvement in conversion rate YoY which led to 189% conversions YoY. Top performing searches were looking for romantic hotels near Los Angeles.
- Brand PMax campaign continues to drive the majority of conversions however Outdoor, Dining, and Arts&Cultural campaigns have all made dramatic improvements in cost per conversion YoY with more search themes added, all maintained below \$1.33 CPA this period.

Programmatic

- May continued to drive efficient engagement at scale, delivering 708K impressions and 1,836 clicks, including 38K added-value impressions that extended campaign reach and media efficiency.
- Experience the Arts emerged as the top-performing creative with 335 clicks and a 0.30% CTR, while Dine, Sip, Explore closely followed with 334 clicks and a 0.30% CTR, highlighting strong audience interest in Conejo Valley's cultural and culinary experiences.
- Engagement remained strong across multiple messaging themes, with Where Families Explore generating 294 clicks and Unplug in Conejo Valley delivering 285 clicks, demonstrating continued resonance across key visitor interest categories.

VCA Sojern - Co-op Targeted Display Banners

VCA Sojern - May Co-op	Spend	Impressions	Clicks	CTR	CPC	Video Views	Booking Clicks	Website Sessions
Cobranded Bike Display	\$2,370.04	446,335	392	0.09%	\$6	n/a	10	441
Cobranded Horseback Display	\$2,372.06	446,716	364	0.08%	\$7	n/a	4	490
Cobranded Video	\$3,312.68	220,845	149	0.07%	\$22	219,921	0	151
Total	\$8,055	1,113,896	905	0.08%	\$9	219,921	14	1082

Insights:

- The campaign delivered 1.1M impressions, 905 clicks, and 1,082 website sessions, successfully driving awareness and engagement among prospective travelers.
- Bike Display was the strongest performer, generating the most clicks (392), the highest number of booking clicks (10), and the most efficient CPC (\$6).

Takeaways:

- Outdoor recreation messaging resonated most with audiences, with both biking and horseback riding creatives driving the majority of traffic and engagement.
- Video effectively supported upper-funnel awareness with nearly 220K completed views, while display placements drove deeper consideration and website visitation.

Search Engine Optimization

85SIXTY



Organic Search - KPI Metrics

CHANNEL	Avg Ranking	Y/Y Impressions	Y/Y Clicks	Y/Y Sessions (Search)	Y/Y Conversions (Search)	Y/Y Sessions (AI / LLM)	Y/Y Conversions (AI / LLM)
May 2025							
SEO / AI / LLM (GSC, GA4)	17.0	514,351	3,349	4,390	19	22	0
April 2026							
SEO / AI / LLM (GSC, GA4)	8.7	283,600	2,038	2,556	25	20	0
May 2026							
SEO / AI / LLM (GSC, GA4)	9.1	320,308	2,523	3,176	24	30	1
Month-Over-Month %Δ	↑ 4.8%	↓ 12.9%	↓ 23.8%	↓ 24.3%	↓ 4.0%	↑ 90.0%	↑ ∞%
Year-Over-Year %Δ	↓ 46.2%	↓ -37.7%	↓ 24.7%	↓ 27.7%	↑ 26.3%	↑ 72.7%	↑ ∞%

Year-over-year conversions in both organic search and AI search continue to perform better. In this age of AI, traffic from AI platforms continue to grow as organic search traffic continues to be negatively affected by it, which can be seen in impressions and clicks, even if overall ranking is better year-over-year.

- We value YoY over MoM percent changes as they are comparing the same season of the year.
- Remember that out of all the metrics, average ranking is better as the number goes lower, thus a negative percent change is better for ranking.

Thank you!





May Board Report

Presented on:	6/16/26
Prepared by:	Marketing Maven



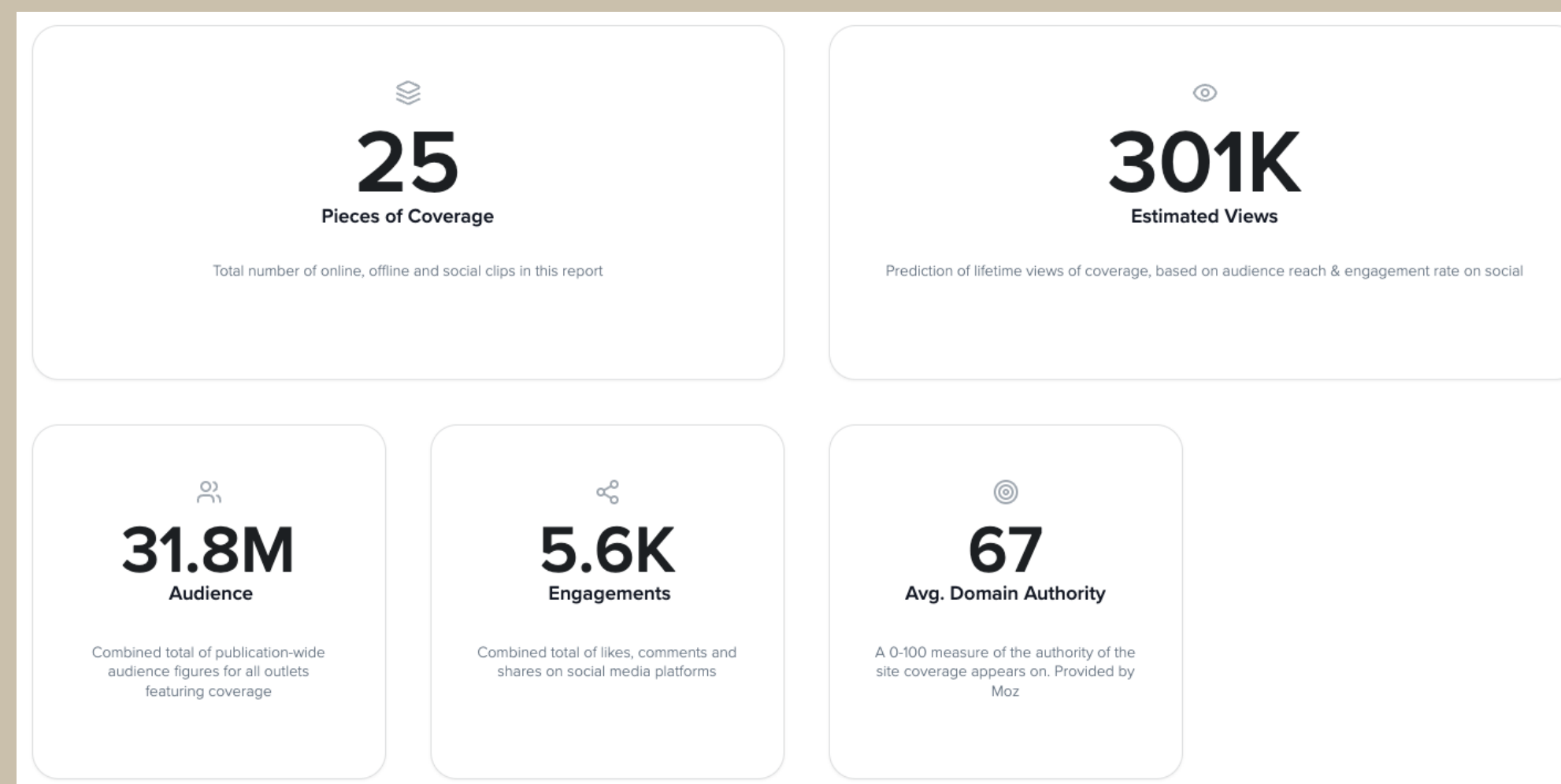
Media & FAM Trip Goals

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.

2026 Coverage

- 18 Articles
- 2 Press Releases
- 1 Event Listing
- 2 Instagram Posts
- 2 Facebook Posts





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



May Pitch Concepts:

- Conejo Valley Days Returns: Classic Carnival Fun & Community Tradition in Thousand Oaks
- Father's Day Done Right: Golf, Trails & More in Conejo Valley
- Beat the Heat: Early-Morning Hikes in Conejo Valley
- Sip Into Summer: Wine Tasting in Conejo Valley
- School's Out: Family Summer Bucket List in Conejo Valley
- Golden Hour Dining: Patios, Sunsets & Evenings in Conejo Valley
- Saddle Up for Summer: Horseback Riding in Conejo Valley
- Summer Road Trips: 101 Things to Do Just Off the 101
- FIFA World Cup 2026 Planning Guide: Stay, Eat & Explore in Conejo Valley

PR Newswire

Marketing Maven distributed Visit Conejo Valley's "101 Things to Do Just Off the 101" press release via PR Newswire, generating national exposure for the destination and highlighting its diverse attractions, outdoor recreation, dining, arts and culture, and family-friendly experiences. The release supported Visit Conejo Valley's ongoing efforts to increase destination awareness and inspire visitation throughout the region.

PR Newswire is the industry's leading press release distribution partner with an unparalleled global reach of more than 440,000 newsrooms, websites, direct feeds, journalists and influencers and is available in more than 170 countries and 40 languages. For 70 years, PR Newswire has been the preferred destination for brands to share their most important news stories across the world.

<https://www.prnewswire.com/news-releases/visit-conejo-valley-invites-travelers-to-discover-101-things-to-do-just-off-the-101-302786171.html>



Snapshot report (5 day report):

Visit Conejo Valley Invites Travelers to Discover "101 Things to Do Just Off the 101"

English | **Release ID:** NY71859 | **Distributed:** May 29, 2026 9:35 PM ET

 Pickup

203

 Traffic

33.4K

 Engagement

152

 Audience

47.7M

PR Newswire

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PR Newswire is the industry’s leading press release distribution partner with an unparalleled global reach of more than 440,000 newsrooms, websites, direct feeds, journalists and influencers and is available in more than 170 countries and 40 languages. For 70 years, PR Newswire has been the preferred destination for brands to share their most important news stories across the world.

UVM: 3.23M

Estimated View Count: 5.3k

<https://www.prnewswire.com/news-releases/visit-conejo-valley-invites-travelers-to-discover-101-things-to-do-just-off-the-101-302786171.html>



Visit Conejo Valley Invites Travelers to Discover "101 Things to Do Just Off the 101"



NEWS PROVIDED BY
Visit Conejo Valley →
May 29, 2026, 21:35 ET

SHARE THIS ARTICLE



The "101 Things to Do Just Off the 101" guide highlights attractions across Thousand Oaks, Agoura Hills and Newbury Park, featuring everything from horseback riding trails and local coffee shops to golf courses, breweries, performing arts venues and immersive cultural attractions. From outdoor recreation and arts and culture to wellness, locally rooted dining and small-town charm, the guide reflects the full range of what Conejo Valley has to offer.



Visit Conejo Valley is the official tourism marketing organization for the cities of Thousand Oaks and Agoura Hills, Calif. With a mission to increase overnight visitation and improve the local economy, Visit Conejo Valley promotes the region's diverse 15 lodging properties, unique outdoor recreation, bustling arts and culture scene, diverse dining and tasting experiences, providing visitors with helpful resources to make the best of their trip and "See Another Side of Southern California."

New guide highlights local favorites, outdoor adventures, family-friendly attractions and hidden gems throughout Conejo Valley's Thousand Oaks and Agoura Hills, California.

THOUSAND OAKS, Calif., May 29, 2026 /PRNewswire/ -- [Visit Conejo Valley](#) is inviting travelers to take the scenic route with the launch of its new "101 Things to Do Just Off the 101" guide, a curated collection of stops and activities located throughout Conejo Valley and conveniently accessible from Highway 101.

Designed to inspire both visitors and locals alike, the guide showcases a wide variety of offerings across the region, from locally loved brunch spots and scenic canyon drives to craft cocktail lounges, boutique retailers and specialty shops, live entertainment venues and family-friendly attractions. Located between Los Angeles and Santa Barbara, Conejo Valley offers an easy Southern California getaway filled with memorable stops just minutes from the freeway.

Long considered a hidden gem along California's iconic Highway 101 corridor, Conejo Valley blends outdoor adventure, dining and cultural attractions into an accessible destination for travelers looking to explore beyond the freeway. Visitors can spend the day discovering oak-studded hiking paths, sipping small-batch craft brews, exploring local art and history museums or unwinding at open-air restaurants and lively community gathering spots.

"Conejo Valley is filled with incredible things to see and do that travelers can easily access right off the 101," said Danielle Borja, President and CEO of Visit Conejo Valley. " This guide was created to inspire travelers to experience the variety of what makes Conejo Valley unique, whether that's discovering scenic overlooks, exploring the local dining scene, enjoying live music or finding unexpected experiences just off the highway."

The "101 Things to Do Just Off the 101" guide highlights attractions across Thousand Oaks, Agoura Hills and Newbury Park, featuring everything from horseback riding trails and local coffee shops to golf courses, breweries, performing arts venues and immersive cultural attractions. From outdoor recreation and arts and culture to wellness, locally rooted dining and small-town charm, the guide reflects the full range of what Conejo Valley has to offer, all within close proximity to major Southern California destinations.

A sneak peek at just a few of the 101 experiences featured in the guide:

- See the sunset from [Tarantula Hill](#).
- Grab some homemade fudge at [Newberry Candy](#).
- Visit the serene Japanese Pagoda at the [Gardens of the World](#).
- After dinner, grab a handcrafted cocktail made from fresh local ingredients at [Oak & Iron](#).
- Visit the church featured in HBO's Westworld at [Paramount Ranch](#).

Travel and Tour World

Travel and Tour World (TTW) is a global, multilingual travel media platform that connects the international tourism community- travelers, industry professionals, businesses, and destinations- through information, insights, and communication. Built on decades of authority, we have evolved to provide the definitive insights that empower businesses and inspire discerning travelers worldwide.

Travel and Tour World amplified Visit Conejo Valley's "101 Things to Do Just Off the 101" campaign by both republishing the original press release and producing a standalone editorial feature, resulting in two separate placements that expanded the destination's visibility among travel audiences.

UVM: 8.9M

Estimated View Count: 76.7k

<https://www.travelandtourworld.com/news/article/2liiqpgonhum/>

<https://www.travelandtourworld.com/news/article/x3lltz56uyim/>



Conejo Valley Launches 101 Things to Do Just Off the 101 Guide Highlighting Scenic Stops and Local Experiences: All You Need to Know

Published on May 31, 2026

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The “101 Things to Do Just Off the 101” guide is a comprehensive resource for travellers seeking to maximise their visit to Conejo Valley. Whether it’s outdoor adventures, wellness retreats, arts and culture, family fun, or culinary exploration, the region promises experiences that are easily accessible from Southern California’s major routes.

Visitors can plan day trips or multi-day itineraries to experience the full range of what Thousand Oaks, Agoura Hills, and Newbury Park have to offer. With its diverse attractions, convenient location, and welcoming local culture, Conejo Valley is a standout destination that invites travellers to explore, relax, and discover Southern California beyond the freeway.

Yahoo!

The "101 Things to Do Just Off the 101" press release gained additional national visibility through a Yahoo! News pickup, extending the reach of Visit Conejo Valley's destination messaging to a broader online audience.

UVM: 806k

Estimated View Count: 3.74k

<https://sg.finance.yahoo.com/news/visit-conejo-valley-invites-travelers-013500050.html>

Visit Conejo Valley Invites Travelers to Discover "101 Things to Do Just Off the 101"

PR Newswire

29 May 2026 • 3 min read



New guide highlights local favorites, outdoor adventures, family-friendly attractions and hidden gems throughout Conejo Valley's Thousand Oaks and Agoura Hills, California.

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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/latest-travel-news/?filter=28155&rkey=20260529NY71859>

UVM: 39.5k



Latest Travel News

PR Newswire®

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1 2 3

Visit California

Visit California Feature: Wellness Experiences in Conejo Valley

Conejo Valley was featured on Visit California's destination landing page through a dedicated wellness experiences section highlighting Harmony Family Yoga's popular Bunny Yoga classes and immersive sound bath experiences at Apricot Lane Farms. The feature showcases the destination's diverse wellness offerings, emphasizing opportunities for relaxation, mindfulness, and connection with nature while reinforcing Conejo Valley's appeal as a wellness-focused Southern California getaway.

<https://www.visitcalifornia.com/experience/conejo-valley/>



EXPERIENCES / CONEJO VALLEY

Conejo Valley

Convenience meets natural scenery in this laid-back but lively area just north of Los Angeles



Wellness Experiences in the Conejo Valley

Wellness takes a playful turn in Conejo Valley at [Harmony Family Yoga](#). Bunny Yoga pairs gentle, all-levels movement with the calming presence of real rabbits, creating a fun, interactive class that's as guaranteed to put a smile on your face as it is restorative. For a more immersive connection to nature, [Apricot Lane Farms](#) hosts sound baths set among orchards and biodiverse landscapes. Guided by soothing tones from crystal singing bowls, chimes, and gongs, these sessions encourage deep relaxation while surrounded by one of California's most celebrated regenerative farms.

Visit California

Visit California Feature: Wallis Annenberg Wildlife Crossing

The Wallis Annenberg Wildlife Crossing was featured on Visit California's Conejo Valley destination page, highlighting one of the region's most significant conservation and sustainability initiatives. The feature showcases the groundbreaking wildlife overpass under construction in Agoura Hills, emphasizing its role in reconnecting critical habitats and protecting local wildlife while reinforcing Conejo Valley's commitment to environmental stewardship and outdoor experiences.

<https://www.visitcalifornia.com/experience/conejo-valley/>



EXPERIENCES / CONEJO VALLEY

Conejo Valley

Convenience meets natural scenery in this laid-back but lively area just north of Los Angeles



Wallis Annenberg Wildlife Crossing

A landmark environmental project near Conejo Valley is the [Wallis Annenberg Wildlife Crossing](#), a pioneering conservation initiative under construction over U.S. Highway 101 at Liberty Canyon in [Agoura Hills](#). Designed to be the world's largest wildlife overpass, this vegetated bridge, expected to open in late 2026, will span the 10 lanes of the freeway and reconnect fragmented habitat between the Santa Monica Mountains and the Simi Hills, helping animals such as mountain lions, bobcats, deer, foxes, and countless smaller species safely cross what has long been a perilous barrier. While the crossing is wildlife-only, 68 cameras will share live activity with the public.



FAM Trips

FIFA Road Trip Campaign

Marketing Maven is supporting the FIFA Road Trip Campaign through influencer research and vetting, identifying talent who align with the campaign's target audiences, travel storytelling goals, and regional highlights. Our team is curating a strategic mix of creators to ensure authentic content capture, strong engagement, and broad visibility across each destination featured along the road trip route.

<https://www.instagram.com/reel/DXhVjS0jiwS/>

Conejo Valley Reel Metrics:

- Views to date: 16.2k
- Likes: 228
- Comments: 20



Conejo Valley Itinerary Items:

- Lunch at **Plata Cocina Mexicana** (Whizin Market Square)
- Explored **Whizin Market Square** (boutiques, coffee, antique shopping)
- Visited **Newberry Candy** for sweets and toffee
- Axe throwing at **Mighty Axe**
- Hiked **Tarantula Hill** for sunset views
- Hotel stay at **Palm Garden Hotel**
- Dinner at **Sette Sorelle**
- Breakfast at **Honey & Herb Belgian Waffle House**



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

Overview Reel Metrics:

- Views to date: 156k
- Likes: 1,108
- Comments: 167



kaylynkyle and 4 others
Ray-Ban Meta glasses

kaylynkyle Come with me on a road trip up the California coast to preview all the fun things you can do while you're here for the Soccer World Championship this summer 🚗🌞⚽

There are 8 matches in LA at SoFi Stadium and 6 in San Francisco — and in between, here are some of the stops from our coastal road trip:

- 📍 Conejo Valley
- 🍴 Great eats @eatplata + @settesorellrestaurant
- 🔪 axe throwing @themightyaxeto
- 🏠 antique shopping @whizinmarketsquare
- 🥾 hiking Tarantula Hill for the best views



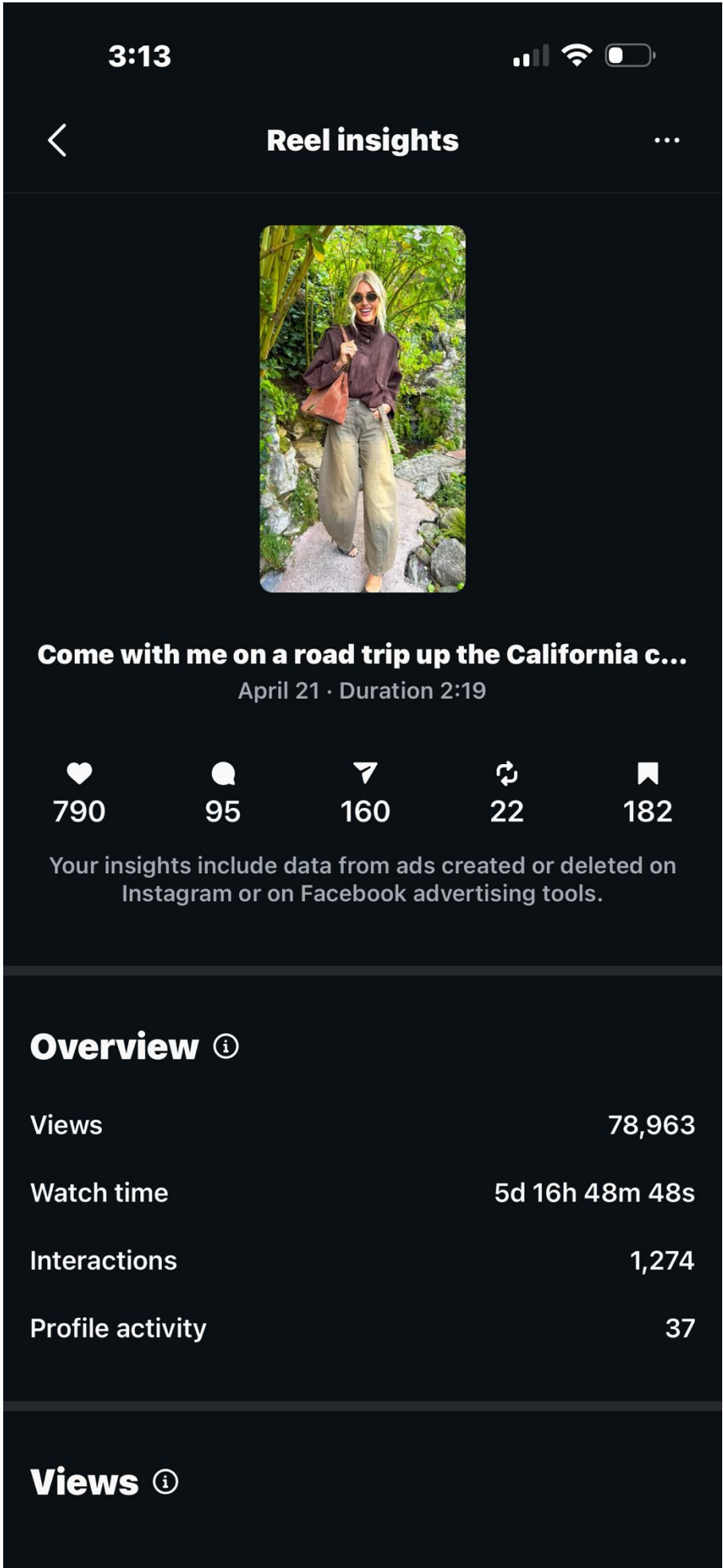
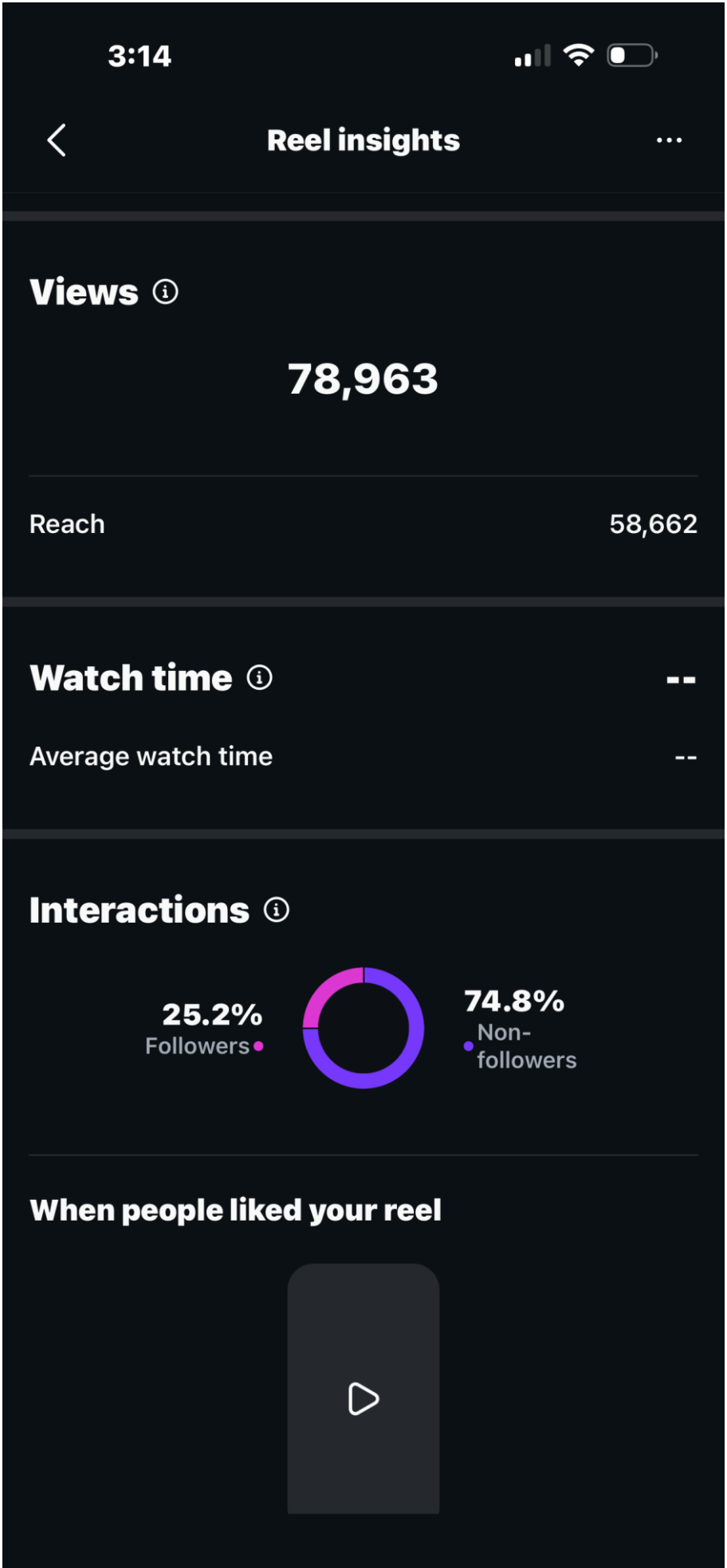
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Next Steps

Maintain momentum in securing targeted media placements and coverage opportunities that showcase Conejo Valley's unique attractions and experiences.

Continue to develop and refine strategic PR campaigns to effectively promote upcoming initiatives and seasonal activities.

Continue coordinating and finalizing the FIFA Road Trip campaign following the launch of all campaign content.