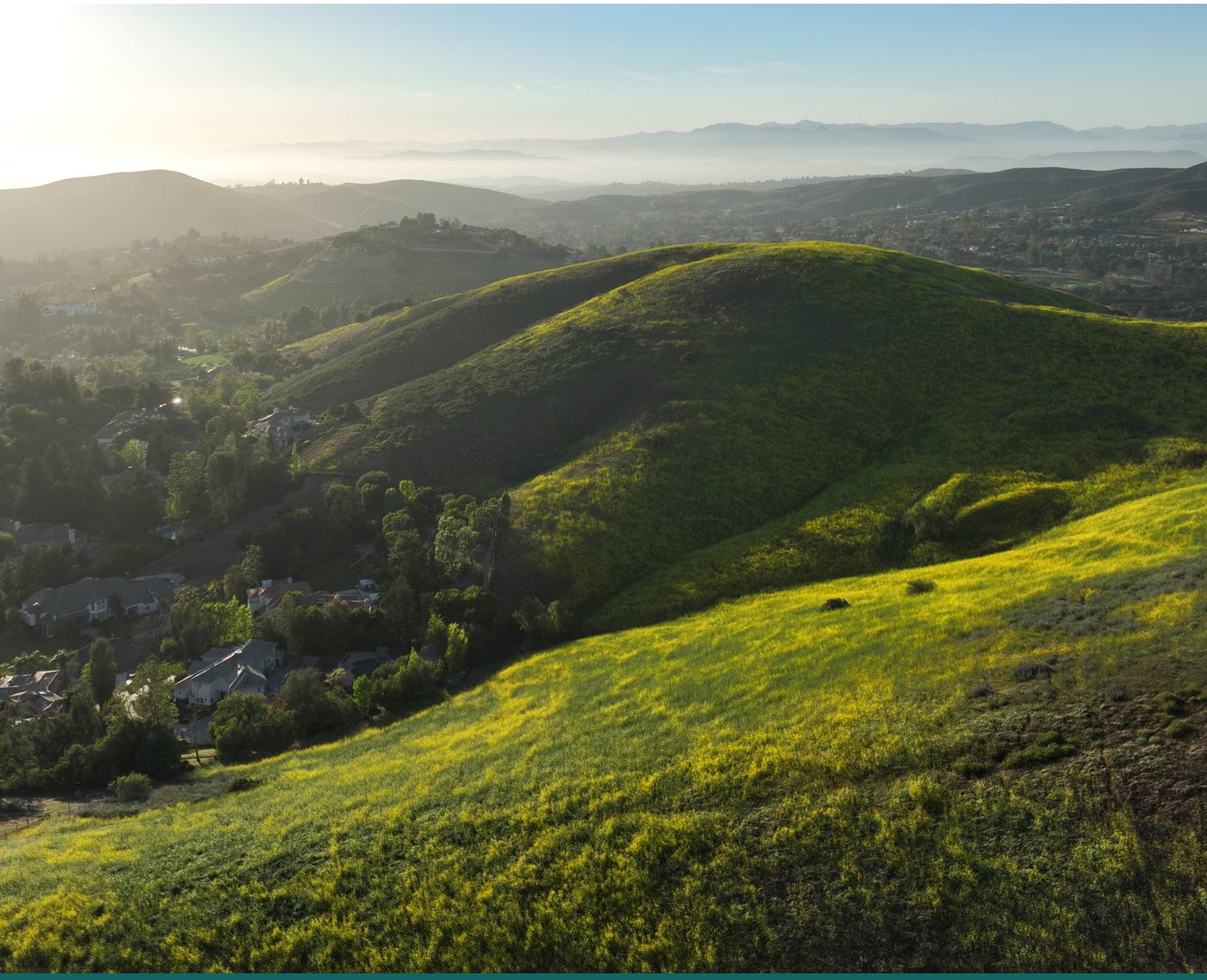
VISIT Conejo Valley
THOUSAND OAKS • AGOURA HILLS



VISIT CONEJO VALLEY

Annual Report 2025-2026

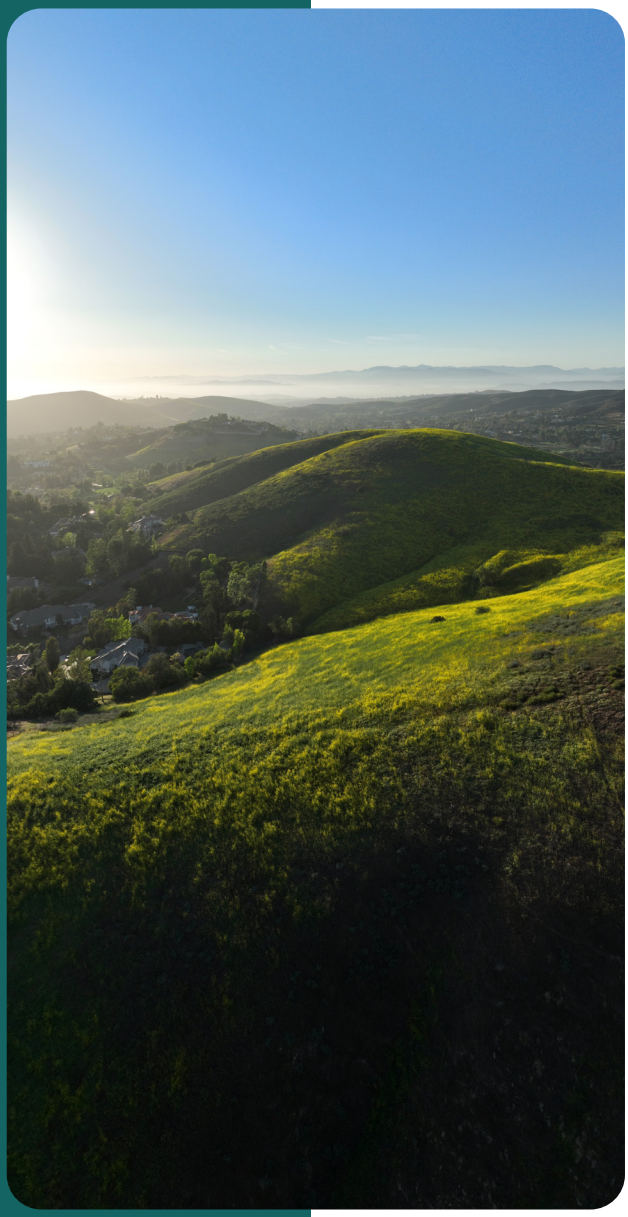


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Message from the President/CEO, Danielle Borja

As we look toward 2026, the Conejo Valley Tourism Improvement District stands at a pivotal vantage point. If 2025 was the year we built our digital foundation - headlined by the successful May launch of our new website - then 2026 is the year we manifest that growth into tangible, region-leading action.

Reflecting on 2025, our district demonstrated remarkable resilience. While domestic travel trends softened across the state, our year-end revenue finished $20,000 above projections. This stability was anchored by our role as a vital sanctuary for those impacted by the January Palisades fires. We are deeply proud of our 15 member hotels for providing refuge during that crisis; their dedication ensured that Conejo Valley remained a pillar of community support while maintaining a steady occupancy rate of 76% during a volatile period.

Despite a global landscape where AI-driven “zero-click” searches are disrupting traditional web traffic, our proactive digital strategy ensured our presence remained stable year-over-year. This stability directly translated into a 921% increase year-over-year for Book Now clicks. We further captured Conejo Valley’s vibrant spirit through a fresh photoshoot of our northern hills and a high-visibility collaboration with KCAL 9, showcasing our region to hundreds of thousands of potential regional visitors.

Our position in the Central Coast region reached new heights this past year. By leading a landmark road trip FAM partnership with Pismo Beach and San Luis Obispo, we garnered over 250,000 social media views and 1,300 giveaway entries. This effort solidified CVTID as a subject matter expert, culminating in our hosting of the Central Coast Tourism Council’s Fall Forum and the prospect of future FAM partnerships in the region.

In 2026, we are taking our brand awareness to the streets and the world stage:

- **The Original Roadtrip:** We are partnering with the CCTC on a special Original Road Trip to the Soccer World Championship initiative to position Conejo Valley as the premier “basecamp” for the 2026 World Cup, leveraging our proximity to major venues.
- **Highway 101 Visibility:** A new “Welcome to Conejo Valley” billboard initiative will capture the attention of 523,790 northbound travelers weekly.
- **The Meetings Market:** We are aggressively pursuing group business by hosting a HelmsBriscoe FAM trip for elite planners and securing our presence on the LA28 CA meeting venues platform to capture early interest in the 2028 Olympics.

Finally, we are looking toward a future of total valley alignment. As we prepare for our 2027 district renewal, we are in active collaboration with the City of Westlake Village and three non-member hotel properties. Our goal is to bring our entire valley under one marketing umbrella.

By expanding our borders, we increase our collective marketing budget by an estimated 50%, ensuring our “hidden gem” has the financial firepower to remain a top-tier destination for years to come.

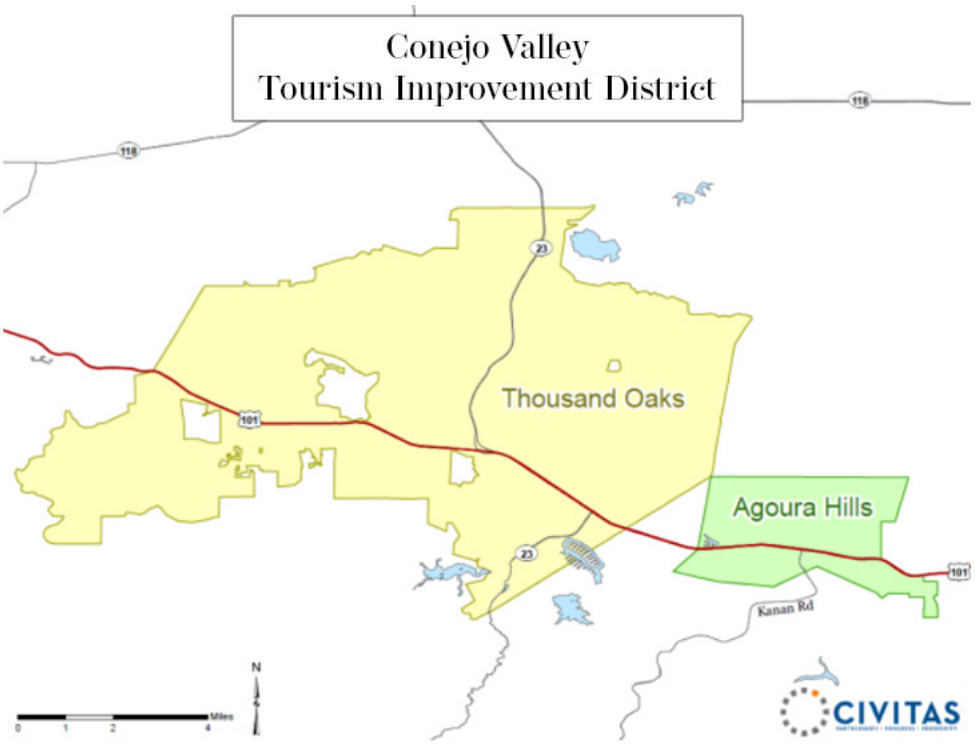
I extend my sincere gratitude to our partners and stakeholders for your continued trust as we lead the charge into our most exciting year yet.

Danielle Borja, MBA
PRESIDENT/CEO
Conejo Valley Tourism Improvement District

District Partners & Overview

Conejo Valley offers a diverse array of experiences for all visitors. The region boasts hundreds of local businesses, including restaurants, breweries, wineries, spas, and retailers. Outdoor enthusiasts can explore over 500 miles of trails for hiking or horseback riding. The cultural scene is vibrant, featuring live theater, museums, and hundreds of events throughout the year.

The Conejo Valley Tourism Improvement District (CVTID) markets the area under the "Visit Conejo Valley" brand. The primary goal is to increase overnight stays across the 15 hotel properties located in Thousand Oaks and Agoura Hills.



Americas Best Value Inn
THOUSAND OAKS INN & BANQUET CENTER
COURTYARD BY MARRIOTT
Hampton Inn & Suites by HILTON
Hampton by Hilton
HOMEWOOD SUITES by Hilton
HYATT REGENCY WESTLAKE
LA QUINTA BY WYNDHAM
motel 6
THE PALM GARDEN HOTEL
PREMIER INNS
SHERATON EST. 1937
TOWNEPLACE SUITES BY MARRIOTT

Financial Report

The improvements and activities outlined for FY 2026 align with the goals set forth in the Management District Plan and will continue to be executed by the district's owners association. The method and basis of levying the assessment remain unchanged, with the projected assessment expected to increase a modest 1.5% given market conditions and forecasts.

CVTID has identified carryover funds from 2025 in the amount of $56,856 in addition with excess funds from previous year that continue to be utilized for the continued employment of a full-time Director of Business Development & Strategic Relationships, paid for a rebranded website in May 2025, fortify the TID's reserves, and funded the rebranded promotional materials including the Conejo Valley Cocktail, Beer, & Wine Map. As of 2026, the CVTID reserves exceed the required policy minimum of 50% of the total annual expenses, with current reserves totaling $781,457—$6,493 above the threshold of budgeted expenses. Additional revenue sources include an estimated $24,000 in interest income from the reserve accounts.

CVTID has expanded its budget to support program renewals, account for depreciation of assets, and tools. Notably, 2026 will see the renewals of CVTID's Digital Asset Management (DAM) tool, a Customer Relationship Management (CRM) tool, a 3rd party audit, depreciation of the new website, and forecasting for 2027 RevPAR numbers. Beyond these investments, CVTID has set aside funds a year in advance of its renewal in order to begin the process of the TID's district renewal with the legal firm Civitas. CVTID is also planning to leverage an increase in the Local Incentive funds to sponsor a variety of key community events throughout 2026. These include long-standing favorites such as Holidays in the Village, The Great Race, the Conejo Valley Parade, and the Thousand Oaks 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. Finally, in 2026 Visit Conejo Valley is leading a partnership with the Central Coast Tourism Council and three other regional DMOs for a soccer World Championship road trip initiative as well as investing in a "Welcome to Conejo Valley" Northbound billboard sign starting in June 2026 to increase brand awareness and regional awareness that is anticipated to reach 523,790 weekly travellers during the Summer influx of roadtrippers up the Central Coast.

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 2026, these direct marketing funds are projected to account for 22% of the CVTID's total budget.



2025 Financial Statements

	Jan - Dec 25	Budget	$ Over Budget	% of Budget
Income				
Assessment Income	1,570,612.52	1,550,000.00	20,612.52	101.33%
Miscellaneous Revenue	30,932.96			
Total Income	1,601,545.48	1,550,000.00	51,545.48	103.33%
Expenses (Administration Fee)				
Agoura Hills & Thousand Oaks	25,639.22	23,250.00	2,389.22	110.28%
Chamber of Commerce	314,122.51	310,000.00	4,122.51	101.33%
Total Administration Fee	339,761.73	333,250.00	6,511.73	101.95%
Advertising & Marketing				
Annual Report	0.00	3,500.00	-3,500.00	0.0%
CLU Business Mgmt Program	25,000.00	25,000.00	0.00	100.0%
Direct Hotel Marketing	322,961.65	340,000.00	-17,038.35	94.99%
Local Incentive/Com Partnership	39,298.49	40,000.00	-701.51	98.25%
Print Materials & Promotional	6,391.70	15,000.00	-8,608.30	42.61%
Public Relations Expenses	41,332.25	50,000.00	-8,667.75	82.67%
Public Relations Management	50,000.00	50,000.00	0.00	100.0%
Total Advertising & Marketing	**484,984.09**	**523,500.00**	**-38,515.91**	**92.64%**

2025 Financial Statements (cont.)

	Jan - Dec 25	Budget	$ Over Budget	% of Budget
Agency Marketing				
Acct Planning & Management	37,262.00	34,620.00	2,642.00	107.63%
Analytics & Reporting	7,654.00	10,000.00	-2,346.00	76.54%
Creative	43,018.00	36,560.00	6,458.00	117.66%
Development	0.00	16,570.00	-16,570.00	0.0%
Direct Marketing	265,000.00	260,000.00	5,000.00	101.92%
Email Marketing	29,858.00	36,750.00	-6,892.00	81.25%
Local Influencers	25,000.00	30,000.00	-5,000.00	83.33%
Paid Media	22,530.00	22,500.00	30.00	100.13%
Social Media Management	41,548.00	36,000.00	5,548.00	115.41%
Strategic Marketing Plan	2,340.00	6,000.00	-3,660.00	39.0%
Website Maintenance & SEO	25,974.77	6,000.00	19,974.77	432.91%
Total Agency Marketing	500,184.77	495,000.00	5,184.77	101.05%

2025 Financial Statements (cont.)

	Jan - Dec 25	Budget	$ Over Budget	% of Budget
Auto Mileage	267.75			
Bank and Credit Card Charges	-524.04			
Business Registration Fees	0.00			
Conferences and Travel	54,379.13	75,000.00	-20,620.87	72.51%
Depr and Amort Expense	26,335.52	35,134.00	-8,798.48	74.96%
Equipment Supplies	0.00	3,000.00	-3,000.00	0.0%
Excess Funds Allocations				
Business Development	87,525.22	100,000.00	-12,474.78	87.53%
New Website	9,510.00	5,000.00	4,510.00	190.2%
Rebranding Funds	4,363.37	30,000.00	-25,636.63	14.55%
Total Excess Funds Allocations	**101,398.59**	**135,000.00**	**-33,601.41**	**75.11%**
Insurance - Liability, D and O	3,249.46	3,000.00	249.46	108.32%
Licenses and Permits	22,405.11	27,500.00	-5,094.89	81.47%
Meeting Expenses	10,926.92	12,000.00	-1,073.08	91.06%
Membership Dues	2,320.00	1,675.00	645.00	138.51%
Office/Computer Expense	1,726.05	1,000.00	726.05	172.61%
Postage, Mailing Service	61.00			
Professional Fees	18,004.37	27,700.00	-9,695.63	65%
Total Expense	**1,565,480.45**	**1,672,759.00**	**-107,278.55**	**93.59%**
Net Ordinary Income	**36,065.03**	**-122,759.00**	**158,824.03**	**-29.38%**
Interest Income	20,791.04	24,000.00	-3,208.96	86.63%
Net Income	**56,856.07**	**-98,759.00**	**155,615.07**	**-57.57%**

2026 Annual Budget

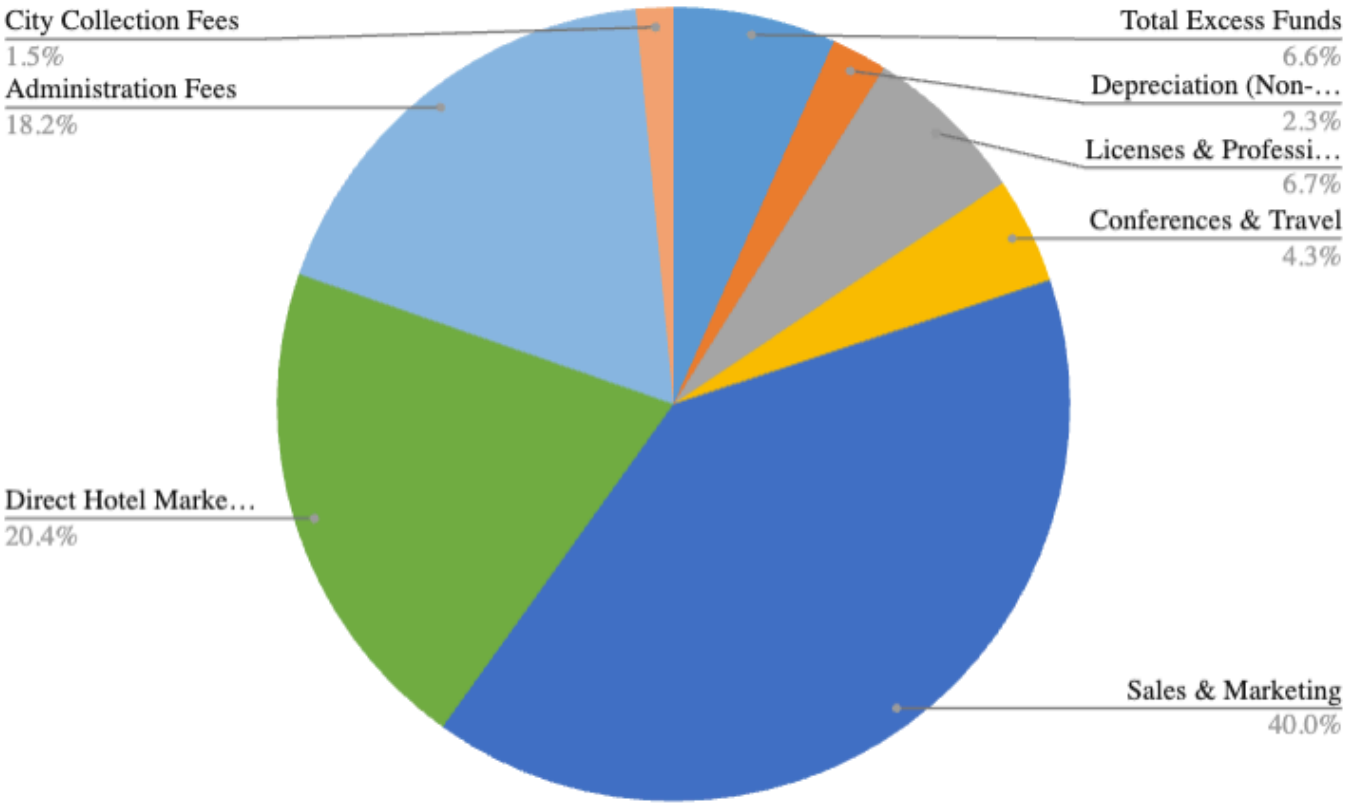
Ordinary Income/Expense	Jan-Dec 26	2025 Budget	25-26 Change
Income			
Assessment Income	1,575,000.00	1,550,000.00	25,000.00
Total Income	**1,575,000.00**	**1,550,000.00**	**25,000.00**
Expenses (Administration Fee)			
Agoura Hills & Thousand Oaks	26,250.00	23,250.00	3,000.00
Chamber of Commerce	315,001.33	310,000.00	5,001.33
Total Administration Fee	**341,251.33**	**333,250.00**	**8,001.33**
Advertising & Marketing			
Annual Report	0.00	3,500.00	-3,500.00
CLU Business Mgmt Program	25,000.00	25,000.00	0.00
Direct Hotel Marketing	354,000.00	340,000.00	14,000.00
Local Incentive/Com Partnership	50,000.00	40,000.00	10,000.00
Print Materials & Promotional	15,000.00	15,000.00	0.00
Public Relations Expenses	50,000.00	50,000.00	0.00
Public Relations Management	50,000.00	50,000.00	0.00
Total Agency Marketing	**544,000.00**	**523,500.00**	**20,500.00**
Agency Marketing			
Acct Planning & Management	37,187.52	34,620.00	2,567.52
Analytics & Reporting	4,250.04	10,000.00	-5,749.96
Creative	48,875.04	36,560.00	12,315.04
Development	15,937.56	16,570.00	-632.44
Direct Marketing	265,000.00	260,000.00	5,000.00
Email Marketing	23,375.04	36,750.00	-13,374.96
Local Influencers	25,000.00	30,000.00	-5,000.00
Paid Media	23,375.04	22,500.00	875.04

2026 Annual Budget (cont.)

2026 Budget	Jan-Dec 26	2025 Budget	25-26 Change
Social Media Management	51,000.00	36,000.00	875.04
Strategic Marketing Plan	0.00	6,000.00	15,000.00
Website Maintenance & SEO	8,499.96	6,000.00	-6,000.00
Total Agency Marketing	**502,500.20**	**495,000.00**	**7,500.20**
Conferences and Travel	75,000.00	75,000.00	0.00
Equipment Supplies	3,000.00	3,000.00	0.00
Insurance - Liability, D and O	4,681.08	3,000.00	1,681.08
Licenses and Permits	26,400.00	27,500.00	-1,100.00
Depreciation (non-cash)	39,503.33	35,134.00	4,369.33
Meeting Expenses	12,000.00	12,000.00	0.00
Membership Dues	3,175.00	1,675.00	1,500.00
Office Expense	2,200.00	1,000.00	1,200.00
Professional Services	64,550.00	27,700.00	36,850.00
Excess Funds Allocations Business Development	100,000.00	100,000.00	0.00
Excess Funds Allocations Rebranding Funds	15,000.00	30,000.00	-15,000.00
Total Excess Funds Allocations	**115,000.00**	**130,000.00**	**-15,000.00**
Total Expense	**1,733,260.94**	**1,640,259.00**	**93,001.94**
Net Ordinary Income	**-158,260.94**	**-90,259.00**	**-68,001.94**

2026 Annual Budget (cont.)

2026 Budget	Jan-Dec 26	2025 Budget	25-26 Change
Other Income			
Interest Income	24,000.00	24,000.00	0.00
Total Other Income	**24,000.00**	**24,000.00**	**0.00**
Net Income	**-134,260.94**	**-98759**	**-35,501.94**
Allocations			
Reserves (0%)	0.00	0.00	0.00
Net Account Balance	**-134,260.94**	**-98,759.00**	**-35,501.94**



Brand Overview

Visit Conejo Valley's core mission is to boost the regional economy by building awareness of the area and driving traffic to local hotels and businesses. We focus on promoting activities such as outdoor recreation, food and beverage offerings, local events, and cultural activities. The ultimate goal is to encourage overnight stays and increased visitor participation in local businesses, activities, shows, and museums.



2026 - A Look Ahead

GOAL

Increase overnight visitation in Conejo Valley

1. ### Elevate Brand Awareness for Conejo Valley

Attract interest and intent to visit Conejo Valley by promoting local businesses and events that showcase the range of activities throughout the year.

2. ### Increase Presence in Critical Markets

Identify markets with high visitation patterns, and focus media spend and marketing efforts in these areas to establish effective reach.

3. ### Increase Overnight Stays & Lodging Revenue

Increased awareness of Conejo Valley area and events will generate demand for hotel stays, increasing occupancy rate and RevPAR

4. ### Identify Opportunities for Upcoming Global Events

Begin assessment of traveler destinations and profiles to identify opportunistic cohorts of visitors surrounding the World Cup ‘26 and LA Olympics ‘28

2026 Photo Shoot

In 2026, Visit Conejo Valley will continue its investment in new photography highlighting the region and its multitude of outdoor activities, businesses, hotel properties, and cultural events. Building upon production shoots in both 2024 and 2025, the 2026 production will expand upon resources and update marketing communication that will be used for all initiatives to help further promote the region to drive visitation.







2026 Out-of-Home Activation

Visit Conejo Valley has secured a billboard on Highway-101 Freeway in Agoura Hills. Slated to run through the end of 2026, the east-facing billboard will welcome northbound travelers - locals, commuters, and visitors alike - to Conejo Valley, building brand awareness of the region and its offerings.

2026 Original Road Trip to the Soccer World Championship Giveaway with CCTC

Conejo Valley will be part of a FIFA Central Coast Road Trip + Giveaway campaign in collaboration with CCTC and other Central Coast DMOs, to position the region as The Original Road Trip during the global spotlight of the 2026 FIFA World Cup. Designed to capture soccer and sports fans traveling to California in Summer 2026, the influencer-hosted initiative will highlight iconic scenery, outdoor adventure, food and wine, and cultural experiences across the Central Coast, positioning the region a complementary destination to World Cup host cities.

Campaign Overview

Media Campaign Performance

In 2025, Visit Conejo Valley continued its 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

Continuing the priority of increasing visibility and driving qualified traffic to the Visit Conejo Valley website, paid media traffic generated a significant volume. There was a 7% Y/Y increase in paid traffic, from 239,133 sessions in 2024 to 255,201 sessions in 2025.

Paid social was the highest traffic driver, with Meta (Facebook & Instagram) and TikTok - combining for a total of 107,872 sessions, with Performance Max the second highest volume driver with almost 76k sessions. Paid Search, reaching consumers showing active intent, was also an important source of qualified traffic, maintaining the highest click-through-rate (CTR) of all channels at 10.74% and an efficient cost-per-click of $0.81, both marked improvements from 2024 (9.13 CTR, $1.27 CPC).

	Spend	Impressions	Clicks	CTR	CPC	Website Sessions
Jan - Dec 2025						
Paid Search	$24,921.21	285,328	30,653	10.74%	$0.81	38,929
Performance Max	$27,880.76	1,377,404	87,565	6.36%	$0.32	75,979
Meta	$37,319.00	7,921,397	80,252	1.01%	$0.47	77,544
Tiktok	$27,038.00	7,500,328	63,440	0.85%	$0.43	30,328
Display + Native	$39,280.00	16,808,149	9,305	0.06%	$4.22	30,332
Endemic	$19,001.81	1,781,632	5,675	0.32%	$3.35	1,454
Traditional - Digital	$21,977.44	1,629,971	2,023	0.12%	$10.86	635
Traditional	$16,085.75	3,727,416	n/a	n/a	n/a	n/a
Total	**$213,503.97**	**41,031,625**	**278,913**	**0.68%**	**$0.77**	**255,201**

2025 Organic Social Performance & Influencer Program

The organic social media strategy has been highly effective throughout 2025, successfully driving interest in the Conejo Valley. Performance is tracked using key indicators such as impressions, engagement rate, views, and follower growth across the social channels used to promote the area. We anticipate growth to continue into 2026, driven by the continued efforts of the local influencer and content program.

INSTAGRAM		
Description		**Percentage change (Jan to Dec)**
Total Followers:	11,603	17.80%
Net Follower Growth	1,754	13.80%
Engagement Rate	3	32.20%
Impressions	284,347	16.30%
Views	33,424	79.30%

- Instagram continued to experience overall growth in followers.
- Drops in engagement rate, impressions, and video views likely driven by the intentional reduction in content directly posted by Visit Conejo Valley to prioritize collaboration posts. Collaboration posts are not included in these metrics.

FACEBOOK		
Description		**Percentage change (Jan to Dec)**
Total Followers:	18,768	0.20%
Net Follower Growth	40	52.40%
Engagement Rate	1%	350.20%
Impressions	6,031,610	100.00%
Views	509,952	78.20%

- Saw an increase in follower growth, but at a slower rate than the other social channels, with both overall impression volume and engagement rate increasing Y/Y.,
- The decrease in video views is likely due to a higher volume of high-performing videos in 2024 compared to 2025.

TIKTOK		
Description		**Percentage change (Jan to Dec)**
Total Followers:	1,489	192.00%
Net Follower Growth	979	155.60%
Video Views (Impressions)	703,032	4.90%
Engagements	9,577	74.90%

- Both followers and impressions increased compared to 2024.
- The decrease in engagements was likely driven by the intentional decrease in video output year over year. The 2025 strategy prioritized creator posts published on creators' own accounts, with Visit Conejo Valley boosting the posts by us. Creator posts are not included in the video count.

LOCAL CREATORS		
Description		**Percentage change (Jan to Dec)**
Instagram Collab Posts	159	75%
Instagram Plays/ Impressions (for Static Posts)	2,160,869	64%
Instagram Interactions	72, 712	66.70%
TikTok Interactions:	274,683	N/A
TikTok Views:	5,779,654	N/A

- The creator program on Instagram proved effective in driving growth in visibility and engagement, with an increased volume in creator collaboration posts compared to 2024..
- 2025 introduced creator participation on TikTok, expanding upon the overall strategy originally started with Instagram. A viral video featuring Fogo de Chao continues to gain traction, reinforcing that creator-led content is a strong driver of growth.

STR Report

Late Spring into the summer was a strong period for occupancy across all regions, with both Conejo Valley (74.9%) and Simi Valley (83.0%) generating their highest occupancy in May and Ventura County (80.5%) in July. Both Conejo Valley and Simi Valley saw strong occupancy in the early portion of the year (January - February), at which time the region was impacted by fires. Overall average occupancy rates were comparable between Conejo Valley and Ventura County, with Simi Valley having the highest average for 2025 at 76.0%.

Conejo Valley maintained the highest overall ADR in 2025 at $162, above both Ventura County ($156) and Simi Valley ($144) throughout much of the year. Conejo Valley's highest month was in May at $183, in line with Ventura County's highest in July at $183. Simi Valley's highest also occurred in July, at $154.

Overall, the highest average of RevPAR was in Conejo Valley at $115, followed closely by Simi Valley at $111 and Ventura County at $110. Conejo Valley's highest RevPAR was in January, likely influenced by the ongoing fires in the region during that time, with Ventura County's coming mid-summer ($149-July) and Simi Valley in late spring ($126-May).

2025 Occupancy Rate				
Month	**Conejo Valley Occupancy**	**Ventura County Occupancy**	**Santa Clarita / Simi Valley Occupancy**	**State of CA**
January	73.2%	66.3%	73.2%	60%
February	74.1%	65.6%	73.0%	65%
March	62.9%	69.0%	77.4%	68%
April	69.7%	72.4%	81.0%	68%
May	**74.9%**	72.3%	**83.0%**	70%
June	67.8%	74.2%	78.5%	72%
July	70.9%	**80.5%**	77.9%	72%
August	68.8%	76.3%	78.6%	71%
September	67.9%	74.5%	73.1%	69%
October	71.5%	66.9%	77.6%	71%
November	59.0%	56.7%	67.2%	63%
December	59.5%	55.9%	71.3%	58%
2025 Average	**68.4%**	**69.2%**	**76.0%**	**67.25%**

STR Report (cont.)

2025 Average Daily Rate				
Month	**Conejo Valley ADR**	**Ventura County ADR**	**Santa Clarita / Simi Valley ADR**	**State of CA**
January	$160.16	$143.53	$139.02	$187.09
February	$164.94	$143.89	$142.42	$186.46
March	$157.61	$148.99	$146.02	$190.46
April	$161.67	$157.01	$145.94	$191.24
May	**$182.74**	$168.57	$152.76	$191.74
June	$166.70	**$167.54**	**$150.24**	$194.41
July	$165.37	$182.79	$153.72	$198.99
August	$162.56	$168.61	$149.98	$194.41
September	$168.45	$167.05	$139.15	$192.78
October	**$172.52**	$154.42	$143.05	$199.78
November	$142.76	$138.80	$135.18	$182.58
December	$141.57	$132.48	$130.50	$172.46
2025 Average	**$162.25**	**$156.14**	**$144.00**	**$190.20**

2025 Revenue Per Available Room				
Month	**Conejo Valley RevPAR**	**Ventura County RevPAR**	**Santa Clarita / Simi Valley RevPAR**	**State of CA**
January	**$126.15**	$98.97	$103.94	$111.53
February	$122.72	$95.79	$105.45	$121.42
March	$104.97	$105.49	$115.34	$129.32
April	$113.59	$116.48	$119.26	$130.73
May	$133.25	$120.49	**$125.97**	$133.53
June	$120.71	$127.20	$122.58	$139.16
July	$122.20	**$148.57**	$119.46	$143.85
August	$109.57	$114.77	$117.71	$138.50
September	$121.12	$131.10	$104.31	$132.29

STR Report (cont.)

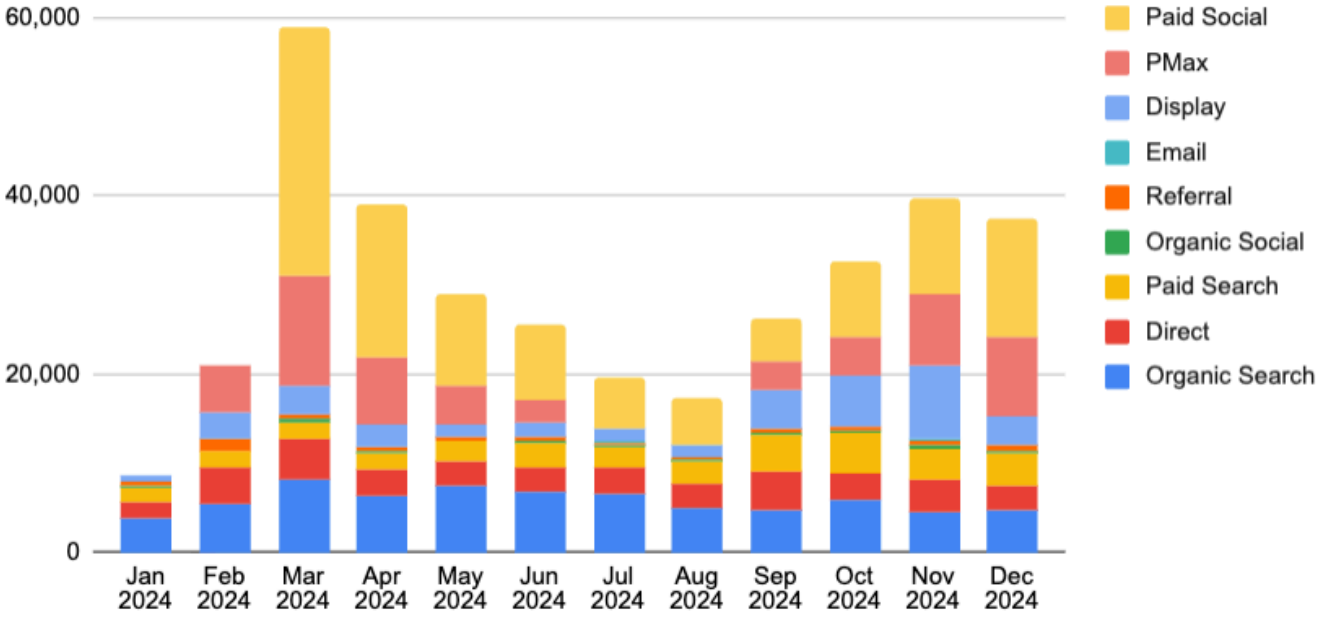
2025 Revenue Per Available Room				
Month	**Conejo Valley RevPAR**	**Ventura County RevPAR**	**Santa Clarita / Simi Valley RevPAR**	**State of CA**
October	$125.01	$103.13	$111.29	$141.05
November	$90.63	$84.16	$92.40	$114.47
December	$86.17	$73.81	$92.89	$100.67
2024 Average	**$114.67**	**$110.00**	**$110.87**	**$128.04**



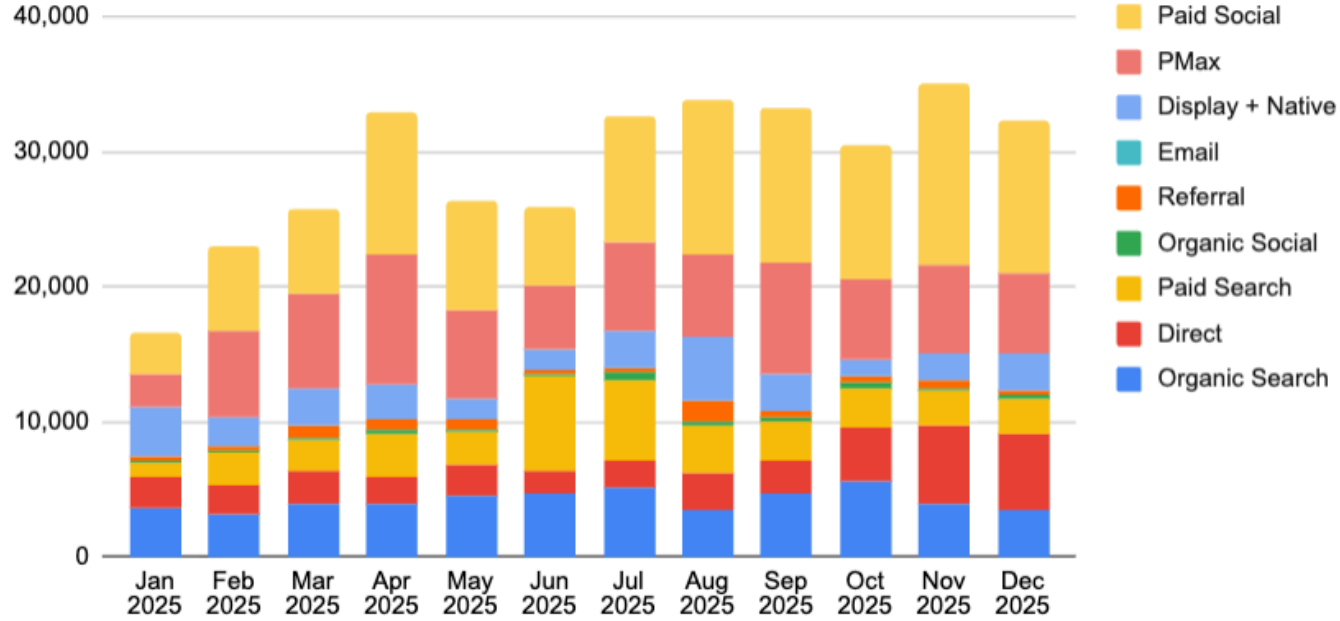
Website Metrics

Website traffic in 2025 was at a similar level seen in 2024, with a slight Y/Y decrease of 2% to 348,037 visitors vs. 355,381 visitors in 2024. The top three drivers of traffic remained consistent Y/Y from 2024, and include Paid Social, Performance Max, and Organic Search.

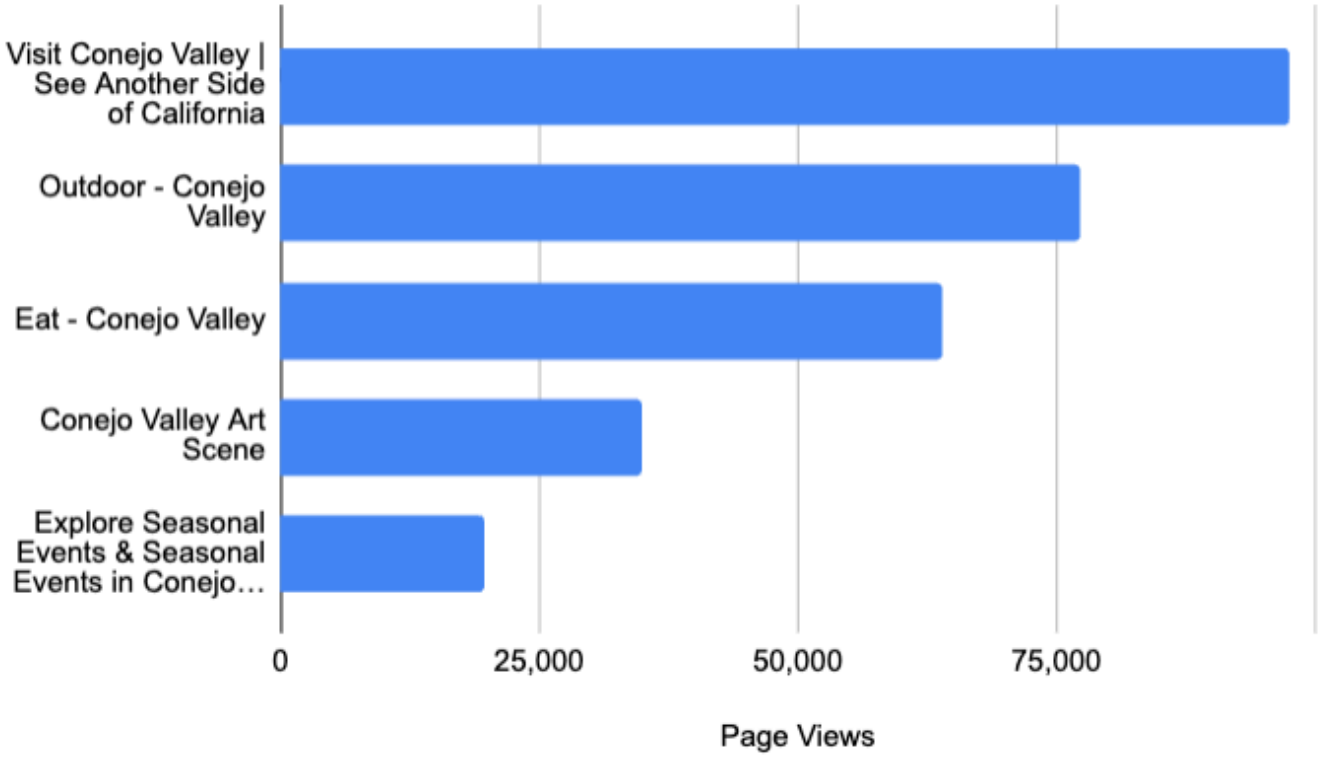
2024 Website Traffic by Channel



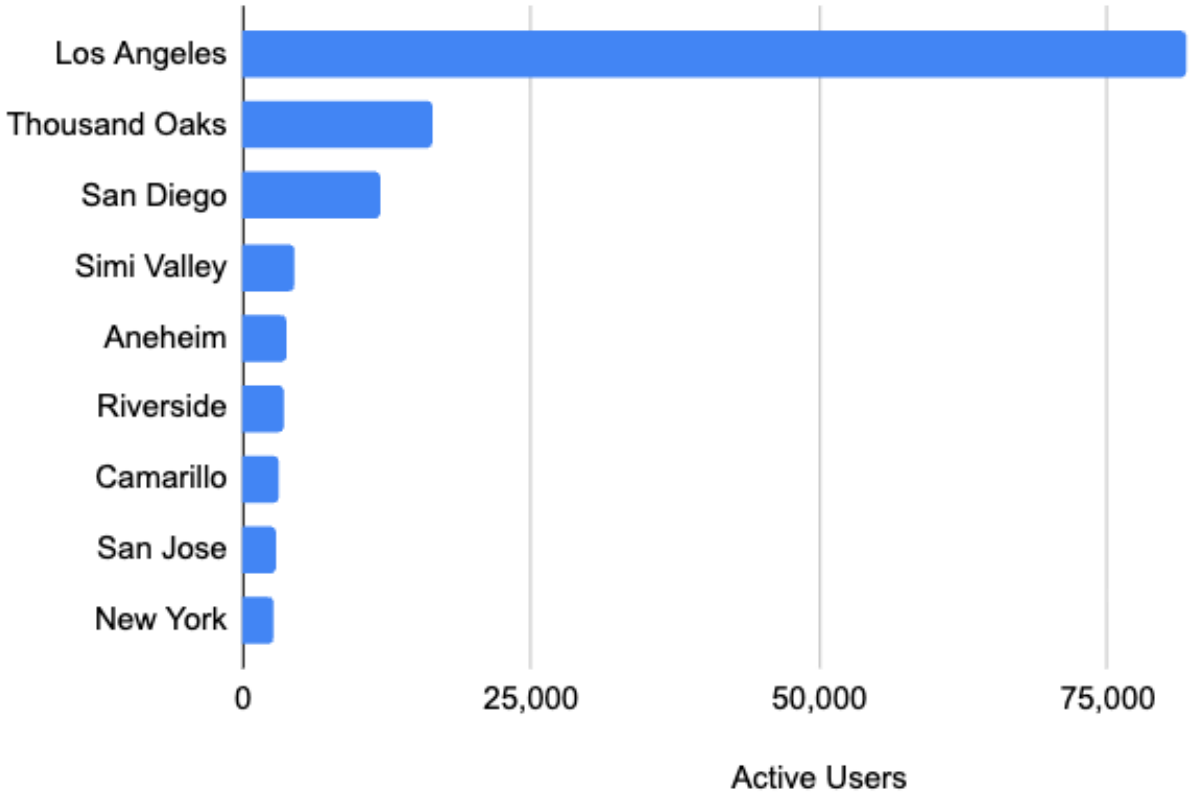
2025 Website Traffic by Channel



Homepage Views 2025



Active Users by City



2025 SEO Performance

The primary Key Performance Indicator (KPI) for Conejo.com is Conversions from Organic Search. This metric is the most direct measure of promoting transactions among all Conejo Valley business stakeholders.

While SEO is often simplified to achieving better keyword ranking, this is just one component. Improved rankings boost visibility, which in turn leads to a higher volume of clicks. This increased organic search traffic ultimately results in more conversions.

In 2025, Conejo.com saw substantial year over year growth across every core organic search metric. Average ranking improved from 17.92 in 2024 to 13.02 in 2025, representing a 27% improvement in position visibility. Because lower rankings indicate stronger performance, this reflects meaningful gains in search competitiveness.

CHANNEL	Avg Ranking	Impressions	Clicks	Sessions	Conversions
Jan - Dec 2024					
Organic Search (GSC, GA4)	17.92	898,648.00	9,092.00	29,331.00	155
Jan-Dec 2025					
Organic Search (GSC, GA4)	13.02	5,800,000	40,800	47,400.00	319
Previous Year Change	**27.34%**	**545.52%**	**348.71%**	**61.61%**	**105.81%**

In 2025, Conejo.com experienced a shift in overall keyword footprint compared to prior years. While the total number of ranking keywords decreased year over year, the site saw measurable improvement in average ranking position. This indicates a refinement in keyword quality, with fewer low-ranking terms and stronger visibility for more competitive, high-intent searches.

In 2023, nearly half of the ranking keywords were primarily focused on Restaurants and Food at 27.1% and Entertainment and Events at 20%. In 2024, Outdoor and Nature overtook Entertainment, signaling a shift in content performance and search demand.

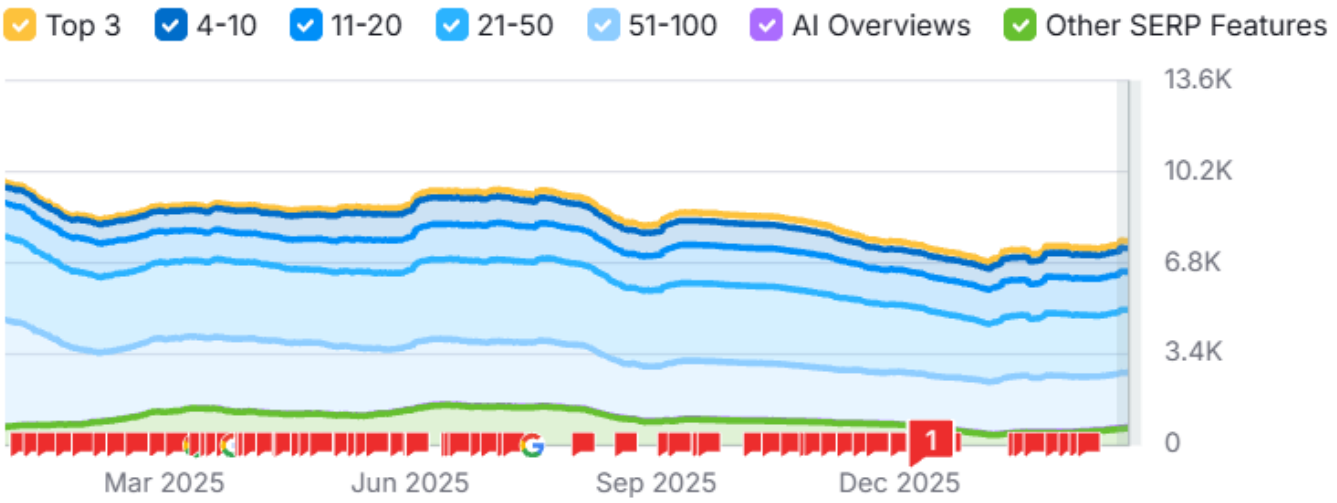
In 2025, the distribution has become more balanced. Outdoor and Nature represents 26.5% of ranking keywords, followed by Food and Dining at 23.9%. Travel and Accommodation at 13.4% and Local Area at 12.2% have grown into stronger contributors to overall visibility, while Entertainment has declined to 7.0% of the keyword footprint.

These category percentages are based on the total number of keywords ranking and not on position or search volume. Although overall keyword volume declined in 2025, the improvement in average ranking position suggests increased authority and stronger performance for priority queries.

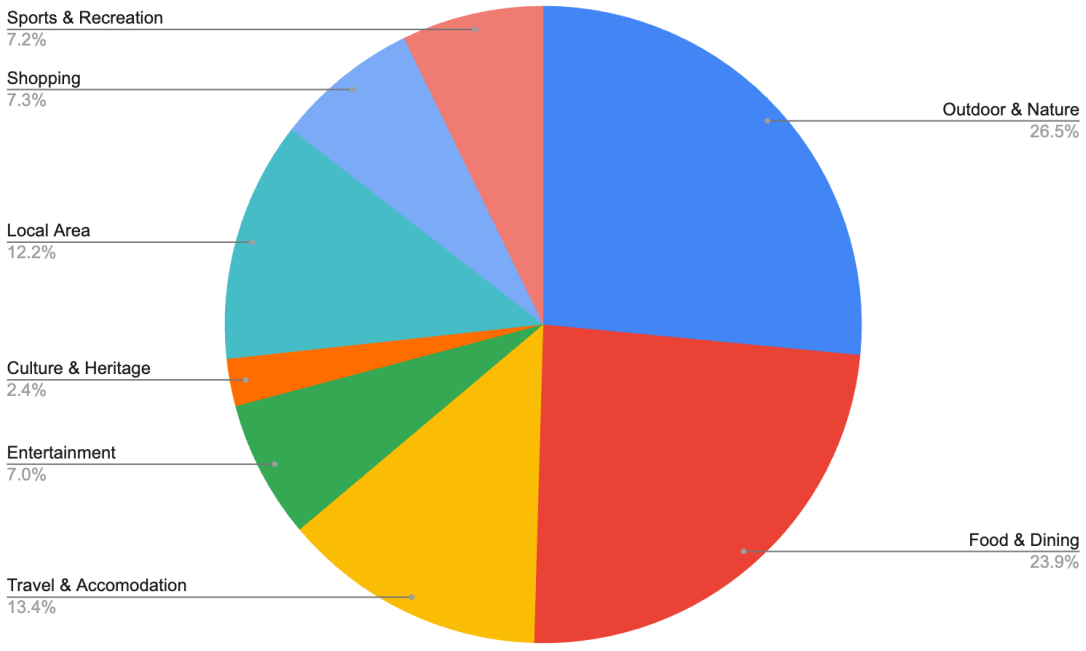
The main action item moving forward is to continue strengthening the highest performing categories while expanding the mid-tier segments such as Travel, Local Area, Shopping, and Sports and Recreation. This will further diversify Conejo.com's organic presence and build a more defensible search position.

Overall, 2025 reflects a shift from keyword quantity growth to keyword quality growth, positioning Conejo.com for stronger and more sustainable long-term SEO performance.

2025 Average Ranking Y/Y



2025 Top ranking keyword subcategories



Email Performance

From January to December 2025, the Email marketing program showed a 17% improvement in the unsubscribe rate. This along with subscriber acquisition led to a positive increase in the total subscribed contacts that now represent 7,331 users. Engagement fluctuated through the year, however the click rate increased 16.7% year-over-year.

EMAIL PERFORMANCE		
Email Marketing	**2025 Overall**	**Increase Jan to Dec**
Subscriber Contacts:	7,331	560
Average Open Rate:	31.50%	-33.82%
Average Click Rate:	1.30%	-13.33%
Average Unsub Rate:	0.27%	16.94%

Monthly Newsletter	Send Date	Email Theme	Open Rate	Click Rate	Unsub Rate	Subscribed Contacts
January	1/30/2025	Ladyface Mountain Film Festival Premieres in Conejo Valley - What better way to start the year?	48.20%	1.50%	0.32%	6,771
February	2/13/2025	Valentine's Day in Conejo Valley - From charming hotels to cozy dinners and unique activities, you'll find everything you need	41.80%	1.50%	0.21%	6,790
March	3/5/2025	Spring Activities in Conejo Valley - Discover the ultimate guide to the best events and activities	44.80%	1.40%	0.16%	6,824
April	4/2/2025	Celebrate Earth Month in Conejo Valley - Honor nature, community, and conscious living.	36.70%	1.00%	0.16%	6,896
May	5/6/2025	A Global Food Tour in Conejo Valley - Take your taste buds on a journey.	37.20%	2.30%	0.27%	7,073
June	6/2/2025	Explore SoCal from Conejo Valley - It's the destination that lets you unpack once and explore endlessly	30.50%	1.10%	0.24%	7,486
July	7/2/2025	Cool Down in Conejo Valley - Beat the heat this summer in SoCal	18.70%	0.80%	0.20%	7,450

Email Performance (Cont.)

Monthly Newsletter	Send Date	Email Theme	Open Rate	Click Rate	Unsub Rate	Subscribed Contacts
August	8/5/2025	The Ultimate Central Coast Roadtrip Giveaway - Explore one of the most scenic road trip routes in California	24.10%	1.80%	0.19%	7,417
September	9/9/2025	Savor the Last Days of Summer in Conejo Valley - There's still time for adventures	22.40%	1.20%	0.16%	7,386
October	10/15/2025	Fall in Conejo Valley: Coffee Shops + Seasonal Events - Warm up with delicious treats while the weather cools down	21.20%	1.30%	0.09%	7,410
November	11/14/2025	Your Fall Tasting Weekend in Conejo Valley - See what to drink, where to go, and what not to miss.	20.00%	1.20%	0.12%	7,396
December	12/18/2025	Plan Your Holiday Escape to Conejo Valley - Holiday lights, festive shopping, winter trails, and events to close out the year.	31.90%	1.30%	0.38%	7,369
Total 2025			**31.5%**	**1.4%**	**0.21%**	**--**



Blog Content and Performance

In 2025, Visit Conejo Valley produced 12 blogs, one for each month, resulting in 1,323 pageviews and visitors spending an average :35 seconds on blog pages. The most popular page was May's *'Around the World in Conejo Valley: A Culinary Adventure'* with 320 page views, followed by March's *Family Friendly Fun in Conejo Valley* blog, with 215 page views.

Month	Blog Title	Theme	Page Views	Time Spent on Site
January	Wellness Awaits in Conejo Valley	Wellness ideas for 'New Year, New You'	75	:22
February	Valentine's Day in Conejo Valley	Romantic stays and experiences for Valentine's Day	27	:22
March	Family-Friendly Fun in Conejo Valley: Your Guide to Spring Events & Activities	Family-friendly spring activities and events	215	:30
April	Sustainable Travel in Conejo Valley	Outdoor adventures and events for Earth Month	13	:21
May	Around the World in Conejo Valley: A Culinary Adventure	An exploration of international cuisine in Conejo Valley	320	:39
June	Unpack Once, Explore More in Conejo Valley	Must-do day trips around Conejo Valley	29	:19
July	Beat the Heat in Conejo Valley this Summer	Events and activities to beat the summer heat	90	:43
August	The Ultimate Central California Roadtrip	Central California Roadtrip - Give-away	77	:45
September	Conejo Valley's End-of-Summer Hidden Gems	Hidden gems to make use of every last bit of summer	133	:49
October	Where to Find the Perfect Cup of Coffee in Conejo Valley	The best coffee shops and cafes to visit as the weather cools down	210	:28
November	Sip, Savor, and Stay in Conejo Valley	Highlights for a weekend of entertainment, food, and drinks	64	:35
December	The Winter Getaway You Have Been Searching For in Conejo Valley	Events and adventures to enjoy during the holiday season	70	:39
			1,323	**:35**
			Total	**Average**

Public Relations

Visit Conejo Valley continued to build momentum deepening relationships with key media outlets, travel journalists, and social media influencers through targeted PR strategies, media familiarization trips, and ongoing outreach. These efforts strengthened brand visibility, expanded regional and national awareness, and supported the destination's continued growth as a standout Southern California getaway known for outdoor recreation, culinary exploration, and year-round events.



Key Results:

- **29 pieces of coverage**
  - **24 online pieces**
  - **5 social media posts**
- **202 million total audience**
- **1.62 million estimated views**
- **3.1k total engagements** *(combined total of likes, comments and shares on social media platforms)*

Press and Influencer Familiarization Trips

In 2025, Visit Conejo Valley organized and supported multiple press and influencer familiarization (FAM) trips designed to showcase the destination's unique offerings. These efforts resulted in highly visible and well-received media coverage, helping position the region as a top choice for leisure travelers seeking nature, dining, and lifestyle experiences.

One major highlight included hosting Melissa Curtin, creator and editor at LaLaScoop, who also contributes to USA Today, Insider, and other national outlets. Her 2025 media FAM trip featured immersive visits to West Tasting Room, Basta, Go Fish, Halo Salt Spa, and Gardens of the World. The resulting article was syndicated on MSN and Johnny Jet, greatly expanding reach and visibility across national audiences.

Visit Conejo Valley also generated strong momentum through a 2025 Road Trip Influencer Campaign and Giveaway featuring travel creators Hunter and Hannah, better known as Pack the Bus. Their multi-destination road trip series highlighted Conejo Valley along with Pismo Beach and San Luis Obispo, with content spotlighting Palm Garden Hotel and Whizin Market Square. The series gained significant traction, boosting engagement and positioning Conejo Valley as an essential stop along a classic California coastal road trip.

In addition to hosted media and influencer visits, Visit Conejo Valley launched a press release announcing its new website. This announcement was syndicated across major outlets, including Yahoo Finance, Go World Travel Magazine, and Travel and Tour World, helping expand digital visibility and introduce the refreshed site to a global travel audience.

Regional and national media outlets showcased Conejo Valley's stories and attractions. The destination earned a mention in Deadline, spotlighting the Ladyface Film Festival, and was featured in Sunset Magazine under its "Where to Go" recommendations, further validating the region's growing appeal.

Media Outreach

Visit Conejo Valley continued strong and strategic media outreach initiatives in 2025 to increase awareness, drive overnight stays, and position the destination as a premier Southern California escape. The outreach mirrored the successful structure of previous years while incorporating refreshed messaging, seasonal storytelling, and expanded angles that aligned with evolving travel trends.

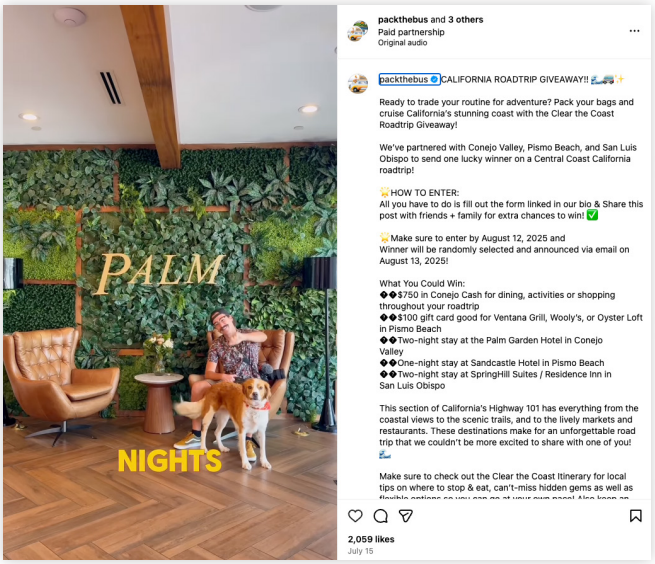
Efforts targeted a blend of local print outlets, regional magazines, online travel publications, broadcast media, and national lifestyle platforms across both primary and secondary markets. This multi-layered approach ensured broad visibility for Conejo Valley's events, culinary offerings, outdoor activities, wedding venues, wellness experiences, and cultural highlights.

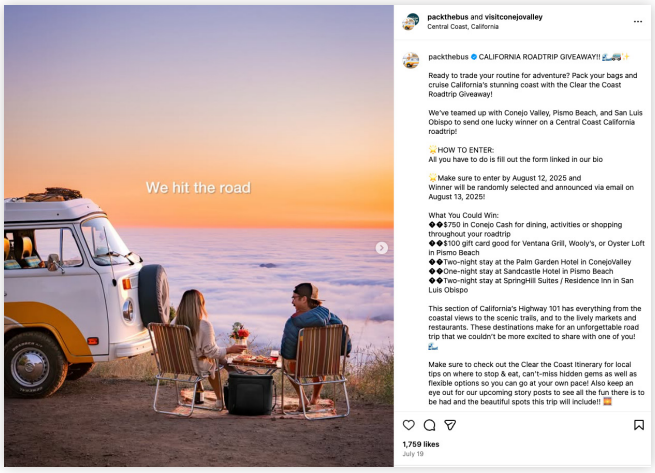
- Primary Markets: Los Angeles, San Diego, Orange County and Inland Empire
- Secondary Markets: San Francisco, Monterey and San Bernardino

Throughout 2025, Visit Conejo Valley pitched an array of storylines to prominent media outlets, including: Forbes Travel Guide, Pacific Coast Highway Travel Magazine, Conde Nast Traveler, 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, and other aligned publications across travel, lifestyle, entertainment, and hospitality.

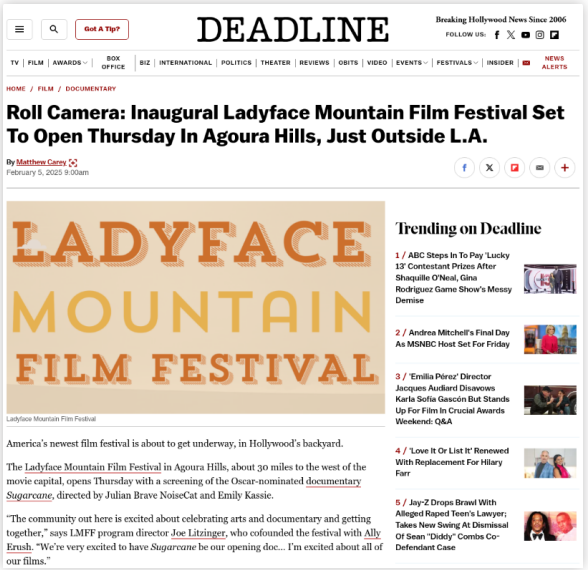
These efforts helped sustain strong media visibility, support partner hotels, and reinforce Conejo Valley's reputation as a dynamic, welcoming, and experience-rich destination for travelers from across the region and beyond.

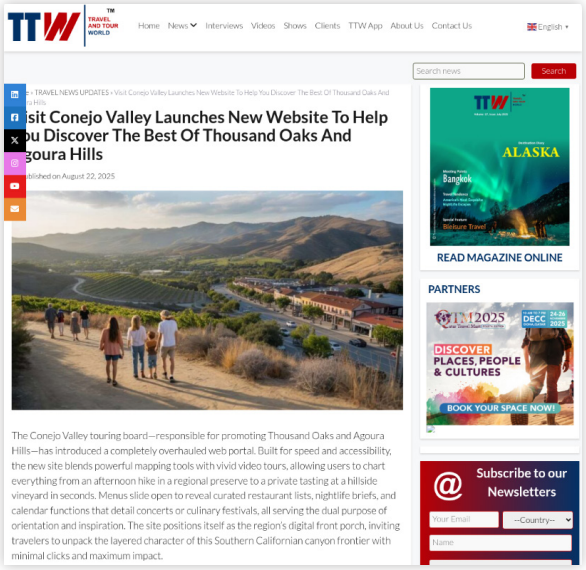






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Conferences

For the 2026 CVTID Conference Schedule, the team completed a comprehensive review of prior conference and trade show participation to identify which events delivered the most meaningful outcomes in terms of qualified leads, partner development, and overall business impact. Insights from this process were used to further refine the event selection strategy for the year ahead.
The 2026 schedule reflects a more focused approach, with added emphasis on industry-specific events that offer direct access to meeting planners and sports rights holders. These audiences are instrumental in securing group business, including conferences, tournaments, and mid-sized events that drive consistent room night demand and introduce new visitors to the destination.

Dates	Show
January 20-22, 2026	TravMedia's International Media Marketplace
March 10-12, 2026	Visit California Outlook Forum
March 25-27, 2026	CCTC Annual Retreat & Annual Workshop
April 20-23, 2026	Sports ETA Symposium
April 27-30, 2026	HelmsBriscoe Annual Business Conference
May 6-8, 2026	MPI WeCON
Aug 31 - Sept 2, 2026	Destination CALIFORNIA
September 2026	Visit California San Francisco Media Reception
November 4-5, 2026	Connect West
December 15-16, 2026	Associations West Seasonal Spectacular

2025 Shows Attended

- Go West Summit
- LA Bridal Show
- Visit California Outlook Forum
- Sports ETA Symposium
- CCTC Annual Retreat and Workshop
- Destination CALIFORNIA
- CalTravel Summit
- Connect West
- CCTC Fall Forum



In building this year's calendar, priority was placed on events where active sourcing and one-on-one engagement opportunities are strongest. This allows for more productive conversations, stronger relationship-building, and a greater ability to position the destination as a competitive and desirable host location.

This refined approach ensures that conference participation remains purposeful and results-driven, with an emphasis on strengthening long-term partnerships, improving lead quality, and supporting sustained visitation through strategically aligned group business opportunities.

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