

Marketing Plan



2019/2020



VENTURACOUNTYCOAST.COM

CAMARILLO

OXNARD

VENTURA

PORT HUENEME

CALIFORNIA



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LETTER FROM THE EXECUTIVE DIRECTOR

DRIVING DEMAND TO VENTURA COUNTY COAST

It's my honor to introduce the big ideas that will guide Ventura County Coast into the coming year. We have momentum and are uniquely positioned to continue driving demand to our region. Last year, our advertising, social media and public relations efforts reached nearly 200 million people. Travelers are learning the name Ventura County Coast, and they're coming.

Travel-related activity in California supported 1.2 million jobs, and produced over \$140 billion in direct travel-related spending. Here in Ventura County, travel related spending has grown to approximately 1.8 billion and supports over 17,000 jobs. Looking ahead, we will continue working collectively to inspire visitation and drive demand which means more jobs and healthy economies for our city partners.

As you review this plan, you'll notice an emphasis on data-driven strategies. Among other research, we conducted a real-time consumer survey to learn exactly what our future travelers are seeking. This data is helping us break into new geographic regions and reach potential visitors through relevant and inspirational content in the environments where they are consuming media. We have also developed a unique partnership with Visa, Dean Runyan Associates and Visit California for quarterly data analysis on international and domestic consumer behaviors and spending patterns in our region. Turning insights into action with our new measurable data driven strategies is very exciting, and it is the foundation for our outreach efforts as we look to the future.

This plan is a result of our dedicated industry leaders, including the VCLA Board of Directors and Marketing Committee, whose strategic vision has led to the reimagination of our marketing program.

Our momentum comes from past success, but we're approaching the future with a new vision and a new energy. Driving demand happens through collaboration, and I look forward to carrying out these strategies in partnership with the cities of Camarillo, Oxnard, Ventura, Port Hueneme, other industry leaders, and you.

A handwritten signature in blue ink, appearing to read 'Brian Tucker', with a long horizontal line extending to the right.

Brian Tucker
Executive Director
Ventura County Lodging Association

GET TO KNOW US

Ventura County Lodging Association (VCLA) is an advisory board made up of representatives from lodging or hospitality-related businesses in the cities of Camarillo, Oxnard, Ventura and Port Hueneme.

VCLA serves as a benefit assessment district with a mission to promote tourism through targeted marketing, sales and public relations.

Efficiency is one of our top priorities, so we work hard to not duplicate the marketing efforts of each city. We focus on inspiring visitors to consider the region then directing traffic to individual partner websites and offerings. There are new waves on the horizon. Here's where we're taking the destination in 2019–2020.

DISTANCE FROM

Ventura County Coast

Los Angeles—52 miles/84 km

San Francisco—359 miles/578 km

Fresno/Bakersfield—114 miles/183 km

Las Vegas—315 miles/506 km

Santa Barbara—27 miles/43 km



VISION

To be a thriving local hospitality industry that enjoys high occupancy, sustained profitability and increasing Transient Occupancy Tax to support our city partners.

VALUES

- **Commitment.** All partners are committed to the success of the assessment district, maintaining accountability for the highest results.
- **Communication.** We strive to communicate regularly and effectively with partners, maintaining a commitment to honest dialog and openness to new ideas.
- **Community.** We support the local community, contributing to the local economy and the tax base.
- **Diversity.** We tailor marketing approaches to provide benefits for diverse partners and cities.
- **Equality.** We strive to deliver outcomes that benefit all partners.
- **Knowledge.** We build and sustain expertise in the best practices and trends of the hospitality industry, destination marketing and tourism.
- **Opportunity.** We strive to create opportunities for hospitality partners to prosper.
- **Service.** Our leadership maintains a service orientation in addressing the needs of partners and maintaining fiscal responsibility.

STRATEGY CONSIDERATION

Ventura County Coast uses the following criteria to evaluate emerging markets, strategies and opportunities:

1. Does the data support our efforts?
2. Does it drive demand?
3. Does it address one or more of our target markets?
4. Does it expand our market?
5. Does it leverage our marketing dollars?
6. Does it accurately represent Ventura County Coast?
7. Does it address the needs of diverse properties?
8. Does it keep partners at the table?
9. Is it measurable?



PERFORMANCE HIGHLIGHTS



85 leisure ads



65 meeting ads



113k new targetable audience

Total advertising impressions:

- Website sessions **247 K** — **↑ 26%** YOY
- Website pageviews **600 K** — **↑ 42%** YOY
- New visitors **245 K** — **↑ 56%** YOY
- Engagement on ads **366 K** — **↑ 42%** YOY
- Total ad impressions **71 M** — **↑ 18%** YOY

STR Report

YTD 2018

Occupancy = **74.8 %**

ADR = **\$146.86**

RevPar = **\$109.89**

SOCIAL MEDIA MARKETING

Reached **4 million** people



FACEBOOK

41,714 Followers

3,735,000 Reach



INSTAGRAM

11,100 Followers

28,256 Engaged



8,896

↑ YOY total increase in followers

PUBLIC RELATIONS

- Featured in more than **52 articles**, reaching **44 million** people in print and **108 million online**
- Hosted over **40 individuals for media visits and press trips**

TRAVEL TRENDS

California

Our 2019/2020 marketing plan is thoroughly built upon research. We began by turning to Visit California, who tracks travel spending on both regional and state levels. Their most recent Economic Impact Report was published in May 2019.

Travel-related spending in 2018 had a significant impact on job creation and healthy local economies.

STATS



\$140.6 billion

in direct travel-related spending



60%

spent by residents of other states



\$11.8 billion

travel-generated tax revenue



1.7%

increase in travel-generated employment over 2017



1.2 million

travel-related jobs supported



2%

increase in room demand

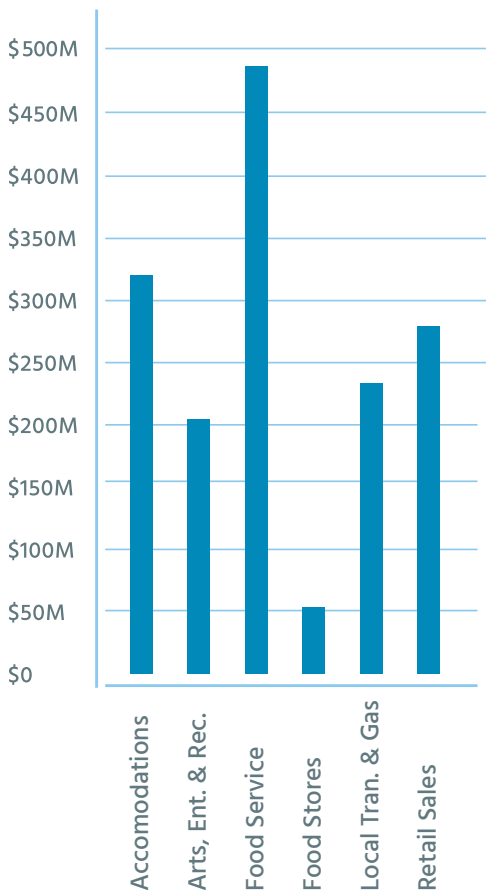


TRAVEL TRENDS

Ventura County Coast

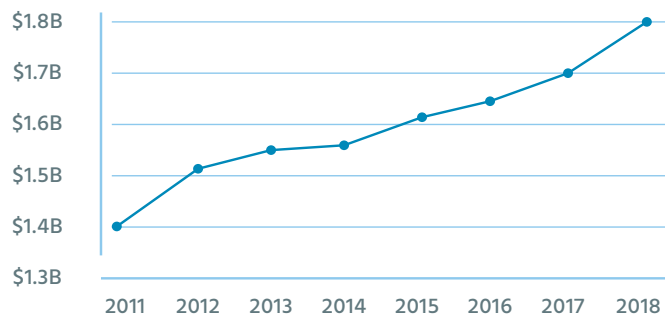
We also examined Visit California's reports on travel spending in our county alone. The numbers continue to increase. From 2017–2018, the annual travel spending went up by more than \$100 million.

VENTURA COUNTY TRAVEL SPENDING BY INDUSTRY SEGMENT



Food service makes up the largest percentage of travel spending in Ventura County, followed by accommodations and retail sales.

VENTURA COUNTY HISTORY OF TRAVEL SPENDING IN CALIFORNIA



\$1.8 Billion

in direct travel-related spending



17,360

travel-related jobs supported

In a stressful and fast-paced world, travelers seek relaxing escapes and authentic adventures...experiences they can find in Ventura County Coast.

We Asked You

What trends are you specifically seeing as lodging businesses, and how can we best complement your efforts? We invited members of the Ventura County Lodging Association to take a survey providing us these insights:

YOU SEE YOUR TARGET AUDIENCES AS:

1. Families with children under age 18
2. Business travelers
3. Travelers seeking outdoor experiences
4. Couples
5. Multigenerational travelers

YOUR VISITORS SEEM TO BE MOST INTERESTED IN:

1. Going to the beach
2. Attending an outdoor event or festival
3. Restaurants serving locally grown/caught food
4. Visiting the Channel Islands
5. Wine tasting

YOUR VISITORS ARE HAILING FROM:

- Southern CA: 43%
- Other (out of state): 18%
- Central Valley: 17%
- Northern CA: 14%
- International: 8%

YOUR SLOWEST MONTHS ARE:

- November, December, January
- You'd like to get those weekday visits up.

The majority of lodging businesses market their properties with digital advertising and loyalty programs, and 73% seek help with West Coast U.S. advertising first and foremost.



We Asked Our Visitors

Finally, we created and promoted a survey retargeting people who had digitally interacted with the Ventura County Coast brand in some way—website, advertising or social media—and thus had some familiarity with the region, as well as lookalike audiences that are similar in lifestyle and behavior. More than 1,500 people responded, giving us fantastic insights for strategic planning.

We asked what people look for when they travel and what appeals to them about Ventura County Coast. Here is what we found.

THEY TYPICALLY TRAVEL WITH:

1. A spouse or significant other (71%)
2. Friends (39%)
3. Children under age 18 (23%)
4. Their children AND parents (22%)
5. Just themselves! (20%)

AND WHEN THEY COME, THEY'RE VERY EXCITED TO:

1. Go to the beach
2. Eat at local restaurants
3. Shop at local boutiques
4. Attend an outdoor event or festival
5. Go wine tasting

HERE IS WHAT TRAVELERS FIND MOST APPEALING IN VENTURA COUNTY COAST:

1. Relaxing outdoor activities
2. Restaurants, wineries and breweries
3. Active outdoor activities
4. Events and festivals

THE MAJORITY OF RESPONDERS WERE BOOMERS, WHICH TELLS US TWO THINGS:

- Older generations currently have a higher interest in traveling to Ventura County Coast
- We have a major opportunity to expose younger generations to our region's offerings

75% are very likely to visit our region, with many already planning a trip in the coming year.

When asked what they look for on vacation, here is what we found:





PARTNERSHIPS

The role of the Ventura County Coast is to position our region in a way that individual cities cannot. The hotels, restaurants and businesses in each city benefit from our ability to draw travelers into Ventura County Coast to stay, dine, shop and enjoy local activities.

The combination of experiences offered by Camarillo, Oxnard, Ventura and Port Hueneme is something special. Here is how we work with each city under each program:

PAID MEDIA

Ventura County Coast plans and books media every six months. These plans will outline which channels we will be utilizing, as well as the geographic targets we will be reaching.

EARNED MEDIA

Ventura County Coast actively engages with city partners for all PR efforts, including FAMs, media tours and influencer visits.

OWNED MEDIA

Ventura County Coast creates monthly social media calendars that will be shared with all four cities each month. Prior to the final calendar, each city will have the opportunity to share content and provide input. Events and happenings gathered from our partners will be added to the website.

Partnership Programs

TOURISM AMBASSADOR PROGRAM

Ventura County Coast will be rolling out a tourism ambassador program that increases regional tourism by inspiring front-line employees and volunteers to turn every visitor encounter into a positive experience.

Program highlights include:

- Long-lasting, proven program that produces results
- Reinforces strategic alignment across the region with a common, collaborative program
- Escalates your destination brand experience
- Emphasizes the importance of working together, instead of apart, to grow your visitor economy
- Proven behavior change/quality service
- Improves the brand experience with consistent messaging at the front-line



20% FUNDING PROGRAM

Ventura County Coast actively provides marketing dollars to amplify individual cities' marketing programs and promotions. All requests are submitted to the Ventura County Coast Executive Director for Board consideration and approval.

VISA VUE PROGRAM

This is a custom VCLA program that leverages a co-op with Visit California for access to Visa data and region-specific analysis performed through a partnership with Dean Runyan Associates. The program includes:

- International and domestic data for each city partner
- Annual data and analysis
- Q1–Q4 data and analysis

REGIONAL DEMAND DRIVERS

Ventura County Coast will provide support to our city partners for events that impact the region through a combination of paid, owned and earned media.

VISIT CALIFORNIA

Ventura County Coast will work closely with Visit California on leveraging a variety of different partnerships. This strong partnership will allow Ventura County Coast to:

- Participate in pilot marketing programs
- Submit regional content (We encourage our partners to do the same.)
- Gain industry insights

Partnership Programs

CENTRAL COAST TOURISM COUNCIL

Ventura County Coast will work closely with the Central Coast Tourism Council on leveraging a variety of partnerships. These partnerships allow Ventura County Coast to:

- Participate in the annual Central Coast map
- Submit regional content (We encourage our partners to do the same)
- Participate in co-op print and digital advertising opportunities
- Be a founding partner in the CCTC East Coast Digital Marketing Co-Op

STRATEGIC PARTNERSHIPS

“Where Good Vibes Hit the Road”—Teaming up with companies such as Enterprise Car Rentals, Ventura County Coast will showcase road trips and itineraries created around Ventura County Coast’s three identified personas—Millennial Momma, Outdoor Lover, Good Vibe Seeker. Ventura County Coast will work with each destination to make sure they are represented.

LODGING PARTNER SHOWCASE

Working with SteelCut Productions, video and photo footage of each lodging partner will be created for advertising and promotional purposes.

Each lodging property and city tourism marketing organization will receive:

- One video up to 2:00 minutes in length
- One social media/digital video ad up to :30 seconds in length
- Photographs (5 per location)

DATA SHARING

In 2019/2020, Ventura County Coast will offer partners digital programmatic audience sharing campaigns. These campaigns can be created based on individual budgets, needs and the cities’ available assets.

CVENT RFP LEAD DISTRIBUTION

Cvent is a platform specializing in meetings, events and hospitality management. In 2019/2020, Ventura County Coast will grow its investment in the platform to not only have individualized profiles but digital advertising. Leads received will be sent from Ventura County Coast to all appropriate properties throughout the region. Ventura County Coast will work with the four city partners to ensure they are aware of the leads sent to properties in their city.

LEADS

Ventura County Coast provides leads received from print media to city partners so they can reach out with more information about their individual destinations.

TRADE SHOWS

Ventura County Coast has unified the regional brand with a new trade show experience. Partners have an opportunity to work with Ventura County Coast to attend shows to represent their individual city brand. This program allows partners to maximize their own event budgets and participate in a greater number of programs and events. Leads captured from events are provided to our city partners to market and follow-up about their individual destinations.

WHO WE'RE SPEAKING TO



Millennial Momma

Looks for outdoor experiences, kid-friendly activities, shopping, family-friendly restaurants.

THE MILLENNIAL MOMMA'S STYLE

Hailing from San Diego, Kelly is a mom of two kids, ages 2 and 4. She's in charge of the family budget and knows how to find a good deal. She's busy and appreciates convenience and her needs being anticipated. She is active on social media, looks to reviews to make decisions, and her on-the-go lifestyle means her smartphone is her constant companion.

Kelly sees vacations as one of the best ways to create memories and connect with her family. When she travels, Kelly looks for an experience that will be memorable for everyone. On occasion, she travels with her parents for quality family time and, in this case, her parents pick up the bill.

WHY THE MILLENNIAL MOMMA SHOULD VENTURE OUT

According to research by AAA in March 2018, 44% of Millennials will take family vacations this year.

Looking at our visitor survey, however, only 23% of those respondents told us they travel with children under age 18, meaning there is huge opportunity to connect Millennial parents with the offerings of Ventura County Coast. Ventura County Coast is the getaway that Kelly is always looking for—activities to please every family member, plenty of budget-friendly options, and a stunning outdoor backdrop.

Ventura County Coast is within driving distance for Kelly and her family, which is important because 64% of families choose road trips when they travel. Kelly will be able to relax and enjoy the welcoming and casual vibe of the region, and not worry about her kids being too loud or her family feeling out of place. Plus, if she can convince her parents to come along, she and her partner can slip away for a nice dinner and a glass of local wine while the grandparents and grandchildren play on the beach.



Outdoor Lover

Looks for beach and water activities, hiking, biking and outdoor events.

THE OUTDOOR LOVER'S STYLE

The great outdoors is Scott's happy place. He chases outdoor opportunities and natural beauty. He enjoys traveling alone or with friends, as long as his travel companions are willing to "go with the flow" and try new things with him.

When Scott travels, he seeks low-cost lodging like camping or motels over luxury resorts and hotels; he'd rather spend on activities than on lodging or dining. The length of the trip depends on the opportunities available to interact with nature. All of it appeals to him—from relaxing on the beach to trying kiteboarding for the first time.

WHY THE OUTDOOR LOVER SHOULD VENTURE OUT

According to a 2018 Trip Advisor trends report, outdoor activities dominate the Top 10 list of what travelers are looking for, and Ventura County Coast's open-air lifestyle is a seamless fit for the style of Scott and many other Outdoor Lovers. Our region's experiences range from peaceful gondola rides to adventurous skydiving, and every point in between.

Relaxing outdoor activities were ranked in our survey as the #1 thing visitors love about Ventura County Coast, and active outdoor opportunities were ranked #3. The pleasant weather, beaches, golf courses and access to Channel Islands means there is no limit to alfresco adventures in our region, and there are plenty of delicious casual dining options to keep Scott fueled for a vacation full of nature's inspiration.



Good Vibe Seeker

Looks for events, shopping, food, wine, beer, beach time, arts and culture.

THE GOOD VIBE SEEKER'S STYLE

Desiree is a newlywed who enjoys traveling with her husband. They don't have kids, and love to have a good time and vacation with their friends. They're on a constant quest for great food, happy hours and live music. Getting a real-life experience and immersing themselves in the culture and vibe of a destination is a must.

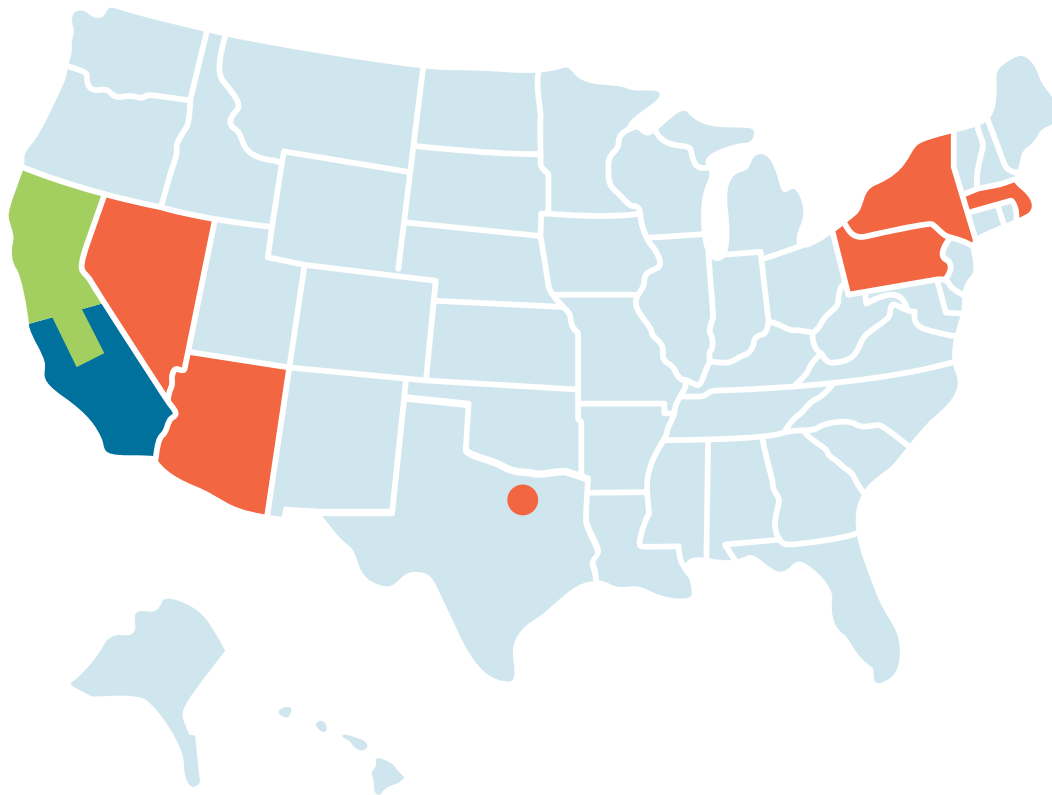
Desiree and her husband see this as a time in their lives to have really unique and genuine experiences, and they plan to vacation three times a year. When they arrive at a destination, they want to feel that it authentically fulfills what was promised to them. In other words, the integration of real and digital worlds is essential.

WHY THE GOOD VIBE SEEKER SHOULD VENTURE OUT

The laid-back vibe of Ventura County Coast will appeal to Desiree, and a vacation here will give her, her husband and her friends the freedom to plan experiences on-the-go once they learn what the local favorites are.

Ventura County Coast's concerts and festivals celebrate music and nature, which is just Desiree's style. She will also jump at the many opportunities to try craft beer, wine and local restaurants—the #2 top survey answer for what visitors love most about our region. Ventura County Coast's food and beverage scene is a perfect fit for the growing number of travelers seeking food tours, cooking classes and wine tasting, all of which are seeing a huge skyrocket according to 2018 travel research.

Target Markets



BUILD
Arizona, Nevada, Dallas,
North East Coast



GROW
Central Valley
Northern CA



PROTECT
Southern California

FIND YOUR VIBE + ROAD TRIP REPUBLIC

Content creation is the foundation of successful marketing. It allows Ventura County Coast to connect directly with a variety of new potential visitors. This content helps build relationships and loyalty to the destination while also encouraging engagement and enthusiasm.

We will work to bridge the “Find Your Vibe” campaign message with Visit California’s Road Trip Republic campaign theme. Tactics to achieve the goal will include:

- Leveraging Visit California’s Road Trip Republic messaging
- Developing content around Road Trip Republic campaign theme
- Creating Road Trip Republic inspired itineraries for PR and website usage



MARKETING STRATEGIES

WHAT ARE WE GOING TO DO IN 2019/20?

The path forward is dynamic and exciting, and it's built upon an accurate understanding of what we know our travelers want.

The research told us what we need to do:

- Drive demand for offseason and shoulder season overnight stays during mid-week.
- Implement content through audience-specific strategies.
- Try something new!





HOW ARE WE GOING TO DO IT?

Stories are written every day in Ventura County Coast. We're going to tell those stories—**through inspiring and engaging visual content.**

There's no substitution for compelling content to reach travelers. When content lines up with viewers' lifestyles, it interests them and aligns with what they want.

So we're going to capture narratives that resonate.

We'll put stories to **video** and **motion graphics.**

We'll share genuine experiences through **authentic photography.**

We'll tap into rising digital trends, such as **360 video.**

Most importantly, all content will be driven to a **robust mobile website** that delivers the Ventura County Coast experience on-the-go—everywhere our target audiences spend their time.

HOW WILL WE KNOW WE'RE SUCCESSFUL?

- Google Analytics
- Social media engagement
- Evaluate STR reports, TOT and Economic Impact Reports
- Lead generation from print media and community engagement events
- Stat Summaries
 - a. Digital performance including:
 - i. Out of scope and geo-targeted campaigns
 - ii. Audience building and retargeting campaigns
 - iii. Geographical lift
 - iv. Impressions, clicks, click-through rate, video completions

OPTIMIZATIONS

Ventura County Coast analyzes and optimizes their efforts to maximize efficiency and impact to ultimately gain better results daily. Optimization includes managing real-time bidding, impression win rates, bid rates for creative assets and the optimization of domains and exchanges.

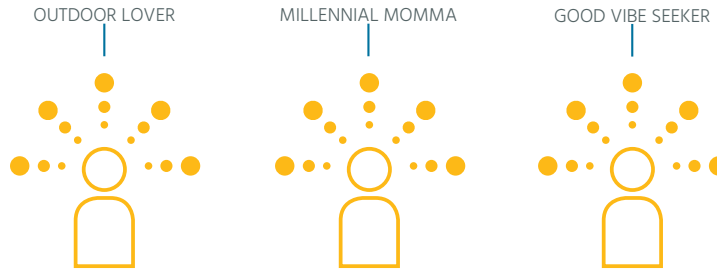
Paid Media Strategy

DIGITAL MEDIA PROCESS



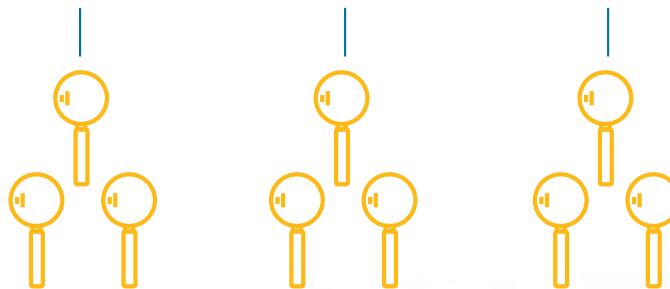
AWARENESS

Brand Awareness Campaign; general content to peak interest based on persona demographics, targeted geographically.



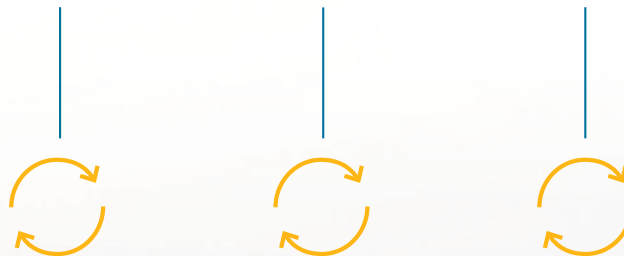
CONSIDERATION

More targeted content focusing on specific activities or ideas that align with the awareness content, but offers something new, such as "book your room."



CONVERSION

Content focused solely on a call to action and closes the cycle; can include an offer to entice an action.



Targeted to people who have shown interest in the destination

Shown to people who have seen the awareness campaign

Served to people who have seen both the Awareness and Consideration campaigns





CREATING AN EXPERIENCE

Just like travelers themselves, media consumers are drawn to an experience, and this is what we are creating in our advertising. Users respond to messaging that fits their individual expectations, passions and lifestyles. Studying the results of the past 12 months, we have identified ways to improve performance through the most strategic combination of expanded digital opportunities and traditional channels.

EXPANDED DIGITAL CAPABILITIES

The term digital advertising now refers to a wide variety of platforms. It now includes consumption of TV programming from providers such as YouTube, Hulu, and Netflix and app-based TV viewership; music platforms like Pandora, IHeart or Spotify; and social media channels like Facebook, Instagram, Twitter and Pinterest. Digital advertising continues to be the most cost-effective way to reach large groups of potential travelers at any age, as the adoption of digital technology grows with all age groups. Based on the improved results in this space, along with the abundance of expanded applications, we are increasing Ventura County Coast's digital presence.

A demand-side platform (DSP) is a system that allows buyers of digital advertising inventory to manage multiple ad exchange and data exchange accounts through one software system.

This system allows us to buy inventory from ad exchanges and manage advertising campaigns.

Benefits of having this system in-house include:

- Improved transparency of campaign performance, budget and results
- Nimble ability to optimize, edit and review performance 24/7
- Higher performance campaigns, in all industries
- Improved reporting on all campaigns as a complement to Google Analytics

DSP TARGETING OPPORTUNITIES

Our in-house DSP allows for a tremendous amount of targeting and unique, cutting-edge promotions. Some of those include:

- Placing video, motion graphic, HTML 5, static, native, audio advertising
- Device & placement targeting (Connected TV, Audio Streaming, Mobile only Apps, etc.)
- Location targeting (city, DMA, state, U.S., international as well as hyper local geo fencing)
- Retargeting capabilities
 - » With enhanced pixel technology, any individual that clicks on a Ventura County Coast message will be collected into an audience. This audience can then be retargeted with a variety of messages. This audience-building technology stretches the investment of all advertising by capturing users for secondary engagement.
- Behavioral Targeting (third-party and contextual)
 - » Traditional third-party targeting: through databases (credit card companies, survey companies, data building companies, etc.) hobbies, lifestyles, gender, job description, etc. can be targeted. This type of campaign targets the individual wherever they are on the Internet.
- Contextual targeting
 - » This type of targeting is based on the actual websites a user visits and the content of those sites.
- Extreme weather targeting: Campaigns covering any market, where extreme hot or cold temperature readings trigger the launch of Ventura County Coast ads.
- Footfall Attribution: This refers to technology used to relate mobile campaign impressions and actual visits to the destination.
- Geo Fencing: Hyperlocally targeting any geographic area to share the Ventura County Coast messages.





Earned Media Strategy

EXTENDING THE VENTURA COUNTY COAST MESSAGE

The goal of Ventura County Coast's public relations efforts is to bring awareness to the region to potential and repeat visitors. The public relations plan serves to oversee all communications efforts for Ventura County Coast.

Our strategy is a multi-pronged approach of proactive PR, reactive PR, influencer relationships, and content creation. All messaging will carefully align with brand messaging, marketing, and social media efforts. All communications efforts complement Ventura County Coast's identified top pillars, personas, and Visit California's pillars and messaging but stay true to the Ventura County Coast brand story.

PROACTIVE

Approach includes timely story pitching, long-lead story pitching per editorial calendars to top target media outlets, press releases when newsworthy information warrants a release, coordinating and conducting media FAM tours and press tours.

REACTIVE

Approach consists of fielding incoming media requests for Ventura County Coast, conducting crisis communication when necessary, and drafting responses to any negative press when required.

INFLUENCER

Leverage relationships with top influencers in the industry to create partnerships for content creation and garner visibility for Ventura County Coast's ambassadorships.

CONTENT CREATION

Align with marketing messages to further develop the story of Ventura County Coast. This content can be used on the website blog, within press releases, for development of social media stories and for pitching potential influencers.

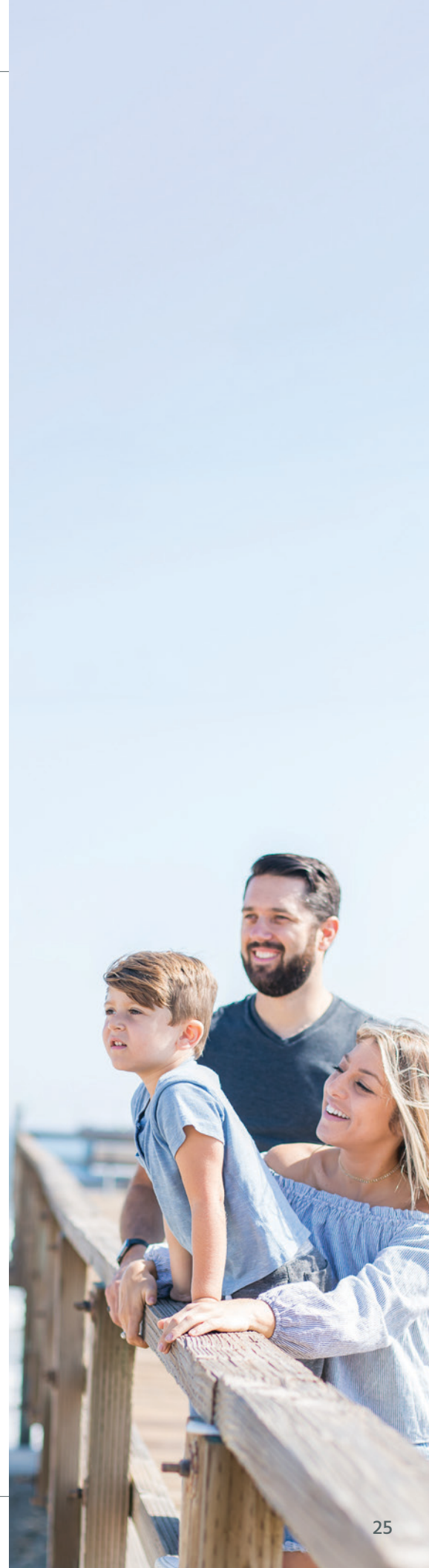
REGIONAL SUBMISSIONS

Ventura County Coast submits regional content to Visit California, CCTC and other related partners. We also encourage cities to submit specific content for additional exposure potential.

STORY PITCHING FOCUS

To maximize earned media exposure, PR efforts will focus on customizing pitches for media partners.

We're ready to tell our story to the right people in the right place.





Owned Media

DIGITAL ENHANCEMENTS

WEBSITE

High-quality websites are paramount to a destination's success. With the rapidly changing digital landscape, content, imagery and user experience must constantly be refreshed and optimized. With the vast majority of new users engaging with the Ventura County Coast messages through mobile devices, it is imperative that the website is mobile-friendly.

New website to include:

- Mobile responsiveness
- Integration of partner events and activities
- Create unified Ventura County Coast voice throughout site
- Voice technology optimization
- Video
- Multiple languages
- Member portal

YOUTUBE

YouTube has reached 1.3 billion users internationally with almost one third of the population engaging with their videos. Quality video allows users to experience Ventura County Coast in ways no other imagery can. In 2019/2020, the Ventura County Coast Youtube presence will be expanded to include:

- Expansion of Ventura County Coast home channel
- Defined playlists based on persona
- Road Trip Republic content
- Partner showcase content

SOCIAL MEDIA

The goal of Ventura County Coast's social efforts this year will be to continue to build brand awareness for the region to potential visitors and to enhance loyalty with previous visitors. Our strategy will be to create and deliver audience-specific content (by persona and geography), drive traffic to the Ventura County Coast website, and then retarget with relevant campaigns.

CONTENT DEVELOPMENT

As with the paid media strategy, an approach based on refined personas will be used to develop social media posts and content on the Ventura County Coast site that aligns with the brand's personas and geography.

CONTENT AMPLIFICATION

Paid social media, behavioral display, video, 360 video, PPC and e-mail will all be used to help drive targeted traffic to the site.

RETARGETING VISITORS

By driving traffic to particular content on our site, we will be able to re-engage these visitors with a customized reengagement campaign of relevant information. These are people who have shown interest in the region and need continued inspiration to book their trip.

EXPAND ENGAGEMENT

Social media users are turned off by brands who open accounts but do not engage with followers. Our goal is to provide content that is relevant to our customers, and engage them to the point that they want to share that content with others.

INCREASE REACH WITH VIDEO

It's hard not to watch video online. Statistics show that Instagram videos create double the engagement as photos. By focusing on video and doubling our frequency of posts, we will be able to increase reach and separate ourselves from the competition.

Engagement is
what it's all about.
Connecting with people
and sharing memories.





TRADE SHOWS & EVENTS

To maximize our investment in trade shows, Ventura County Coast has developed a strategy that includes attendance-based tactics as well as virtual tactics. For trade shows that Ventura County Coast will be attending, digital support will encourage attendees to visit the experience and share in the excitement of the destination. For second-tier trade shows that our team will not physically attend, digital campaigns will be used to hyper-target the event location attendees to virtually participate with Ventura County Coast messaging and imagery.

VIRTUAL TRADE SHOWS

Ventura County Coast will be virtually attending 25–30 trade shows in 2019/2020, examples include:

OCTOBER 2019

CALIFORNIA SUMMIT
Sacramento, CA

MEETINGS TODAY LIVE!
Palm Springs, CA

NOVEMBER 2019

SMART MEETING NATIONAL 3-DAY
Estes Park, CO

DECEMBER 2019

CONNECT SOUTHWEST
Scottsdale, AZ

FEBRUARY 2019

CHICAGO TRAVEL SHOW
Chicago, IL

MARCH 2019

ATLANTA TRAVEL AND ADVENTURE SHOW
Atlanta, GA

EMPIRE GOLF AND TRAVEL EXPO
Albany, NY

APRIL 2019

VEGAS TRAVEL AGENT EXPO
Las Vegas, NV



2019/2020 TRADE SHOW CALENDAR

The Ventura County Coast team will be attending the following trade shows:

JULY 2019

CVENT CONNECT
Las Vegas, NV

OCTOBER 2019

**VCC TOURISM IMPACT
SUMMIT**
Ventura, CA

DECEMBER 2019

CALSAE
Sacramento, CA

FEBRUARY 2020

**MEETING PROFESSIONALS
INTERNATIONAL**
Santa Barbara, CA

DENVER TRAVEL & ADVENTURE
Denver, CO

MARCH 2020

BAY AREA TRAVEL & ADVENTURE
Santa Clara, CA

DALLAS TRAVEL & ADVENTURE
Dallas, TX

JUNE 2020

IPW
Las Vegas, NV

**We want to
show off Ventura
County Coast and
everything it has to
offer so people will
plan their next trip
or meeting here.**

ANNUAL MARKETING CALENDAR

2019

JUL AUG SEPT OCT NOV DEC

EARNED

Story Pitching

Visit CA Submissions

Industry Content Submissions

PAID

Digital

Print

Outdoor

OWNED

Social

Blog/Website

E-newsletter

TRADE SHOWS

Attending

Virtual

TRADE SHOWS

CVENT CONNECT

CALTRAVEL SUMMIT

VCC TOURISM IMPACT SUMMIT

CALSAE SPECTACULAR

Meetings

Leisure

Industry

2020

JAN

FEB

MAR

APR

MAY

JUNE



VCA OUTLOOK

BAY AREA TRAVEL & ADVENTURE

CCTC ANNUAL RETREAT

IPW

MEETING PROFESSIONALS INTERNATIONAL

DALLAS TRAVEL & ADVENTURE

DENVER TRAVEL AND ADVENTURE



CAMARILLO • OXNARD • VENTURA • PORT HUENEME

VENTURACOUNTYCOAST.COM

305 S Kalorama St, Suite B
Ventura, CA 93001

