

# Meeting Planner's Guide

Let's Meet.  
*For Real.*

Meet In  
*Oakland*



## *Here are some **PROS** to travelling to Oakland*

- Highest Ethnic Diversity In US
- 3 Major International Airports (OAK, SFO, SJC)
- Top Ranked Multi-Cultural Food Scene
- Centrally Located In Bay Area (*12 min to San Francisco*)
- Easy Access To Transportation Options By Train, Bus, Bike, Car Share & Ferry
- Exceptional Value & Service Compared To Other Properties In The Bay Area
- 260 Sunny Days Per Year
- 19 miles of Coastline & 1,000 Acres of Parks & Trails
- 125 Languages Spoken Within The City
- Over 5,000 Hotel Rooms

# Why Choose Oakland, California?

Take your meeting someplace different. For meeting professionals, Oakland is the perfect creative incubator and provides a unique destination and memorable experience for your event. Oakland challenges old ideas, creating state-of-the-art innovation. Savor our trendy culinary scene, immerse yourself in our vibrant arts and nightlife and soak up the proactive spirit Oakland is known for. Let's meet. For real.

## Real Community.

With over 125 languages spoken within the city, Oakland is one of the most diverse cities in the country. This inclusivity is infused throughout the city, including the culinary scene, arts and music, attractions and local businesses. Attendees will look forward to their time outside of the conference to explore the city's walkable neighborhoods, and experience the vibrant culture and welcoming energy of the community.

## Real Access.

One of the city's prime assets as a meetings destination is its location and accessibility. Oakland is located only 12 minutes from San Francisco, 40 minutes from Napa Valley and 40 minutes from Silicon Valley, with three international airports nearby. Oakland International Airport (OAK) is very convenient and offers 55 international and domestic nonstop flight destinations. The city also offers public transportation options by train, boat, bus, rideshare or bike.

## Real Spaces.

With 5,000 rooms in Oakland, the city is great for all sized meetings. Oakland will be welcoming seven new hotel properties by 2021, bringing around 1,000 additional hotel rooms to the city. The Oakland Convention Center is connected to The Oakland Marriott City Center, offering 100,566 square feet of meeting space and 500 guest rooms. The city also offers unique meetings spaces from The Landing Cafe, located at the Oakland Zoo by aerial gondola and boasting panoramic views of the Bay Area; to the Esports Arena Oakland, a 16,000 square foot modular tech facility.

## Real Simple.

The Visit Oakland Sales Team makes contracting for your next conference or meeting a breeze and operate as a meeting planner's destination expert, offering services from effective and avoidable dates for meetings; sourcing hotel and overflow rooms; vendor referrals (transportation, offsite venues, team building); nonprofit referrals for corporate social responsibility programs; local destination experts (speakers for conferences); restaurant dining referrals; local official resources (city closures, permits, etc.); curate incentives for strategic partners; and much more. The Visit Oakland team's services make it seamless for planners to book their programs in Oakland.

# Hear What Meeting Planners Are Saying About Oakland

*"Oakland understands the sense of community and how important it is"*

**Boback Vakili**  
**Creative Director**  
**GENESIS**

*"We bring people to Oakland because we believe in the passion of the people of Oakland, the rich cultural diversity, [and] the historical traditions that Oakland has."*

**Robyn Fischer**  
**Founder & Director**  
**Choose College Education Foundation**

*"...Small meetings are perfect [in Oakland] because of the independent hotels that you can deal with and the ease of contracting with them."*

**Christa Mekki**  
**CEO/Senior Planner**  
**Magnetic Magnificent Events**

*"Oakland is what the world is now, it has everything that you want and need."*

**Derrick Guzman**  
**Manager of Global Accounts**  
**HelmsBriscoe**

# Where is Oakland California?

Oakland is located on the Northwest coast of California within close proximity to three international airports, extraordinary nature, and several major cities, including San Francisco.



## Oakland Facts



**8th largest city in California**



**Convention Center**  
100,566 square feet



**Oakland Airport**  
60+ direct destinations



**Population**  
425,195 people



**Recreation**  
19 miles of coastline &  
1,000 acres of parks & trails



**Diversity**  
125 languages spoken



**Climate**  
260 sunny days per year



**Public Transportation**  
5th largest US metro



**Hotels**  
Over 5,000 hotel rooms



# Accessibility

Three international airports, speedy trans-bay rail and scenic views from the water puts Oakland right in the middle of where you need to be.

**OAK**

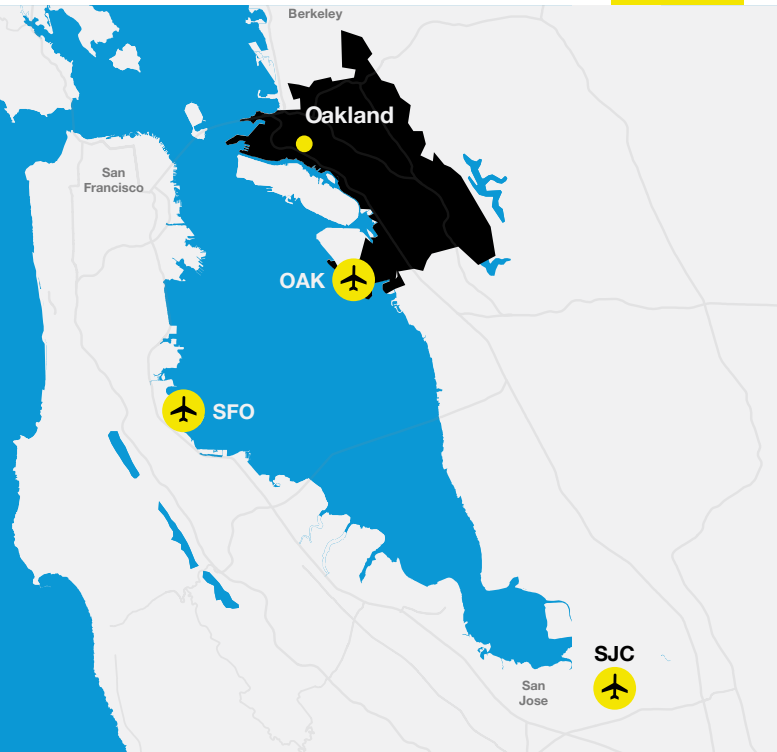
*(10 miles from  
Downtown Oakland)*

**SFO**

*(21 miles)*

**SJC**

*(41 miles)*



## By Water

Take in panoramic views as you cruise on the water and under the Bay Bridge to various terminals located in San Francisco, Oracle Park, Sausalito and more!

## By Rail

Zip across the bay to skip traffic and ride share pools. The Bay Area Rapid Transit, or BART, can get you from Oakland to San Francisco in 12 minutes. Beat that!



# Transit Time

Don't limit yourself to planes, trains and automobiles. Here, Oakland visitors and residents spotlight their favorite ways to get around the city.

## Transfer Points

**All aboard.** Access Bay Area Rapid Transit (BART) from Oakland International Airport and San Francisco International Airport, as well as multiple stations in both cities and beyond. For longer trips, head to the Amtrak station in Jack London Square and take the Coast Starlight route along the Pacific or the San Joaquins route to the Central Valley. Oakland is also a stop on the Capitol Corridor line, which goes to Sacramento and Silicon Valley.

**Take the bus.** AC Transit runs throughout Oakland and the East Bay, while the free Broadway Shuttle runs along Broadway between Jack London Square and Grand Avenue Mondays through Fridays (shuttle service from Jack London Square terminates at 27th Street from 7–10 p.m.). Greyhound also operates out of Oakland.

**The power of two wheels.** Take advantage of bike share program Ford GoBikes, which has bike stations throughout the city. Lime also offers pedal bikes and scooters.

**Connect with a car.** For short-term options, there are car share programs such as GIG Car Share, Getaround and Zipcar, or take Uber or Lyft.

**Enjoy a ferry tale.** Board a ferry from Jack London Square, and relish the ocean air on your face during the half-hour trip to San Francisco.





# Day Trips From Oakland

Take advantage of Oakland's central location and explore everything Northern California has to offer. From treks in wine country to natural wonders in Monterey, incredible destinations await—all within a four-hour drive.

## San Francisco

20 MINUTES

Hop on the ferry to the San Francisco Ferry Building.

- Pier 39 & Fisherman's Wharf
- Alcatraz
- Golden Gate Bridge
- California Academy of Sciences
- San Francisco Museum of Modern Art

## Tri-Valley

35 MINUTES

Explore the Bay Area's emerging wine destination.

- Shop at the San Francisco Premium Outlets
- Ice Cream Trail
- Del Valle Regional Park
- Blackhawk Museum
- Danville's Hartz Avenue

## Napa Valley

1 HOUR

Spend the day in the vineyards of traditional Wine Country.

- Wine tasting and culinary experiences
- Napa Valley Wine Train
- Bike tours
- Hot air ballooning

## Santa Cruz

1 1/2 HOURS

Cruise down the coast for a beach getaway.

- Santa Cruz Beach Boardwalk
- Sailing tours
- Kayaking
- Roaring Camp Railroads
- Whale watching

## Monterey

2 HOURS

Although the Monterey Bay Aquarium is a must, this lovely coastal town offers so much more.

- Monterey Bay Aquarium
- Cannery Row
- 17-Mile Drive
- Big Sur
- Golf at Pebble Beach

## Mendocino

3 HOURS

Explore the 90-plus miles of coastline.

- Wine tasting in Anderson Valley
- Mendocino Art Center
- Mendocino Coast Botanical Gardens

## Yosemite

4 HOURS

Yosemite Valley is a magnificent sight in any season.

- Half Dome
- Bridalveil Fall
- Yosemite Village
- El Capitan

## Lake Tahoe

4 HOURS

The popular ski destination also holds its own in summer.

- Casinos
- Nevada Museum of Art
- Horseback riding and hiking
- Watersports on the lake



Mendocino



Lake Tahoe



Napa Valley



San Francisco



Oakland

Tri Valley

Santa Cruz



Yosemite

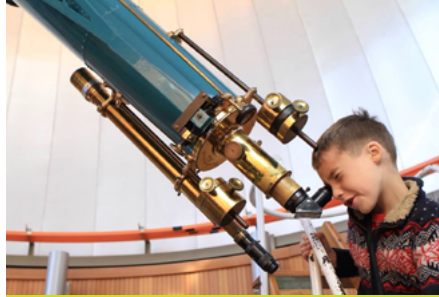


Monterey

# Oakland Attractions



CHILDREN'S FAIRYLAND



CHABOT SPACE & SCIENCE



OAKLAND ZOO



AVIATION MUSEUM



LAKE MERRITT BOATING



OAKLAND MUSEUM



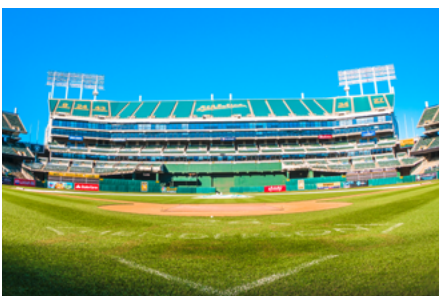
FOX THEATER



EAST BAY PARKS



FERRY RIDES



PROFESSIONAL SPORTS



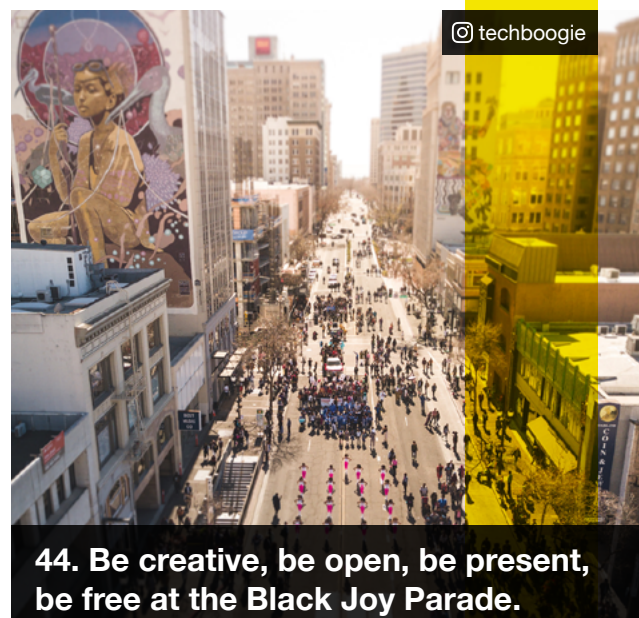
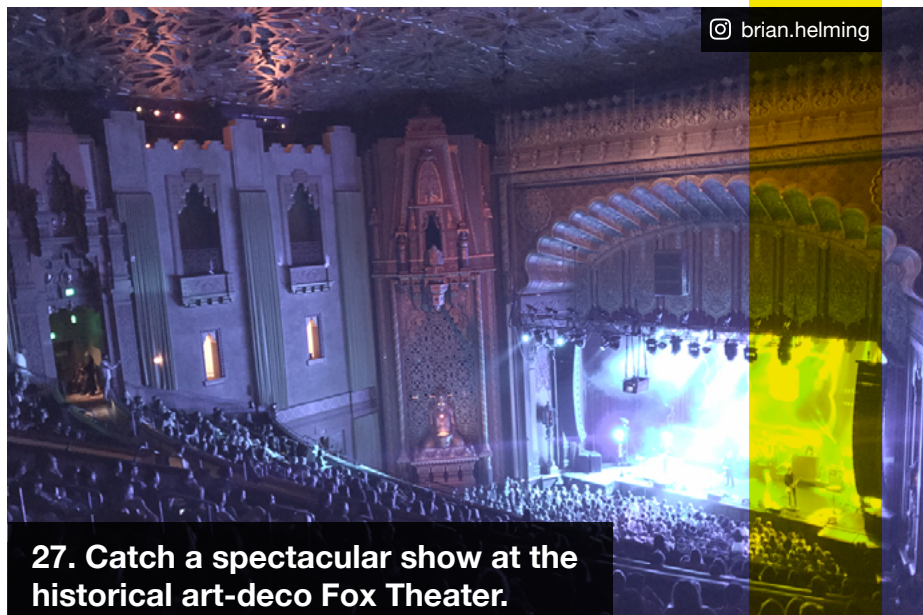
BIKE RENTALS



TOURS & EXPERIENCES



# 100 Things To Do



## Explore them all!

[visitoakland.com/100things](https://visitoakland.com/100things)



# Oakland In The News

**"6 Top Foodie Cities  
in the Country  
Right Now"**



**bravo**

**"America's Best Business  
Travel Destinations"**



**fundera**

**"Instagrammable  
Locations In California"**



**Smart**meetings

**"The 10 Best Coffee  
Cities In The U.S."**



CONDÉ NAST

**Traveler**

**"2nd Most Racially Diverse  
Big City In America"**



**U.S. News** & WORLD REPORT

**"Traces Of Hip-Hop Culture  
Are Found Everywhere  
In Oakland"**



**Fodor's**Travel



**"Oakland's Grit and  
Splendor is Beginning to  
Outshine San Francisco"**

**ORBITZ**

**"Oakland is the Bay Area's  
New 'It' Destination.  
Here's Why."**



**"Oakland Airport Welcomes a  
Surge of International Traffic"**

Daily**Mail.com** **"All Eyes on Oakland"**



# Meet The Sales Team

When planning an event or conference in Oakland, you can rely on the experience and support of our sales and services team. We offer an abundance of services and materials to ensure that your meeting is a success.



**Rhanee Palma, CDME**  
**Chief Sales Officer**

*Business development for  
Non-CA based planners;  
Citywides, Sports,  
International Travel Trade*

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**Rex Maxion**  
**Sales Manager**

*Business development for  
CA based planners;  
HPN & Domestic travel trade*

[rex@visitoakland.com](mailto:rex@visitoakland.com)



**Angelica Perez**  
**Sales & Services Specialist**

*Local catering, Lead catcher,  
Convention Services  
& Sales Administrator*

[angelica@visitoakland.com](mailto:angelica@visitoakland.com)



# Stay In Oakland



**Best Western Plus Bayside Hotel & Executive Inn & Suites**

## **Best Western Plus Bayside Hotel**

This #1 ranked TripAdvisor hotel offers city and waterfront views with quick access to Oakland Airport and Downtown Oakland. This hotel includes everything the modern business or leisure traveler needs, from an outdoor pool and a fitness center to modern meeting facilities and an on-site restaurant. As a sister property that neighbors Executive Inn & Suites, groups can share a spacious parking lot, pool, lounge and meeting rooms. Groups may also set up a block of sleeping rooms at one hotel and use the meeting space at the other.

## **Executive Inn & Suites**

This #2 ranked TripAdvisor is a unique hotel located in the heart of the Bay Area. This recently renovated waterfront hotel features views of the Oakland Estuary at Embarcadero Cove. With 6,000 square-feet of meeting space, each of the five distinctive spaces can be configured to meet many needs. Clients are also allowed to bring outside catering for additional value.

## **Homewood Suites by Hilton Oakland Waterfront**

Homewood Suites offers extended stay hotel suites, perfect for your next business or leisure trip. Located on the estuary and marina, this non-smoking hotel features rooms with King beds, a boardroom and a meeting room. Their professional support team will ensure that your event runs smoothly and efficiently. Monday through Thursday evenings, visit the Welcome Home reception for free beer, wine and a light dinner.

## **Extended Stay America Oakland/Emeryville**

With over 25 years of experience, Extended Stay America Oakland/Emeryville works hard in supporting today's smart, self-sufficient and value-conscious business travelers. With comprehensive business travel programs and direct partnership benefits, Extended Stay America Oakland/Emeryville is a great place to stay.

## **Jack London Inn**

This hotel is steps away from nightlife, dining, breweries, wineries and access to the Ferry terminal.

## **Motel 6 Oakland Embarcadero**

This motel has all the offerings the budget traveler will appreciate and enjoy. The Motel 6 Oakland Embarcadero is located just steps from the waterfront and easy access to the freeway.

## **Z Hotel Jack London Square**

The Z Hotel, located in the heart of Jack London Square, is in sync with Oakland's vibe. Its prime location is a quick ride from both the Oakland Airport and Downtown Oakland with walking distance to the waterfront. Enjoy its easy access to transportation, ferry service to San Francisco, beer gardens, wineries, and great dining. *"The Z...easy to remember, hard to forget."*

## **Waterfront Hotel**

This boutique hotel recently refreshed their rooms with modern nautical décor in a convenient, central location. Their newly updated meeting rooms are also sure to impress. The Waterfront Hotel staff will take care of all the details, leaving the freedom to focus on your next meeting.

## **Claremont Club & Spa, A Fairmont Hotel**

The \$90 million, newly-restored urban resort is uniquely positioned to offer the best of the Bay Area. As a California landmark and iconic American hotels, the Claremont Club & Spa provides state-of-the-art facilities for any size event with over 20,000 square feet of flexible meeting space high atop the scenic Berkeley/Oakland Hills. Claremont Club & Spa, A Fairmont Hotel, Experience the US News rated number 1 spa in the country.



**Claremont Club & Spa, A Fairmont Hotel**

## **Americas Best Value- Lake Merritt**

This hotel provides an excellent balance of style and affordability for your next event. With a prime location near Lake Merritt, their meeting venues feature elegant ballrooms, spacious conference rooms, and private dining venues to accommodate groups of every size.



### **Ramada By Wyndham Oakland City Center**

If you're looking for a conference center hotel near Oakland Convention Center, this hotel is an excellent place for group travel. Not only is it in a prime location, its proximity to the convention center is great for overflow. Whether traveling for business or pleasure, this fantastic location is in heart of Oakland!

### **Courtyard Oakland Downtown**

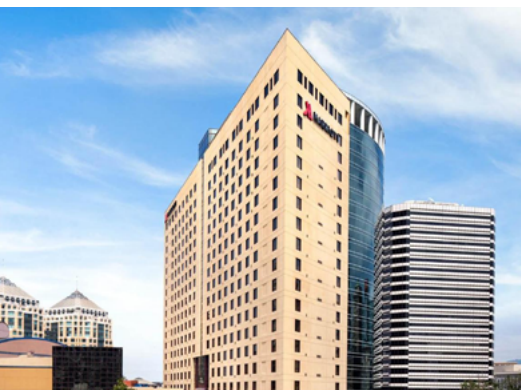
This recently renovated modern hotel is located near popular spots like Chinatown and Old Oakland. Courtyard Oakland Downtown offers the classic comforts and modern amenities you'd need for a productive stay. The downtown location also makes this venue a convenient choice for your upcoming meeting, wedding, or special occasion. Rest well in stylish rooms with plush Marriott bedding and productive workspaces.

### **Hampton Inn by Hilton Oakland Downtown - City Center**

Steps away from the Oakland City Center business district and one block from the Oakland Convention Center, this hotel puts you right in the middle of the action. Guests can feel at home while away, with the connected rooms that give the ability to control everything in their rooms remotely.

### **Oakland Marriott City Center**

Experience Oakland from this chic and completely renovated downtown hotel that offers commanding views. Event planners love the all-in-one feel with contracts that include a banquet team and executive chef to save money. This venue is great for larger groups with 500 rooms and more than 100,000 square feet of sophisticated event space, including a Grand Ballroom and direct access to the Oakland Convention Center. Its location is directly across from BART, 20 minutes from OAK International Airport and easy access to San Francisco.



**Oakland Marriott City Center**

### **Bay Breeze Inn**

The Bay Breeze Inn offers a range of accommodations perfectly suited for your needs. Whether it's one of their charming guestrooms or bigger family size suites, the array of options is sure to ensure your comfort.

### **Best Western Plus Airport Inn & Suites**

Best Western Plus Airport Inn & Suites is conveniently located near I-880 and near many of Oakland's most popular attractions. This hotel is ideal for travelers looking for overall value with free parking and complimentary breakfast. When you stay at the Best Western Plus Airport Inn & Suites, you'll get the best possible combination of service, accommodations, and value.

### **Comfort Inn & Suites Oakland Airport**

Located just three miles from Oakland International Airport (OAK), the Comfort Inn offers convenient and comfortable accommodations for business and leisure travelers alike. This hotel is equipped with all the modern amenities you're looking for while visiting Oakland.

### **Courtyard by Marriott Oakland Airport**

Enjoy complimentary Wi-Fi throughout the entire hotel, as well as easy access to the latest news and weather conditions via their lobby GoBoard™.

### **Econo Lodge Inn & Suites Oakland Airport**

This Inn provides an ideal mix of value, comfort and convenience. It offers a budget-friendly setting with an array of amenities designed with the traveler in mind.

### **Hilton Oakland Airport**

This has a quiet environment with proximity to great restaurants and attractions. Their rooms are designed for comfort and convenience while providing a place to unwind or to catch up on work. Experience their newly renovated rooms that are so soundproof, you can't even hear the airport.

### **Holiday Inn Express Hotel & Suites**

The newly renovated Holiday Inn Express & Suites is the closest hotel to the Oakland International Airport and is centrally located between San Francisco and Silicon Valley. This hotel is a prime location for cost effective planning with outside catering allowed - the perfect place to work or play.

### **Holiday Inn & Suites Oakland Airport**

Spacious extended-stay suites are ideal for long-term corporate travel and groups, while thoughtfully appointed guest rooms help you stay comfortable and connected.

### **La Quinta Inn & Suites by Wyndham Oakland Airport Coliseum**

Colorful and comfortable, the La Quinta by Wyndham Oakland Airport Coliseum hotel is located off the freeway with spacious rooms for both business and leisure travelers alike.

### **Motel 6 Oakland Airport**

This hotel is the perfect hotel for the budget traveler. Relax in modern rooms and outdoor pools or visit the Port of Oakland Marinas.

### **Quality Inn Oakland Airport**

An excellent hotel conveniently placed near the airport and freeway. This property offers a great value for an on-the-go traveler.

### **Oakland Airport Executive Hotel**

Choose from six flexible meeting rooms for business and social occasions, full-service catering, and state-of-the-art A/V support to host successful events in Oakland.

### **SpringHill Suites by Marriott Oakland Airport**

This new property has full service and spacious suites furnished by West Elm that packs plenty of amenities into an exceptional stay. This hotel boasts a central lobby, restaurant, lounge and much more.

***Fun Fact: the suites have two kings instead of queens just to prove how spacious it is.***

### **Radisson Oakland Airport**

Radisson Hotel Oakland Airport is a home away from home for busy travelers. Relax and enjoy amenities like all-day dining at RBG Restaurant, coffee from Starbucks, and free airport shuttle service. Event planners love the Radisson because of its corporate meeting packages to help bundle everything together.



























### **Days Hotel by Wyndham Oakland Airport-Coliseum**

This property will meet your needs, no matter the occasion. Whether you are on business or vacation, this hotel will work for you by blending great value with the comforts of home.

# Hotel Overview

Oakland will also be welcoming four new hotel properties by 2021, bringing around 1,000 additional hotel rooms. In the meantime, here's a quick reference for hosting your next event.

	Downtown				Waterfront							Oakland Airport			
	Ramada by Wyndham Oakland Downtown City Center	Courtyard Oakland Downtown	Oakland Marriott City Center	Hampton Inn Oakland Downtown-City Center	Homewood Suites by Hilton Oakland-Waterfront	Executive Inn & Suites	Waterfront Hotel	Z Hotel Jack London Square	Motel 6 Oakland Embarcadero	Best Western Plus Bayside Hotel	Jack London Inn	Bay Breeze Inn	Econo Lodge Inn & Suites Oakland Airport	Radisson Hotel Oakland Airport	SpringHill Suites Oakland Airport
Meeting Space (ft <sup>2</sup> )	2k	1.3k	100.5k	208	1k	6.1k	8k	1.4k	-	4k	3.3k	-	-	7.4k	1.1k
Meeting Rooms	2	3	37	1	2	6	13	3	-	5	2	-	3	5	3
Largest Room (ft <sup>2</sup> )	1.8k	570	64k	208	780	1.9	2.5k	826	-	1k	2.5k	-	-	4.2k	1.1k
Miles to OAK Airport	8.3	8.2	8.4	8.2	6.6	7.1	8.3	8.2	7.2	7	8.2	4.2	0.8	2	0.9
Parking	\$	V (\$)	\$, V	V (\$)	Free	\$	\$, V	\$	Free	\$	Free	\$	\$	\$	\$
Sleeping Rooms	63	162	500	121	132	143	145	98	97	81	110	86	72	266	134
1 Bed	60	101	261	92	132	77	108	52	15	51	58	60	44	176	70
2 Beds	3	61	239	29		66	37	46	82	30	52	26	28	90	64
Suites	2	5	5		104	20	15			6	4		6	4	134
Free Wifi	📶	📶		📶	📶	📶	📶	📶	📶	📶	📶	📶	📶	📶	📶
Breakfast Included	☕			☕	☕	☕				☕	☕		☕		☕
On-Site Restaurant		🍴	🍴			🍴	🍴	🍴		🍴			🍴	🍴	•
Pet Friendly					•		•	•	•						
Fitness Facilities	•	•	•	•	•	•	•	•		•				•	•
Pool		•			•	•	•	•	Hot Tub	•			•	•	•
Airport Shuttle Service						•				•			•	•	•

Oakland Airport														Emeryville	Lake Merritt	Oakland Hills
Holiday Inn & Suites Oakland - Airport	Hilton Oakland Airport	Best Western Plus Airport Inn & Suites	Holiday Inn Express & Suites Oakland-Airport	Courtyard Oakland Airport	Oakland Airport Executive Hotel	Motel 6 - Oakland Airport	Comfort Inn & Suites	La Quinta Inn & Suites by Wyndham Oakland Airport Coliseum	Days Hotel by Wyndham Oakland Airport-Coliseum	Quality Inn	Extended Stay America - Oakland - Emeryville	America's Best Value Inn Oakland Lake Merritt	The Claremont Club & Spa, A Fairmont Hotel			
3.5k	15.5k	-	1.7k	1k	4.1k	-	300	260	1.2k	-	-	-	22k			
4	16	-	2	2	4	-	1	1	1	-	-	-	20			
2.9k	5k	-	1.3k	744	1.5k	-	300	260	1.2k	-	-	-	4.9k			
0.7	0.6	1.3	0.8	1.2	1.1	2.3	2.2	2	1.9	2	11	7.7	12.2			
\$	\$	Free	\$	\$	\$	Free	Free	Free	Free	Free	Free	Free	\$, V			
146	360	76	95	154	189	285	104	146	140	98	149	74	276			
88	195	41	66	105	80	255	53	95	30	55	121	37	156			
58	165	35	29	49	109	30	51	51	110	43	28	37	120			
21	1	35	4	4			47						36			
																
																
																
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# **Fast *Oakland* Facts**

- **Highest Ethnic Diversity In US**
- **3 Major International Airports (OAK, SFO, SJC)**
- **Top Ranked Multi-Cultural Food Scene**
- **Centrally Located In Bay Area (*12 min to San Francisco*)**
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