

Visit Oakland Oakland Insider

It's an exciting time for Oakland tourism. Our recent STR report has shown that overall REVPAR for Meeting Hotels is up 5.7% and Occupancy is up 1.7% (year to date). For Oakland's Leisure hotels REVPAR is up 7.9% while Occupancy grew 5.2% (year to date). We are currently outpacing San Francisco in both REVPAR and Occupancy which declined 1%.



The Sales Team continues to have a heavy travel schedule attending relevant Tradeshows, hosting sales missions, and FAM's to build awareness and increase our database of meeting planners and travel trade professionals. These relationships and contacts continue to grow Oakland hotel market share within the Bay Area and to help close groups that haven't considering hosting their conference or meeting in Oakland.

The long-awaited 2018 USRowing Masters National Championships was held August 16-19 on Lake Merritt where over 1,650 rowers competed. US Rowing stated that the Lake Merritt event is one of the most successful turnout of rowers that they have ever had. This positively impacts occupancy during a normal need time for the hotels and they will return in 2020.

From our PR efforts, including media outreach and media FAM's, Visit Oakland has secured multiple articles published in major publications, including GQ.com, Food & Wine, Canadian Traveller, AAA Westways and more!

Visit Oakland has also formed an exciting partnership with Fantastic Negrito, as he goes on tour across the world. He will be promoting Oakland through various outlets, including his tour bus, social media, CBS This Morning show, appearances and more.

Upcoming projects include relaunching the Oakland Urban Wine Trail, launching the all-new Oakland Coffee Rush, promoting Oakland's first-ever Cocktail Week, a partnership with Eat Real Fest, and also promoting Audacity Festival (a day-long festival for travelers of color). Visit Oakland is also completing a summer marketing campaign to promote package attraction deals, festivals and other tourist driven activities within the summer.

Sincerely,



Mark Everton

Sales

Sales strategy is to attend travel trade events, and to meet with meeting planners to communicate why they should book their meetings and events in Oakland. Sales also hosts meeting planners and tour operators on FAMS, to show them Oakland meeting spaces and things to do in the city.

JULY SALES EVENTS RECAP

Mission Name	Partners Attended	Number of Meeting Planners
Arizona Sales Mission	5 hotel partners	40 Meeting Planners
Battle of the Bay All Stars Event, A's vs. Giants	Partnered with San Mateo CVB and See Monterey	24 Meeting Planners
Cvent CONNECT Trade Show: Las Vegas, NV	1 Hotel Partner	1,500 Meeting Planners
All Things Meetings-Silicon Valley	2 Hotel Partners & 1 offsite venue	250 Meeting Planners

AUGUST SALES EVENTS

August 23-24	Connect Marketplace Corporate , Salt Lake City: Mobile Visitor Center distributed tiles to 500 meeting planners.
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SEPTEMBER SALES EVENTS

September 5-6	ConferenceDirect Industry Insights , Chicago
September 10-13	DMA West , Boise
September 16-18	Connect FAM Focus Group , Oakland
September 23-26	Small Market Meetings , Ontario
September 24-15	ConferenceDirect Industry Insights , Hollywood

Public Relations

PR has been focusing on attending media appointments and receptions to create relationships with media. After attending these events, media are then hosted on FAMS, which result in Oakland media coverage.

AUGUST MEDIA FAMS

August 10-14	ESSENCE MAGAZINE	DCI
August 23-25	We like LA	DCI
August 30-September 2	Sylvanus Urban	Visit Oakland
August 30	@AliviaLatimer	Visit Oakland



SEPTEMBER MEDIA FAMS

September 1-4	Out Magazine	DCI
September 8	Jetsetting Fashionista	Visit Oakland
September 13-16	VIBE	DCI
September 15-18	@dawnmccoy	Oakland Cocktail Week
September 16-19	@lovelyinla	Oakland Cocktail Week
September 16-19	@fancynancista	Oakland Cocktail Week
September 17-19	UPROXX	Oakland Cocktail Week
September 23-15	@JeaniUSEats	DCI, Coffee Rush

Summer Campaign

Visit Oakland launched a summer campaign to target at-large Bay Area, drive markets and nearby direct flight destinations. The summer campaign educated visitors on what to do in Oakland during summer through advertising, social media, video series, website page, blogs, influencer FAMs and an attraction giveaway.

Summer Influencer FAMs

<p>@GoodThompson https://www.instagram.com/goodthompson/ # of Followers: 25.6k # of Instagram Posts: 4 # of Instagram Stories: 10 Total Engagement: 24,689</p>	 <p>goodthompson • Follow San Francisco-Oakland Bay Bridge</p> <p>goodthompson I had a great time yesterday hanging out in @visitoakland! Thanks for hosting me and showing me around! 🥰 #oaklandloveit</p> <p>Load more comments</p> <p>4theloveofsunsets That would be a great postcard from Oakland</p> <p>razmarica Nice perspective, love this shot. Keep it up!</p> <p>goodthompson @razmarica thanks a lot!</p> <p>goodthompson @ttran.jpg thanks dude!</p> <p>garschmid Awesome!! Looks tropical on the island!! 🌴🌴🌴</p> <p>kylebaked That framing tho! 📸</p> <p>the_jost_coast Frames!!!!</p> <p>errythang_19 What do you Shoot with?</p> <p>goodthompson @the_jost_coast wassup!! 🙌</p> <p>968 likes JULY 10</p> <p>Log in to like or comment.</p>
<p>@KachetLife https://www.instagram.com/thekachetlife/ # of Followers: 34.9k # of Instagram Posts: 4 # of Instagram Stories: 19 Total Engagement: 46,415</p>	 <p>thekachetlife • Follow Oakland, California</p> <p>thekachetlife I've had the best time being a tourist in Oakland! I thought I knew what was happening here, but I was clearly mistaken. Check out my stories for all of the behind the scenes shopping and dining, curated by the @visitoakland team!</p> <p>This mural was painted as part of the @bayareamuralfestival, and I loooooove the use of color. I'm becoming quite the mural chaser! 🎨 #oaklandloveit #travelwithkachet thekachetlife . . .</p> <p>#instapassport #gitterguide #travelog #mytinytetas #californiacaptures #visitsca #wheretofindme #theevervoitravels</p> <p>1,193 likes JULY 17</p> <p>Log in to like or comment.</p>

@SGardnerStyle

<https://www.instagram.com/sgardnerstyle/?hl=en>

of Followers: 40.6k

of Instagram Posts: 2

of Instagram Stories: 30

Total Engagement: 121,751

Recent Press

<p><u>Canadian Traveller</u></p> <p>Reach: 73,373 AD Value: \$6,564</p> <p>See Magazine Here: https://www.hinzie.com/media/magazine/pdf/486.pdf</p>	<p>“Transformative Oakland”</p>	
<p><u>GQ.com</u></p> <p>Reach: 11.6 Million AD Value: \$287,717</p> <p>See Article Here: https://www.gq.com/story/oakland-weekend-guide?mbid=social_twitter</p>	<p>“How to Spend the Ultimate Eating Weekend in Oakland”</p>	
<p><u>Food & Wine</u></p> <p>Reach: 9.4 Million AD Value: \$86,916</p> <p>See Article Here: https://www.foodandwine.com/travel/oakland-restaurants-bars</p>	<p>“13 Facts About Oakland’s Food Scene You Know if You’re a Local”</p>	<p>FOOD&WINE</p>
<p><u>AAA Westways</u></p> <p>Reach: 4.3 Million AD Value: \$39,672</p> <p>Print Article</p>	<p>“Hip-Hop Hooray”</p>	

<p><u>Travel Pulse</u> Reach: 75k AD Value: \$699</p> <p>See Article Here: https://www.travelpulse.com/gallery/destinations/25-top-distilleries-to-try-in-california.html?image=2</p>	<p>“25 Top Distilleries to Try in California”</p>	
<p><u>Texas Lifestyle Magazine</u> Reach: 14k AD Value: \$137.71</p> <p>See Article Here: https://texaslifestylemag.com/travel/summer-fun-dont-overlook-oakland-and-its-east-bay-gems/</p>	<p>“Summer Fun: Don't Overlook Oakland and its East Bay Gems”</p>	
<p><u>Culture Trip</u> Reach: 1.2 Million AD Value: \$11,250</p> <p>See Article Here: https://theculturetrip.com/north-america/usa/california/articles/dragon-school-is-helping-youth-bring-art-to-the-streets-of-oakland/</p>	<p>“Dragon School is Helping Youth Bring Art to the Streets of Oakland”</p>	
<p><u>ESSENCE</u> Reach: 2.2 Million AD Value: \$19,661</p> <p>See Article Here: https://www.essence.com/lifestyle/travel/best-places-couples-visit-northern-california/</p>	<p>“Get Away! 15 Great Spots For Couples To Visit In Northern California”</p>	
<p><u>Los Angeles Times</u> Reach: 204k AD Value: \$1,887</p> <p>See Article Here: http://www.latimes.com/travel/la-tr-money-matters-20180812-story.html</p>	<p>“Secondary Cities Can Be First-Rate Bargains”</p>	

Marketing


Marketing is focusing on creating integrated strategies to support Oakland's tourism brand, hotel properties, group business, travel trade, leisure, and special events.

Video Views Recap

Domee Shi	130,000 views & 1,700 shares
Oakland Art Month	124,000 views & 364 shares
Turf Dancing	19,000 views & 57 shares
Colonial Donuts	11,000 views & 33 shares
Oaktown Spice Shop	9,000 views & 8 shares



Oakland Urban Wine Trail Re-Launch


Visit Oakland is re-launching the Oakland Urban Wine Trail, focusing on wineries, wine bars and wine tours. Visit Oakland will promote the relaunch by executing the below:

<u>Oakland Urban Wine Trail Re-Launch</u> <ul style="list-style-type: none"> • New Wine Trail Map and Passport • Passport Redemption Prize • Wine Influencer FAM • Advertising • Geo-Targeting at Hotels 	
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Oakland Coffee Rush

Visit Oakland is launching the Oakland Coffee Rush, to celebrate Oakland's unique and vibrant coffee culture. It officially launches on International Coffee Day, September 29.

Coffee Rush Video: Coffee Rush Launch video, with more roaster highlight videos to come. https://vimeo.com/290369518	
Website Landing Page: www.oaklandcoffeerush.com	

<p><u>Public Relations Efforts:</u> Sent physical and online press kits to media announcing the launch of the Coffee Rush.</p> <p><u>Online Press Kit:</u> http://bit.ly/oaklandcoffeerush</p> <p><u>Press Release:</u> https://www.dropbox.com/home/Oakland%20Coffee%20Rush/Press%20Release</p>	
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Sponsor of Fantastic Negrito Tour

Visit Oakland is providing some sponsorship support for Fantastic Negrito's US tour, and in exchange his team has agreed to the following:

<p><u>Fantastic Negrito Tour</u></p> <ul style="list-style-type: none"> • 3 Social Media Posts Per Week about Oakland • Oakland Signage on Tour Bus • 3 Appearances • Dedicated Oakland TV Video • CBS This Morning Show, Oakland Talking Points (Airing August 4) 	
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Sponsor of Recent Events

<p><u>AUDACITY:</u> Event celebrating travelers of color.</p>	<ul style="list-style-type: none"> • Mobile Visitor Center at registration • Social media photo contest giveaway
<p><u>Oakland Cocktail Week:</u> Oakland's first ever cocktail week, with Oakland themed cocktails offered and special events.</p>	<ul style="list-style-type: none"> • Hosted media and influencer FAMs • PR support • Social media support • Blogs on Website
<p><u>Oakland Pride Parade & Festival:</u> Celebrates Oakland's LGBTQ community</p>	<ul style="list-style-type: none"> • Mobile Visitor Center w/ face painter • Oakland Pride giveaways
<p><u>Eat Real Festival:</u> Food Festival in Jack London Square</p>	<ul style="list-style-type: none"> • Mobile Visitor Center with Oakland Cocktail Week & Oaklandish activation

AUDACITY Social Media Contest Recap

Visit Oakland created a social media photo contest using #audacityoakland, with a trip to Oakland getaway. This resulted in the below social media activity:

- A total of 134 posts using #audacityoakland
- Top 3 posts:
 - [@glographics](#) 2,083 likes
 - [@kelleesetgo](#) 1,804 likes
 - [@travellushes](#) 1,576 likes

WhereTraveler Magazine Giveaway Contest

Ran a giveaway contest with WhereTraveler in July 2018

- Received 4,780 entries of qualified travelers interested in winning a trip to Oakland, CA.