

# VISIT Oakland Oakland Insider

Let's go Warriors!

We are so excited to see the Golden State Warriors in the 2018 NBA Finals, and to have the city come together and celebrate as Dub Nation. We welcome fans to come watch the games at Oracle Arena or at one of the watch parties throughout the city.

Visit Oakland celebrated Oakland's creative and arts community with the debut of Oakland Art Month last month. One of the most anticipated events during Oakland Art Month was the inaugural Oakland Mural Festival. Nine murals were successfully painted in the Jack London district, which brought major press and social media buzz! Read below to see more Oakland Art Month successes, with even more to come.



We are currently busy launching a summer marketing campaign to promote Oakland activities for visitors to experience during the season. This will be completed through various tasks, including social media, FAMs, video series, blog posts, advertising and more. Stay tuned to see the campaign next month!

Please join us in celebrating the Golden State Warriors, and the success of the first ever Oakland Art Month!

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark Everton', written in a cursive style.

Mark Everton

# Oakland Art Month

Visit Oakland celebrated Oakland's creative and arts community with the debut of Oakland Art Month in May 2018. The entire month of May was dedicated to promoting the artists and events that highlight the diversity of Oakland's artistic community. One of the most anticipated events of Oakland Art Month was the inaugural Oakland Mural Festival, and was a huge success bringing major press and social media buzz!

## Oakland Mural Festival

The Oakland Mural Festival was from May 12-19. Nine Murals were painted in the Jack London District, and ended the festival with a closing celebration in Jack London Square on May 19<sup>th</sup>.

### **Mural Festival Blog Post:**

<https://www.visitoakland.com/blog/post/9-art-installations-from-the-oakland-mural-festival/>



## Social Media

**#OaklandArtMonth Instagram Posts:** 426

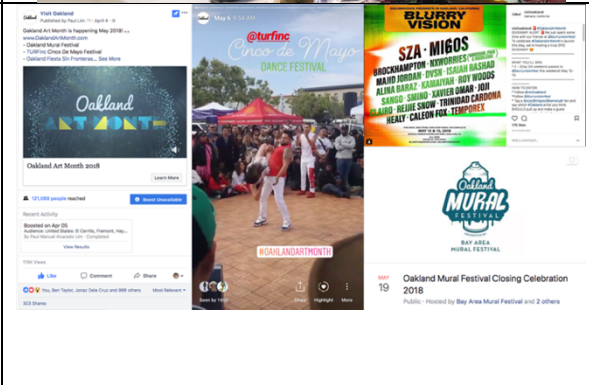
**#OaklandMuralFestival Instagram Posts:** 482

**OAM Video Views:** 207K Facebook, 34K Youtube, 5,500 Vimeo, 44K Facebook AD Views

**Mural Festival Facebook Event:** 5.8K People Interested

**Turf Feinz Video:** 19K Facebook Views

**Total Facebook AD Value:** 937K Reach, 2 Million Impressions



## Website Traffic

**Oakland Art & Culture Page Views:** 1,911

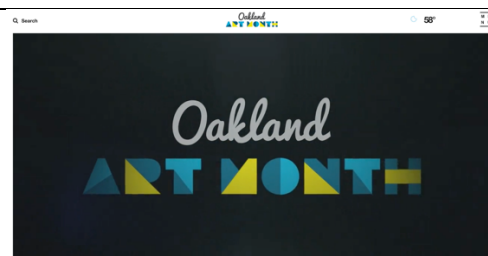
**OAM Hotel Deals Page Views:** 1,449

**Oakland Art Month Page Views:** 43,848

**Out of Market Views:** 31,447

**Percent of New Sessions:** 74.76%

**Time on Site:** 1.76



## Press Coverage


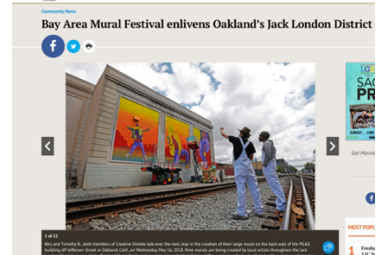
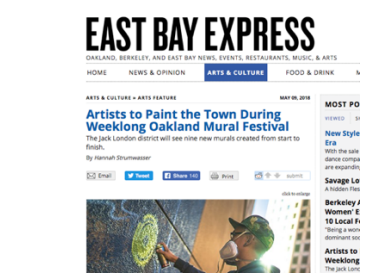
Reached over 4.1 Million & \$38K in AD Value, with more coverage to come!

### **View Articles Here:**

<https://www.dropbox.com/s/2ttu6uwoebcjb3l/Oakland%20Art%20Month%2018%20Press.pdf?dl=0>



# Recent Press

<p><b>The Daily Meal</b> Reach: 1.1M AD Value: \$10K</p> <p>See Article Here: <a href="https://www.thedailymeal.com/travel/oakland-underrated-destination-food-culture-and-entertainment">https://www.thedailymeal.com/travel/oakland-underrated-destination-food-culture-and-entertainment</a></p>	<p>“Oakland is an Underrated Bay Area Destination for Food, Culture, and Entertainment”</p>	
<p><b>EAST BAY TIMES</b> Reach: 21K AD Value: \$197</p> <p>See Article Here: <a href="https://www.eastbaytimes.com/2018/05/17/bay-area-mural-festival-enlivens-oaklands-jack-london-district/">https://www.eastbaytimes.com/2018/05/17/bay-area-mural-festival-enlivens-oaklands-jack-london-district/</a></p>	<p>“Bay Area Mural Festival Enlivens Oakland’s Jack London District”</p>	
<p><b>East Bay Express</b> Reach: 437K AD Value: \$4K</p> <p>See Article Here: <a href="https://www.eastbayexpress.com/oakland/artists-to-paint-the-town-during-weeklong-oakland-mural-festival/Content?oid=15871413">https://www.eastbayexpress.com/oakland/artists-to-paint-the-town-during-weeklong-oakland-mural-festival/Content?oid=15871413</a></p>	<p>“Artists to Paint the Town During Weeklong Oakland Mural Festival”</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.

## COMPLETED PROJECTS:

<p><b>Asian/Pacific American Heritage Month Video</b> Created a video highlighting Domee Shi, a proud Oakland resident and the first Asian female director of a Pixar short. Domee shares her favorite Oakland hot spots for Asian food and how Oakland sparks her creativity.</p>	<p><b>Watch Video Here:</b> <a href="https://www.youtube.com/watch?v=Elb_4iGdad0">https://www.youtube.com/watch?v=Elb_4iGdad0</a></p>
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## **UPCOMING PROJECTS:**

**Summer Campaign:** In process of launching a drive market summer campaign.

**Goal:** Target at-large Bay Area and drive market audience for summer activities, shopping and events. Accomplish this goal through executing the below:

- Website Landing Page
- Summer Hotel Deals
- Email Newsletters
- Video Series
- Social Media
- FAMs/Press Coverage
- Blog Posts
- SF Chronicle special section, Sacramento Bee, Fresno Bee

## **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.

### **JUNE MEDIA FAMs**

June 2-6	<b>Touring Club Italiano Magazine, Italy</b>	Master Consulting
June 8-11	<b>Influencer Federica Di Nardo, Italy</b>	Master Consulting
June 16-18	<b>Conde Nast Traveler Rome, Rome</b>	Master Consulting
June 22-24	<b>Maxim.com, Domestic</b>	DCI

### **UPCOMING PR EVENTS**


June 3-6	<b>PRSA Travel &amp; Tourism Conference, New Orleans</b>
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# 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.

## Cvent Pace Report Shows Success

- 5% Increase in RFPs
- 28% Increase in Total Room Nights
- 40% Increase in RFP Value
- 67.8% Lower Average Response Time



Visit Oakland | Sep-17 - Mar-18

RFP Info	Sep-16 - Mar-17	Sep-17 - Mar-18	% Change YOY
Total RFPs	146	153	5%
Total Room Nights	80,058	102,519	28%
Total RFP Value	\$29,614,328	\$41,472,370	40%
Average Response Lapse Time	1 Day(s) 5 Hour(s) 29 Minute(s)	0 Day(s) 9 Hour(s) 29 Minute(s)	-67.8%
Unique Planner Orgs	41	36	-12%

Planner Info	Sep-16 - Mar-17	Sep-17 - Mar-18	% Change YOY
HB-CD Total RFPs	85	87	2%
HB-CD Total Room Nights	55,660	39,797	-28%
Incremental Planners Total RFPs	61	66	8%
Incremental Planners Total Room Nights	24,398	62,722	157%

## JUNE SALES EVENTS

June 1 – June 5	<b>MPI WEC Indianapolis, Indianapolis</b>
June 7	<b>Sales Lunch and Learn</b> with Partners, Oakland
June 13	<b>Athletics vs. Astros Game</b> with Local Meeting Planners, Oakland
June 14	<b>Visit California Global Ready India, Oakland</b>
June 19	<b>MPINCC Gala, San Francisco</b>