

## 2018 ECONOMIC IMPACT

**3.9**  
MILLION  
VISITORS

**\$700M**  
VISITOR SPENDING  
+4% INCREASE

**7,500+**  
JOBS IN OAKLAND  
2nd Largest Private Employer

**\$915M**  
TOTAL  
BUSINESS SALES

**\$85M**  
TAXES  
(State & Local)

**\$31M**  
HOTEL TAX  
Straight to city general fund

## AWARDS & ACCOMPLISHMENTS

  
Silver Adrian Award  
Public Relations  
Oakland Coffee Rush

  
Best CVB/DMO  
Far West  
Region

  
CREATIVE AWARDS  
Gold Level Award  
Lisa Baird  
Allie Neal



Smartmeetings  
**2019** PLATINUM CHOICE  
AWARD WINNER



# VISIT Oakland ANNUAL REPORT 2019





# CAMPAIGNS & PROMOTIONS



**Oakland**  
RESTAURANT WEEK

**OAKLAND**  
COFFEE  
RUSH

**OAKLAND**  
Style

TRAVEL  
BEST  
TRIPS  
2019



**Oakland**  
URBAN  
WINE TRAIL

**OAKLAND**  
ALE  
TRAIL

**TOURS &  
EXPERIENCES**

**OAKLAND  
ART MONTH**



**Let's Meet.**  
*For Real.*

**\$26M**  
MEETINGS VALUE  
Secured \$22M (2017), \$43M (2018)

**28,000 ROOM NIGHTS**

**PRINTED & DISTRIBUTED 75,000 VISITOR GUIDES**

**23K**  
FACEBOOK  
FOLLOWERS  
+930 Increase

**27K**  
INSTAGRAM  
FOLLOWERS  
+24% Increase

**3.5M**  
PINTEREST  
IMPRESSIONS  
and 252K Engagements

**972K**  
WEBSITE  
SESSIONS

**+43%**  
WEBSITE  
VISITS



**171**  
MEDIA  
PLACEMENTS

**\$2.8M**  
GLOBAL  
AD VALUE

**260M**  
GLOBAL  
REACH

