

An aerial photograph of Oakland, California, taken at sunset. The city skyline is visible in the background, with the sun setting behind the mountains, creating a vibrant orange and yellow glow. The foreground shows a waterfront area with a curved road, a large modern building with a curved facade, and a body of water reflecting the city lights and the sunset sky.

VISIT *Oakland*

ANNUAL REPORT
2022

ECONOMIC IMPACT

\$784M

Total
Economic
Impact

3.3
Million
Visitors

\$590M
Visitor
Spending

86M
Taxes
(States & Local)

5,300+
Jobs in
Oakland

Source:



**TOURISM
ECONOMICS**

AN OXFORD ECONOMICS COMPANY

SALES BY THE NUMBERS



6M Economic Impact
of Booked Business

133% Room Night
Lead Growth

175K Potential
Room Nights

17 Tradeshows
Attended

MARKETING

PUBLIC RELATIONS

132

Media Placements



354M

Media Impressions



WEBSITE

1.5M

Pageviews
+3.5% Increase

594K

Users
+10.5% Increase

765K

Sessions
+14% Increase

NEWSLETTER

OPEN
RATE

41.6%

Average Open Rate 15%

SOCIAL MEDIA



73K

Total Audience

1.8M

Accounts Reached



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CAMPAIGNS



Oakland
RESTAURANT WEEK



Oakland
Cannabis Trail

COMING
SOON!



**OAK
DOG**



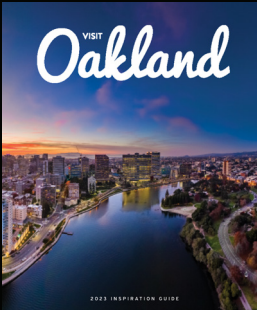
**ALE
TRAIL**



**OAKLAND
STYLE**



**VODCAST
SERIES**



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INSPIRATION GUIDE!



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Oakland?

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