

An aerial photograph of Oakland, California, taken at dusk. The city's skyline is visible in the background, with numerous skyscrapers and buildings illuminated by city lights. The foreground shows a harbor area with a large marina filled with sailboats and a few larger boats. A prominent building with a blue roof and white facade is situated near the water. The sky is a mix of deep blue and orange from the setting sun.

VISIT *Oakland*

ANNUAL REPORT
2023

ECONOMIC IMPACT

\$817M

Total
Economic
Impact

3.4M
Visitors

\$90M
Taxes
(States & Local)

\$617M
Visitor
Spending

5,556
Jobs in
Oakland

SOURCE:



**TOURISM
ECONOMICS**

AN OXFORD ECONOMICS COMPANY

*Full Economic
Impact Report*



SALES BY THE NUMBERS



\$8M Economic Impact
of Booked Business

30% Room Night
Lead Growth

228K Potential
Room Nights

17 Tradeshows
Attended

MARKETING & PUBLIC RELATIONS

PRESS

308

Media Placements

1.2B

Media Impressions



WEBSITE

3.3M

Pageviews

1.03M

Users

1.3M

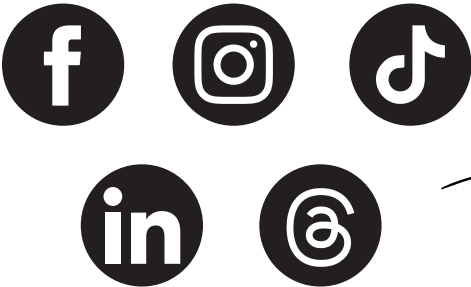
Sessions

NEWSLETTER

OPEN
RATE
42%

13,600+ Subscribers

SOCIAL MEDIA



107K

Total Audience

3.4M

Accounts Reached



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CAMPAIGNS



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SUMMER VIBES**



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WORLD**



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OAKLAND**



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