

# VISIT Oakland



ANNUAL REPORT  
2024

# ECONOMIC IMPACT

**\$779M**

Total  
Economic  
Impact

**3.4**

Million  
Visitors

**\$583M**

Visitor  
Spending

**\$85M**

Taxes  
(States & Local)

**5,548**

Jobs in  
Oakland

SOURCE:



**TOURISM  
ECONOMICS**

AN OXFORD ECONOMICS COMPANY

FULL ECONOMIC  
IMPACT REPORT



# SALES BY THE NUMBERS



**\$9.7M** Economic Impact  
of Booked Business

**31%** Room Night  
Lead Growth

**299K** Potential  
Room Nights

**36** Tradeshows &  
Client Events Attended



# MARKETING

## PUBLIC RELATIONS

**256**

Media Placements

**2.3B**

Media Impressions



## WEBSITE

**2.7M**

Pageviews

**886K**

Users

**1.2M**

Sessions

## NEWSLETTER

**OPEN  
RATE**

**36%**

15.6K Subscribers

## SOCIAL MEDIA



**131.5K**

Total Audience



**10.5M**

Accounts Reached



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# CAMPAIGNS



 **Oakland**  
RESTAURANT WEEK



Oakland Summer  
**VIBES**



 **OAKLAND**  
Style

COMING SOON



**OAKLAND**  
**BURGER TRAIL**



**SUPER BOWL**  
**LX**



**FIFA**  
**WORLD CUP**



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INSPIRATION GUIDE!



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