



VisitOakland.com
#OaklandLovelt

VISIT Oakland

ANNUAL REPORT 2018

VISIT Oakland

481 Water Street Oakland CA 94607



VisitOakland.com
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10 & 11 - JRAD

Executive Summary 2017/18

This year marked a period of notable accomplishments for Oakland. Among the most recent – for the first time Oakland was selected as one of 28 must-see travel destinations on *National Geographic Traveler* magazine’s Best Trips 2019 list and the only U.S. destination in the culture category. Visitation and visitor spending continued to head in a positive direction as outlined in this report, with the city’s tourism economy showing an impressive 28% growth in visitor spending over the past five years.

Oakland’s dedicated community partners continued to strengthen visitor experiences with new and refreshed product development, such as Oakland Zoo’s recent expansion of the California Trail, opening of the Radisson Hotel Oakland Airport and recently completed renovations at the Claremont, Waterfront and Z Hotels.

We also recognize Oakland’s city leaders, hoteliers and business community for their support of Oakland’s Tourism Business Improvement District (OTBID). Renewed until 2025, the OTBID provides vital marketing and destination development programs that promote Oakland’s visibility as an engaging leisure and group destination.

Visit Oakland also continues to strengthen its relationships with Oakland International Airport and Port of Oakland to support expanded service in domestic and international markets.

Oakland remains poised for growth with innovative efforts and strategies employed to grow demand for conventions and group events. In 2018, destination sales helped secure meetings valued at more than \$43.5 million in economic impact for Oakland and a 40% increase in booked room nights. The USRowing Masters National Championships held on Lake Merritt, which returns in 2020, translated into an economic impact of \$6-7 million for our destination.

The tourism outlook in the leisure market remains bright. Visit Oakland employed a series of print and digital marketing initiatives to garner increased brand awareness and excitement. The launch of the new Visit Oakland website resulted in organic website traffic up nearly 34%. The Visit Oakland team produced the Oakland Inspiration Guide, as well as the inaugural Oakland Art Month and Oakland Mural Festival in May, which bestowed an invigorating cultural experience. Oakland Restaurant Week attracted a significant number of culinary enthusiasts and high social media engagement.

In addition to Oakland’s summer and holiday advertising campaigns, Oakland’s Coffee Rush promotion leveraged the city’s stature as the #3 coffee city in the U.S. and a major hub for entrepreneurial roasters and specialty coffee.

A robust public relations presence resulted in increased total media placements over 42%. Visit Oakland maintained strong visibility in the international markets, with an active program of work that included participation in IPW, World Travel Market and Showcase USA in Venice, Italy.

As we enter the coming year, we look forward to the opening of the new Hampton Inn downtown and SpringHill Suites at the Oakland Airport, as well as more product development coming down the pipeline. Visit Oakland has identified a number of strategic priorities that substantially seek to further our tourism economy.

We extend special appreciation to our Board of Directors and their active participation in strategically guiding Oakland’s development. With a membership reflective of the diversity of Oakland’s business sector, they provide invaluable leadership.

I speak on behalf of the entire Visit Oakland team when I say that it’s a privilege to represent Oakland to the world. We look forward to advancing the shared vision of ensuring Oakland’s long-term prosperity.

Mark Everton
CEO, Visit Oakland

Visit
Oakland



Visit Oakland Mission

Increase tourism’s economic impact through destination development and brand management.

Board of Directors/Executive Committee

Mark Hochstatter, Chair, Executive Inn & Suites
and Bayside Hotel, a Best Western Plus

Michael LeBlanc, Past Chair, Playt Restaurant

Gyasi Edwards, Vice Chair #1, Booking.com

Sima Patel, Vice Chair #2, Ridgemont Hospitality

Sam Nassif, Z Hotel Jack London Square

V. Toni Adams, Secretary, Retired Alameda County Office of Education

Jon Primm, Treasurer, Courtyard by Marriott Downtown

Mark Everton, CEO, Visit Oakland

Board of Directors

Barney Fonzi, Diablo Publications

Carl Chan, Oakland Chinatown Chamber Foundation

John Albrecht, Port of Oakland

Dr. Joel Parrott, Oakland Zoo

Paresh Patel, The Washington Inn

Barbara Leslie, Oakland Metropolitan Chamber of Commerce

Chris Offutt, Waterfront Hotel

Charles Head, Claremont Club & Spa, A Fairmont Hotel

Christopher Sullivan, Oakland Marriott City Center
& Oakland Convention Center

Anand Patel, Piedmont Place

John Marsh, District

Patten Wood, FLRish Retail Management

Thomas Cavanagh, BANADLOOP

Economic Impact of Tourism in 2017

3.8M
VISITORS IN 2017

\$668M
ANNUAL VISITOR SPEND
(UP 6.5% IN 2017)

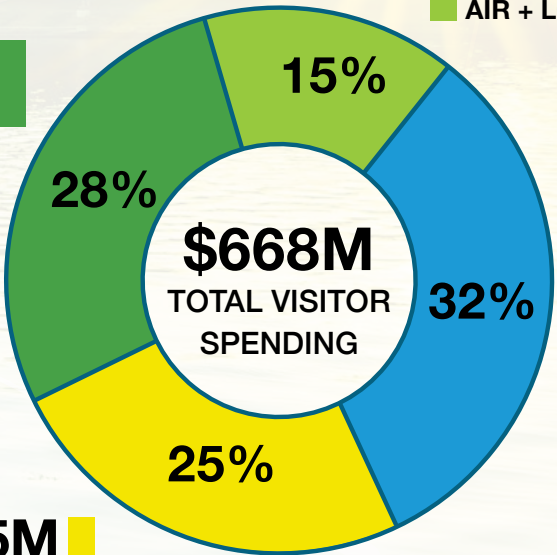
\$882M
TOTAL BUSINESS SALES

7,310 JOBS
TOURISM SUPPORTS 1 IN 30 OAKLAND JOBS
(UP 17.3% SINCE 2013)

\$142M
VISITOR GENERATED STATE AND LOCAL TAXES
(OFF-SETS \$505 OF TAXES PER HOUSEHOLD)

7.3% INCREASE
IN ROOM DEMAND/REVENUE
(INTERNATIONAL TRAVELERS TICKED UP
MODESTLY IN 2017)

Source: Economic Impact of Visitors to Oakland in 2017,
Tourism Economics December 2018



\$187M
RETAIL + RECREATION

\$102M
AIR + LOCAL TRANSPORTATION

\$216M
LODGING

\$165M
FOOD + BEVERAGE

The Oakland travel industry benefits from improving consumer confidence and rising incomes. This positive economic environment is leading to steady gains in spending.



Key Accomplishments in 2018

Visit Oakland's key accomplishments are based on their strategic initiatives to increase brand awareness to potential over-night travelers through a variety of convention and meetings sales strategies, marketing to domestic and leisure travelers, marketing to the meetings industry, and implementing public relations strategies.

- **TOURISM IMPROVEMENT DISTRICT (OTBID) RENEWAL UNTIL 2025**
- **HOSTED USROWING MASTERS NATIONALS CHAMPIONSHIPS ON LAKE MERRITT WITH AN ECONOMIC IMPACT OF \$6-7M**
[Secured Event for 2020]
- **LAUNCHED INNOVATIVE NEW WEBSITE**

Sales

- **\$43.5M ECONOMIC IMPACT OF MEETINGS**
- **48% INCREASE** IN ECONOMIC IMPACT
- **43,092 ROOM NIGHTS**
- **40% INCREASE** IN BOOKED ROOM NIGHTS

PR

- **321 MEDIA PLACEMENTS** IN TOP TIER PUBLICATIONS
- **40% INCREASE** IN MEDIA PLACEMENTS



Marketing/Digital/Social

- **1.3M** TOTAL VIDEO VIEWS
- **+50.6% USAGE** #OAKLANDLOVEIT
- **+38.74% SESSIONS UP** ORGANIC WEBSITE TRAFFIC
- **+12.01% WEBSITE VISITS**
- **+29.11% HIGHER TIME ON SITE** ON MOBILE
- **LAUNCHED 8TH ANNUAL RESTAURANT WEEK, SUMMER CAMPAIGN, OAKLAND COFFEE RUSH, AND HOLIDAY CAMPAIGN**
- **89,746** PARTNER QUICK VIEWS
- **+7.47% PARTNER REFERRALS UP**

Other Accomplishments

- **LAUNCHED INAUGURAL OAKLAND ART MONTH AND MURAL FEST** IN MAY 2018
- **PARTNERED WITH OAK** FOR NEW **PARIS + ROME** FLIGHTS
- **55,000 OAKLAND INSPIRATION GUIDES** DISTRIBUTED



Sales

- +16% LEADS GROUP SALES ROOM NIGHTS
- 96 MEETING PLANNER FAMS
- 170 TRAVEL TRADE FAMS

Year over Year Economic Impact and Booked Room Nights

- 40% INCREASE IN BOOKED ROOM NIGHTS
- 48% INCREASE IN ECONOMIC IMPACT

2018

- SECURED MEETINGS VALUED AT \$43M ECONOMIC IMPACT
- 43K BOOKED ROOM NIGHTS

2017

- SECURED MEETINGS VALUED AT \$22M ECONOMIC IMPACT
- 25K BOOKED ROOM NIGHTS

Awards

- 2018 PARTNER OF THE YEAR – MPINCC ANNUAL GALA
- 2018 SUPPLIER OF THE YEAR, RHANEE PALMA – PCMA BAMIES



Hotel Performance

All Oakland Hotels for FY 2017:	FY 2018:
• OCC 75.2%	• OCC 76.7%
• ADR \$149.82	• ADR \$155.79
• REVPAR \$112.59	• REVPAR \$119.53

The Bigger Full-Service Oakland Hotels Increase over 2017:

• OCC +0.5%	• ADR +4.5%	• REVPAR +5.0%
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For all Oakland Hotels over 2017:

• OCC +2.1%	• ADR +4.0%	• REVPAR +6.2%
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In Comparison to other Cities' Performance:

San Francisco

• OCC -1.4%	• ADR +6.2%	• REVPAR +4.7%
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Santa Clara

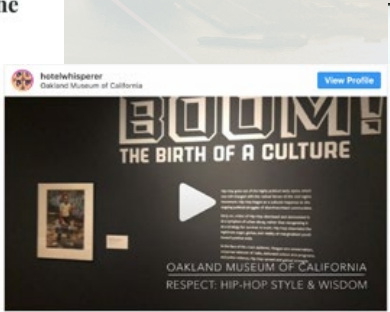
• OCC +2.2%	• ADR +4.3%	• REVPAR +6.6%
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*Occupancy | **Average Daily Rate | ***Review Per Available Room



Domestic Public Relations – Earned Media

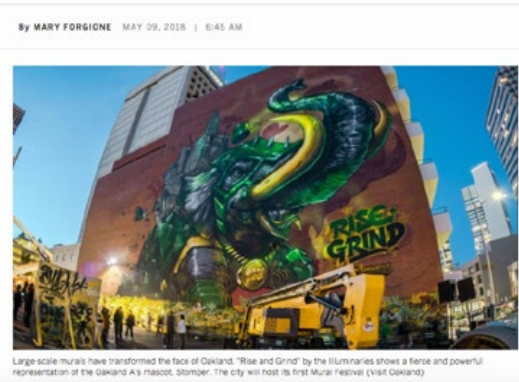
- 185 MEDIA PLACEMENTS
- 62 MEDIA FAMS
- 20 INFLUENCER FAMS
- 500.3 MILLION REACH
- \$3.1 MILLION AD VALUE



“5 Reasons Oakland, California Makes the Perfect Summer Vacation Spot”

ESSENCE

Oakland's street art scene is vibrant. New works will be created during city's first Mural Festival



“Oakland’s Street Art Scene is Vibrant.”

Los Angeles Times

AFAR

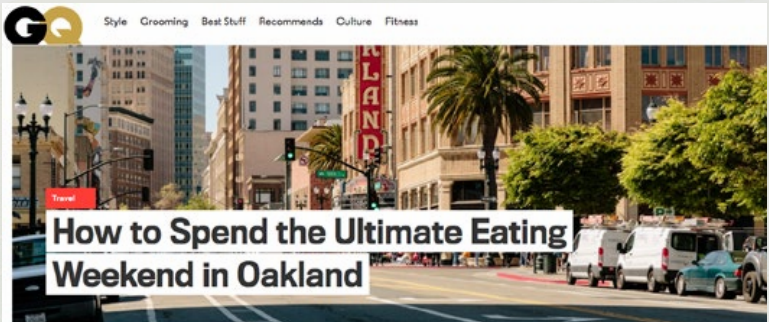
Fodor’sTravel

Smartmeetings



“Oakland Makes National Geographic Travel’s Best Trips List for 2019”

NATIONAL GEOGRAPHIC TRAVELER



“How to Spend the Ultimate Eating Weekend in Oakland”

GQ



“13 Facts About Oakland’s Food Scene You Know If You’re a Local”

FOOD&WINE

International Public Relations – Earned Media

- 136 MEDIA PLACEMENTS
- 12 INTERNATIONAL FAMS
- 132 MILLION INTERNATIONAL REACH
- \$643,000 INTERNATIONAL AD VALUE
- INTERNATIONAL REACH: ITALY, SPAIN, UNITED KINGDOM, CANADA, MEXICO, SCANDANAVIA, THE NETHERLANDS



“Welcome to Oakland the West Coast Brooklyn”

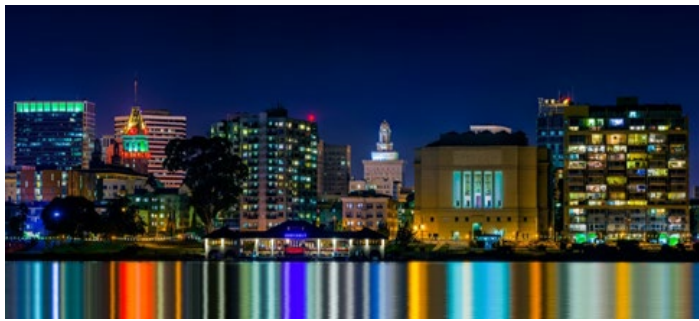
DTK MEN MAGAZINE



“Transformative Oakland”

CANADIAN Traveller

La playlist di Oakland per cibo, drinks e musica



MUSICA NEI DINTORNI DELLA BAY AREA



International Travel Trade, Tour Operators, and FIT

Visit Oakland’s presence in the international market grew through sales and media missions with Visit California and Brand USA as well as leveraging partnerships with OAK. Norwegian Paris to OAK Launch, Paris; IPW, Travel Trade Appointments, Denver; Showcase USA-Italy, Venice 4-5 March 2018; FCO OAK Launch Event (Participants: 10 TO Reps, 25 Travel Agencies, 12 Digital Influencers, 27 ress reps); Italian FAM; United Airlines FAM TRIP 10-14 April; Training at Alpitour HQ in Milan on 7th May



International FAM - Federica Dinardo

Itinerario de 3 días en Oakland



Primer día



Segundo día



Marketing – Owned Media

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Year over Year Increases for 2018

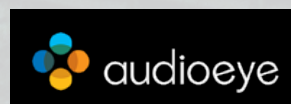
- +38.74% ORGANIC TRAFFIC SESSIONS
- +12.01% TOTAL SESSIONS
- +29.11% AVERAGE SESSION DURATION
- 70K PARTNER REFERRALS (+7.47%)
- 89K PARTNER QUICK VIEWS

Mobile

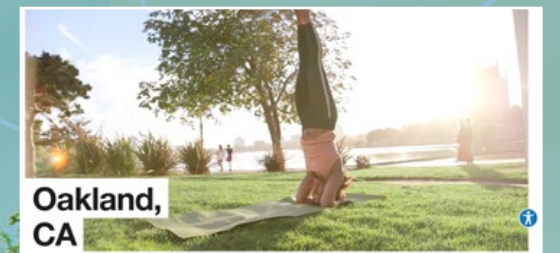
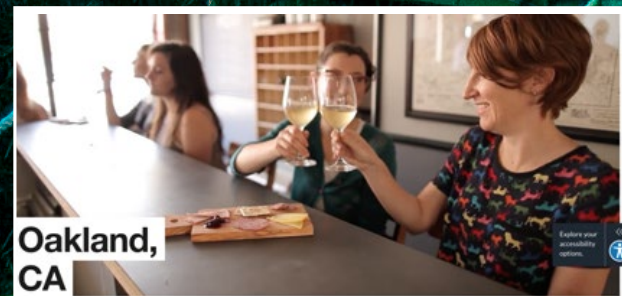
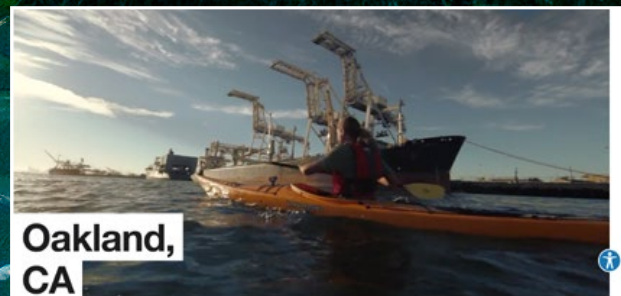
- +29.11% HIGHER TIME ON SITE ON MOBILE
- +16.82% MORE PAGES PER SESSION
- -5.26% LOWER BOUNCE RATE

Awards

- 2018 SILVER ADRIAN AWARD – HSMIA
- 2018 COMMUNICATOR AWARD – AIVA



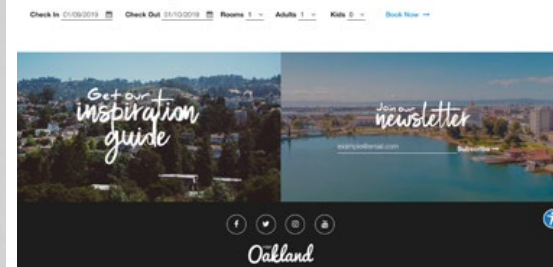
First DMO website to launch AudioEye
“Digital Accessibility Solution”



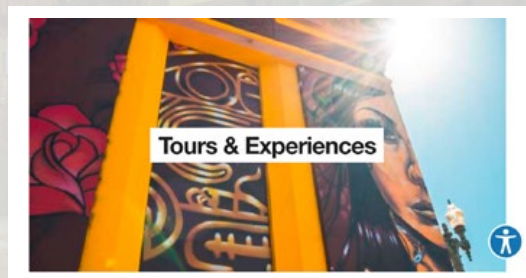
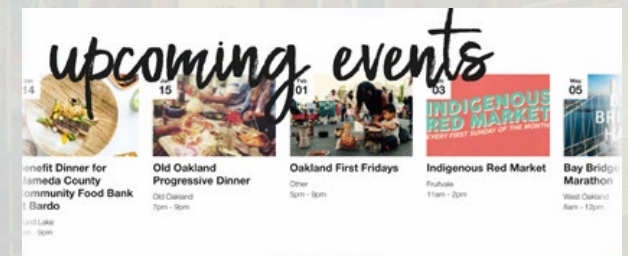
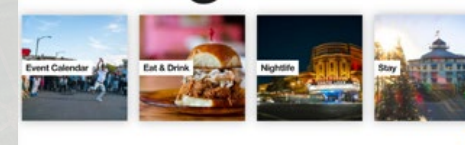
Social Media Stats

- +13.5% FACEBOOK FOLLOWERS
- +10.5% FACEBOOK REACH
- +215% FACEBOOK VIDEO MINUTE VIEWS
- +1,229.4% YOUTUBE CHANNEL VIEWS
- +23.8% INSTAGRAM FOLLOWERS
- +50.6% #OAKLANDLOVEIT USAGE

Book Your Trip



Things To Do



Marketing — Paid Media



Oakland Restaurant Week

Build increased National brand awareness of the thriving culinary scene in Oakland in drive market.

- 21 FOODIE INFLUENCERS
- 82 RESTAURANTS
- 1,188 RESERVATIONS MADE VIA OPENTABLE
- \$247K REVENUE ESTIMATED TOTAL
- 48M IMPRESSIONS
- 22 MEDIA PLACEMENTS
- 150K INSTAGRAM STORY IMPRESSIONS
- 246,664 PAGE VIEWS
- 65K VIDEO VIEWS



Holiday Campaign

Visit Oakland launched the Holiday Campaign to boost retail sales.

- 10 SMALL BUSINESSES HIGHLIGHTED
- 6,315 PAGE VIEWS
- 121K IMPRESSIONS
- +266.5% COMMENTS
- 5,000 HOLIDAY EVENT RACK CARDS DISTRIBUTED TO HOTELS & AIRPORT



Oakland Art Month

The entire month of May was dedicated to promoting the artists and events that highlight the diversity of Oakland’s artistic community.

- 4.3M PR REACH
- \$40K PR AD VALUE
- 315K VIDEO VIEWS
- 52K WEBSITE PAGE VIEWS
- 937K FACEBOOK AD VALUE
- 426 #OAKLANDARTMONTH INSTAGRAM POSTS
- 482 #OAKLANDMURALFESTIVAL INSTAGRAM POSTS



Urban Wine Trail Re-Launch

Created a more inclusive program with wineries, wine shops, tours, and bottle shops.

- NEW WINE TRAIL MAP AND PASSPORT
- PASSPORT REDEMPTION PRIZE
- WINE INFLUENCER FAM
- GEO-TARGETING AT HOTELS

Marketing - Paid Media

Enter Online Today
For A Chance To Win!

Weekly prizes include tickets to the following:
CHABOT SPACE & SCIENCE CENTER
OAKLAND ATHLETICS • OAKLAND MUSEUM OF CALIFORNIA
CHILDREN'S FAIRYLAND • OAKLAND ZOO & MORE!

Sign Up
for a chance to win at
visitoakland.com/summer

Follow Us
on Instagram & Facebook
@visitOakland

Enjoy
activities & attractions
June - September

For entry and terms & conditions, go to visitoakland.com/summer

Oakland

Summer Influencer
Campaign 2018
Target Market: Sacramento, Portland, Los Angeles

Book a
Summer
Package
with Tickets to
Oakland
Attractions!
[Check Availability Here]

What's up in
Oakland

land

Summer Campaign

Visit Oakland launched a summer campaign to target at-large Bay Area, drive markets and nearby direct flight destinations.

- 1.7M DIGITAL IMPRESSIONS
- 101.98%+ WEBSITE TRAFFIC FROM SACRAMENTO, CA
- 15.96%+ WEBSITE TRAFFIC FROM PORTLAND, OR
- 16 HOTEL PACKAGES BOOKED
- 7M READERSHIP

OAKLAND
COFFEE
-RUSH-

imbibe

SUBSCRIBE RECIPES COCKTAILS • SPIRITS WINE • BEER IMBIBE TV ISSUE SHOP

BY FRANKIE WARD • SPECIAL DELI RECOMMENDATIONS • DECEMBER 7, 2018 • PHOTO BY PHIL CORRELL

THE OAKLAND COFFEE SCENE THRIVES ON COMMUNITY

THE WINDY CITY IS WAITING

MARK EVERTON
CEO, WEST OAKLAND

Oakland Coffee Rush

Visit Oakland launched the Oakland Coffee Rush to celebrate Oakland's unique and vibrant coffee culture. It officially launched on International Coffee Day, September 29.

- 7.8K VIDEO VIEWS
- \$73K AD VALUE
- 3M PR REACH

Sep 25 2018
4:35 PM UTC

Jean Lee Cat Drink Travel!
When in the #BayArea, one must eat #tacos! Loving this trip of @thelocalchicken @thelocalbakery & @thelocalbakery at the famous 100-year-old...

Sep 28 2018
9:43 PM UTC

Jean Lee Cat Drink Travel!
Enjoyed an exquisite Californian Mediterranean dinner at Chef Russell Moore's rustic beauty @oakland, which is just across the bay from San Francisco, & lunching at the popular outdoor @theoakland...

Sep 29 2018
10:54 PM UTC

Jean Lee Cat Drink Travel!
Take a little piece of my heart to #Oakland! Loved visiting @oakland, which is just across the bay from San Francisco, & lunching at the popular outdoor @theoakland...

Sep 29 2018
4:22 PM UTC

Jean Lee Cat Drink Travel!
Getting fueled in #Oakland for #NationalCoffeeDay! you know Oakland is the third most popular city for #coffee lovers behind Portland & Seattle...

Oct 1 2018
9:26 PM UTC

Jean Lee Cat Drink Travel!
Tantalizing @theoakland in #Oakland! #Loved this Grilled #SpamOmelette w/ pepper asch, picked up @theoakland #theoakland #theoakland #theoakland

HOSTED VISIT FOR JEAN LEE @JEANIUSEATS
- 18 INSTAGRAM POSTS AND STORIES

Store Coffee Roasters serves up locally-roasted blends with inspirational notes. (Courtesy of Visit Oakland)

A Coffee Lover's Guide to Oakland

BY CRYSTAL GRIFF
October 26, 2018 Updated: October 26, 2018

Will travel for coffee? The scene in Oakland, California, is thriving, and the city has launched a new campaign and visitor's guide, "Oakland Coffee Rush," to celebrate it.

“A Coffee Lover's Guide to Oakland”
THE EPOCH TIMES

Visit Oakland in the Community



Community Partnership

- CITY OF OAKLAND
- OAKLAND AIRPORT
- OAKLAND METROPOLITAN CHAMBER OF COMMERCE
- OAKLANDISH
- WINE & BOWTIES
- OAKHELLA
- BAY AREA MURAL FEST
- PORT OF OAKLAND
- BIDS (BUSINESS IMPROVEMENT DISTRICTS)
- OAKLAND ZOO
- FAIRYLAND
- CAPITOL CORRIDOR
- AMTRAK SAN JOAQUIN
- BARTABLE
- ART & SOUL
- 3RD THURSDAY @ LATHAM SQUARE
- HELLA GAY 5K
- RAINBOW CROSSWALK
- MURAL GRANT PROGRAM
- OAKLAND PARKS & REC
- OPD
- OAKLAND GROWN
- RALPH BUNCHE ACADEMY
- FANTASTIC NEGRITO
- OAKLAND A'S FAN FEST
- JACK LONDON SQUARE
- FIRST FRIDAY'S
- BLACK SANTA
- DIA DE LOS MUERTOS



Tourism Education

- SMALL BUSINESS WEEK – SOCIAL MEDIA WORKSHOP
- DISABILITY 101 – CUSTOMER SERVICE TRAINING
- SALES LUNCH AND LEARN WITH PARTNERS, OAKLAND
- VISIT CALIFORNIA GLOBAL READY INDIA, OAKLAND
- CANNABIS TOURISM 101



Tourism Sponsored Events

- OAKLAND RUNNING FESTIVAL
- OAKLAND MARATHON
- OAKLAND TRIATHLON
- EAT REAL FEST
- OAKLAND COCKTAIL WEEK
- BLACK JOY PARADE
- OAKLAND CENTRAL/OLD OAKLAND ICE SKATING RINK
- AUDACITY FEST
- TURKEY TROT
- GRAN FONDO
- HAUTE ROUTE
- OAKLAND PRIDE FESTIVAL
- BLURRY VISION
- TREASURE ISLAND MUSIC FESTIVAL
- USROWING MASTERS CHAMPIONSHIP



Strategic Priorities 2019

#1 Increase Oakland's Brand Awareness

- Awareness focused efforts promoting the overall destination
- Promote Oakland's brand to Group, Corporate, Leisure and International audiences through Marketing and Sales strategies
- Target Key Media, Influencers and Bloggers with compelling stories that drive media coverage and social media impressions
- Partner with Oakland's based tourism offerings and attractions to build brand awareness and increase visitations
- Continue to drive website traffic to relevant content through cutting-edge social media, marketing, and digital strategies
- Continue awareness of Oakland with international media in target markets

#2 Grow Demand for Destination

- Deploy sales resources towards Corporate, Association and 3rd party Meeting Planners to increase Meeting & Travel Industry consideration
- Host Familiarization trips to Oakland for Planners, Media and Influencers
- Partner with our hotels for year-round packages and need-time promotions
- Implement strong sales and media strategies in key international travel trade markets
- Deliver value to and collaborate with tourism-related businesses to inspire travel to Oakland



#3 Be a Leader in Destination Development

- Grow consumer engagement and loyalty
- Facilitate Product Development, especially hotel development
- Create value for visitors and residents
- Advocacy – Maintain and build active government and community relations
- Enhance Partner Capabilities

#4 Strengthen & Grow our Partnerships

- Collaborate and assist on air service development
- Support City Marketing Initiatives
- Build successful Community Partnerships

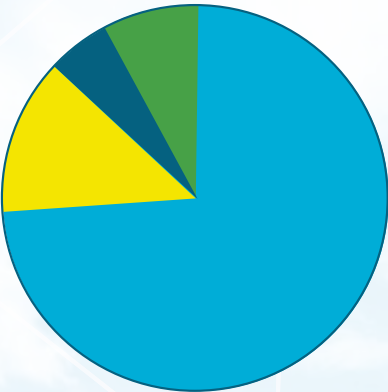


2018 Budget Allocation/Funding

\$2.9M MEASURE C REVENUE

MEASURE C EXPENSE:

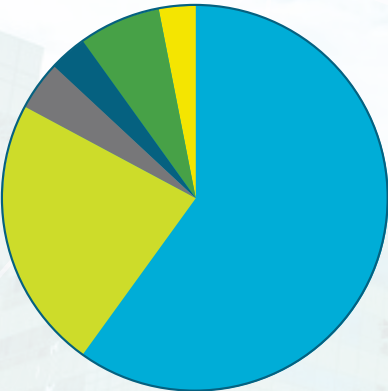
- 70% MARKETING
- 16% SALES
- 4% VISITOR CENTER
- 9% ADMIN



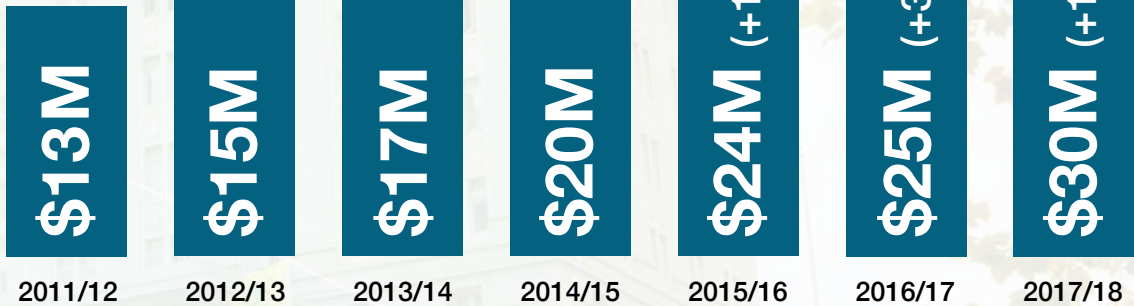
\$1.5M OTBID REVENUE

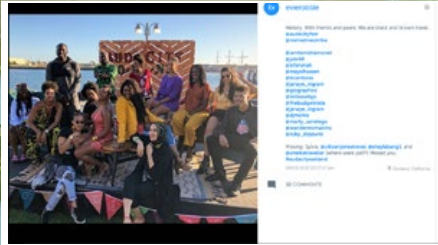
OTBID EXPENSE:

- 63% MARKETING
- 23% SALES
- 4% SPECIAL EVENTS
- 3% CITY OF OAKLAND FEE
- 7% ADMIN
- 3% CONTINGENCY



TOTAL TRANSIENT OCCUPANCY TAX TO CITY OF OAKLAND'S GENERAL FUND





Staff

Mark Everton, President & CEO

Nancy Sarpa-Samuelson, VP of Marketing

Rhaneé Palma, VP of Sales

Ben Taylor, Destination Development Manager

Allie Neal, PR Manager

Lisa Baird, Marketing Manager

Paul Lim, Social Media Manager

Jordan Park, Creative Services Specialist

Jaymee Rayford, Destination Development Coordinator

Angela Pohl, Sales Coordinator

Jasmin Odion, Administrative & Accounting Manager

Helen Green, Visitor Services Manager

Kenneth Brown, Visitor Services Coordinator

Mary Nassif, Visitor Services Coordinator

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