



**FOR IMMEDIATE RELEASE**

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## **VISIT OAKLAND RELEASES NEW INSPIRATION GUIDE**

*New guide features Oakland's vibrant culture and experiences for travelers*

(Oakland, CA) — [Visit Oakland](http://visit-oakland.com), the city's official destination marketing organization, releases the **2019 Visit Oakland Inspiration Guide**.

The redesigned inspiration guide, published by [Diablo Publications](http://DiabloPublications.com), features a clean layout with pops of colorful to reflect the look of the Visit Oakland website. The guide also features original editorial content and photography of the destination, including sections written by Oakland figures.

This year's cover highlights Oakland as an emerging destination and showcases the city's arts and culture, with a photo of a street mural created by Oakland artist Joshua Mays. "The placement of the mural, and this figure being right there-at the 19<sup>th</sup> and Broadway BART stop..-the story in my head is that she's opening a portal into a new realm, the new experiences, or for those who engage her," Mays told SF Weekly.

"This guide is designed to inspire visitors, and provide information to navigate and discover all that Oakland has to offer," says Mark Everton, President & CEO of Visit Oakland. "We are hoping to open visitors' eyes to the spirit of Oakland and ensure that they don't miss out on anything- from our extraordinary attractions to our diverse culinary scene, annual events and outdoor adventures."



2019 Inspiration Guide cover features a street mural on Broadway, created by Oakland artist Joshua Mays.

The Visit Oakland Inspiration Guide is available now throughout the Bay Area. Over 75K copies of the guide will be distributed to all major airports, California State Welcome Centers, neighboring tourism bureaus, Oakland hotels, Airbnbs and Oakland attractions. The complimentary visitor guide may be requested, through the below:

**VIEW DIGITAL VERSION** at [visitoaklandguide.com](http://visitoaklandguide.com)

**ONLINE REQUEST** at [visitoakland.com/inspiration-guide/](http://visitoakland.com/inspiration-guide/)

**BY PHONE** at (510) 839-9000

**IN-PERSON** at the Oakland Visitor Center in Jack London Square (481 Water Street)

### **ABOUT VISIT OAKLAND**

Visit Oakland is a non-profit organization marketing Oakland, California as a travel destination. Visit Oakland offers a wide variety of complimentary services and materials for travelers interested in visiting Oakland. For more information, check out [www.visitoakland.com](http://www.visitoakland.com). Want to share the Oakland love with the world? Follow @visitoakland on [Facebook](https://www.facebook.com/visitoakland), [Twitter](https://twitter.com/visitoakland), [Instagram](https://www.instagram.com/visitoakland) and [LinkedIn](https://www.linkedin.com/company/visitoakland).

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