

VISIT Oakland

Oakland Insider

Oakland Insider is Back!

After a several month hiatus, **Oakland Insider** has returned with a fresh look and perspective. Visit Oakland is focusing on promoting Oakland through Marketing, Sales, PR and community events and the Oakland Insider is a perfect tool for you to keep abreast of all that Visit Oakland is doing. Starting today, Visit Oakland is excited to expand our weekly newsletter into a monthly format. Our goal is to highlight some of our Visit Oakland activities and initiatives to keep you updated on how we're marketing our destination. I hope you enjoy this updated version of our newsletter and look forward to keeping you in the know to be a true Oakland Insider.



Sincerely,



Mark Everton

Recent Press

<p>VIA Magazine Reach: 46,735 AD Value: \$432</p> <p>See Article Here: https://www.viamagazine.com/destinations/oaklands-lake-merritt?ca=y&src=viaspr18</p>	<p>“Oakland’s Lake Merritt: 5 Things We Love”</p> <p>Features things to do near Lake Merritt.</p>	
<p>Smart Meetings Reach: 44,000 AD Value: \$9,400</p> <p>See Article Here: http://pubs.royle.com/publication/frame.php?i=465755&p=4&pn=&ver=html5</p>	<p>“Instagrammable Locations in California”</p> <p>Features Instagram photo locations in Oakland.</p>	
<p>Diablo Magazine Reach: 39,980 AD Value: \$7,655</p> <p>Print Article</p>	<p>“Oaktown Opening”</p> <p>Highlights the Visit Oakland visitor center grand opening.</p>	


Oakland Art Month

Visit Oakland celebrates the Oakland creative and arts community with the debut of Oakland Art Month in May 2018. The entire month of May is dedicated to promote the artists and events that highlight the diversity of Oakland's artistic community. One of the most anticipated events of Oakland Art Month is the inaugural Oakland Mural Festival. Other anticipated events include, Blurry Vision, BANDALOOP open rehearsal and Jack London Art & Wine Festival.

<p><u>Art Month Video</u> To be seen on social media, website, broadcast Ads, including KQED, Sojern and Adara.</p>	<p>See Video Here: www.youtube.com/watch?v=wfrZPum8YMk</p>
<p><u>Art Month Website</u> For consumers to find art month events, explore Oakland's arts, artist spotlights and hotel deals.</p>	<p>See Website Here: www.oaklandartmonth.com</p>
<p><u>Art Month Advertising</u> Visual created to be seen in print Ads, including Diablo Magazine and East Bay Express, as well as banners created for lamp posts around the city. Other advertising includes, billboards and bus shelters.</p>	
<p><u>Art Month Social Media</u> April & May social media posts on all channels are tailored to Art Month, including behind the scenes filming of artists on Instagram stories, featuring art blog posts and artist influencer campaigns/takeovers. Using #OaklandArtMonth to follow art month posts.</p>	




Beastmode Partnership

BEASTMODE, the apparel store located at 811 Broadway, is owned by the NFL player Marshawn Lynch.

<p><u>BEASTMODE Partnership</u> Partnered with BEASTMODE to create cobranded t-shirts, hats, and stickers for giveaways at tradeshows and for media gifts.</p>	
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Marketing

Marketing is focusing on creating integrated strategies to support Oakland's tourism brand, hotel properties, group business, travel trade, leisure, and special events.

<p>VP of Marketing, Nancy Sarpa-Samuels Welcome Nancy to the Visit Oakland Team, as the VP of Marketing! Nancy, a Bay Area native, joined the team bringing her many years of experience in tourism strategy and marketing for Indian Wells. Prior to moving to the Desert, Nancy had an extensive background working for companies such as Salesforce, J. Walter Thompson and Chez Panisse.</p>	
<p>New Collateral New business cards and name tags have been created to match the new branding of the website.</p>	
<p>Recent Event, DMA West Tech Summit The Marketing team recently attended this event to learn more about the use of technology in the tourism industry, including social media reporting, analytics, creative technology and networking with other professionals in the tourism industry.</p>	

Public Relations

PR has been focusing on attending media appointments and receptions to create relationships with media. After attending these events, media are then hosted on FAMS, which result in Oakland media coverage.

MARCH: MEDIA FAMS

<p>March 5-7</p>	<p>Aloha.com, Dress to Kill, Magazine Le Must</p>	<p>Reactive Lead</p>
<p>March 11-13</p>	<p>KlassyKinks.com</p>	<p>Reactive Lead</p>
<p>March 20-26</p>	<p>Food&Wine</p>	<p>DCI</p>
<p>March 21-26</p>	<p>VIBE</p>	<p>NY Media Appointments</p>

March 24-31	BikeAbout	Reactive Lead
March 27-30	The Advocate, ESSENCE, Fodors, The Daily Meal, AAA Westways	DCI

APRIL: MEDIA FAMS

April 5-8	TheGrio.com, MadameNoire.com, ESSENCE	Texas Media Appointments
April 6-8	Women in Music Festival, Influencers	Reactive Lead
April 7-8	Nat Geo, Parents.com	Texas Media Appointments
April 14-17	Italian Influencer FAM	Master Consulting/Italy
April 16-20	Culture Trip, Verbal Gold, Texas Lifestyle Magazine	Texas Media Appointments
April 16-18	Tasting Table	DCI
April 21-24	Italian Youtuber FAM	Master Consulting/Italy

PAST PR EVENTS


February 5-9	LA Media Appointments
March 6-9	Texas Media Appointments
March 20-21	Visit California NY Media Reception

UPCOMING PR EVENTS

April 9-12	Chicago Media Appointments
April 23-24	Visit California LA Media Reception
May 19-23	IPW, Media Appointments

Sales

Sales strategy is to attend travel trade events, and to meet with meeting planners to communicate why they should book their meetings and events in Oakland. Sales also hosts meeting planners and tour operators on FAMS, to show them Oakland meeting spaces and things to do in the city.

<p>Rhaneé Palma Promoted to VP of Sales & Services Congratulate Rhaneé with her recent promotion to VP of Sales & Services!</p>	
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MARCH: TRAVEL TRADE FAMS

March 12-14	ConnectFAM: West Coast	Connect
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APRIL: TRAVEL TRADE FAMS

April 12	United Airlines FAM	Master Consulting/Italy
April 10-15	Norwegian Paris Flight Launch FAM	Master Consulting/Italy
April 25	Hong Kong Airlines FAM	SF Travel

PAST SALES EVENTS

February 27	MPI NCC Annual Conference & Expo , San Francisco (ACE Sponsor, 11 stakeholders attended)	
March 5-7	Connect Chicago , Chicago	
March 20-22	CALSAE Elevate , Monterey	
March 24-29	ConferenceDirect APM , West Hollywood	
March 25-27	Atlanta- Active America China , Atlanta	

UPCOMING SALES EVENTS

April 10	Norwegian Paris to OAK Launch , Paris
April 11	All Things Meetings SF , San Francisco
April 15-18	Destination California , San Diego
April 18-19	Connect Rockies , Denver
April 30-May 2	HelmsBriscoe ABC , Orlando
May 19-23	IPW, Travel Trade Appointments , Denver