

Visit Oakland Oakland Insider

I hope you are having a wonderful start to the summer season!

This will be an exciting summer for Oakland, with the Oakland Zoo's new California Trail exhibit opening, the Oakland Athletics celebrating their 50th Anniversary, and Oakland's first-ever cocktail week. The season will be filled with lively events throughout the city with Art + Soul and Taste of Oakland in July, USRowing in August and Oakland Pride Festival and Eat Real Festival in September.



Visit Oakland has been busy launching a summer marketing campaign to promote all of these happenings. This will be promoted through various channels, including social media, FAMs, video series, blog posts, hotel packages, weekly giveaways, advertising and more. You can read more about this marketing campaign below.

Visit Oakland's upcoming projects include launching the Oakland Coffee Rush, a coffee trail that will explore Oakland's amazing coffee industry, from roasters to unique coffee shops. Other initiatives include creating a proactive strategy for cannabis tourism. Visit Oakland will provide visitors information regarding the city's cannabis laws, while promoting cannabis-friendly establishments and experiences.

I am also proud to introduce new members to the Visit Oakland Board of Directors! Please welcome **Michael Rios**, General Manager of Hilton Oakland Airport; **Charles Head**, General Manager of Claremont Club & Spa, A Fairmont Hotel; **Christopher Sullivan**, General Manager of Oakland Marriott City Center & Oakland Convention Center; **Anand Patel**, Owner & Manager of Piedmont Place; **John Marsh**, General Manager of District; **Patten Wood**, Director of Marketing for FLRish Retail Management; and **Thomas Cavanagh**, Executive Director of BANDALOOOP. We are so excited to have them join the Visit Oakland board, and bring their experience and insights to our organization.


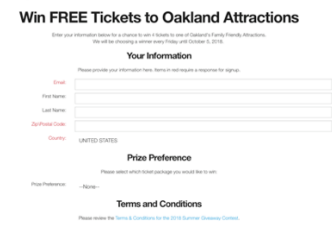
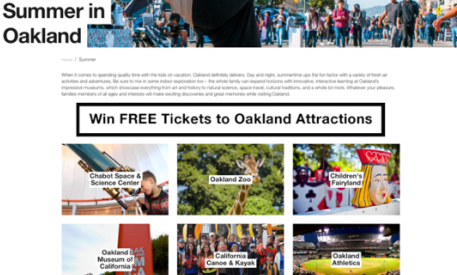


Sincerely,


A handwritten signature in black ink, appearing to read 'Mark Everton'. The signature is fluid and cursive, written on a white background.

Mark Everton

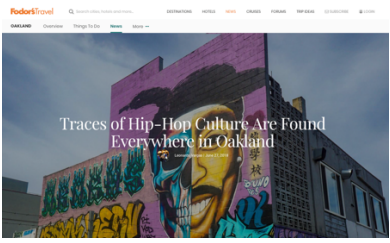


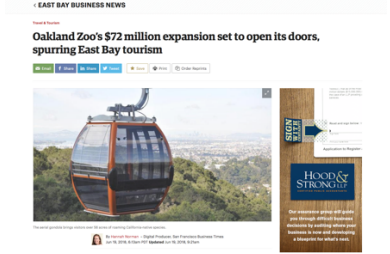
Summer Campaign

Visit Oakland has launched a summer campaign to target at-large Bay Area, drive markets and nearby direct flight destinations. The summer campaign educates visitors on what to do in Oakland during summer through advertising, social media, video series, website page, blogs, influencer FAMs and an attraction giveaway.

<p style="text-align: center;">Advertising</p> <p>Summer-focused advertorial content was placed in San Francisco Chronicle, Sacramento Bee, Fresno Bee, Portland Oregonian, including how to sign up for the summer giveaway program.</p>	
<p style="text-align: center;">Attraction Giveaway</p> <p>Every Friday Visit Oakland gives away four tickets to an Oakland attraction.</p> <p style="text-align: center;">See Giveaway Form Here: https://www.visitoakland.com/summer/giveaway-contest/</p>	
<p style="text-align: center;">Website Landing Page</p> <p>Summer landing page on website including hotel deals, train deals, and things to do during summer.</p> <p style="text-align: center;">See Landing Page Here: https://www.visitoakland.com/summer</p>	
<p style="text-align: center;">Influencer FAMs</p> <p>Influencers from Sacramento and Portland will be visiting Oakland to capture summer activities on social media platforms, as well as Visit Oakland capturing their trip with videos series.</p>	
<p style="text-align: center;">Social Media</p> <p>Social media campaign across all platforms, that will be based on summer content including takeovers, giveaway contests, event promotion, blogs and videos.</p>	


<p align="center">Blogs</p> <p align="center">How To Celebrate First Fridays in Oakland: https://www.visitoakland.com/blog/post/how-to-celebrate-first-fridays-in-oakland/</p> <p align="center">A's Games You Can't Miss This Summer: https://www.visitoakland.com/blog/post/as-games-you-cant-miss-this-summer/</p>	
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Recent Press

<p align="center">Fodors.com</p> <p align="center">Reach: 4,745,654 AD Value: \$43,897</p> <p align="center">See Article Here: https://www.fodors.com/world/north-america/usa/california/the-bay-area/oakland/experiences/news/traces-of-hip-hop-culture-are-found-everywhere-in-oakland</p> <p align="center">See Blog Here: https://www.visitoakland.com/blog/post/why-fodors-travel-says-the-best-traces-of-hip-hop-culture-are-found-everywhere-in-oakland/</p>	<p align="center">“Traces of Hip-Hop Culture Are Found Everywhere in Oakland”</p>	
<p align="center">ESSENCE.com</p> <p align="center">Reach: 2,125,536 AD Value: \$19,661</p> <p align="center">See Article Here: https://www.essence.com/lifestyle/travel/reasons-visit-oakland-california-summer-vacation-spot-culture-food-nightlife</p>	<p align="center">“5 Reasons Oakland, California Makes The Perfect Summer Vacation Spot”</p>	
<p align="center">Matador Network</p> <p align="center">Reach: 3,813,849 AD Value: \$35,278</p> <p align="center">See Article Here: https://matadornetwork.com/read/7-us-cities-heres-go-instead/</p>	<p align="center">“These 7 US cities are over. Here’s where to go instead.”</p>	
<p align="center">San Francisco Business Times</p> <p align="center">Reach: 681,613 AD Value: \$6,304</p> <p align="center">See Article Here: https://www.bizjournals.com/sanfrancisco/news/2018/06/19/oakland-zoo-72-million-expansion-east-bay-tourism.html</p>	<p align="center">“Oakland Zoo’s \$72 Million Expansion Set to Open its Doors, Spurring East Bay Tourism”</p>	

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>Paul Lim Promoted to Social Media Manager: Congratulate Paul on his recent promotion to Social Media Manager, managing all of Visit Oakland’s social media efforts.</p>	
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JULY MARKETING EVENTS

<p>July 10-13</p>	<p>Destinations International, Annual Conference: Anaheim, CA</p>
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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.

<p>Allie Neal Promoted to PR Manager: Allie is now the main PR contact for Visit Oakland. Managing all PR efforts including PR agencies and media FAMS.</p>	
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JULY MEDIA FAMS

<p>June 28-July 1</p>	<p>GQ.com, Domestic</p>	<p>DCI</p>
<p>July 11-13</p>	<p>Uptown Magazine, Domestic</p>	<p>DCI</p>
<p>July 10-13</p>	<p>Imbibe Magazine, Domestic</p>	<p>Visit Oakland</p>
<p>July 26-30</p>	<p>N’DIGO, Domestic</p>	<p>DCI</p>

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.

JULY SALES EVENTS

July 10-13	Destinations International, Annual Conference: Anaheim, CA
July 16	HPN Global Office Visit, AZ
July 16	ConferenceDirect Exclusive Reception, followed by Visit Oakland Cool Summer Soiree, AZ
July 17	HelmsBriscoe Summer Celebration (HB exclusive event), AZ
July 20	Battle of the Bay All Stars Event, A's vs. Giants: Including San Mateo CVB & Monterey CVB
July 23-27	Cvent CONNECT Trade Show: Las Vegas, NV
July 25	All Things Meetings-Silicon Valley: Including VO Partners Homewood Suites, Waterfront Hotel and Radisson Oakland Airport