

# Visit Oakland Oakland Insider

Happy Oakland Art Month!

The Los Angeles Times featured us this week in their Travel section in anticipation of The Oakland Mural Festival and Oakland Art Month. The piece showed off a sample of our city's most famous and iconic murals and I hope visitors from across the nation hear about Oakland's amazing artistic community.

The entire month is dedicated to promoting the artists and events that highlight the diversity of Oakland's creative community. We want to introduce visitors and locals to new art forms and encourage them to revisit old favorites. By doing so, Visit Oakland hopes people will identify Oakland as a top arts destination in California and the country.

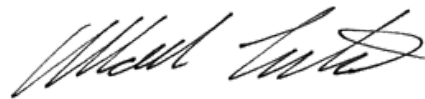
Visit Oakland created Oakland Art Month to feature such events as Blurry Vision on May 12<sup>th</sup> & 13<sup>th</sup>, Oakland Mural Festival during the week of May 12<sup>th</sup>-19<sup>th</sup>, and Bandaloop performing May 21<sup>st</sup> to 25<sup>th</sup>.

Speaking of the arts, we recently installed a brand-new Stomper statue in front of our Visitor Center. Lovingly called "Tourist Stomper," the statue is one of 50 across the city created by artists to celebrate the Oakland A's 50th anniversary. Stop by our Visitor Center for a photo op!

Aside from all the arts promotion, we also are busy promoting our direct European flights from OAK on Norwegian. To create buzz in Italy about the new Rome to Oakland direct flights, we recently hosted several Italian bloggers and influencers in our city to show them what The Town was all about. We opened their eyes to the ease of accessibility and creative culture Oakland brought to the Bay Area.

We hope you join us in celebrating the creative and visibility Oakland is receiving, both locally, nationally and internationally. And there's more to come!

Sincerely,






Mark Everton



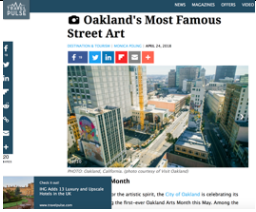


# Oakland Art Month

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><b>Art Month Videos</b> Three Oakland maker videos were created to show off Oakland's artists for Oakland Art Month.</p>	<p><b>Watch Videos Here:</b>  <a href="https://www.youtube.com/watch?v=xu4OvedDXs">https://www.youtube.com/watch?v=xu4OvedDXs</a>  <a href="https://www.youtube.com/watch?v=1-cErWMFLRg">https://www.youtube.com/watch?v=1-cErWMFLRg</a>  <a href="https://www.youtube.com/watch?v=ATNO2AF8k-s">https://www.youtube.com/watch?v=ATNO2AF8k-s</a></p>
<p><b>Oakland Mural Festival</b> 13 mural locations have been secured, and will be painted in the Jack London district from May 12-19.</p> <p><b>Website:</b> <a href="http://www.oaklandmurfestival.com">www.oaklandmurfestival.com</a></p>	
<p><b>Booth at First Fridays</b> The Visit Oakland team hosted a booth at First Friday and brought Oakland artist, Richard Felix, from Art is Mobile to show off Oakland Art Month to the First Friday audience.</p>	
<p><b>Oakland Art Month Social Media</b>  <b>OAM Facebook Video:</b> 115K FB Views  <b>OAM Facebook Hotel Deals AD:</b> 46K Impressions  <b>Malcolm X Jazz Festival, FB Promo AD:</b> 73K Impressions  <b>Mural Festival Facebook Event:</b> 5.2K People Interested</p>	

<p><b>Los Angeles Times Travel Feature</b>  Through months of proactive pitching, a deskside appointment in LA and a tailored visual curation of our city's murals, the PR team was able to secure this earned top tier media outlet publicity.</p> <p>Reach: 24M  AD Value: \$221K</p>	
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# Recent Press

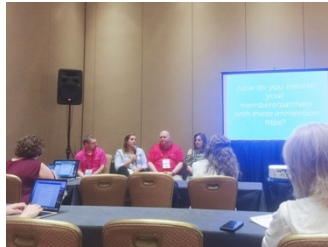
<p><b>Travel Pulse</b>  Reach: 75.6K  AD Value: \$699</p> <p>See Article Here:  <a href="https://www.travelpulse.com/gallery/destinations/oakland-s-most-famous-street-art.html">https://www.travelpulse.com/gallery/destinations/oakland-s-most-famous-street-art.html</a></p>	<p>“Oakland’s Most Famous Street Art”</p>	
<p><b>MSN</b>  Reach: 99.3M  AD Value: \$918,525</p> <p>See Article Here:  <a href="https://www.msn.com/en-us/travel/article/oaklands-most-famous-street-art/ss-AAwqAmG">https://www.msn.com/en-us/travel/article/oaklands-most-famous-street-art/ss-AAwqAmG</a></p>	<p>“Oakland’s Most Famous Street Art”</p>	
<p><b>East Bay Express</b>  Reach: 36K  AD Value: \$913.20</p> <p>See Article Here:  <a href="https://www.eastbayexpress.com/oakland/oakland-art-month-puts-spotlight-on-dance-music-and-events-that-exemplify-town-culture/Content?oid=15455965">https://www.eastbayexpress.com/oakland/oakland-art-month-puts-spotlight-on-dance-music-and-events-that-exemplify-town-culture/Content?oid=15455965</a></p>	<p>“Oakland Art Month Puts Spotlight on Dance, Music, and Events that Exemplify Town Culture”</p>	

<p><b>Food Network</b> Reach: 26.2M AD Value: \$242.6K</p> <p><a href="https://www.foodnetwork.com/restaurants/photos/best-waffles-in-the-country">https://www.foodnetwork.com/restaurants/photos/best-waffles-in-the-country</a></p>	<p>“50 States of Waffles”</p>	 <p><b>Brown Sugar Kitchen in Oakland, California</b></p> <p>There is such thing as a new day or two. Today's personality posted from Brown Sugar Kitchen. Oakland and waffles are so close to the heart of Oakland, California. We're excited to be a part of the 50 States of Waffles campaign with Food Network. We're excited to be a part of the 50 States of Waffles campaign. Just wanted to share that we're in and a really nice one. We're dedicated to the best and most important thing in Oakland: the food. We're dedicated to the best and most important thing in Oakland: the food. We're dedicated to the best and most important thing in Oakland: the food.</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.

**CURRENT PROJECTS:**

<p><b>Oakland.tv</b></p> <p>Visit Oakland's new video channel will be highlighting the vibrant culture of The Town. From local businesses to homegrown makers and shakers, Oakland.tv will be telling the stories that make up Oakland.</p>	<p><b>Watch Videos Here:</b></p> <p><a href="https://www.youtube.com/watch?v=yRfXGNHNyAQ">https://www.youtube.com/watch?v=yRfXGNHNyAQ</a>  <a href="https://www.youtube.com/watch?v=0YZ58PvOluc">https://www.youtube.com/watch?v=0YZ58PvOluc</a>  <a href="https://www.youtube.com/watch?v=TKytQgaC1rs">https://www.youtube.com/watch?v=TKytQgaC1rs</a></p>
<p><b>SimpleView Summit, Scottsdale</b></p> <p>The Marketing team was trained on the SimpleView platform, and how to better utilize the program for tracking and results. Our own Lisa Baird, Marketing Manager, spoke on a panel about marketing strategies on behalf of Visit Oakland.</p>	
<p><b>MMGY Global, Immersion &amp; Stakeholder Appointments</b></p>	<p>Met with over 20 stakeholders, while touring Oakland. Next steps are to review audience segmentation and research.</p>

**UPCOMING PROJECTS:**

<p><b>Summer Campaign</b></p>	<p>In process of launching a drive market summer campaign. Goal: target at large bay area and drive market audience for summer activities, shopping and events.</p>
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**MAY: MARKETING EVENTS**

<p>May 6-9</p>	<p><b>SimpleView Summit, Scottsdale:</b> Learn more about the SimpleView platform, and how to better utilize the program for tracking and results.</p>
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May 30- June 1	<b>Cal Travel Summit</b> , San Diego: This conference brings together the entire travel and tourism industry for legislation updates and best practices.
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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><b>Frances Wong</b>, Senior PR Manager, has accepted a position as Director of Communications for Visit San Jose. She will be missed but we look forward to becoming better regional partners with the South Bay. <b>Allie Neal</b> will be your direct contact for all PR-related needs.</p>	
<p><b>National Travel &amp; Tourism Week</b></p>	<p>Created a press release in partnership with Visit Berkeley and Tri-Valley to release 2017 Alameda County travel impact statistics.</p>

**MAY: MEDIA FAMS**


May 9	Epifania Magazine	Reactive Lead
May 17	Bay Area Field Trip	DCI
May 17-20	Dallas Weely	Texas Media Appointments
May 20	Magazine Belles Demeures, Italy	Norwegian Flight Launch
May 21-23	Thrillist	DCI
May 24-29	Essence Magazine	New York Media Appointments

**UPCOMING PR EVENTS**

May 19-23	<b>IPW: Media Appointments</b> , Denver
June 3-6	<b>PRSA Travel &amp; Tourism Conference</b> , New Orleans

# 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><b>Visit Oakland Welcomes New Sales Coordinator, Zandra Drysdale</b>          With the departure of Zeke Ramsell, Visit Oakland welcomes a new Sales Coordinator to the Sales team.</p>	
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## MAY SALES EVENTS

April 30-May 2	<b>HelmsBriscoe ABC</b> , Orlando
May 10	MPI NorCal Chapter May Education Program at Hilton Oakland Airport
May 15	ILEA Nor Cal Chapter May Seminar Oakland, CA
May 16	CalSAE Luncheon in Berkeley, CA
May 17	PCMA NorCal LEAP Conference in Walnut Creek
May 18	SF Hotel Council Women in Leadership Forum
May 19-23	<b>IPW, Travel Trade Appointments</b> , Denver
May 23 – 25	Smart Meetings West 3 Day National
May 29 – June 1	CalTravel Summit (Leadership Team)