

V  
I  
S  
I  
T

OXNARD

C  
A

***Marketing Plan***

2023-2024



# Marketing Plan Overview

1

With a much-improved public health outlook having largely removed health safety as a barrier to travel, Oxnard looks forward to welcoming consumers enthusiastic about travel, even as pricing considerations impact consumer sentiment. While this strategic framework outlines challenges ahead, this assessment also provides a road map for navigating these challenges and how to capitalize on opportunities.

Visit Oxnard continues to align its marketing strategy with industry guidance and research to encourage accessible travel and keep Oxnard top-of-mind for overnight stays and visitation. This Marketing Plan outlines the framework and approach Visit Oxnard will take to retain market share and attract visitors to the destination.



## ABOUT VISIT OXNARD

The mission of Visit Oxnard is to promote and market Oxnard as a premier leisure and business travel destination that brings significant economic and social benefits to our community. Visit Oxnard is funded by a 1.5 percent tourism assessment charged by area hotels with 51+ rooms as well as a yearly contracted amount from the City of Oxnard.

The Visit Oxnard Board of Directors is made up of a diverse group of professionals with expertise from various sectors of the tourism and hospitality industries. With 11 to 19 Board seats, our current breakdown consists of:

### 4 Hotel Representatives

Millicent Bennett, Residence Inn by Marriott  
Joe Cabral, Best Western Oxnard Inn  
Dolores Licon, Secretary, Homewood Suites  
Ben Ly, Zachari Dunes on Mandalay Beach

### 1 City Council Member

Bryan MacDonald, Mayor Pro Tem

### 1 City Employee

Ashley Golden, Assistant City Manager

### 1 Chamber Of Commerce Representative

Nancy Lindholm, West Ventura County Business Alliance

### 1 Harbor Representative

Michael Tripp, Ventura County Harbor Department

### 2 Restaurant Representatives

Tony Dybeku, Honey Cup Coffeehouse & Creamery  
Hutton John, The Haven at Whitesails

### 3 Tourism Attraction Representatives

Steve Buenger, Chair, Marine Emporium Landing  
Juliana Finberg, The Collection at RiverPark  
David Neel, Treasurer, The Murphy Auto Museum

### 2 Public Affairs & Media Representatives

Stacy Miller, Stacy Miller Public Affairs  
Mark Spellman, Lazer Media

### 1 Real Estate Representative

Kristina Brewer, Re/Max Gold Coast  
Property Management

### 1 Entrepreneurial Representative

Adam Gonzalez, 805Keto.com

### 1 Board Advisor

Brian Tucker, Ventura County Lodging Association

## 2023–2024 GOALS

- Increase overnight stays and visitation among leisure and business travelers
- Increase positive impressions and improve perception of Oxnard to residents and visitors
- Increase online audience across social and digital platforms

# Research



The COVID-19 pandemic brought economic disruption to almost all sectors of the U.S. economy in 2020, but few industries were as hard hit as travel. The combination of economic instability and health and safety measures in the U.S. led to a large reduction in the demand for such services. Total travel output decreased by 47% (-\$632B) in 2020, as compared to 2019 levels. In 2022 travel activity continued the recovery expansion started in mid-late 2020. By the end of the year, travel output exceeded 2019 levels of activity by 3%. Direct travel output by resident and foreign visitors was \$1,226 billion in 2022. This represents a 24% increase over 2021. When adjusted for inflation (real dollars), spending increased by 16% from 2021 to 2022.



## IN OUR STATE

The California travel economy reached new highs across most categories in 2022. Continued demand for overnight accommodations and increased price inflation led to large gains in visitor spending. This increased spending and a tight labor market contributed to an increase in employee earnings, with both having a cumulative effect on increased tax revenue. Employment has recovered to 93% of peak employment reached in 2019.

- Travel spending in California increased 31.7% from \$102.0 billion in 2021 to \$134.4 billion in 2022, only 7.2% below pre-pandemic levels in 2019. However, taking into account the reduced purchasing power of the dollar associated with recent inflation, the true quantity of goods and services purchased by travelers still lags 2019 levels by approximately 20.8%.
- Direct travel-generated employment gained approximately 156,900 jobs, a 16.8% increase in travel-generated employment compared to 2021.
- Direct travel-generated earnings added \$9.5 billion in 2022, a 20.8% increase compared to 2021.
- Tax receipts generated by travel spending were up 25.3% compared to 2021.

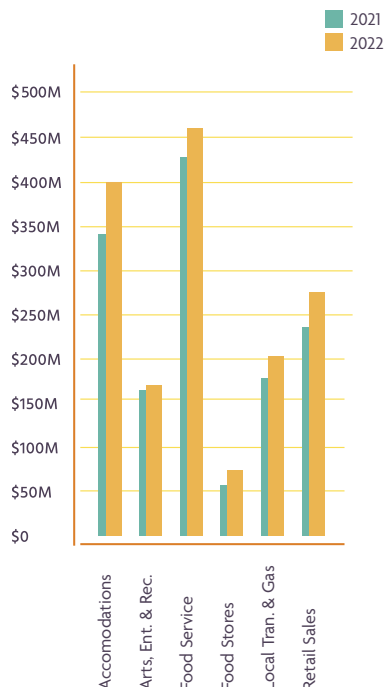
## IN OUR COUNTY AND CITY

Next, we narrow our focus to research specific to Ventura County and Oxnard. Travel spending in Ventura County increased 13.5%, from \$1.55 billion in 2021 to \$1.76 billion in 2022. In Oxnard, we saw an increase in ADR from \$166.04 (FY 21/22) to \$178.53 (FY 22/23), an increase in RevPAR from \$111.06 (FY 21/22) to \$121.45 (FY 22/23), and an increase in Occupancy from 66.45 (FY 21/22) to 67.60 (FY 22/23).

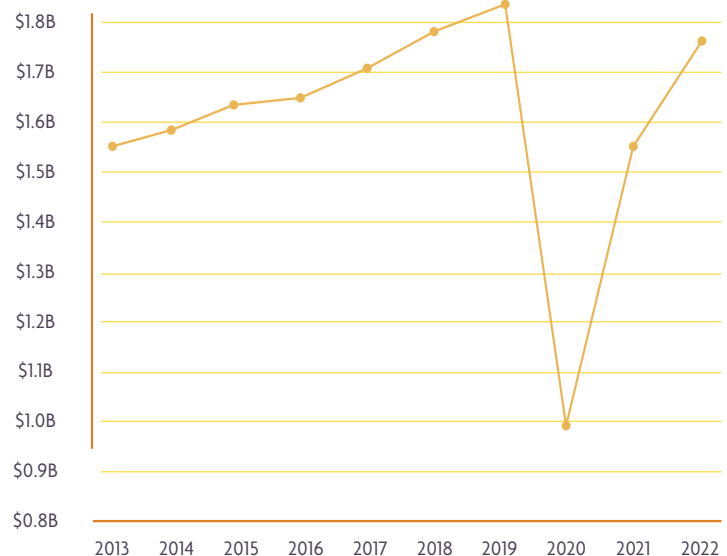
Here is a snapshot of how local travelers spent their money in 2021 and overall changes in travel spending since 2013, courtesy of Dean Runyan Associates.

4

TRAVEL SPENDING BY INDUSTRY



VENTURA COUNTY HISTORY OF TRAVEL SPENDING



# Analysis: Key Takeaways



With statistics gathered from industry data sources, we move forward into developing our marketing strategy equipped with insights into the state of travel. A much-improved public health outlook has largely removed health safety as a barrier to travel. Now, economic uncertainty is likely to dampen travel recovery even as public health-related concerns fade. Despite elevated financial concerns, travelers continue to engage in travel planning and remain enthusiastic about travel. These travel insights come to us courtesy of the U.S. Travel Recovery & Growth Insights Dashboard.



## ANALYSIS: KEY TAKEAWAYS

### *ASSUMPTIONS ABOUT THE YEAR AHEAD*

Consumers remain inclined to spend, but beneath the surface they are becoming more intentional with their purchases—particularly for more expensive, interest rate-sensitive items.

Still, travel related spending has remained largely resilient and continues on a positive trajectory, despite elevated inflation for services.

The resilient labor market is buoying consumer confidence and providing a boost to household purchasing power with payrolls still growing at a solid clip. The unemployment rate is historically low and wages are increasing faster than inflation.

While consumers remain inclined to spend, disposable income will likely decline toward year-end as a projected (gradual) economic slowdown leads to job losses and softer wages. Elevated interest rates are also making it expensive to borrow.

Americans' savings continue to erode as interest rates remain elevated and student loan repayments resume in October. Credit card delinquencies are already on the rise, another sign that consumers may soon cut back on spending—particularly among the lower income and more price sensitive shoppers.

Yet, an upside to an expected slowdown is increased purchasing power—especially as inflation slows more quickly than wage inflation.

### *HOW VISIT OXNARD WILL RESPOND*

- Strengthen communications regarding destination affordability, particularly in relation to competitors with similar offerings and more luxury pricing.
- Amplify targeting of nearby geographic markets in line with consumers reporting that they would likely choose destinations closer to home to manage their reduced discretionary spending power rather than completely cancel trips.
- Appeal to the importance of travel, since according to the new Traveler Value Index 2023 study, 46% of consumers said travel is more important to them now compared to prepandemic.



# Looking Ahead to 2023-2024



Using visitation metrics, including location and travel spending data, and measured audience demographics, we have identified focal geographic markets for the coming year. Since resuming messaging to out-of-state markets, we see travel interest returning most notably from neighboring states (e.g., Oregon, Washington). Oxnard's tourism assets and hospitality offerings inform our key message points, and we will rely upon reporting to measure success.



# TOP 20 METRO OPPORTUNITIES

Utilizing the Voyage destination intelligence platform, we note key opportunity metros and average Length of Stay (LOS) as measured across unique devices sampled in market during FY 22/23. This data set represents approximately 3 to 10% of visitor volume to Oxnard from these metros, in order by visitation volume sampled.

## IN-STATE

- Los Angeles - 1.94 days
- San Francisco-Oakland-San Jose - 3.76 days
- Sacramento-Stockton-Modesto - 3.79 days
- Fresno-Visalia - 2.52 days
- San Diego - 1.89 days
- Santa Barbara-Santa Maria-SLO - 1.92 days
- Bakersfield - 2.02 days

## OUT-OF-STATE

- Seattle-Tacoma, WA - 3.95 days
- Dallas-Ft. Worth, TX - 5.50 days
- Chicago, IL - 4.86 days
- Spokane, WA - 4.95 days
- Portland, OR - 4.55 days
- Phoenix, AZ - 3.85 days
- Medford-Klamath Falls, OR - 3.42 days
- Reno, NV - 5.02 days
- Yakima-Pasco-Richland, WA - 5.73 days
- Las Vegas, NV - 3.52 days
- Eugene, OR - 4.63 days
- Salt Lake City, UT - 3.72 days
- Denver, CO - 5.72 days

# MEASUREMENT OF SUCCESS

- STR reports and Transient Occupancy Tax
- Visa Vue statistics

- Website traffic
- Social media engagement
- E-mail marketing efforts
- Monitor advertising effectiveness
- Monthly stat summary reports
- Media mentions (qualitative) from PR efforts

# KEY SELLING POINTS

- Easy access to uncrowded beaches
- California value destination
- Gateway to the Channel Islands National Park
- Conveniently located off Highways 101 and 1
- Centrally located between major gateway destinations
- Diverse cultural experiences
- Home of Dallas Cowboys Training Camp and year-round annual events
- Mediterranean climate and year-round sunshine



## BRAND POSITIONING

*WHAT SETS OXNARD APART AND HOW WE CUT THROUGH THE NOISE*

### Media Landscape

With increasing choices, our time spent with media grows, but media consumption becomes more fragmented daily. Time on mobile has increased from under a minute a day in 2008 to over four hours a day in 2022, and mobile fights with other mediums and screens for attention. The time in front of devices that was mostly focused on a handful of mediums and media publishers in the past (TV, Facebook, Google) is now more scattered as media continues to fragment and consumers switch between screens, making the development of a successful media strategy complex and granular. In response, Visit Oxnard has chosen a media partner that is platform- and screen- agnostic, who excels in mobile and whose media planning accounts for how media consumption varies across age segments and, to some extent, across multicultural segments.

### Core Message

Offering value to those seeking experiences in family, cultural, outdoor adventure and group travel, Oxnard is home to miles of pristine golden sand beaches, electric nightlife, some of the best taquerias in the state, historic Victorian era architecture, Dallas Cowboys Training Camp and an expansively picturesque harbor that serves as the closest access point to the Channel Islands National Park. Just sixty miles northwest of LAX and in close proximity to Santa Barbara and other major destinations, Oxnard is one of southern California's best kept secrets.

# FY 23/24 CAMPAIGN FRAMEWORK

## BRAND CAMPAIGNS



'Mix Things Up'



'You Don't Know Oxnard'



'Celebrate the Day'



'A Taco Story'

## DYNAMIC FOUNDATIONAL CAMPAIGN



Leveraged Media Co-Op - Search - Social Display -  
Paid Content Distribution - Seasonal & Events

## PROFESSIONAL MEETINGS & EVENTS



'A Different Kind of Board Meeting'





# Meetings & Groups



# MEETINGS & GROUPS

In 2020 and 2021, business travel plummeted as remote work became the norm and many companies hesitated to put employees on planes if it wasn't essential. Business travel began to recover in 2022, but was then hit with another challenge—amid a softening economy, many businesses tightened their belts and held off on a great deal of travel yet again. Now, a new report from the Global Business Travel Association (GBTA) is projecting that business travel will surpass 2019 levels of travel in 2024—two years sooner than the organization had previously forecasted. According to the GBTA's latest Business Travel Index Outlook report, spending on business travel increased 47% year-over-year in 2022, reaching more than \$1 trillion—and spending in the sector is expected to grow an additional 32% in 2023. Business travel spend is now anticipated to approach a staggering \$1.4 trillion in 2024. By 2027, that figure is expected to approach \$1.8 trillion. Visit Oxnard is poised to tap into this expanding market, with four new hotels coming online to assist in demand for travel and meeting space.

## WEBSITE & REQUESTS FOR PROPOSALS

The "Meetings & Groups" section on VisitOxnard.com acts as a catch all for custom group experience planning, with a guide to meeting facilities and downloadable brochure; inspiration for wellness program building; virtual video tours and a digital RFP submission tool. Once received, our team gets to work on venue recommendations, partner hand offs, contract facilitation, site walkthroughs and more.

## TRADESHOWS & CONFERENCES

Visit Oxnard participates in a robust schedule of trade shows and conferences that generate appointments and leads for group bookings. Clientele in attendance at trade shows are typically motivated and ready to book programs quickly, which presents the perfect opportunity for us to capture market share.

## INDUSTRY INVOLVEMENT

Participation in leadership roles amongst our peers is imperative as we build upon our reputation in the consideration set for group bookings. As such, Visit Oxnard holds a board seat with the California DMO Alliance and committee seats on the CalSAE Membership Committee, CalSAE Elevate Committee and Ventura County Coast Tradeshow Committee.

## MEETINGS TACTICS

- Attendance at trade shows and conferences focused on companies looking to book programs in Southern California.
- Coordinate new photography of meetings and event venues to increase marketability.
- Expand reach via social and digital advertising, specifically using LinkedIn to reach professional networks.
- Print advertising leveraging spending power of Ventura County Coast.
- Participate in CalSAE opportunities to generate more association business.
- Support business-driving events bringing qualified meeting planners and groups to our destination.

## FOCUS MARKETS

- Corporate groups from Greater Los Angeles
- California associations
- Social, Military, Education, Religious and Fraternal (SMERF) Sports groups
- Wedding specialists
- National parks tour operators



# Paid Media





# ADVERTISING

Visit Oxnard has a comprehensive media strategy that includes a high percentage of digital advertising blended with the traditional platforms of print and outdoor.

Our baseline omni-channel digital strategy in partnership with Madden Media allocates a monthly spend toward media placements, with an annual goal for conversions as outlined below. This annual program is inclusive of account management, creative production and media buying services. From time to time, Visit Oxnard creates seasonal one-off campaigns in line with holidays and events, which are not outlined in the below programming.

## DIGITAL MARKETING PROGRAM

### Leisure

- Google Search Engine Marketing - 50,000+ clicks
- Google Video Distribution - 200,000+ views
- Google Prospecting & Responsive Display - 5.34m+ impressions
- Meta/Instagram Prospecting Ads - 28,571+ clicks
- Mobilefuse Precision Geofencing - 1.7m+ impressions

### Meetings

- Google SEM - 5,556+ clicks
- Google RLSA - 3,704+ clicks

## PAID MEDIA TACTICS

- Leverage media opportunities with industry partners to advertise on platforms like Expedia; TripAdvisor and on DSP networks and externally owned/paid channels
- Lean into Spanish language and multicultural channels promoting assets that communicate effectively with those audiences

- Create branded stories and execute placements with content curators to attract visitation from target markets
- Print and digital ads with media outlets like Orange Coast Magazine, Pasadena Magazine, San Diego Magazine, Seattle Met Magazine and Southern California Life Magazine
- Mobile pass offerings in partnership with Bandwango to encourage gamified in-person check-ins to Oxnard hospitality businesses
- Outdoor placements with imagery and messaging from seasonal campaigns to expand upon a multichannel approach
- Video and photography asset curation in line with our target personas to be used in supplemental ad campaigns directed at those audiences
- Destination management projects including a citywide wayfinding system

## VISITOR GUIDE

Due to launch in October 2023, 60,000 2024-2025 Visitor Guides will be printed and distributed to 532 locations in California, with individual copies available by phone, email and website request.



# Earned Media





# PUBLIC RELATIONS

Using an integrated approach, we can continue to maximize visibility for Oxnard by creating a cohesive brand message through traditional media relations and ever-evolving digital strategies.

## RESOURCES & COLLATERAL

Visit Oxnard circulates its award-winning (ADDY Awards; Image Awards, MarCom Awards) press kit to journalists interested in covering our destination, including a Fact Sheet; History Sheet; Story Ideas; Calendar of Events and Accolades. This collateral takes the guess work out of background research, streamlining communications and increasing efficiency, while also serving as a tool to generate media coverage.

## PUBLIC RELATIONS TACTICS

We contract with an expert specializing in luxury travel and lifestyle PR, with more than a decade of agency experience. In order to keep Oxnard top of mind to travel journalists, it is imperative that we leverage our contractor's expertise and strong relationships built across regional and national media outlets.

Tactics employed include regular press release distribution announcing new developments, special events and promotions; proactive and reactive pitching to reputable outlets with wide reach targeting our desired audience; influencer partnerships and press trip curation for high-value assignments.

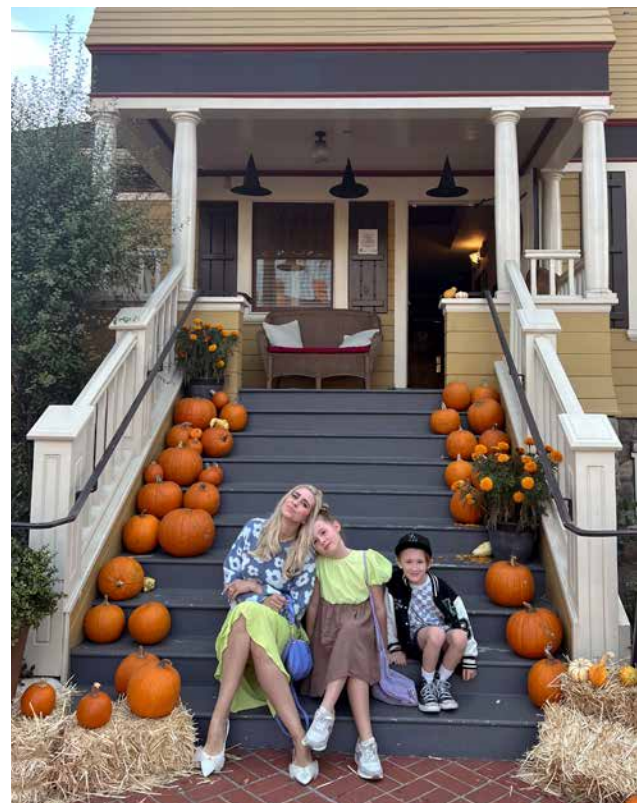
## Press Trips

Press trips, or familiarization tours, are hosted directly by Visit Oxnard as well as collaboratively with industry partners like Ventura County Coast and Visit California. These press tours help to further showcase the city's diverse attractions and offerings with opportunities to receive full-feature coverage on Oxnard and consideration for inclusion in future features.

Leveraging a variety of partnerships for maximum exposure is key to expanding our reach beyond the limitations of any budgetary constraints. Visit Oxnard holds a seat on the Visit California Public Relations Committee and California Travel Association Communications Committee; a chair seat on the Central Coast Tourism Council Public Relations Committee and works with Ventura County Coast on PR initiatives that benefit the region. This allows us to lean into efforts to promote the larger tourism ecosystem in which our destination exists, maximizing opportunities that arise to get Oxnard in the news by participating in editorial submissions and media events.

## Media Markets & Receptions

Visit Oxnard will work to participate in marketplaces and receptions that connect destinations and tourism businesses with consumer, lifestyle and travel media. Earning an invitation to participate in these delegations is an honor and brings recognition to our city among some of the top travel brands in the State and in the world.





# Owned Media



# SOCIAL MEDIA

Publishing engaging content on various social media platforms will help Visit Oxnard continue to connect and interact with our audiences, thus building brand awareness, fostering valuable relationships and empowering brand ambassadors to tell the story of this unique destination.

## *SOCIAL MEDIA TACTICS:*

- Post consistently across platforms, including Facebook, Instagram, Twitter, Pinterest, YouTube, TikTok and LinkedIn and manage a Spotify playlist, using our scheduler Sked Social and monitoring social analytics
- Focus on Facebook, Instagram and Pinterest to connect with our target personas on the platforms they enjoy most
- Share news coverage that features Oxnard, its residents and locally-owned businesses, focusing on Twitter for newsworthy posts
- Generate web traffic on Pinterest by joining tribes and pinning brand-consistent, visually appealing destination pins to persona-relevant boards
- Network professionally on LinkedIn and share B2B-friendly updates on organizational activity, generating interest for our destination within our industry and target meetings and film audience
- Use branded video content to tell our stories, knowing that video drives conversions at rates exponentially higher than still photography
- Share local stories that highlight the welcoming and diverse character of Oxnard
- Use contests and giveaways to promote events, grow the brand and gather marketing assets
- Share user-generated photos to build our audience and showcase real people's experiences in our destination
- Show faces of diverse groups of people who enjoy coming to Oxnard and represent our personas

# EMAIL MARKETING

A monthly e-newsletter will continue to be sent, highlighting news and events.

## *EMAIL MARKETING TACTICS:*

- Focus on specific themes from Visit Oxnard's key messaging points, keeping in mind seasonality and upcoming events
- Provide special access to deals and offers via e-mail to demonstrate value to subscribers—it's important to keep people glad they signed up!
- Send e-mail recipients to the website by highlighting activities, events, restaurants and accommodations that build interest in planning an Oxnard getaway

Visit Oxnard will continue to gather e-mails and grow the e-newsletter list by collecting e-mails at local events, trade shows and conferences, participating in referral/leads programs through Ventura County Coast and Visit California partnerships, enabling an easy-to-find newsletter sign-up field on the VisitOxnard.com homepage and hosting "enter email to win" giveaways.

# A WEBSITE THAT CARRIES THE CONVERSATION

Increasing lodging occupancy hinges on the strength of our website, and we continue to optimize our website, which features a fresh look; a thoughtful site map; a media hub; a search-engine friendly event calendar; resources for hospitality partners; a dynamic map featuring Oxnard's tourism districts and a direct booking engine.

Digital communications send visitors to the site, which plays a pivotal role in persuading travelers to execute on a buying decision to visit Oxnard. We will focus on website features and content that most strongly influence this decision-making process, analyzing the site monthly for visitor behavior and usability.

Visit Oxnard is partnered with an SEO contractor, which will assist us in generating high-ranking content and by providing site-wide content audits, providing recommendations upon which we can take action to improve traffic volumes, visit duration, page ranks and more.

# Film Permitting





# FILM PERMITTING

The City of Oxnard requested a partnership with Visit Oxnard in managing its film permitting and coordination efforts. Having finalized a department logo in partnership with the City, film application packet and website, Visit Oxnard is developing content for the website in addition to next steps.

Oxnard's proximity to Los Angeles makes it an ideal destination for filming; the correct positioning of Oxnard with location managers will secure future business for the City for years to come.

## GOALS

- Attract film productions to increase tax revenues and bring economic benefits to tourism and hospitality businesses and to residents by supporting jobs within the City.
- Develop Oxnard's reputation in the film industry and foster hometown pride for residents seeing Oxnard portrayed favorably in film and television.

## ROLES & RESPONSIBILITIES

The City of Oxnard will handle permit processing and coordination with the Fire Department, Police and other relevant agencies, while Visit Oxnard assists with liaison efforts between film scouts; the City and local businesses. City staff

will continue to be onsite to welcome location managers on site visits and during production, with assistance from Visit Oxnard staff on an as-needed basis, and Visit Oxnard will handle all elements of destination promotion as it pertains to film.

## ADVERTISING STRATEGY

- Gather and develop photography and video assets showcasing Oxnard locations in a manner that demonstrates sense of place.
- Work with film brokers to establish location offerings.
- Build a network of active film scouts and production teams and connect them with Oxnard hotels for safe filming initiatives, encouraging crew overnights.
- Build and streamline digital permits, pertinent documents and resources, with downloads and digital forms available at VisitOxnard.com.
- Work with Economic Development Collaborative and Ventura County Film Commission to enhance listings on their website and build relationships.
- Execute listings in location guides and on location websites.
- Advertise on LinkedIn to members of Location Managers Guild International and other relevant associations.
- Attend relevant tradeshows and events with option to host familiarization tours to top contacts to educate location managers on the breadth of our destination's location offerings.



# Wayfinding



Oxnard City Council awarded Visit Oxnard American Rescue Plan Act (ARPA) funds in accordance with Sections 602(c)(1) of the Coronavirus State Fiscal Recovery Fund and 603(c)(1) of the Coronavirus Local Fiscal Recovery Fund, which provide that funds may be used to aid impacted industries such as tourism, travel and hospitality. With these funds, Visit Oxnard partnered with MERJE Design to design and implement a citywide wayfinding program. In coordination with Mayor Zaragoza's gateway program, Visit Oxnard stakeholders finalized design approvals for a citywide wayfinding system directing residents and visitors alike to major points of interest throughout Oxnard.

# PROGRAM BASICS

## VISIT OXNARD'S COMMUNITY WAYFINDING OBJECTIVE

Provide aid to Oxnard's hospitality industries and business districts that were closed during the COVID-19 public health emergency by way of investment in an upgraded wayfinding information system.

### Strategic Approach

Support the tourism experience and related economic benefits through investment in information systems that physically and experientially contribute to higher profits in the private sector, greater visitation and regional revitalization and growth.

### What is wayfinding?

Wayfinding is part of a larger toolbox of a **coordinated marketing program**, with secondary attractions typically seeing the greatest benefits.

Creates repeat visitation and extended stays by increasing awareness of the **depth of destinations**.

International Downtown Association has identified wayfinding as one of its **Top 10 economic strategies** for America's downtowns.





# Industry Relations



# INDUSTRY RELATIONS

The tourism industry is a broad matrix of hotels, transportation, restaurants and attractions; convention centers; theme parks; destination marketing organizations, convention and visitors bureaus, tourism boards and tourism authorities; advocacy groups, travel media and so much more.

United in our goals, we do together what we cannot do by ourselves, aiming to bring economic vitality to our communities, sending messages of welcoming and inclusion to all.

## BOARD & COMMITTEE INVOLVEMENT

Visit Oxnard is proud to hold membership and serve on boards of directors and various committees for the following prestigious organizations.

CalSAE Membership Committee  
CalSAE Elevate Conference Committee  
California DMO Alliance Board Member  
Cal Travel Board Member  
Cal Travel Awards Committee Chair  
Cal Travel California Comeback Committee  
Central Coast Tourism Council Board Member  
Central Coast Tourism Council PR Committee Chair  
Destinations International Small DMO Committee  
Visit California Public Relations Committee  
Visit California DMO Leadership Committee  
Visit California Brand & Content Committee  
Ventura County Coast Board Member  
Ventura County Coast Tradeshow Committee

## MEMBERSHIP BENEFITS & OPPORTUNITIES

From toolkits that help us to set the correct benchmarks and calculate ROI to education summits to advocacy support, there are so many benefits to working with our industry partners. In doing so, Visit Oxnard is able to:

- Participate in pilot and leveraged advertising programs

- Have a voice in shaping initiatives that impact the industry
- Access opportunities for earned content submissions and placements
- Gain industry insights
- Leverage ideas and implement first
- Garner recognition amongst peer destinations, elevating our brand in the consideration set

## CO-OPS & LEVERAGED PROGRAMMING

Some of our most influential campaigns are built in partnership with other industry leaders. Recent top initiatives include placements in Visit California's 2022 California Visitor Guide and 2022 California Road Trips Guide; Central Coast Tourism Council's Central Coast Map; leveraged media campaigns with Expedia and TripAdvisor with matching funds from Visit California and more.

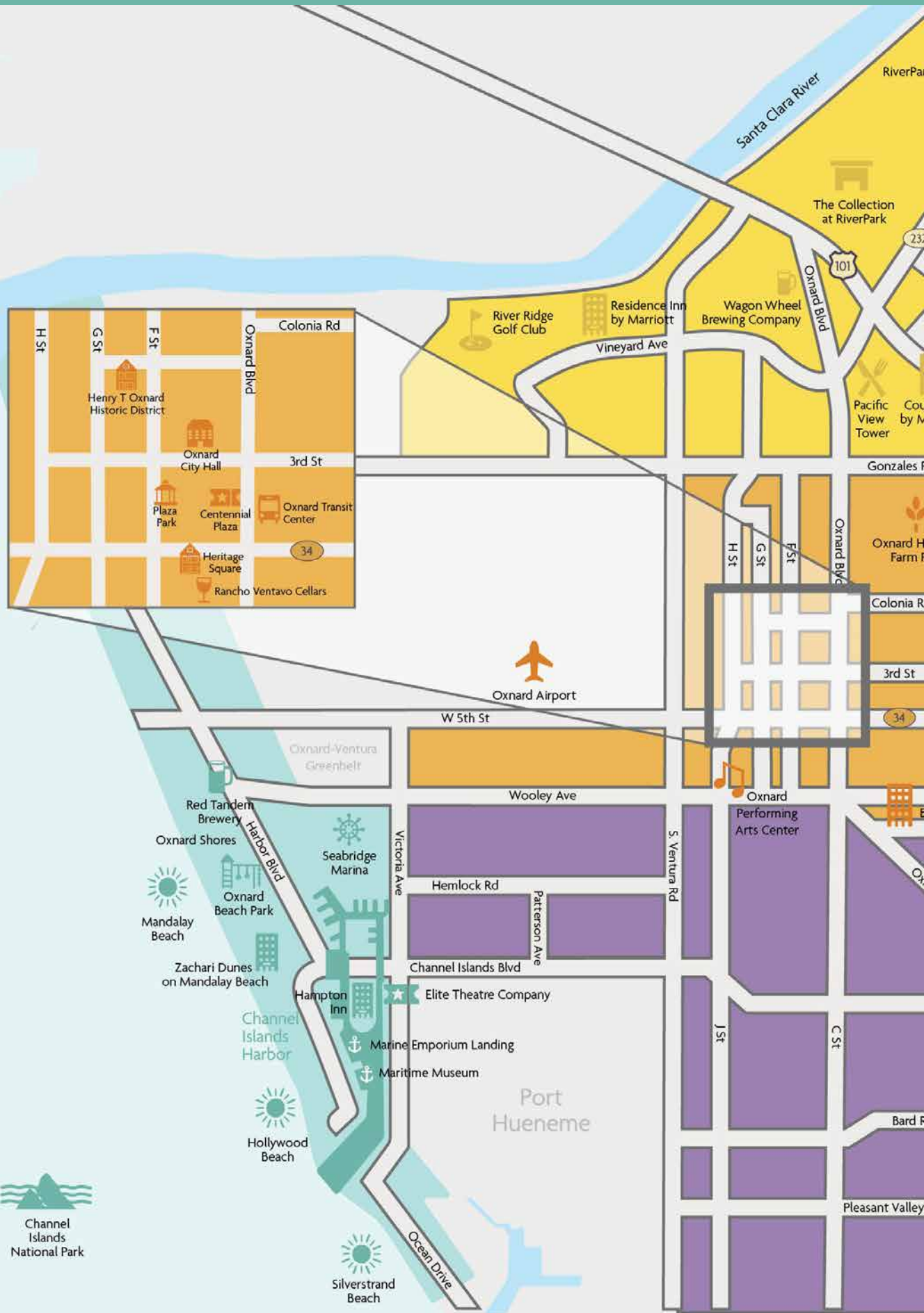
# COMMUNITY RELATIONS

At the heart of what we do is a collaborative spirit between Visit Oxnard, stakeholders and residents to uplift our community and bring about a better tomorrow for our city. In addition to our involvement in partner promotions and event sponsorships, our team serves on the following committees with Oxnard-based organizations.

Oxnard Downtown District Identity & Placemaking Committee  
Oxnard Chamber of Commerce (WCVBA) Board Member  
Oxnard Chamber of Commerce (WCVBA) Military Appreciation Committee











## Get Here

### FLY

To **OXR**: 0 miles

To **CMA**: 7 miles

To **SBA**: 48 miles

To **BUR**: 54 miles

To **LAX**: 60 miles

### RIDE

Travel to Oxnard on Amtrak with daily stops via the Pacific Surfliner and Coast Starlight.

San Francisco

Los Angeles

LAUGH



@OxnardCA



@VisitOxnardCA



Visit Oxnard CA



@VisitOxnardCA



Visit Oxnard



Visit Oxnard



Visit Oxnard



@VisitOxnardCA

VISITOXNARD.COM

VISIT OXNARD CA