

MARKETING PLAN

25/26

VISIT OXNARD CA

A beat apart.





FY 24/25 RECAP

Visit Oxnard sharpened its focus on building its brand platforms, messaging around experiences and affordability—positioning the city as a compelling, lower-cost alternative to competitors. Marketing targeted nearby regions, aligning with trends favoring regional travel to manage discretionary spending.

A major milestone was the launch of the “A Beat Apart” brand campaign, celebrating Oxnard’s unique rhythm and character. This was supported by the “OX Marks The Spot” extension, spotlighting hidden gems and local experiences.

Visit Oxnard also emphasized the personal value of travel, guided by industry insights showing its continued importance to consumers. These efforts reflect the organization’s commitment to agility, data-driven strategy and creative competitiveness in a dynamic tourism landscape.

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traordinary Board of Directors 2025 - 2026

Visit Oxnard is funded by a 2% percent tourism assessment charged by area hotels with 55+ 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:

| EXECUTIVE COMMITTEE MEMBERS | BOARD MEMBERS | |
|--|--|--|
| Steve Buenger, Chair Buenger Commercial Real Estate | Joe Cabral Best Western Oxnard Inn | Glenda Rivera Zachari Dunes on Mandalay Beach |
| Kristina Brewer, Vice Chair RE/MAX Gold Coast Property Management | John Campbell Sespe Creek Distillery | Mark Spellman Lazer Media |
| Julie Buffo, Secretary Former Visit Oxnard President/CEO | Hugo Centeno, Jr. Churro Champ | Gabe Teran Oxnard Mayor Pro Tem |
| Michael Tripp, Treasurer Channel Islands Harbor, Ventura County Harbor Department | Erik Collay TownePlace Suites and SpringHill Suites by Marriott | Marissa Vanderwyck Staybridge Suites Oxnard River Ridge |
| Ashley Golden City of Oxnard | Andy Conli West Ventura County Business Alliance | |
| | Juliana Finberg The Collection at RiverPark | |
| | Randy Latimer Medallion Protective Services | |
| | | BOARD ADVISOR Brian Tucker Ventura County Coast |

25/26 GOALS

Visit OXNARD

Our primary objectives are to:

Increase overnight stays and visitation among both leisure and business travelers

Foster a positive perception of Oxnard within the local community and among visitors

Broaden our online audience by implementing strategies that engage and resonate with individuals across various social and digital platforms

Amplify Oxnard's visibility and enrich the overall visitor experience



'OLOL'KOY BEACH PARK
#1 BEST BEACH IN
CALIFORNIA FOR THE THIRD
YEAR IN A ROW

- USA Today's 10Best Reader's
Choice Awards, 2025

VIDDY AWARDS
HONORING VIDEO EXCELLENCE IN A DIGITAL WORLD
2025 PLATINUM WINNER

Visit Oxnard has been honored with a 2025 Viddy Platinum Award, the competition's highest distinction for its long-form brand video!

'olol'koy Beach Park is a palm-studded coastal park featuring rolling lawns, volleyball courts, kids play area, skating & jogging paths as well as the Ed Hunt Rehab Point, a 900-foot paved loop that provides access to the beach.

The Viddy Awards is an international competition recognizing video excellence in a digital world. Originally founded in 1994 as the Videographer Awards, Viddy reflects the evolution of video and digital content across a range of platforms, including long and short-form video, commercials, social media, podcasts, animation, VR/AR and more.

OUR MISSION

To promote and market Oxnard as a premier leisure and business travel destination, bringing significant economic and social benefits to our community.

BRAND PROMISE

Oxnard is a destination that offers value to those seeking experiences in family, cultural, outdoor adventure and group travel.

THE VALUE

Oxnard is California cool, panorama-perfect, culturally authentic and vibrant beyond measure. We prioritize inclusivity, diversity and representation in marketing, ensuring sensitivity to locals and residents.

Our commitment includes:

- Ensuring our brand promise is truthful and accurate in its messaging
- Supporting local retail and hospitality businesses
- Building, maintaining and growing positive relationships with local stakeholders and government officials

R RESEARCH

Visit Oxnard leverages data from trusted industry partners to inform our decision-making. This approach allows us to redirect potential research expenditures toward impactful marketing placements—an essential strategy as we compete with destinations that have significantly larger budgets. By maximizing the value of existing resources, we ensure that every dollar is used with purpose and precision.



IN OUR CITY

TRAVEL MATTERS, and tourism plays a crucial role in Oxnard and Ventura County's regional economy. Continued growth highlights how important tourism is to the region and California's economy. In 2024 alone, Oxnard saw \$369.2 million in travel spending, which supported \$137.8 million in direct earnings and 3,180 direct jobs. This economic activity also generated \$31 million in direct local and state tax revenue, reinforcing tourism's vital contribution to public services and infrastructure. Locally in Oxnard, visitor spending generated \$5.2 million in transient occupancy tax, providing a vital stream of revenue that supports the community's way of life. Tourism also enhances Oxnard's vibrancy by attracting visitors to its pristine harbor and beaches, rich cultural heritage and diverse culinary offerings, helping to sustain local businesses and improve residents' quality of life.

Taxes generated by travel
in 2024 saved CA
residents

\$953
per household

IN OUR STATE

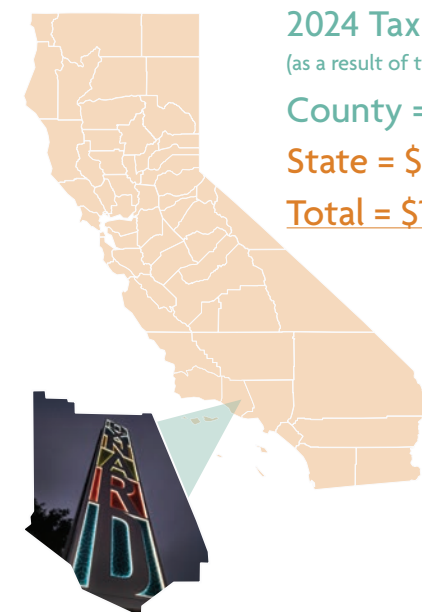


- Travel spending in California reached \$157.3 billion in 2024, a 3% increase from 2023.
- State and local tax revenue generated by visitors in 2024 totaled \$12.6 billion, a 3.1% increase from 2023.
- Tourism created approximately 24,000 new jobs in 2024, bringing total industry employment to 1.2 million, a 2.1% YoY.

*Data provided by Visit California and Dean Runyan Associates, Visit California and Ventura County Coast

IN OUR COUNTY

TRAVEL — is one of California's most reliable engines for job creation, revenue generation and regional vitality—and Ventura County is no exception. In 2024, the travel industry continued to drive the local economy, with visitor spending increasing by 3.4% year-over-year to reach \$1.9 billion. This economic activity directly supported 16,620 jobs and generated \$719 million in earnings, reflecting a 2.9% gain. Additionally, travel-related tax receipts rose by 3.4%, totaling \$162 million, which helps fund essential public services and infrastructure throughout the county. These figures underscore the critical role tourism plays in sustaining Ventura County's economic health and community well-being.



2024 Tax Receipts
(as a result of tourism spending)
County = \$72 million
State = \$90 million
Total = \$162 million

STAYING NIMBLE IN A SHIFTING TRAVEL LANDSCAPE

Visit Oxnard remains agile and forward-thinking in navigating the evolving tourism sector. Rather than simply reacting to trends, we anticipate them—leveraging insights from key industry partners including Visit California, California Travel Association, Destinations International, U.S. Travel and Tourism Economics.

We remain responsive to federal policy developments affecting travel, including changes to tariffs, TSA operations, visa regulations and international perceptions of the U.S. as these factors continue to influence traveler behavior and destination competitiveness.

To adapt, Visit Oxnard is actively working to expand its buying drive market, focusing on regional audiences with high conversion potential. This strategic approach ensures we remain resilient and relevant, even amid shifting global dynamics.

STRATEGIC APPROACH

ECONOMIC DEVELOPMENT STEWARDSHIP

As an emerging destination, Visit Oxnard looks to prioritize the stewardship of economic development as we head into the fiscal year. Our work aimed at enhancing the hospitality sector supports the case for new businesses to choose Oxnard and is pivotal for laying a sustainable foundation for growth. This endeavor strengthens our local economy and enriches the visitor experience, positioning Oxnard as a distinct choice for travelers seeking authentic and unique experiences.



ELEVATED BRAND AWARENESS

Among our primary objectives is to elevate Oxnard's profile amidst stepped up competition from coastal neighbors. Our strategy includes pinpointed marketing campaigns and the fostering and development of strategic partnerships, showcasing Oxnard's exceptional offerings and experiences—from our pristine beaches and access to the Channel Islands National Park to our dynamic cultural footprint. By spotlighting these distinctive attributes, we aim to establish Oxnard not only as a must-visit locale but also as a standout on the SoCal tourism stage. This dual focus on economic and brand development ensures that Oxnard attracts both new investment and visitors, securing its place as a prominent and thriving destination.

EVOLVING TARGETING STRATEGY At Visit Oxnard, we're always looking for smarter, more meaningful ways to connect with travelers. Rather than focusing on broad demographics like age or generation, we're leaning into a more dynamic, data-driven approach that helps us reach the people most inspired to visit.

By tracking key GA4 events, such as lodging conversions, we can see how travelers are engaging in real time and adjust our targeting to meet them where they are. This shift allows us to focus on what truly matters: turning interest into visits.

We're still seeing strong growth among our core audiences, but now our media approach is more agile and responsive, prioritizing traveler behavior, performance, and measurable outcomes. This means every campaign is designed not just to reach people, but to inspire them to choose Oxnard for their next getaway.

NAVIGATING MARKET CHALLENGES: The travel industry is experiencing a softening in consumer demand, with visitation growth plateauing and increased competition from nearby destinations. The meetings and conventions sector is also more competitive. However, we are leveraging insights from STR data and projections from the US Travel Association to strategically position Oxnard.

We are adapting to a market where domestic leisure growth is returning to historic rates of 1-3% annually and we are mindful of the growing consumer anxiety and pessimism.

FUTURE OUTLOOK: Despite these challenges, we are optimistic about the future. Our strategic focus on technology, sustainability and engaging key demographics positions us well to navigate the complexities of the current travel market. We are committed to not only maintaining but enhancing the appeal of Oxnard as a destination amidst these shifting dynamics.

ECONOMIC AND SPENDING PROJECTIONS: Projected to grow by 4% annually, travel-related spending in California is set to reach approximately \$156.7 billion in 2025. This anticipated growth underpins our positive outlook and strategic initiatives aimed at harnessing technological advancements and tapping into diverse demographic segments to drive tourism growth. These efforts showcase Visit Oxnard's commitment to pulling up a seat at the table for the conversations happening regarding the travel industry's future.



LOOKING AHEAD

Oxnard is continuing to build a vibrant hospitality scene, with exciting hotel openings and refreshed stays that elevate every experience.

Additionally, Oxnard is set to welcome exciting new attractions in the coming years, further building upon its appeal and broad inclusion. Karl's Adventure Village, a highly anticipated family-friendly experience, is slated to open in Spring 2028, while Sespe Creek Distillery will debut its tasting room in September 2025, offering visitors a unique local flavor.

Regionally, the California Strawberry Festival continues to be a beloved annual event. Ventura will host the Jackalope Party for the first time in April 2026, a celebration of extreme sports building off the success of two successful years of X Games Ventura. Meanwhile, the innovative kidSTREAM Children's Museum, located in nearby Camarillo, is expected to open by the end of 2025, bringing hands-on learning and play to young visitors and families.



NEW and Renovated Hotels

Staybridge Suites Oxnard – River Ridge by IHG (Opened – January 2025) Formerly a Residence Inn, now the largest Staybridge Suites in North America. Features 252 extended-stay suites, 12,000 sq ft of event space, resort-style amenities and views of River Ridge Golf Course. Also, the annual host hotel for the Dallas Cowboys Training Camp.

TownePlace Suites by Marriott Ventura Oxnard (Opened – June 2025) Offers 121 studio and one-bedroom suites with full kitchens, living/work areas, pool, fitness center, sports court and outdoor grilling.

Holiday Inn Oxnard North (Opened – June 2025) Previously Courtyard by Marriott, renovated and rebranded to better serve both business and leisure travelers.

SpringHill Suites Oxnard (Coming Soon – Late 2025) Scheduled to open with 121 rooms, bringing modern accommodations to North Oxnard.

Tru by Hilton Oxnard (Coming Soon – Late 2025) Budget-friendly lodging with 88 rooms, rooftop lounge, outdoor pool and fitness room.

Hyatt House – Channel Islands Harbor (Coming Soon – Date TBD) Future waterfront property expanding Oxnard's coastal accommodation options.

TOP MARKETS

Utilizing data from the 2024 Economic Impact of Travel in Ventura County, prepared by Dean Runyan and Associates, we can note key opportunity markets for Visit Oxnard. The list below shows the forecasted top 20 domestic and top 5 international markets for Oxnard, ranked by total visitor spend in the city, from highest to lowest.

Domestic Spending Oxnard – 2025

- Los Angeles - CA
- Santa Maria/Santa Barbara - CA
- Inland Empire (Riverside, San Bernardino, Ontario) - CA
- Detroit/Warren/Dearborn – MI
- San Diego – CA
- Bakersfield – CA
- San Luis Obispo – CA
- Virginia Beach – VA
- San Francisco – CA
- Fresno – CA
- Las Vegas – NV
- Seattle – Washington
- Phoenix/Mesa/Chandler – AZ
- Baltimore – MD
- Sacramento – CA
- San Jose – CA
- Salinas – CA
- Dallas/Fort Worth/Arlington – TX
- New York /Newark/
- Jersey City – NY, NJ, PA
- Charlotte – NC

Although our engaged site visitors show slight variation, there is a strong and dynamic correlation between website traffic and market spending. It's important to note that the spending dataset excludes local markets, whereas our web traffic includes them.

International Spending Oxnard – 2025

- Mexico
- Canada
- China
- Australia
- Germany

MEASUREMENTS 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 Highway 101 and Pacific Coast Highway
- 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

INTEGRATED CREATIVE CAMPAIGNS

As ‘OX Marks the Spot’ continues to deliver results regionally, Visit Oxnard will leverage this momentum to further extend its brand presence into emerging markets with the innovative ‘Beat Apart’ brand campaign. Our brand position will continue to grow during the next fiscal year across paid, earned and owned media.

LEISURE - PRINT

Travel Guide to California



Adventure Sports Journal



West Ventura County Business Alliance: Community & Business Guide



LEISURE - DIGITAL

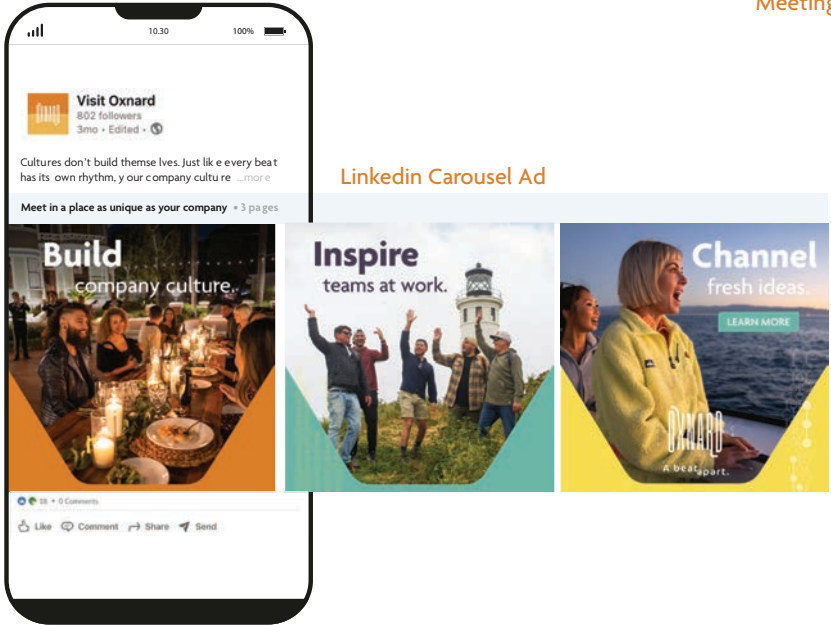


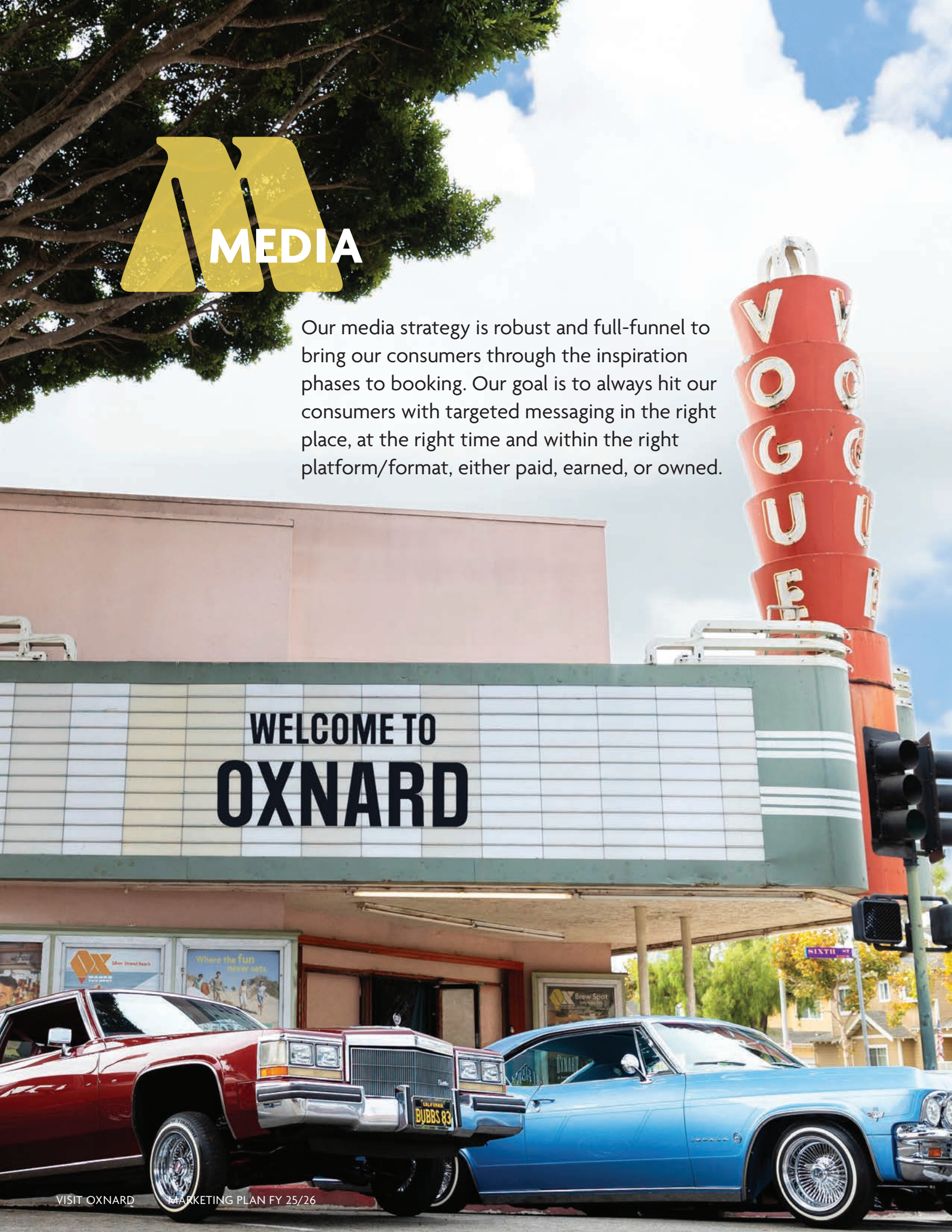
MEETINGS

Small Market Meetings Print



Linkedin Carousel Ad





MEDIA

Our media strategy is robust and full-funnel to bring our consumers through the inspiration phases to booking. Our goal is to always hit our consumers with targeted messaging in the right place, at the right time and within the right platform/format, either paid, earned, or owned.



PAID

In both the meetings and leisure spaces, our strategy uses traditional print and outdoor ads and digital programming tactics including Google SEM, Google Prospecting + Responsive Banners, Meta Ads Prospecting + Remarketing.



EARNED

Earned media tactics inclusive of inviting press for familiarization trips, attending media receptions and maintaining relationships with travel media amplify our spending power.



OWNED

Visit Oxnard leverages owned media to expand our influence in the tourism industry effectively. With a comprehensive suite of digital assets—including our website, blog and social media on platforms like Facebook, Instagram, LinkedIn and TikTok—we craft and share engaging content that highlights Oxnard's unique features. This approach enhances our brand identity and fosters direct engagement with our audience, building loyalty and keeping Oxnard at the forefront of travelers' minds.



ADVERTISING

OUR BASELINE OMNI-CHANNEL DIGITAL STRATEGY 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 MKT: **50.6K Clicks**
- Google Prospecting + Retargeting Display: **7.2K impressions**
- Meta/Instagram Prospecting Ads: **48K Impressions**

MEETINGS

- LinkedIn Sponsored Posts: **4K clicks**

VISITOR GUIDE

In October 2025, Visit Oxnard will launch its 2026-2027 Visitor Guide, with 60,000 guides in circulation to at least 1,030 locations.



UPCOMING

Collaborative micro campaign: *The Best Drink Ever*, which will feature local bartenders invited to **Sespe Creek Distillery** to make signature cocktails inspired by Oxnard!

PAID MEDIA TACTICS

- Leverage media opportunities with industry partners, including Visit California's Expedia campaign co-op, where room night bookings are the key conversion focus.
- 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 along with sponsored editorial across media outlets like Group Tours Magazine, CA Meetings & Events Magazine, CA Road Trips Guide, VCA Visitors Guide, Adventure Sports Journal, LA Parent and DFW Child.
- 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.
- Maintain "Always On" awareness and inspiration strategy across search, display, and social with tiered targeting: nearby, target markets and national branded.
- Paid channels include Google Search, Google Display (prospecting and retargeting), and Meta Ads (prospecting and retargeting) with seasonal creative swaps and frequency optimizations.
- Continue allocating funds for strategic promotional campaigns tied to seasonal events, holidays and other priority initiatives.
- LinkedIn Sponsored Posts added for meetings campaigns, using job title targeting to reach both decision-makers and adjacent roles such as administrative or research staff who assist in event planning decisions.



PUBLIC RELATIONS
RESOURCES
AND
COLLATERAL

Visit Oxnard will begin circulating our newly redesigned press kit in the coming fiscal year to journalists interested in covering our destination. JNS NEXT, consolidated all materials—facts, history, story ideas, events, and accolades—into a single, comprehensive PR toolkit, simplifying media outreach and streamlining communications.

AWARD STRATEGY

We are strategically seeking out awards that bring attention to Oxnard as a premiere destination for leisure and business travel.

RECENT AWARDS:

- 2025 Platinum Viddy Award
Visit Oxnard: A Beat Apart Category: Non-Broadcast | Short Form Web Videos < 3 Minutes | 242. Travel / Adventure
- 2024 Sunset Magazine Award
(What To Do: Oxnard Taco Trail)
- 2025 USA Today 10Best Reader's Choice Awards
#1 Beach in California
'olotkoy Beach Park

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.

EARNED MEDIA/PR TACTICS

Visit Oxnard partners with a seasoned luxury travel and lifestyle PR expert who brings over a decade of agency experience to the table. To keep Oxnard top of mind among travel journalists, we strategically leverage our contractor's deep expertise and strong relationships with regional and national media outlets. Key tactics include consistent press release distribution announcing new developments, special events and promotions; proactive and reactive pitching to high-profile publications that align with our target audience; curated influencer partnerships; and the orchestration of high-value press trips designed to generate impactful coverage.

In addition, Visit Oxnard is engaging in a Local Influencer Program in collaboration with Marketing Maven, aimed at boosting social media visibility for our hotel partners. This initiative is designed to generate authentic, localized content that highlights the unique offerings of Oxnard's accommodations, driving interest and bookings through trusted voices in the community.

PRESS TRIPS

Press trips, or familiarization tours, are organized by Visit Oxnard and partners like Ventura County Coast and Visit California to highlight the city's attractions. These tours aim to secure coverage of Oxnard and potential inclusion in future features. Recent press trips have welcomed journalists from outlets such as Pasadena Now, Travel & Leisure, Chron.com, PaperCity Magazine and TripAdvisor, showcasing Oxnard's appeal to a wide range of audiences. Broadcast opportunities secured throughout the year have further amplified Oxnard's visibility. These examples reflect the type of high-impact media coverage Visit Oxnard will continue to pursue.

By leveraging partnerships, Visit Oxnard extends its reach beyond budget limitations. Additionally, Visit Oxnard actively participates in key PR committees and collaborates with regional partners. Visit Oxnard holds a seat on the Visit California Public Relations Committee and maintains alignment with the California Travel Association Communications Committee. We also work with Ventura County Coast on regional PR initiatives to promote Oxnard and the broader tourism ecosystem.



SOCIAL MEDIA ENGAGEMENT & INFLUENCER CAMPAIGN

Through our partnership with Marketing Maven, we are executing a hotel-focused influencer program to highlight Oxnard's hotel, amenities, attractions and dining experiences. Influencers create and share engaging content with their followers, while Visit Oxnard receives high-quality photography and video of their stay to use year-round in our marketing.

OUR FOCUS IS ON:

- Posting consistently across Facebook, Instagram, TikTok and other platforms to engage users where they are most active.
- Highlighting Visit Oxnard through news, local stories, influencer content and visually appealing imagery that reflects authentic visitor experiences.
- Leveraging video content, including influencer-generated reels and short-form videos for higher engagement and conversion rates, while sharing user-generated content (UGC) to showcase real Oxnard moments.
- Running contests, giveaways and influencer collaborations to enhance community engagement, brand visibility and reach.
- Utilizing advanced tools and platforms to streamline scheduling, content delivery and performance tracking for improved efficiency and measurable results.

EMAIL MARKETING STRATEGY

Our monthly newsletter highlights upcoming events and special deals, encouraging subscribers to plan their next Oxnard adventure. We're actively growing our email list through local events and partnerships, offering exclusive content to keep subscribers engaged and informed.

Upon completion of the website, we will also roll out a new email template.

Celebrate the culture in Oxnard with:

- Fiestas Patrias
- Dia de los Muertos
- El Panteon
- Palomazo Music Festival
- Oxnard Multicultural Festival



SILVER STRAND BEACH is a popular local's spot. Surfers from all over flock to this beach year-round to catch the perfect wave. Here, you'll find walls of colorful painted murals along the eastern end of the strip and a nearly 50-year old sunken ship near La Jenelle Park.

M MEETINGS & GROUPS

According to the GBTA's Business Travel Index Outlook, business travel spending is on a steady upward trajectory, projected to reach nearly \$1.8 trillion by 2027.

This growth is driven by the strong resurgence of in-person meetings and group events, creating new opportunities for Oxnard to position itself as a premier destination for group business. The city is undergoing a dynamic transformation in its hospitality landscape, with new hotel developments and major renovations enhancing its capacity to host meetings, conferences and corporate gatherings.

In 2025 and beyond, properties like the expansive Staybridge Suites Oxnard—the largest of its kind in North America—and the newly rebranded Holiday Inn Oxnard North are elevating Oxnard's offerings for meeting planners and event organizers. Upcoming additions such as SpringHill Suites, Tru by Hilton and Hyatt House further underscore the city's readiness to accommodate group business with diverse, high-quality lodging options, modern amenities and increased meeting space availability. Oxnard is strategically aligning its growth with the evolving demands of the meetings and events industry.

FOCUS MARKETS

- Corporate groups from the Western U.S.
- California Associations
- Social, Military, Education, Religious and Fraternal (SMERF) groups
- Tour Operators and Travel Trade
- Incentive markets

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, Destination International Convention & Sales Service Committee and Ventura County Coast Tradeshow Committee.

WEBSITE AND REQUEST 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 handoffs, contract facilitation, site walkthroughs and more.

MEETING TACTICS

- Attendance at tradeshow 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.

TRADESHOWS AND CONFERENCES

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

| DATE | EVENT NAME | LOCATION |
|-----------------------------------|--|----------------|
| VISIT OXNARD SPONSORED TRADESHOWS | | |
| August 6-8, 2025 | Going on Faith | Cincinnati, OH |
| August 25-29, 2025 | HPN Global Partner Convention | Las Vegas, NV |
| September 7-9, 2025 | Northstar - Destination California | San Diego, CA |
| October 6-9, 2025 | IMEX | Las Vegas, NV |
| October 26-28, 2025 | Northstar - Small & Boutique Meetings Fall | Park City, UT |
| November 9-12, 2025 | NTA Travel Exchange | Ottawa, Canada |
| February 4-6, 2026 | Independent Planners Education Conference (IPEC) | Phoenix, AZ |
| April/May June TBD | Northstar's Destination West | TBD |

| VENTURA COUNTY COAST SPONSORED SHOWS | | |
|--------------------------------------|---|----------------|
| December 4-5, 2025 | TEAMS | Columbus, OH |
| December 16-17, 2025 | CalSAE's Seasonal Spectacular | Sacramento, CA |
| January 11, 2026 | Bridal Expo | Los Angeles CA |
| January 20-24, 2026 | National Association of Music Merchants | Anaheim, CA |
| March 5-8, 2026 | Pacific Sportfishing Show | Costa Mesa, CA |
| March 31-April 4, 2026 | Go West | Las Vegas, NV |
| April 14-16, 2026 | Connect Spring Marketplace | Louisville, KY |
| April 21-23, 2026 | Sports ETA | Las Vegas, NV |

F FILM PERMITTING

Visit Oxnard has played a key role in helping the City of Oxnard establish and promote the “Film Oxnard” brand—a collaborative initiative designed to position Oxnard as a premier destination for film production. This effort included the creation of a distinctive logo and brand identity, a comprehensive film application packet and a dedicated website.

The promotion of Film Oxnard continues through Visit Oxnard’s owned and paid media channels, with ongoing support in coordination and outreach efforts to attract filmmakers and production teams to the area.



OXNARD’S ICONIC BEAUTY makes it a picturesque film destination. The correct positioning of Oxnard with location managers will secure future business for the City for years to come.

When the film industry moves its productions to Oxnard, potential benefits to Oxnard’s hospitality sector include things like crew/production team overnight stays, the hiring of local catering and service providers, dining in Oxnard restaurants and more – activities that sustain existing jobs and support job creation within the city.



OUR GOAL is to attract film productions of all sizes to Oxnard to increase tax revenues, boost tourism and provide economic benefits to local businesses. Developing Oxnard’s reputation in the film industry will create job opportunities and showcase the City favorably in film and television, fostering hometown pride among residents.

FILM OXNARD APPLICATION PACKET is available at both:

FilmOxnard.com
Oxnard.gov



W WAYFINDING

Thanks to the prior receipt of federal ARPA tourism recovery funds, Visit Oxnard partnered with MERJE Design to develop and implement a comprehensive citywide wayfinding program. In alignment with Mayor Zaragoza’s gateway initiative, Visit Oxnard worked closely with stakeholders to finalize design approvals for signage that guides both residents and visitors to key destinations throughout Oxnard.



The program received unanimous approval from the Oxnard City Council in May 2024 and is now in the final stages of Phase 1 installation, with the City overseeing implementation. Should additional funding be secured, Phases 2 and 3 are fully designed and ready for future rollout.



Daniel Cabrera with Mayor McArthur filming for the Wayfinding Program.



Printing the new signage



INDUSTRY RELATIONS

The tourism industry is a broad matrix of hotels, transportation, restaurants, attractions, experiences, convention centers, 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.

Brittney Hendricks at
CA Advocacy Day in Sacramento

Daniel Cabrera
at the E-tourism Summit
Panel in Las Vegas

BOARD & COMMITTEE

INVOLVEMENT

Visit Oxnard is proud to hold membership and serve on boards of directors and various committees for the following prestigious organizations: Oxnard Downtown Improvement District, West Ventura County Business Alliance, Ventura County Lodging Association, Central Coast Tourism Council, CalSAE, California DMO Alliance, California Travel Association, Visit California and Destinations International.

PARTNERSHIP BENEFITS AND 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 AND LEVERAGED PROGRAMMING

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

SIGNATURE EVENT: DALLAS COWBOYS TRAINING CAMP

Summer 2025 marked the 19th Dallas Cowboys Training Camp in Oxnard since 2001. Held at River Ridge Playing Fields, this annual event drives global fans of this major brand to Oxnard year-over-year, bringing business to our hotels, restaurants and attractions. The team's open practices provide visitors the opportunity to see their favorite players and coaches as they step away from The Star in Frisco, TX to train for the upcoming NFL season. Visit Oxnard has partnered with the Cowboys in developing a comprehensive marketing plan to drive awareness and attendance from local drive markets and in key out-of-state markets, alike, with the Cowboys developing ad creative on our behalf.

PROMOTIONAL TACTICS HAVE INCLUDED:

- ★ Live broadcast interviews on KTLA, KEYT, NBC's California Live and Spectrum News
- ★ Radio interviews on Q95.9 FM and Fox Sports Radio and radio advertising with regional Lazer Media partner stations
- ★ Outdoor advertising along Highway 101
- ★ Targeted digital display and SEM ads
- ★ Print ads in the VC Reporter and Sponsored Editorial with LA Parent and DFW Child
- ★ A robust social media calendar with supportive ad spend
- ★ Dallas Cowboys x Visit Oxnard branded promo merch
- ★ Training Camp landing page at VisitOxnard.com
- ★ Daily VIP Pass giveaways



In 2025, Visit Oxnard hosted its 4th annual Oxnard Fan Night at The Collection at RiverPark with meet & greets and performances by the Dallas Cowboys Cheerleaders, Cowboys Mascot Rowdy and Cowboys legend and Hall of Famer, Charles Haley, and standout cornerback Orlando Scandrick.





“A Beat Apart” serves as the **emotional anthem** of the program, leveraging **vibrant storytelling** and video to uniquely **capture the cultural rhythms** and lifestyle that differentiate Oxnard from neighboring cities.

It invites travelers to deeply connect with Oxnard, turning a visit into a lasting, personal experience imbued with local culture and vibrant memories.



GROUP TOURS

DW Drums behind-the-scenes factory tours offer a fascinating look at world-class drum craftsmanship – just one of Oxnard’s many tours offered that drive visitation.



STAYING IN

OXNARD



FLY

To SBA: 48 miles

To BUR: 54 miles

To LAX: 60 miles



RIDE

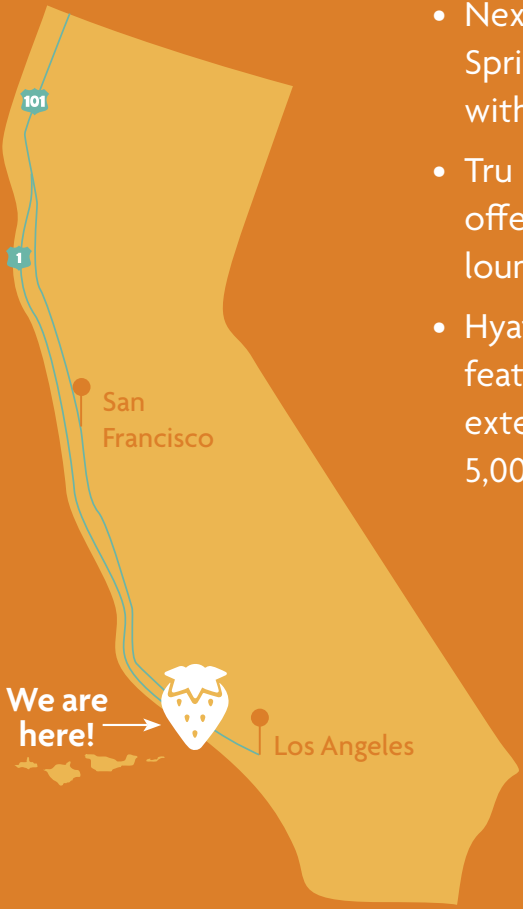
Travel to Oxnard on Amtrak and Metrolink trains, with daily stops via the Pacific Surfliner, Coast Starlight and Metrolink commuter trains.

Visit Oxnard works with and actively promotes 8 hotel partners with 1,282 rooms.

| | |
|--|-----------|
| • Best Western Oxnard Inn | 99 rooms |
| • Hampton Inn Channel Islands Harbor | 95 rooms |
| • Hilton Garden Inn Oxnard | 170 rooms |
| • Holiday Inn Oxnard North | 166 rooms |
| • Homewood Suites | 129 rooms |
| • Staybridge Suites Oxnard River Ridge | 252 rooms |
| • TownePlace Suites | 121 rooms |
| • Zachari Dunes on Mandalay Beach Resort | 250 rooms |

Visit Oxnard looks forward to welcoming 3 new hotel properties with approximately 424 new hotel rooms.

- Next door to the newly opened TownePlace Suites, SpringHill Suites is due open by the end of 2025, with approximately 121 rooms.
- Tru by Hilton located in the Esplanade Shopping Center offers budget-friendly lodging with 88 rooms, rooftop lounge, outdoor pool and fitness center.
- Hyatt House is coming to the Channel Islands Harbor featuring an all-suite hotel with waterfront views for extended stays with approximately 215 rooms and 5,000 sq. ft. of meeting space.





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