PRESS KIT

OXNARD, CALIFORNIA



VISIT OXNARD CA

A beat apart.

VisitOxnard.com







A beat apart.

You might come to Oxnard for a beach day, a quick reset, or an easy escape from anywhere in Southern California. You'll likely leave already planning your return.

Oxnard offers what many coastal destinations no longer do: space, authenticity and a culture that hasn't been over-curated. Here, seven miles of uncrowded coastline meet a deeply rooted, multicultural food scene and a creative spirit shaped by music, makers and the ocean.

Start with the Oxnard Taco Trail, where recipes passed down through generations define the experience. Spend the afternoon along the shore at 'ololkoy Beach Park, repeatedly named California's #1 Best Beach by USA Today, or explore the working harbor and nearby Channel Islands, often called "North America's Galápagos."

The rhythm of the city carries through everything, from Nardcore punk roots to the craftsmanship of Drum Workshop. It's present in the pace of the day, the flavors and the people who make this place what it is.

Oxnard doesn't try to be anything other than itself. That's exactly why it stays with you.

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#1 BEST BEACH IN CALIFORNIA FOR THE FOURTH YEAR IN A ROW
~ USA Today's 10Best Reader's Choice Awards, 2026

HISTORY



Oxnard's story is shaped by agriculture, industry, and generations of cultural exchange. Located 60 miles north of Los Angeles, the city grew from working farmland into one of California's most diverse coastal communities, influenced by Indigenous, Mexican, Japanese, Chinese, and European cultures.

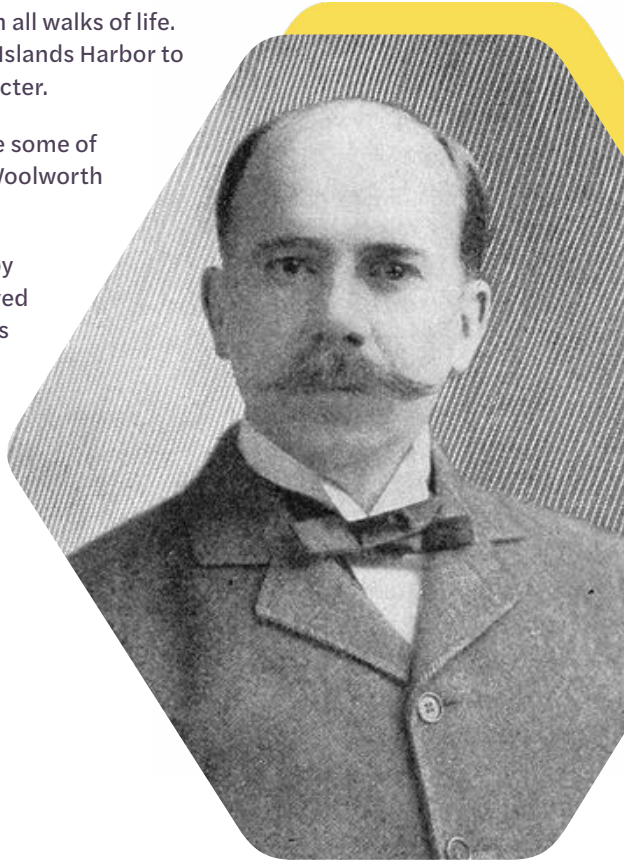
OXNARD'S HISTORY, FROM INDIGENOUS HERITAGE TO THE PRESENT



- The region's earliest known inhabitants were the Chumash, skilled seafarers and artisans whose presence shaped the California coast for thousands of years.
- In the late 1800s, Oxnard's modern development accelerated with the establishment of a sugar beet factory, drawing a diverse workforce and laying the foundation for its agricultural economy.
- Throughout the 20th century, Oxnard expanded into manufacturing, agriculture, and coastal development, becoming the largest city in Ventura County.
- Today, that layered history is reflected in its neighborhoods, local businesses and cultural traditions.

HOME TO ESTABLISHMENTS BOTH FAMOUS AND FAMILY-RUN

- Oxnard is known as a vibrant and diverse community shaped by people from all walks of life. That multicultural heritage can be found throughout the city, from Channel Islands Harbor to the historic neighborhoods and businesses that continue to define its character.
- Head to the Henry T. Oxnard Historic District and Heritage Square to explore some of the city's oldest homes, businesses, and cultural landmarks, including the Woolworth Building, the Vogue Theater, and the Pagoda at Plaza Park, built in 1910.
- Carnegie Art Museum began as one of nearly 1,700 public libraries funded by Andrew Carnegie. After receiving a $12,000 grant in 1906, the building served as a public library, City Hall, Chamber of Commerce, Convention and Visitors Bureau, and ultimately the city's art museum.
- The development of Channel Islands Harbor following World War II transformed Oxnard's coastline and spurred significant economic growth. The harbor helped establish Silver Strand Beach and Hollywood Beach as popular coastal neighborhoods while attracting boat owners and visitors from across Southern California.
- Five generations of the Otani family have operated businesses in Oxnard since 1908, beginning with T. Otani Grocery on Oxnard Boulevard. Despite the interruption of Japanese American internment during World War II, the family returned in 1946 and rebuilt, eventually founding several successful local businesses, including Otani's Seafood, which remains a beloved community institution today.



THE STORY CONTINUES

BOXNARD: THE CITY THAT PUNCHES ABOVE ITS WEIGHT



- They call it "Boxnard" for a reason. Boxing has been woven into Oxnard's identity since the 1940s, when neighborhood gyms in working-class communities offered young people mentorship, discipline and a sense of belonging.
- By the 1970s and 1980s, youth boxing programs, especially those connected to the Oxnard Police Activities League, were thriving. Coaches often served as role models, teaching respect and perseverance alongside technical skill.
- By the 1990s, Oxnard began gaining national recognition as a serious training ground for elite fighters. Champions like Fernando Vargas helped put the city on the map, while trainers such as Robert Garcia drew athletes from around the world to local gyms.
- Despite ongoing challenges such as limited funding and gym closures, Oxnard's boxing culture has endured through the dedication of coaches, athletes and community supporters. Today, murals and local gyms continue to celebrate a tradition that remains a powerful source of pride.
- The city's legacy continues today with the National PAL Boxing Tournament, which brings top youth fighters from across the country to Oxnard each year. The event reinforces the city's reputation as a proving ground for the next generation of talent while showcasing the deep community roots behind the sport.

AN ARTS AND CULTURE HUB

- Oxnard's creative legacy spans music, film, and the visual arts.
- Producer and rapper Madlib, his group Lootpack, and singer Dudley Perkins helped shape the city's influential hip-hop scene.
- The city is recognized as the birthplace of Nardcore, a punk movement rooted in nearby coastal communities and defined by bands such as Agression, Dr. Know and Ill Repute.
- Artists continue to record at The Oxnard Performing Arts & Convention Center's historic Teatro, originally built in 1929 as The Boulevard Theater and the oldest standing theater in the city.
- Oxnard's coastline has long attracted filmmakers and visitors, with neighborhoods like Hollywood-by-the-Sea and nearby beaches offering a scenic backdrop and enduring connection to California's entertainment history.
- The Carnegie Art Museum, housed in a 1907 Carnegie library building, connects Oxnard's historic roots with its contemporary arts scene.



HIGHLIGHTS





BEACHES
7 miles of pristine, uncrowded coastline with Silver Strand, Mandalay State and Hollywood Beach.
WHERE WAVES CRASH LIKE CYMBALS

OUTDOOR ADVENTURE
Channel Islands National Park & Marine Sanctuary, boating, whale watching, sportfishing, coastal rowing, kayaking, paddleboarding, camping and Oxtreme sports.
ON BEAT, BUT OFF THE BEATEN PATH

CULTURE
Museums, Music Culture, Landmarks and Historical Places, Agriculture and Farming.
HEAR A CHORUS OF CULTURES

FAMILY FUN
Explore natural wonders and endless activities with affordability and a kid friendly focus.
MAKE MEMORIES IN PERFECT TIME

LIFESTYLE
Shopping, Nightlife & Entertainment, Weekly Live Music & Events.
FIND YOUR OXNARD GROOVE

EVENTS & FESTIVALS
Oxnard Salsa Festival, Multicultural Festival, Dallas Cowboys Training Camp, and more.
TURN UP FOR OXNARD'S LOUDEST EVENT

FOOD & DRINKS
Authentic Mexican, fresh local seafood, casual coastal and everything in between.
SIP, SAVOR, REPEAT

HOTELS / PLACES TO STAY
Accommodations to meet your travel style and budget.
TAKE A BREAK FROM THE BEAT – AND REST

TRANSPORTATION
From planes, trains and cars; getting to Oxnard is a breeze.
MOVE AT YOUR OWN TEMPO

GROUP MEETINGS
Amplify your programming with Oxnard's unique character.
SYNC UP WITH YOUR NEXT MEETING

TOURS
Epic guided tour offerings from music manufacturing to coastal exploration and more.
WHERE EVERY STOP HAS A STORY

FILM OXNARD
Film-friendly locations outside LA's 30-mile zone.
LEARN ABOUT FILMING IN OXNARD

TACO TRAIL

The Oxnard Taco Trail is Visit Oxnard's top list of must-visit taco joints within city limits.
LINK TO FULL TACO STORY



BEAT BY BEAT...



X PRESS FACTS

276 Sunny Days a Year

<65 miles From LAX or Burbank
<40 miles From Santa Barbara

7 Miles of Beaches

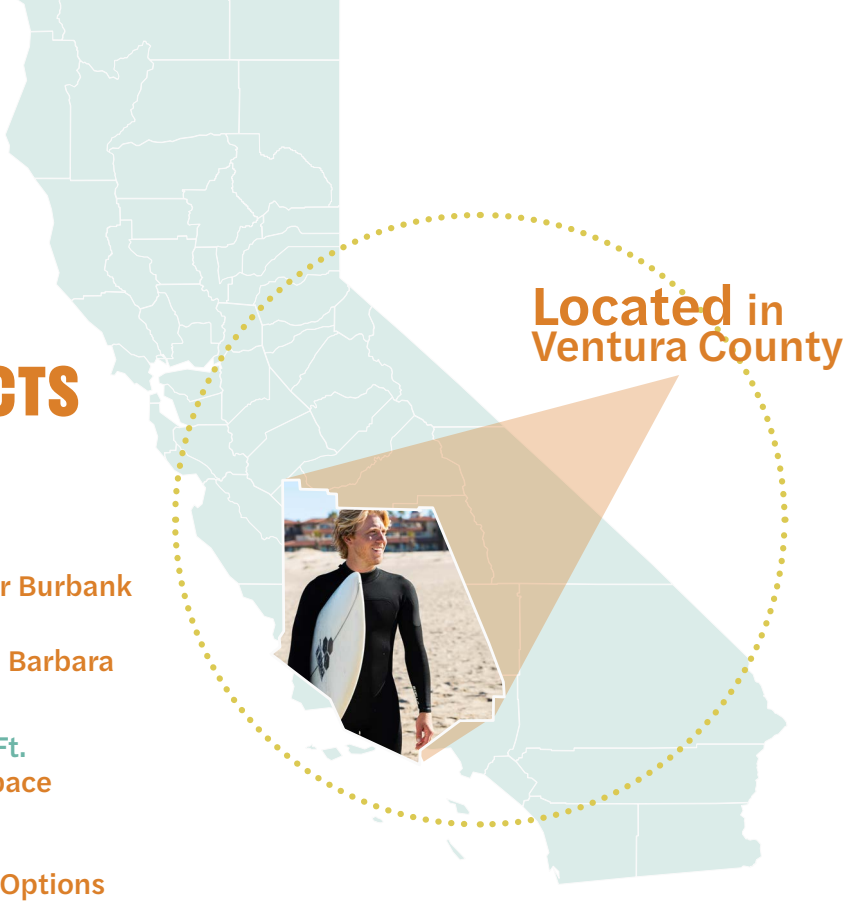
51k+ Sq.Ft. of Event Space

60 Min to Channel Islands

9 Lodging Options with 1,400+ Rooms

~200k Local Residents

70° F avg temp Mediterranean Climate



LOCATION | Oxnard brings together 7 miles of uncrowded, sun-soaked beaches with mountain views to the north and island vibes to the south. Surrounded by fresh-fruit farmland, the Santa Clara River and the wide-open Pacific. It's a place where California feels a little more rooted and real. Just 60 miles from L.A. and 38 from Santa Barbara, Oxnard sits at the sweet spot where Pacific Coast Highway meets Highway 101, perfectly placed and effortlessly cool.

SIZE | Oxnard is the largest city in Ventura County, covering 39.1 square miles with a population of 208,881 (2019). Ventura County, with a population of 846,006 (2019), spans 2,208 square miles and includes cities like Camarillo, Ventura and Port Hueneme, which together make up the popular visitor region known as "Ventura County Coast."

CLIMATE | Oxnard enjoys a warm-summer Mediterranean climate with an average annual temperature of 69°F and 276 sunny days a year. Rain is rare from late spring through early fall, with most precipitation occurring in winter. Ocean temperatures range from the high 50s in winter to mid-60s in summer, making beach days possible year-round.

TRANSPORTATION | While Oxnard Airport (OXR) (iflyoxnard.com 805-382-3022) currently has no commercial flights, nearby airports include Santa Barbara Airport (SBA), Burbank Airport (BUR) and Los Angeles International Airport (LAX) and are the nearest regional/major airports offering commercial service.

The John C. Zaragoza Transit Center connects the city via Amtrak's Pacific Surfliner (amtrak.com, 1-800-USA-RAIL) and Metrolink (metrolinktrains.com, 1-800-371-5465); bus service from Gold Coast Transit District (goldcoasttransit.org, 805-487-4222) and Greyhound(greyhound.com, 800-231-2222).

Santa Barbara Airbus offers eight daily roundtrip shuttles to LAX with convenient pick-up at the Holiday Inn Oxnard (reserve your seat at sbairbus.com), and VC Airporter provides additional shuttle service between LAX and Oxnard Airport (venturashuttle.com)

Car rentals (Avis, Budget, Dollar, Enterprise and Hertz), taxis, and rideshares are widely available within Oxnard.

Rental bikes are available from Wheel Fun Rentals at Zachari Dunes on Mandalay Beach, Staybridge Suites Oxnard River Ridge, and Marine Emporium Landing.

Island Packers (islandpackers.com, 805-642-1393), located at Marine Emporium Landing in Channel Islands Harbor, is the exclusive concessionaire to Channel Islands National Park.

...BY BEAT!



TOPICS OF INTEREST

AGRICULTURE | Rooted in agriculture since its founding in 1903, Oxnard remains one of California's leading strawberry regions. Visitors can explore this heritage at the Oxnard Historic Farm Park and at Heritage Square, where Victorian-era farm houses have been restored. The city's agrarian legacy continues to evolve with Karl's, an agricultural-themed family attraction coming soon.

BEER, WINE & SPIRITS | Oxnard is home to three craft breweries, three local wineries and one acclaimed distillery. Highlights include Herzog Wine Cellars, the largest kosher winery in the U.S., and Sespe Creek Distillery, known for its award-winning Warbringer Bourbon and opening a new tasting room soon.

BOXING | Nicknamed "Boxnard," Oxnard is a national boxing hub. It has produced world-class fighters like Fernando Vargas, the Garcia brothers and Victor Ortiz, and has served as a training home for top athletes including Vasyl Lomachenko.

DALLAS COWBOYS TRAINING CAMP | Oxnard regularly hosts the Dallas Cowboys' summer training camp, drawn by ideal weather and top-tier facilities at River Ridge Playing Fields.

FILM & TELEVISION | Dubbed "Hollywood by the Sea," Oxnard's beaches and harbor have appeared in films like The Sheik (1921) and Back to the Future. Captain Marvel also shot in the city at a local raceway. Hollywood Beach, once a celebrity retreat, still has streets named after iconic Hollywood landmarks.

MUSIC & ENTERTAINMENT | Oxnard has a vibrant music legacy reflected in the success of Oxnard-born artists Anderson .Paak and Madlib. The Teatro (teatrotheater.com), once used by Willie Nelson and Bob Dylan, remains a landmark and offers studio rentals. Live entertainment thrives at Levity Live, Copper Blues Rock Pub & Kitchen and the Oxnard Performing Arts Center, with outdoor festivals throughout the city today.

LODGING | Oxnard offers nine hotel properties totaling more than 1,400 rooms, ranging from beachfront resorts to extended-stay and business-friendly accommodations. Recent openings and renovations continue to expand options for both leisure and group travelers.

BEACHES, OUTDOOR RECREATION & NATURE
Oxnard's 7 miles (11 km) of beaches stretch from Port Hueneme Naval Base to the Santa Clara Estuary, divided by the Channel Islands Harbor inlet. Beach wheelchairs are available at the main lifeguard tower at Silver Strand between Memorial Day and Labor Day, and from Harbor Patrol at 3900 Pelican Way during the rest of the year. The 900-ft Ed Hunt Rehab Point trail increases shoreline accessibility. Visitors can enjoy biking, skating, volleyball, boat and jet ski rentals, fishing charters, gondola rides, parasailing, paddleboarding, surfing, yoga by the sea, a skatepark and two 18-hole golf courses at River Ridge Golf Club.

CHANNEL ISLANDS NATIONAL PARK AND CHANNEL ISLANDS NATIONAL MARINE SANCTUARY | Together considered "North America's Galapagos." One of only two national parks in all of Southern California, the islands are comprised of five of the eight island archipelago including Anacapa, Santa Cruz, San Miguel, Santa Rosa and Santa Barbara. Over 2,000 plants and animals have been identified on the islands including many rare and endangered birds. San Miguel island is home to the largest pinniped rookery in the world.

ISLAND ADVENTURE | Experience nature untouched by development with island activities including hiking, birding, walking, camping, sports, fishing, snorkeling and scuba diving.

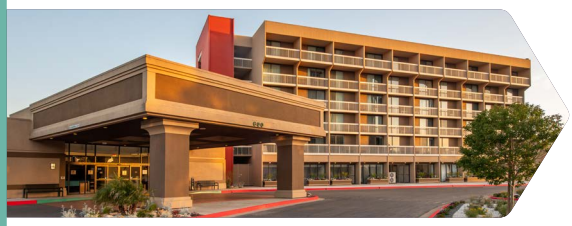
OCEAN KAYAKING | Paddle through crystal clear waters, beneath volcanic arches and into breathtaking sea caves. View stunning varieties of animal and plant life.

THE PAINTED CAVE | Tour one of the world's largest and deepest sea caves; Santa Cruz Island's ¼-mile long, 100-ft wide Painted Cave is a bucket list item not to be missed.

WHALE WATCHING | Board an excursion with Island Packers, and catch a glimpse of nature's gentle giants during whale watching season. See gray, minke, blue, humpback and orca whales as well as dolphins and other marine wildlife.

MUSEUMS | The Channel Islands Maritime Museum features world-class maritime art, model ships and nautical artifacts.

NEW & RENOVATED PROPERTIES



HOLIDAY INN OXNARD NORTH

(REBRANDED / FULLY RENOVATED JUNE 2025)

Previously Courtyard by Marriott, rebranded and refreshed in June 2025 to better serve both business and leisure travelers.

600 E. ESPLANADE DR. OXNARD, CA 93036
805-988-3600



HYATT HOUSE – CHANNEL ISLANDS HARBOR

(COMING 2027)

Planned as a waterfront extended-stay hotel in Channel Islands Harbor, Hyatt House will offer modern accommodations and easy access to Oxnard's beaches, boating, dining and attractions.

PENINSULA ROAD, CHANNEL ISLANDS HARBOR, OXNARD, CA 93036
1-800-446-6677



SPRINGHILL SUITES OXNARD

(OPENED FEBRUARY 2026)

Scheduled to open with 121 rooms, bringing modern accommodations to North Oxnard.

2101 W. VINEYARD AVE. OXNARD, CA 93036
+1 805-919-0003



STAYBRIDGE SUITES OXNARD – RIVER RIDGE BY IHG

(REBRANDED & RENOVATED - OPENED JANUARY 2025)

Formerly a Residence Inn, now the largest Staybridge Suites in North America. Offers 252 suites, 12,000 sq. ft. of event space, resort-style amenities and golf course views. Also, the annual host hotel for the Dallas Cowboys Training Camp.

2101 W. VINEYARD AVE. OXNARD, CA 93036
805-278-2200



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 grilling.

701 TOWN CENTER DR. OXNARD, CA 93036
805-436-6500



TRU BY HILTON OXNARD

(COMING SOON)

Budget-friendly lodging with 88 rooms, rooftop lounge, outdoor pool and fitness room.

180 W. ESPLANADE DR. OXNARD, CA 93036
1-800-446-6677

Annual Events





Spring into action at The Collection's concert series, or fall in love by the water at Channel Islands Harbor. Cool off with Downtown Oxnard's winter festivities, or soak up seven miles of golden beaches in summer. With year-round perfect weather and a full calendar of events, Oxnard delivers memories in every season. Celebrate diverse cultures, taste incredible food and experience one-of-a-kind local festivals in this classic California coastal paradise.

SPRING

April: **Celebration of the Whales Festival**

SUMMER

June: **Rock The Collection & Concerts by the Sea**
Classics by the Sea Wooden Boat & Classic Car Show
Juneteenth Celebration
Celebrate Chelita Fest

July: **Oxnard Salsa Festival**
Fireworks by the Sea
Heritage Square Summer Concerts
Dallas Cowboys Training Camp
Oxnard Fan Night

August: **Dallas Cowboys Training Camp**

FALL

September: **Hispanic Heritage Month**
Fiestas Patrias
Banana Festival
IchigoCon
ChowderFest
Central Coast British Car Show
Oxnard Multicultural Festival

October: **El Panteon**
Ponies by the Sea Car Show
International PAL Boxing Tournament
Parade of Frights

November: **Dia de Los Muertos**
The Collection's Tree Lighting Ceremony

WINTER

December: **Oxnard Tamale Festival**
Santa to the Sea race
Channel Islands Harbor Parade of Lights
Christmas Tree Lane
Parade of Lights
Holly Trolley Tours
Gingerbread Festival









For a full listing of Oxnard events, please visit: visitoxnard.com/events

*Events subject to change

RECENT COVERAGE



TRAVEL+ LEISURE

"Best Coastal Towns for a Summer Getaway"

VCR

(Ventura County Reporter)

Cover Feature

"Oxnard Beat"

Condé Nast Traveler

"Hidden Gems of the California Coast"

LA Times

"Oxnard's Salsa Festival Brings the Heat"

"What To Do" – Oxnard Taco Trail

featured in:

TRAVEL+ LEISURE

Los Angeles Times

Fodor's

lonely planet

matadornetwork

ACCOLADES

#1 Best Beach in California - 'ololkoy Beach Park *USA Today 10Best* (2023, 2024 & 2025)

Best New Hotel in the US - Zachari Dunes *USA Today 10Best* (2024)

"What To Do" – Oxnard Taco Trail *Sunset Travel Awards* (2024)

A Beat Apart – Short Form Video Platinum winner *Viddy Award* (2025)

Best Brand Marketing & Advertising *Visit CA Poppy Award* (2026)
(1 mill and under)

SAMPLE

ITINERARIES



WEEKEND ESCAPE: Coastal Recharge



DAY 1 – ARRIVAL & HARBOR VIBES

Stay: Zachari Dunes on Mandalay Beach

Afternoon: Pass beneath towering bridges and circle the island within Seabridge Marina aboard an authentic Venetian gondola with Gondola Paradiso.

Sunset: Stroll Hollywood Beach, known for expansive golden dunes and its history as a popular film location in 1920s-era cinema.

Dinner: Dine with harbor views at Waterside Restaurant & Wine Bar.

DAY 2 – OCEAN & OUTDOORS

Morning: Take a half-day wildlife cruise with Island Packers or Channel Islands Whale Watching.

Lunch: Refuel with glammed-out Airstream trailer tacos from Sugar Beats.

Afternoon: Rent bikes from Wheel Fun Rentals and cruise along ʻololkoy Beach Park (#1 Best Beach in CA – USA Today), or schedule a spa session at luxury spa, Float Mandalay Beach.

Evening: Toast the day with a sophisticated dining experience at Ox & Ocean.



DAY 3 – WIND DOWN

Morning: Coffee and light breakfast at Café Dolce Vita. Enjoy the beautiful murals at John C. Zaragoza Transit Center as Amtrak's Pacific Surfliner and Coast Starlight rumble along the tracks.

Late morning: Take a self-guided walking tour in Downtown Oxnard and pick up churros or sweets at Xielo. Thursdays only, check out Downtown Oxnard Farmer's Market.

Lunch: Farewell meal at Cabo Seafood Grill & Cantina on the Oxnard Taco Trail.

OUTDOOR ADVENTURE: Rooted in the wild

DAY 1 – COASTLINE KICKOFF

Stay: Hampton Inn Channel Islands Harbor.

Morning: Beach run or surf session at Silver Strand Beach.

Lunch: The Lookout Bar & Grill with marina views, or dig your toes in the sand on the outdoor patio at Mrs. Olson's.

Afternoon: Rent kayaks or paddleboards at Channel Islands Kayak Center, or jet skis and Duffy boats at Southern California Jet Skis.

Evening: Dinner at Moqueca Brazilian Cuisine or The Strand Bar & Grill.

DAY 2 – THE WILD SIDE

Morning: Grab a quick bite and lunch to-go at Harbor Mart or The Strandwich.

Afternoon: Head out on an excursion with Island Packers to Anacapa Island Channel Islands National Park. Hike and picnic before returning to the mainland.

Evening: Hang with the locals at The Shores Bar & Grill and next-door Red Tandem Brewery.



FAMILY FUN: Beach, Bites & Big Adventures



DAY 1 – NO CARS NEEDED FUN DAY ONE

Stay: TownePlace Suites – Walking distance to The Collection at RiverPark.

Afternoon: Plan your escape at Red Door Escape Room for a family-fun challenge, then keep the excitement going with interactive team challenges at Activate Games.

Evening: Cross the bridge to The Taproom Restaurant at Wagon Wheel Brewing Co.; parents can enjoy craft beer, while the kiddos play lawn games in the courtyard.

DAY 2 – BEACHSIDE PLAYTIME AND ISLAND LEARNING

Morning: Take a family-friendly excursion with Channel Islands Whale Watching for an afternoon of excitement. Return by mid-afternoon.

Afternoon: Hang and build sandcastles at the no-waves harbor-protected Kiddie Beach Park; visit the Channel Islands Maritime Museum.

Dinner: Fishermen's Catch or casual dining at The Waterside Restaurant.

DAY 3 – THE COLLECTION FUN DAY

Morning: Italian brunch at Immigrant Son Caffe, then bowling at Lucky Strike. Let the tiny tots burn off energy at Jump 'n Jammin and explore the turtle ponds at Collection Park.

Lunch: Burgers or sandwiches at Shake Shack, conveniently located across from The Collection and next to TownePlace Suites, or at Five Guys.

Afternoon: Catch a movie at Cinemark Century RiverPark XD, and parents can grab coffee at The Annex Food Hall before wrapping up the weekend.



CULTURAL EXPLORATION: Heritage, Art & Flavor

DAY 1 – HISTORIC DOWNTOWN

Stay: Staybridge Suites Oxnard - River Ridge.

Morning: Tee off at River Ridge Golf Club, choose from two full 18-hole golf courses.

Lunch: Enjoy tacos and agua fresca on the patio at Tacos El Diablo.

Afternoon: Guided tour of Heritage Square then explore local artwork at Open Door Studio's gallery space.

Evening: Wine and dine at Herzog Winery and Tierra Sur, known for exceptional cuisine and award-winning wines.

DAY 2 – ARTS & INDUSTRY

Morning: Stroll art installations and enjoy outdoor sculptures at The Collection at RiverPark.

Lunch: Can you take the heat? Try a hot chicken sandwich from Gordo's Hot Chicken in Annex Food Hall.

Afternoon: Visit DW Drums (Thursdays by appointment only), or tour Larrivee Guitars or Fidelity Record Pressing for a behind-the-scenes look (both by appointment only).

Evening: Catch a comedy show at Levity Live or dinner at Copper Blues Rock Pub & Kitchen.

DAY 3 – COASTAL HERITAGE

Morning: Tour the Channel Islands Maritime Museum.

Lunch: Fish tacos and harbor views at Sea Fresh Channel Islands, then depart relaxed and inspired.

MEDIA ASSETS



DOWNLOADABLE RESOURCES



HIGH RESOLUTION IMAGES AND B-ROLL VIDEO FOOTAGE

LOGO ASSETS (PRINT/WEB FORMATS)

SOCIAL MEDIA

INSTAGRAM: @VISITOXNARDCA
FACEBOOK: /OXNARDCA
TWITTER/X: @VISITOXNARDCA

Amplify Your Storytelling. As Oxnard's PR consultant, Elizabeth Maxim Melgoza is your direct resource for developing compelling, story-driven coverage. She connects you with the right people, places and experiences to help shape a strong, publishable piece.



Elizabeth Maxim Melgoza
Email: elizabethmaxim@gmail.com
Phone: 805.844.1463 |
1-800.269.6273

Elizabeth supports your coverage with:

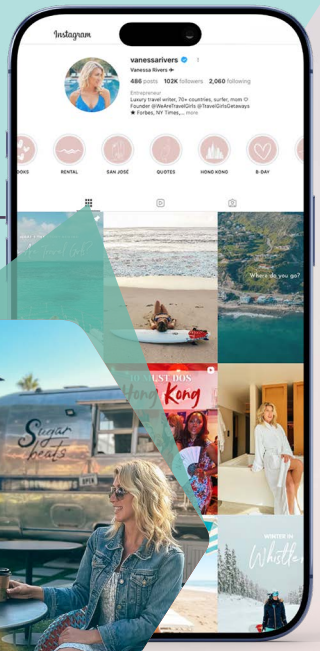
- ***Story Angles & Insights***
  Fresh, relevant pitches tailored to your audience—highlighting what makes Oxnard a beat apart.
- ***Press Materials & Updates***
  Quick access to releases, fact sheets, images and timely destination news.
- ***Press Trips & Itineraries***
  Curated visits designed for meaningful access and strong narrative hooks.
- ***Local Access & Connections***
  Introductions to chefs, makers, artists, community voices and interview coordination.
- ***Responsive Media Support***
  Fast help with sourcing, fact-checking and deadlines.

TRAVEL INFLUENCERS

At Visit Oxnard, we're building partnerships that are truly a beat apart. We collaborate with creators who go beyond the grid—those who immerse themselves in the destination, form real connections, and continue sharing Oxnard with their audience long after the trip ends. Think repeat visits, deeper storytelling, and content that resonates beyond a single post. The images below showcase past partnerships and collaborations with creators who embody this approach. If you're the kind of creator who values authenticity, creativity, and showing up as a true ambassador—not just passing through—we'd love to connect. Reach out to Visit Oxnard's PR Director, Elizabeth Maxim Melgoza, to learn more about partnering with Visit Oxnard.

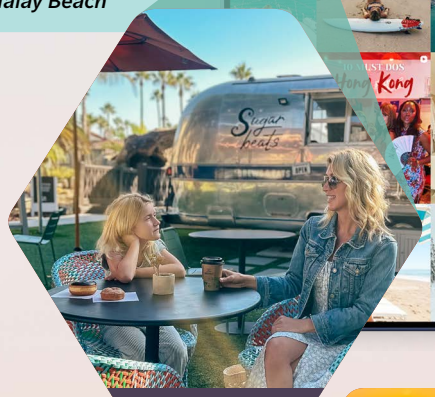


Caitlin Moore of Moore Misadventures enjoying a birria cheese pull
- Tacos La Bonita on the Oxnard Taco Trail.



Vanessa Rivers & her daughter at Sugar Beats, a coffee + quick bites spot
- Zachari Dunes on Mandalay Beach

@mooremisadventures



@vanessarivers



@fancytreehouse

@samandryanlooney



@alexcerball



@honeytrek



@thechronic_explorer



@thefabgrad



@traveling_togaythe

VISIT OXNARD



EXPERIENCE MUSICAL GREATNESS AT OXNARD'S DW DRUMS.

HIT THE NEARBY TRAILS.

Mohave National Preserve

SIP LOCAL WINES AT OXNARD-BASED TASTING ROOMS.

CRUISE THE PACIFIC COAST HIGHWAY.

Antelope Valley California Poppy Reserve State Natural Reserve

WATCH THE DALLAS COWBOYS AT TRAINING CAMP IN OXNARD.

SHOP FOR FRESH PRODUCE AT THE CHANNEL ISLANDS HARBOR FARMER'S MARKET.

101

Santa Barbara

GO BEHIND THE SCENES AT UNIVERSAL STUDIOS HOLLYWOOD.

HEAD OUT TO EXPLORE THE RONALD REAGAN PRESIDENTIAL LIBRARY AND MUSEUM.

OXNARD

Channel Islands Harbor

101

Joshua Tree National Park

ROLL INTO OXNARD ABOARD THE PACIFIC SURFLINER.

Point Mugu State Park

1

Los Angeles

Anacapa Island

Santa Monica Mountains National Recreation Area

TAKE A DAY TRIP TO THE HAPPIEST PLACE ON EARTH.

Channel Islands National Park

Santa Cruz Island

Pacific

Ocean

OX MARKS THE SPOT



Stories
don't write themselves.

VISIT OXNARD CA

A beat apart.

Every destination has a story. Oxnard offers one grounded in culture, creativity and an unmistakable coastal rhythm. From food and music to wide-open beaches, it's a place that gives storytellers something real to work with.

VisitOxnard.com/media/

3600 Harbor Blvd. #469 Oxnard, California 93035 | Telephone 805-385-7545 | Toll Free: 800-2-OXNARD