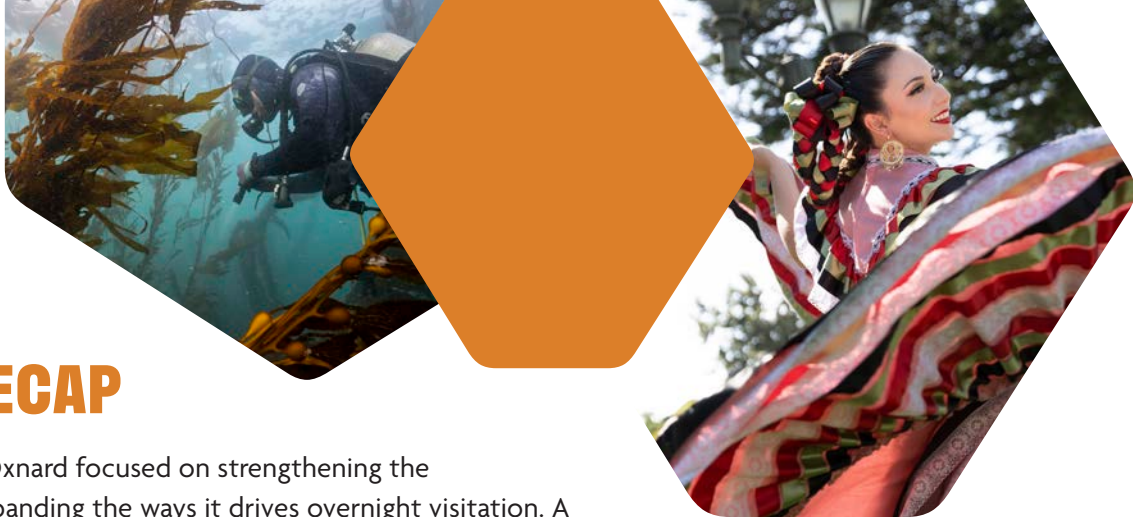




# Marketing Plan

## FY 26/27



## FY 25/26 RECAP

This past fiscal year, Visit Oxnard focused on strengthening the destination’s brand and expanding the ways it drives overnight visitation. A major priority has been its digital transformation, including a complete website redevelopment with Tempest, a comprehensive SEO and content strategy, and stronger coordination among its creative and marketing partners. Oxnard also welcomed two new hotel properties, TownePlace Suites and SpringHill Suites, along with SpringHill Suites’ rooftop bar, Flora Loca, expanding the destination’s lodging inventory and visitor offerings. Visit Oxnard also significantly expanded its meetings and group business strategy, producing its first dedicated meetings and groups video, Let Your Meeting Find Its Rhythm, increasing participation in appointment shows and tradeshow, and working more closely with hotel sales teams to generate and convert qualified leads.

Sports tourism and major events have become another key area of growth. Visit Oxnard is positioning the destination as a potential training hub leading into LA28, including securing interest from the German National Kayaking and Rowing teams, and working in coordination with sports management consultants representing several other nations. It also continues to leverage marquee opportunities such as Dallas Cowboys Training Camp and its 20th anniversary in Oxnard, while supporting visitor-serving festivals and events through its owned, earned and paid channels. With the successful launch of the STR voluntary assessment program in January 2026, Visit Oxnard diversified its revenue sources to ensure participation in its destination marketing programming by a new mix of lodging partners and be able to better serve its association members and the destination as a whole. Collectively, these initiatives build on the strength of Visit Oxnard’s brand campaign, which received the highly regarded Visit California Poppy Award for Best Brand Advertising Campaign in its category.

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26/27

# Board of Directors

## EXECUTIVE COMMITTEE MEMBERS

Kristina Brewer, Chair  
RE/MAX Gold Coast  
Property Management

Dolores Licon, Vice Chair  
Homewood Suites

Erik Collay, Secretary  
TownePlace Suites /  
SpringHill Suites

Michael Tripp, Treasurer  
Ventura County  
Harbor Department

Ashley Golden  
City of Oxnard

## BOARD MEMBERS

Ryan Aragon  
River Ridge Golf Club

Robert Ashe  
Suntex Marinas /  
Marine Emporium Landing

Joe Cabral  
Best Western Oxnard Inn

John Campbell  
Sespe Creek Distillery

Hugo Centeno, Jr.  
Churro Champ

Andy Conli  
West Ventura County  
Business Alliance

Randy Latimer  
Medallion Protective Services

Glenda Rivera  
Zachari Dunes on  
Mandalay Beach

Mark Spellman  
Lazer Media

Gabe Teran  
Oxnard Mayor Pro Tem

Marissa Vanderwyck  
Staybridge Suites Oxnard  
River Ridge

## BOARD ADVISOR

Brian Tucker  
Ventura County Coast

## OXNARD STAFF

Brittney Hendricks  
President & CEO

Michelle Flippo  
Operations & Business  
Development Manager

Daniel Cabrera  
Digital & Multicultural  
Marketing Manager

Nino Blunt  
Marketing &  
Office Coordinator

Elizabeth Maxim Melgoza  
Public Relations Director

Anneliese Engle  
Business Development Assistant

# FY 26/27 GOALS

## Visit OXNARD

### Our primary objectives are to:

**Lean into** Downtown Oxnard's Cultural District designation to strengthen destination storytelling, positioning Oxnard as a vibrant, diverse community

**Strengthen and evolve** the Visit Oxnard brand by optimizing our brand mark for greater flexibility across digital and destination applications, while developing a strategic promotional merchandise program.

**Grow awareness and engagement across digital channels** through continued audience development, enhanced social media efforts and supplemental micro-influencer content.

**Expand business and sports tourism** through a more robust hybrid business development strategy that incorporates outbound efforts, while building on emerging sports opportunities surrounding Olympic training, attracting professional sports teams, the opening of Endless Waves skate park and other major events.

**Support and showcase Oxnard's evolving visitor experience** through partnerships and new developments, including Tru by Hilton, Karls Village and Sespe Creek Distillery, new restaurant openings like Flora Loca and Carne, while beginning development of our 2028-2029 Visitor Guide.

**Continue identifying new opportunities to drive awareness, visitation and overnight stays** and strengthen Oxnard's position as a compelling California destination.



Visit Oxnard received the 2026 California Poppy Award for Best Brand Advertising Campaign (Under \$1 Million) in recognition of its "A Beat Apart" campaign.

**OUR STORY** Visit Oxnard traces its roots to 1994, when the Oxnard Convention & Visitors Bureau was established to promote Oxnard as a visitor destination. The organization was later reestablished as Visit Oxnard, and the 2019 formation of the Oxnard Tourism Marketing District (OTMD) created a dedicated, industry-driven funding source for destination marketing.

Today, Visit Oxnard operates as a non-profit public benefit corporation under a five-year agreement with the City of Oxnard (2024–2029) and a near ten-year contract with the OTMD. Its diversified funding model includes a City funding allocation as well as a 2% tourism assessment across the OTMD's nine hotel partners and a voluntary assessment program for participating short-term rentals, both set to renew in 2033.

## 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. 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, including Visit California and the Ventura County Lodging Association, 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 2025 alone, Oxnard saw \$379.1 million in travel spending, which supported \$146.8 million in direct earnings and 3,270 direct jobs. This economic activity generated \$33.6 million in direct local and state tax revenue, reinforcing tourism's vital contribution to public services and infrastructure. 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.

Travel generated  
**\$1.1 Billion**  
in total earnings across  
Ventura County in 2025



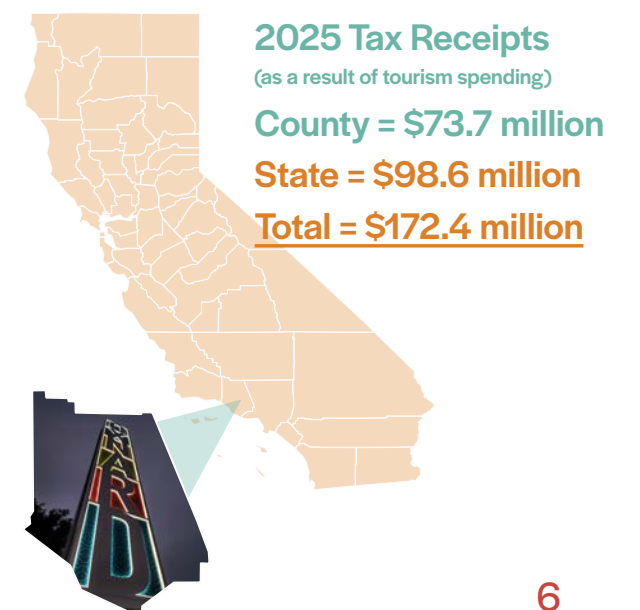
## IN OUR STATE

- Travel spending in California reached \$158.9 billion in 2025, up 1.7% from the prior year.
- State and local tax revenue generated by visitors in 2025 totaled \$13.6 billion, a 3.6% increase.
- Tourism supported approximately 1.2 million jobs statewide, with roughly 4,350 new positions added, a modest 0.4% gain year-over-year.

\*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 2025, the travel industry continued to anchor the local economy, with visitor spending increasing 1.9% year-over-year to reach \$1.9 billion. Direct employment held nearly steady, dipping slightly by 0.2% to 16,790 jobs, while direct earnings rose to \$753.6 million, a 2.1% gain. Travel-related tax receipts increased 2.7% to \$172.4 million, helping fund essential public services and infrastructure throughout the county.



# FUTURE OUTLOOK

## NIMBLE IN A SHIFTING TRAVEL LANDSCAPE

Visit Oxnard remains agile and forward-thinking in an evolving tourism landscape. We leverage insights from industry partners including Visit California, California Travel Association, Destinations International, U.S. Travel and Tourism Economics to anticipate trends and strengthen our strategic approach.

We continue monitoring evolving federal policy developments affecting travel, including tariffs, TSA operations, visa regulations and shifts in domestic and international visitation, to understand their impact on traveler behavior and destination competitiveness.

To stay ahead, Visit Oxnard continues expanding its drive-market strategy by targeting regional audiences with strong conversion potential, ensuring Oxnard remains resilient and competitive amid evolving travel dynamics.

## STRATEGIC APPROACH

### ECONOMIC DEVELOPMENT STEWARDSHIP

As a growing destination, Visit Oxnard prioritizes the stewardship of economic development. Continued growth in overnight visitation and travel spending strengthens the hospitality sector, supports the case for new businesses to choose Oxnard and lays a sustainable foundation for growth, positioning Oxnard as a distinct choice for travelers seeking authentic and unique experiences. These efforts also enhance quality of life for residents by supporting local businesses, creating jobs and encouraging continued investment throughout the community.



### ELEVATED BRAND AWARENESS

Among our primary objectives is to elevate Oxnard's profile within an increasingly competitive coastal tourism market. 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. With most travelers not actively planning a trip at any given moment, we're leaning into consistent, always-on storytelling that builds emotional connection over time, rather than relying solely on seasonal or logistics-first campaigns.

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, focusing on what truly matters: turning interest into visits.

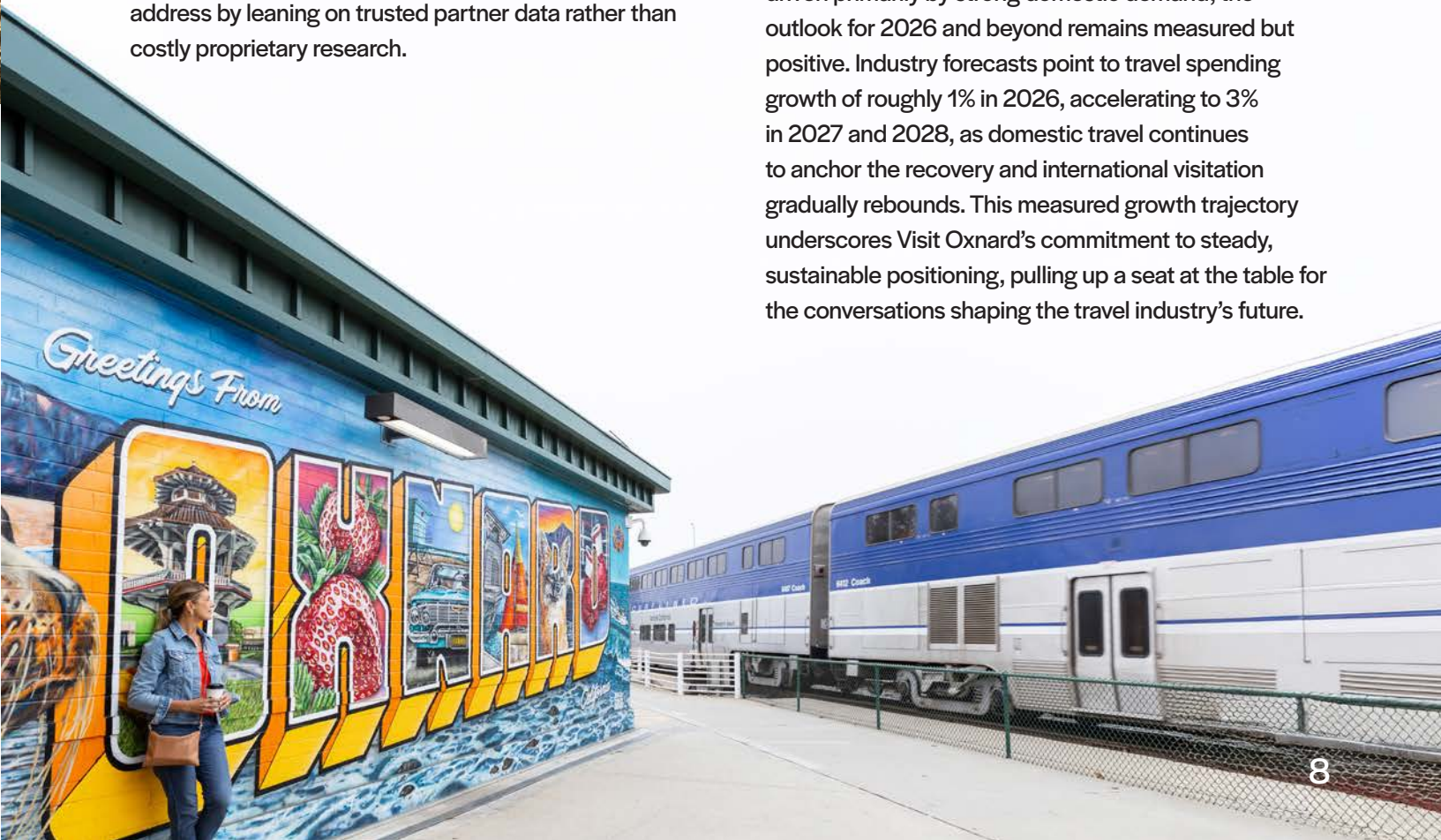
We're still seeing strong growth among our core audiences, but our approach is increasingly responsive, prioritizing traveler behavior, performance and measurable outcomes, so every campaign is designed not just to reach people but to inspire them to choose Oxnard for their next getaway.

**NAVIGATING MARKET CHALLENGES:** In a competitive field of California coastal destinations, Visit Oxnard often competes against destinations with significantly larger marketing budgets. Rising costs across paid social and search demand sharper targeting and more efficient use of every marketing dollar, a challenge we address by leaning on trusted partner data rather than costly proprietary research.

The rise of AI-generated content across search and social also makes it harder for destinations to stand out with generic messaging. We're countering this by investing in original, high-quality storytelling and imagery that can't be replicated, building authentic connection with travelers rather than competing on volume alone. Closer to home, softening consumer confidence among value-conscious travelers in our core drive market means we can't take repeat visitation for granted. We're addressing this by sharpening our messaging around value and family experiences, the emotional drivers that matter most to our audience.

**REGIONAL OPPORTUNITY:** With the 2028 Los Angeles Olympics drawing closer, Southern California is already seeing early attention from the global sports community, including national teams scouting potential training camp locations. We see an opportunity to extend that spotlight beyond the Games themselves, positioning Oxnard as a place athletes, delegations and visitors alike extend their stay, explore and return to, converting Olympic-driven attention into lasting regional demand.

**ECONOMIC AND SPENDING PROJECTIONS:** After a year of record travel spending across California in 2025, driven primarily by strong domestic demand, the outlook for 2026 and beyond remains measured but positive. Industry forecasts point to travel spending growth of roughly 1% in 2026, accelerating to 3% in 2027 and 2028, as domestic travel continues to anchor the recovery and international visitation gradually rebounds. This measured growth trajectory underscores Visit Oxnard's commitment to steady, sustainable positioning, pulling up a seat at the table for the conversations shaping the travel industry's future.



# LOOKING AHEAD

Oxnard’s hospitality scene keeps growing, with new hotel openings and refreshed stays raising the bar for every visit.

New experiences are expanding Oxnard’s visitor offerings. Karl’s Adventure Village is slated to open in Spring 2028, while Sespe Creek Distillery will debut its first tasting room in late 2026. Regional attractions continue to grow with the California Strawberry Festival, Jackalope Block Party, the Oxnard/Ventura Garmin Marathon partnership and Camarillo’s new kidSTREAM Children’s Museum, further strengthening Ventura County’s appeal.

Oxnard’s profile continues to rise beyond the beach. National teams are scouting the destination ahead of the 2028 Olympic Games for potential training camps, while the Gordon Research Conference returns in early 2027 with nearly three months of programming. In February 2027, Oxnard will host the CalTravel Summit Board Meeting, welcoming destination leaders from across California for the first time.



## NEW STAYS COMING SOON

**Tru by Hilton Oxnard** (Coming soon – Late 2026)  
Budget-friendly lodging with 88 rooms, rooftop lounge, outdoor pool and fitness room.

**Hyatt House – Channel Islands Harbor**  
(Coming Soon – Date TBD) A future waterfront property expanding Oxnard’s coastal accommodation options.

## TOP MARKETS

Utilizing visitation data from our agency partners, we can identify key opportunity markets for Visit Oxnard. The list below shows the top 20 domestic markets for Oxnard, ranked by actual visitor volume from July 2025 through June 2026, from highest to lowest.

### DOMESTIC VISITATION OXNARD - JULY 2025-JUNE 2026

- Los Angeles – CA
- Santa Maria/Santa Barbara – CA
- Bakersfield – CA
- San Diego – CA
- San Francisco/Oakland – CA
- Fresno/Visalia – CA
- Sacramento/Stockton – CA
- Phoenix – AZ
- Las Vegas – NV
- Monterey – CA
- Seattle – WA
- New York – NY
- Chicago – IL
- Dallas/Ft. Worth – TX
- Salt Lake City – UT
- Washington – DC
- Denver – CO
- Portland – OR
- Palm Springs – CA
- Houston – TX

Although our engaged website visitors show slight variation, there is a strong correlation between website traffic and **actual visitation**. It’s important to note that the visitation dataset excludes local markets, while our **web traffic** includes them.

### INTERNATIONAL WEB TRAFFIC OXNARD - JULY 2025-JUNE 2026

- India
- Germany
- Mexico
- Canada
- United Kingdom

## 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
- New business booked through group business development efforts

## KEY SELLING POINTS

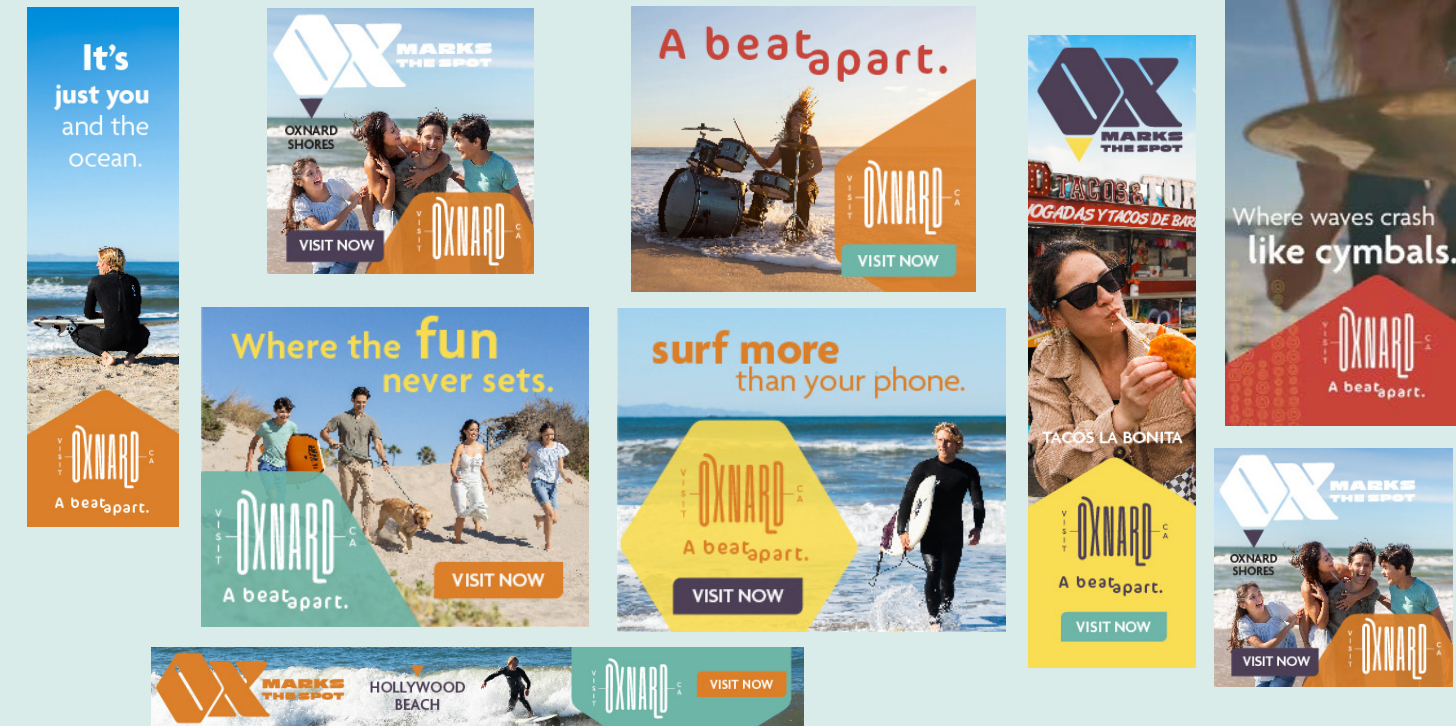
- Easy access to uncrowded beaches
- California value destination with select luxury offerings
- Gateway to the Channel Islands National Park
- Conveniently located off Highway 101 and Pacific Coast Highway
- Centrally located between major gateway destinations
- Diverse cultural experiences
- Home of Dallas Cowboys Training Camp and year-round annual events
- Mediterranean climate and year-round sunshine
- Growing transportation offerings

## INTEGRATED CREATIVE CAMPAIGNS

## LEISURE - PRINT



This year, we took a refreshed approach to our digital ad creative, introducing new animated assets to the campaign. Early results from a small side-by-side test at the end of last fiscal year showed a slightly higher click-through rate compared to static ads, an encouraging early signal as we continue exploring how motion can strengthen performance. As the new Visit Oxnard website launches, future ad creative will evolve to reflect its refreshed digital design signature, creating a more cohesive visual experience across platforms.

[illegible]

### 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.

## PAID MEDIA

### 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: **61,618 Clicks**
- Google Prospecting + Retargeting Display: **14,978,922 Impressions**
- Meta/Instagram Prospecting Ads: **57,938 Link Clicks**

#### MEETINGS

- LinkedIn Sponsored Posts: **6,407 Clicks**

### VISITOR GUIDE

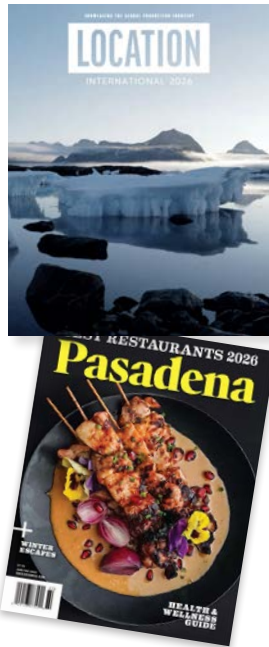
In October 2027, Visit Oxnard will launch its 2028–2029 Visitor Guide, with 60,000 guides distributed to more than 1,030 locations.

## UPCOMING

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

### PAID MEDIA TACTICS

- 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.
- Sponsored editorial along with print and digital ads across media outlets like Group Tours Magazine, CA Meetings & Events, Magazine, CA Road Trips, Guide, VCA Visitors Guide, Edible Weddings, Southern California Life, Adventure Sports Journal and San Diego Magazine.
- Outdoor placements with imagery and messaging from accommodations, destination and 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

## EARNED MEDIA

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:

- 2026 Visit CA Poppy Award  
**Visit Oxnard: A Beat Apart Best Brand Advertising Campaign**  
Category: Under \$1 Million | Destination
- 2026 American Advertising Gold Awards  
**Visit Oxnard: A Beat Apart** Category: Single Spot | Visit Oxnard | A Beat Apart | Consumer Campaign

### MEDIA MARKETS & RECEPTIONS

Visit Oxnard will participate in strategic media marketplaces and industry receptions that connect destinations with consumer, lifestyle, travel and international media partners. These opportunities allow Visit Oxnard to build relationships with influential storytellers, strengthen awareness of Oxnard as a travel destination, and showcase the city's unique cultural, culinary and coastal experiences to key audiences. 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 key international markets.



### 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. This initiative will focus on local creators highlighting local attractions, partners and events, generating authentic content that showcases the Oxnard experience and inspires future visitation.

### 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, TripAdvisor, Los Angeles Magazine and the Los Angeles Times, 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.

Visit Oxnard PR Director Elizabeth Maxim Melgoza at the Visit California LA Media Reception 2025



## WEBSITE OPTIMIZATION

Visit Oxnard launched its new website built by Tempest in June 2026. The website redevelopment includes a complete responsive redesign with refreshed seasonal themes, a new content strategy and reorganized site architecture, SEO and analytics migration, and a new Craft CMS. The new site also expands visitor-focused functionality with improved search, events, deals, partner listings and landing pages, along with enhanced destination-planning tools such as an illustrated neighborhood map, routing and itinerary maps, integrated partner and event content and ARES booking engine integration.

## 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.

With the redesigned Visit Oxnard website now launched, Visit Oxnard will implement a refreshed email template that aligns with the new website design and branding, creating a more consistent and engaging experience for subscribers.

## SUCCESS STORY

With the June 2026 opening of Flora Loca, Visit Oxnard facilitated social media influencer invitations to the restaurant's June 17 grand opening, amplifying its reach and generating online attention for one of Oxnard's newest dining experiences.

## SOCIAL MEDIA ENGAGEMENT & INFLUENCER CAMPAIGN

Through our partnership with Marketing Maven, Visit Oxnard will launch a 10-month local influencer program designed to showcase the diverse experiences that make Oxnard a unique destination. The program will establish a curated network of local creators who will collaborate with hotels, restaurants, attractions, events and community partners to create authentic, engaging content that highlights the visitor experience. This initiative will support local businesses by increasing awareness among target audiences while providing Visit Oxnard with high-quality photography and video assets that can be utilized across digital marketing channels throughout the year. By leveraging local voices and community-based storytelling, this program will strengthen Visit Oxnard's digital presence, encourage visitation and showcase the authentic experiences that differentiate Oxnard from other destinations.

### 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.

Experience Oxnard on the water with:

- Kayaking, rowing & paddleboarding
- Channel Islands National Park adventures
- Harbor cruises & whale watching
- Sportfishing excursions
- Sailing & waterfront recreation



Celebrate Oxnard's coastal heritage at the annual CELEBRATION OF THE WHALES, where families can enjoy hands-on activities, marine education, local exhibits and interactive experiences that honor the region's rich connection to the Pacific Ocean.

# M MEETINGS & GROUPS

According to the GBTA’s Business Travel Index Outlook, global business travel spending is projected to surpass \$2 trillion by 2030, despite economic and geopolitical uncertainty. 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 continues its dynamic transformation in its hospitality landscape, with new hotel developments and major renovations enhancing its capacity to host meetings, conferences and corporate gatherings.

In 2026 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 continue to elevate Oxnard’s offerings for meeting planners and event organizers. SpringHill Suites Oxnard opened its doors in February 2026, and Tru by Hilton is set to follow in late 2026, while a future Hyatt House at Channel Islands Harbor further underscores 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, building on its “Let Your Meeting Find Its Rhythm” campaign to reach an expanding mix of markets that now includes sports groups alongside corporate, association, SMERF, tour and travel trade and incentive business.

## 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 & Sports groups

Visit Oxnard Operations & Business Development Manager Michelle Flippo presents to meeting planners at Destination West

## INDUSTRY INVOLVEMENT

Visit Oxnard holds a board seat with the California DMO Alliance and committee seats with the Associations West Elevate and Seasonal Spectacular Committees and the Southern California Regional Council, National Tour Association Network Core Group and MPI SCC Regional Engagement Committee.

## WEBSITE AND REQUEST FOR PROPOSALS

The Meetings & Groups section of VisitOxnard.com provides planners with hotel and meeting space information, group experience ideas, virtual tours and a contact form to connect directly with the Visit Oxnard team. Once an inquiry is received, the team provides destination guidance and connects the planner with Oxnard hotel and venue partners.

## MEETING TACTICS

- Enhance Visit Oxnard’s hybrid business development strategy through targeted tradeshow participation and proactive office-based prospecting, focusing on corporate, association, SMERF, incentive, travel trade and sports groups.
- Attend appointment-based tradeshow based on audience fit, cost, lead potential and opportunities to promote Oxnard while supporting hotel partners.
- Conduct pre-show research, planner outreach and follow-up, including CRM documentation, planner profiles and hotel partner introductions.
- Develop a standardized framework by Fall 2026 to track qualified leads, referrals, RFPs, tentative and definite business, room nights and estimated economic value.
- Continue developing the Visit Oxnard Partnership Rewards Program, subject to review, and create familiarization trips, site inspections and customized group experiences to convert qualified opportunities.
- Build on the “Let Your Meeting Find Its Rhythm” campaign with additional meetings-focused photography and video for tradeshow, planner presentations and digital campaigns.
- Support hotel partners with destination materials, qualified leads and coordinated follow-up while developing a destination education program for front desk and guest-facing staff.

## PERFORMANCE MEASUREMENT

Visit Oxnard will measure meetings and group sales performance through both relationship-building indicators and measurable business outcomes. Results will be tracked through iDSS, tradeshow recap reports and the new business development tracking framework, with progress shared through quarterly Business Development reports.

## 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 |                                                  |                     |
| July 6-8, 2026                    | Meeting Today Live West                          | Sonoma, CA          |
| August 6, 2026                    | CADMO Alliance Partner Lunch                     | SOCAL               |
| August 30 - September 1, 2026     | Northstar’s Destination California               | Burlingame, CA      |
| September 9-12, 2026              | HPN Global Partner Convention                    | Mexico              |
| September 21-24, 2026             | Med/Pharma Express Conference                    | Rochester, MN       |
| October 6–8, 2026                 | Small Market Meetings Conference                 | El Paso, TX         |
| October 13–15, 2026               | IMEX                                             | Las Vegas, NV       |
| November 4–5                      | Visit California Road Shows                      | Seattle/ Vancouver  |
| November 15–18, 2026              | NTA Travel Exchange                              | Tulsa, OK           |
| December 15–16, 2026              | CalSAE’s Seasonal Spectacular                    | Sacramento, CA      |
| January 13–15, 2027               | California Sports Summit                         | San Diego, CA       |
| February 6–9, 2027                | American Bus Association                         | Calgary, AB, Canada |
| February 21–23, 2027              | Independent Planners Education Conference (IPEC) | Tampa, FL           |
| April 27-29, 2027                 | Northstar’s Small & Boutique                     | Santa Cruz, CA      |
| May 16–18, 2027                   | Destination West                                 | Vail, CO            |

# 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, including a recent placement in Locations Magazine, along with consistent content built for both consumer and industry-facing social media. Visit Oxnard also serves as a liaison between location managers and the City of Oxnard, offering site walkthroughs and location recommendations to help productions find their next shoot location in Oxnard.

OXNARD’S ICONIC BEAUTY makes it a picturesque film destination, from miles of coastline and Channel Islands Harbor to downtown’s historic architecture. Oxnard has appeared on screen in productions like Captain Marvel, Back to the Future Parts II and III, and the television series Melrose Place, and 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 position Oxnard as a trusted partner for the film industry, one that welcomes productions of every scale and turns that partnership into lasting economic value for the City: increased tax revenue, new local jobs and consistent business for Oxnard’s hotels, restaurants and service providers. As Oxnard’s reputation in the industry grows, so does the City’s visibility on screen and hometown pride among residents.

FILM OXNARD APPLICATION PACKET is available at both:

[FilmOxnard.com](http://FilmOxnard.com)  
[Oxnard.gov](http://Oxnard.gov)



# R REVENUE STRATEGY

As Visit Oxnard’s team and office footprint continue to grow, the organization is building a more deliberate approach to revenue generation, one that extends beyond traditional funding sources and helps underwrite that growth. This strategy spans three areas: an expanded merchandise program built for retail rather than brand awareness alone, corporate sponsorship partnerships that share in the cost of major initiatives, and workforce development partnerships that build a cost-efficient talent pipeline for the organization and the destination.

## BRANDED MERCHANDISE PROGRAM:

Visit Oxnard is evolving its promotional merchandise from a brand awareness tool into a genuine revenue source. Rather than producing items solely for giveaways, the organization is developing a line of wearable and sellable products built around the Visit Oxnard brand mark. As this program matures, it creates a sustainable funding source that grows alongside the organization.

## CORPORATE SPONSOR & PARTNERSHIPS:

To start, to help underwrite organizational expenses tied to signature events like Oxnard Fan Night, Visit Oxnard is exploring corporate sponsorship opportunities in partnership with the Dallas Cowboys. In underwriting this event, Visit Oxnard hopes to unlock funds and continue what has become an annual tradition, while extending Oxnard’s visibility to new audiences and aligning the destination with nationally recognized brands.

## WORKFORCE DEVELOPMENT PARTNERSHIPS:

Visit Oxnard is partnering with the Ventura County Community College District & the Workforce Development Board of Ventura County to build a local workforce pipeline for the hospitality and tourism industry. These partnerships also create cost-efficient professional development opportunities for Visit Oxnard’s growing team, supporting the organization’s expansion in a sustainable way.

## FINANCIAL MANAGEMENT:

Working with our partners at Community West Bank, Visit Oxnard restructured its bank accounts to drastically improve its interest rates over 0.01% in Summer 2026 as follows:

- Money Market Account: 2.50% APY
- ICS Account: 2.00% APY
- An offer for a 6-month CD at 3.00% APY on \$100k

For perspective for every \$100k sitting in the Money Market account, that’s an increase from about \$10 of interest per year at 0.01% to \$2,500 of interest per year at 2.5%.



Board Director Andy Conli at CalTravel Advocacy Day 2026 in Sacramento.

## 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.

Visit Oxnard team at the Destinations International Annual Convention.

Visit Oxnard team accepting the 2026 California Poppy Award for the "A Beat Apart" campaign

Digital & Multicultural Marketing Manager Daniel Cabrera recognized as a member of the Destinations International 30 Under 30 Class of 2026.

## 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, Associations West, California DMO Alliance, California Travel Association, MPISCC, 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 utilizing matching funds from Visit California and Brand USA and more.

# SIGNATURE EVENT: DALLAS COWBOYS TRAINING CAMP

Summer 2026 marked the 20<sup>th</sup> 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 advertising with regional Gold Coast Broadcasting with radio ads running on streaming audio such as Spotify, Apple Music, Pandora and anywhere you can stream audio. In addition to a Spanish language radio ad in the High Desert.
- ★ Outdoor advertising along Highway 101
- ★ Print ads in the VC Reporter and VC Star and online editorial on Mommy Poppins, LA Magazine, OC Magazine and Pasadena Magazine
- ★ Sponsored editorial in the Dallas Fort Worth area with Dallas News, D Magazine, Papercity Magazine, Texas Monthly 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

Super Bowl champions Charles Haley and Nate Newton sign autographs at Oxnard Fan Night.

In 2026, Visit Oxnard hosted its 5th annual Oxnard Fan Night at The Collection at RiverPark with performances by the Dallas Cowboys Cheerleaders, an appearance by Cowboys Mascot Rowdy and meet and greets with Cowboys legends Charles Haley and Nate Newton.

# TTRANSPORTATION

New and expanded transportation options are connecting visitors and groups from LAX and beyond directly to Oxnard, making it simpler than ever to plan a stay with or without a rental car.

In February 2026, Santa Barbara Airbus launched a new direct stop in Oxnard, providing a convenient link between LAX and the Holiday Inn Oxnard/Ventura. The reservation-based stop joins the company's existing coastal route, giving visitors flying into LAX a direct connection to Oxnard.

**Ventura County Airporter:** Ventura County Airporter continues to provide shuttle service between LAX and Oxnard, with daily departures connecting travelers to the Oxnard Airport pickup location. Additionally, Zachari Dunes introduced its first door-to-door transportation service from LAX to Oxnard's beach communities, with seven daily stops in each direction.

**John C. Zaragoza Transit Center:** In July 2026, Oxnard's downtown transit hub was renamed the John C. Zaragoza Transit Center, honoring the former Oxnard mayor, city councilmember and county supervisor who began his career as a bus driver in 1962 and dedicated more than 60 years to public service. The modernized hub connects Amtrak, Metrolink, Greyhound, VCTC Intercity Service and Gold Coast Transit in one location, reinforcing Oxnard's growing accessibility as a regional transportation hub.



## WHERE CULTURE, COASTLINE & CONVENIENCE MEET

Oxnard is the ideal destination for group tours, offering a dynamic blend of cultural landmarks, outdoor adventures and unforgettable culinary experiences. Nearby Ventura County destinations, from the Channel Islands to historic landmarks and unique wineries, provide even more for groups to explore. To help tour operators build well-rounded itineraries, Visit Oxnard offers downloadable History & Heritage and Arts & Culture itineraries that pair Oxnard attractions with regional destinations.

New transportation options make it easier than ever for groups to travel directly from LAX to Oxnard. With its central location, diverse attractions and convenient transportation, Oxnard is the perfect home base for tour operators creating seamless itineraries to explore both the city and the surrounding region.



*DW Drums World Headquarters offers guided tours by appointment every Thursday, giving visitors a behind-the-scenes look at one of the world's leading drum manufacturers. Guests can also see legendary Rush drummer Neil Peart's drum kit on display in the showroom.*



Drive Less, See More

# SoCal Central

Oxnard sits in a uniquely central spot along the SoCal coast, making it an easy gateway between Los Angeles, Santa Barbara and the Channel Islands. Its location gives visitors quick access to beaches, major attractions and inland adventures all within a short drive. That balance of connectivity make Oxnard SoCal’s central hub



11  
miles from  
**Channel Islands**

38  
miles from  
**Santa Barbara**

61  
miles from  
**Los Angeles**

Visit Oxnard works with and actively promotes 9 hotel partners with 1,403 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 |
| ▪ SpringHill Suites                      | 121 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 2 new hotel properties with approximately 303 new hotel 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 with waterfront views for extended stays with approximately 215 rooms and 5,000 sq. ft. of meeting space.



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 — CA

A beat<sub>2</sub>part.

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