

# PRESS KIT

## OXNARD, CALIFORNIA



V  
I  
S  
I  
T

OXNARD

C  
A

A beatapart.

[VisitOxnard.com](http://VisitOxnard.com)



# A beat <sup>apart</sup>.

You might come to Oxnard for a sunny getaway, a quick weekend reset, or an easy day trip from nearly anywhere in Southern California. Chances are, you will leave already thinking about your return. Oxnard offers the rare mix today's travelers look for. Authentic culture, an uncrowded coastline, truly great food, and a laid-back energy that feels real instead of trend chasing.

Shaped by deep multicultural roots and an enduring coastal lifestyle, it is a city where heritage and surf culture move together naturally. The experience begins on the celebrated Taco Trail. No hype, just flavors passed down from generation to generation and supported by the locals who know them best.

Recently named California's #1 Best Beach by USA Today, 'olol'koy Beach Park offers wide-open sand, clean breaks, and golden light without the usual crowds. The city's rhythm carries through a music scene that spans from gritty Nardcore punk to the world-renowned craftsmanship of Drum Workshop.

Just offshore, the Channel Islands rise quietly from the Pacific and set the stage for sunsets that stop people mid-scroll. Add in craft beer flights, street tacos, coastal bike rides, and families lingering on the beach as the day winds down, and the atmosphere becomes unmistakably relaxed, welcoming, and unpretentious.

Oxnard does not try too hard. It does not need to. It is the kind of place that reveals itself slowly and stays with you. In the flavors, in the light, in the easy coastal rhythm you did not realize you were missing.

**Oxnard. A beat apart.**

## CONTENTS

HISTORY	3-4
HIGHLIGHTS	5
BEAT BY BEAT & <b>OX</b> PRESS FACTS	6-7
ANNUAL EVENTS	8
RECENT COVERAGE	9
SAMPLE ITINERARIES	10-11
MEDIA ASSETS	12
CONTACTS	12
VISIT OXNARD MAP	13

# History

Oxnard, a coastal city shaped by generations of innovation and cultural exchange, has a rich history reflected in its 19th century architecture, agricultural legacy and community traditions. Located 60 miles north of Los Angeles, it grew from early ranching lands into a diverse, thriving city influenced by many cultures over time.

Oxnard developed through decades of community growth that shaped its identity. Early settlements expanded into organized neighborhoods supported by emerging industries, cultural gathering spaces and local craftsmanship. Affordable, accommodating and full of evolving character, the city became a meaningful destination shaped by the people who built it.



## OXNARD'S ECLECTIC HISTORY, PREHISTORIC TO PRESENT

- The earliest evidence of human life in the Americas was found on Santa Rosa Island, where the Arlington Springs Man lived more than 13,000 years ago when the northern Channel Islands formed one landmass. The region's first inhabitants were the Chumash, known as The First People, skilled in canoe building, basketry and stone cookware, with territory stretching from Malibu to Paso Robles. Spanish colonizers claimed the area in the 1500s, later expanding into Alta California.
- In the 1700s Visitador General Jose de Galvez directed Father Junipero Serra to establish a mission system, including Mission San Buenaventura in 1782. Serra's legacy is now widely criticized for the mission system's destructive impacts on Indigenous communities, reflected in the removal of his Ventura statue in 2020.
- The region later supported extensive cattle ranching, leading to the ranchos and pueblo life of Californio families until California joined the Union in 1850. Soon after, settlers from the East Coast and Europe arrived seeking land and opportunity. Oxnard's modern era began with Henry T. Oxnard, whose sugar beet factory spurred rapid growth and led to the city's founding after he abandoned efforts to name it Zachari, the Greek word for sugar. Agriculture remained central, with barley, beans and beets drawing Mexican, Japanese and Chinese workers to the area.
- During World War II Oxnard expanded into aerospace, electronics and manufacturing, accelerating population growth and helping make it the largest city in Ventura County. Its coastline attracted Hollywood as well, and Paramount filmed *The Sheik* here in 1921. In the late 1950s labor and civil rights leader Cesar Chavez lived in Oxnard, working with the Community Service Organization, where he developed skills that shaped his future advocacy for California's farmworkers.



## AN ARTS AND CULTURE HUB

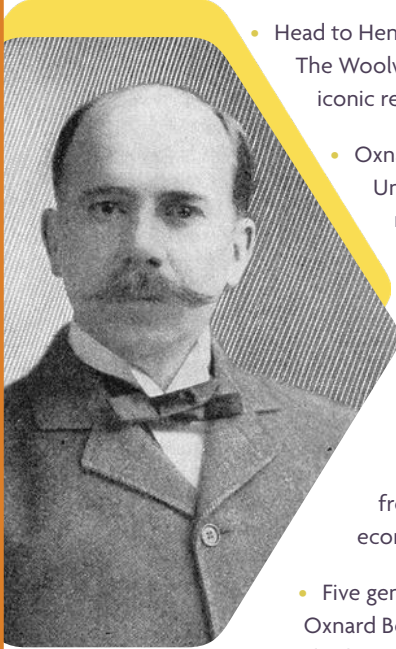
- Oxnard's creative legacy includes rapper MadLib, his group Lootpack and singer Dudley Perkins, known as Declaime. The city is also the birthplace of Nardcore, a punk movement from Silver Strand Beach and Port Hueneme shaped by bands such as Agression, Dr. Know and Ill Repute. Artists continue to record at Oxnard's Teatro, a cinema turned studio where Willie Nelson, Bob Dylan, Iggy Pop, Kenny Rogers and Neil Young worked. Built in 1929 as The Boulevard Theater, it is the oldest standing theater in the city.
- Oxnard's creative legacy includes producer and rapper MadLib, his group Lootpack and singer Dudley Perkins, known as Declaime. The city is also the birthplace of Nardcore, a punk movement from Silver Strand Beach and Port Hueneme shaped by bands such as Agression, Dr. Know and Ill Repute. Artists continue to record at Oxnard's Teatro, a cinema turned studio where Willie Nelson, Bob Dylan, Iggy Pop, Kenny Rogers and Neil Young worked. Built in 1929 as The Boulevard Theater, it is the oldest standing theater in the city.
- Hollywood's connection runs deep. Clark Gable owned a home here, and Charlie Chaplin and John Wayne spent time in the seaside community and its neighborhood Hollywood-by-the-Sea. Nearby Hollywood Beach, long visited by stars including Rudolph Valentino, remains a relaxing stretch of sand with frequent dolphin sightings.



# The Story Continues

## HOME TO ESTABLISHMENTS BOTH FAMOUS AND FAMILY-RUN

Oxnard is known as a vibrant and diverse community with people from all walks of life. That multicultural heritage can be found at locations throughout the city, from Channel Islands Harbor to the Golden Chicken Inn on Oxnard Boulevard.



- Head to Henry T. Oxnard Historic District and Heritage Square to see Oxnard's oldest homes, businesses and cultural sites: The Woolworth Building, location of one of the original popular five-and-dime stores; the Vogue Theater, one of the iconic retro movie theaters designed and built by Edmund Lehman; and the Pagoda at Plaza Park, built in 1910.
- Oxnard's Carnegie Art Museum was one of nearly 1,700 free public libraries funded by Andrew Carnegie in the United States. His foundation donated \$12,000 in 1906 for the building after Richard Haydock, Oxnard's first mayor, applied for the funds. The building has served many different functions over the years, including a public library, City Hall, the Chamber of Commerce, the Convention and Visitors Bureau and the Art Club of Oxnard.
- The Navy's growing presence at Port Hueneme during World War II created the need for additional public docking space in Ventura County. In 1945, the U.S. Congress, led by California Rep. Richard Nixon, authorized the Army Corps of Engineers to survey locations for a new harbor. According to the Channel Islands Maritime Museum, numerous cities vied for the opportunity, but the government ultimately selected Oxnard. Development of the harbor split Tinsel Town's famed "Hollywood-by-the-Sea" into two separate neighborhoods – Silver Strand Beach to the south and Hollywood Beach to the north. Boat owners from Los Angeles and the San Fernando Valley clamoured for docking space, sparking both a population and economic boom in the city.
- Five generations of the Otani family have owned businesses in Oxnard, starting in 1908 with T. Otani Grocery on Oxnard Boulevard. In 1935, three sons founded Otani Bros. Produce, which later had to be leased out when the Otanis and other countless Japanese Americans were sent to internment camps. The family returned to Oxnard in 1946 and pooled all of their money to transform the grocery store into a malt shop. The family went on to establish several other local businesses including a tackle shop and Otani's Seafood which still exists today.
- Golden Chicken Inn, located in what used to be called Oxnard's Chinatown, is the oldest remaining restaurant in Ventura County. According to a historic survey prepared for the City of Oxnard, Chinese immigrant Hall Soo Hoo came to Oxnard in 1917 at the age of 14 and opened the Golden Chicken Inn in 1929. The restaurant celebrated its 90th anniversary in 2019.

## BOXNARD: THE CITY THAT PUNCHES ABOVE ITS WEIGHT

- They call it "Boxnard" for a reason. Boxing has been part of Oxnard's soul since at least the 1940s, when small neighborhood gyms popped up in working-class areas. Back then, kids didn't just learn to throw punches, they found mentors, discipline and a place to belong. By the 1970s and 1980s, youth boxing programs, especially those tied to the Oxnard Police Activities League (PAL), were thriving. Coaches often doubled as father figures, teaching respect as much as technique, and many local kids still credit those gyms with keeping them out of trouble.
- The city didn't stay quiet for long. In the 1990s, Oxnard started grabbing national attention. Fernando Vargas, who represented the U.S. at the 1996 Atlanta Olympics, became a world champion and put Oxnard on the map. Robert Garcia followed, later becoming a renowned trainer, and fighters from around the country came to test themselves in the local gyms. The annual Oxnard PAL Championships began drawing hundreds of young athletes, turning the city into a training hub.
- But it hasn't always been easy as funding was tight, gyms often struggled to stay open and some promising fighters moved away to chase bigger opportunities. Yet the city's boxing culture endured, fueled by passion. Today, murals downtown honor the sport, and chants of "Boxnard!" echo in gyms and arenas alike. For those who grew up here, boxing is more than punches and belts, it's a community, a legacy and a source of pride. As Robert Garcia once said, *"The streets of Oxnard teach you toughness before anyone else does."*



# Highlights

## BEACHES

7 miles of pristine, uncrowded coastline including Silver Strand, Mandalay State Beach 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 EVENTS](#)

## 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](#)



## 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](#)



# Beat by beat...



## X PRESS FACTS



**276** Sunny Days a Year



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



**7** Miles of Beaches



**51k+** Sq.Ft. of Event Space



**60** Min to Channel Islands



**8** Lodging Options with 1,256 Rooms



**~200k** Local Residents

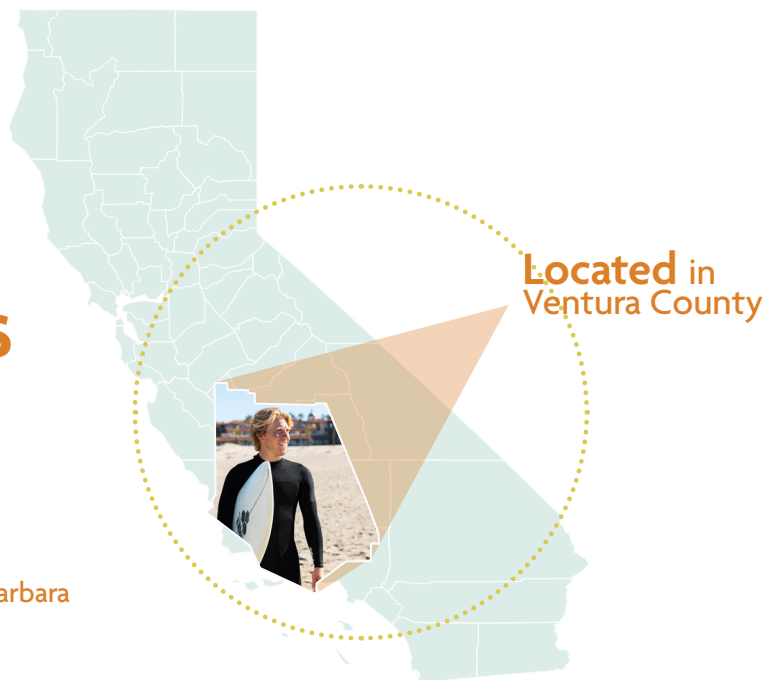


**70° F** avg temp Mediterranean Climate

**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.



Located in Ventura County

**LODGING** | Oxnard Tourism Management District includes 8 properties (1,282 rooms), ranging from upscale to budget to business, including two properties near the beach/harbor, one that is golf course adjacent and five that are centrally located. Oxnard is home to the only all-suite beachfront hotel in Southern California: Zachari Dunes on Mandalay Beach, Hilton Curio Collection. Campgrounds are also available at Channel Islands National Park, a 60-minute boat ride from Oxnard's Channel Islands Harbor. Oxnard is the gateway to Channel Islands National Park and the closest access point to Anacapa Island.

**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 Oxnard 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) and shuttle service from Airporter Shuttle (venturashuttle.com, 805-650-6600) and Santa Barbara Airbus (sbairbus.com, 805-964-7759).

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 by Marriott 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 its 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.

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

**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.

## 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-foot 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 breath-taking 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-foot 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.

## NEW & Renovated Hotels

### 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.*

### TownePlace Suites by Marriott Ventura Oxnard

*(Opened June 2025 in RiverPark).*

Offers 121 studio and one-bedroom suites with full kitchens, living/work areas, pool, fitness center, sports court and grilling.

### Holiday Inn Oxnard North - (Rebranded & Renovated)

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

### SpringHill Suites Oxnard - (Opening Early 2026)

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

### Tru by Hilton Oxnard - (Opening Early 2026)

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

### Hyatt House – Channel Islands Harbor - (Coming 2027)

Future waterfront property expanding Oxnard's coastal accommodation options.

# 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

- March: **Celebration of the Whales Festival**  
- Kick off whale-watching season
- May: **Asian American Pacific Islander Festival**  
- Honor community and culture

## Summer

- June: **"Rock" the Collection & Concerts by the Sea**  
- Catch live music
- Classics by the Sea Wooden Boat & Classic Car Show**  
- Celebrate dads
- Juneteenth Celebration** - Join the community
- Celebrate Chelita Fest** - A joyful community tradition
- July: **Oxnard Salsa Festival** - Spice things up
- Fireworks by the Sea** - Watch the sky light
- Heritage Square Summer Concerts**  
- Where warm nights meet great music
- Dallas Cowboys Training Camp** - Get in the game
- Oxnard Fan Night** - Join the excitement
- August: **Dallas Cowboys Training Camp**  
- Summer in full swing

## Fall

- September: **Hispanic Heritage Month**  
- Celebrate with cultural festivities across the city
- Fiestas Patrias** - Join the community
- Banana Festival** - Celebrate Oxnard's sweetest crops
- IchigoCon** - Step into creativity and fandom
- ChowderFest** - Taste flavors of the coast annually
- Central Coast British Car Show** - See world-class cars
- Multicultural Festival** - Explore community traditions
- October: **El Panteon** - Honor the season
- Ponies by the Sea Car Show**  
- Soak up sea breezes and vintage style
- International PAL Boxing Tournament**
- Parade of Frights** - Bring the whole family
- November: **Dia de Los Muertos**  
- Celebrate with vibrant community traditions
- The Collection's Tree Lighting Ceremony**  
- Kick off the holidays

## Winter

- December: **Oxnard Tamale Festival** - Taste holiday favorites
- Santa to the Sea race** - Run, cheer and celebrate
- Channel Islands Harbor Parade of Lights**  
- Watch boats sparkle
- Christmas Tree Lane**  
- Drive or walk down historic F & G streets
- Parade of Lights**  
- See the colorfully lit masts of Channel Islands Harbor
- Holly Trolley Tours**  
- Ride a double-decker bus down historic F&G streets
- Gingerbread Festival**  
- Where tiny home builders compete



For a full listing of Oxnard events, please visit: [visitoxnard.com/events](https://www.visitoxnard.com/events)

\*Events subject to change

# Recent Coverage



## Travel + Leisure

“Best Coastal Towns for a Summer Getaway”

## 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:

*Fodors, Lonely Planet, Matador Network, Travel + Leisure, LA Times*

# Accolades

#1 Best Beach in California - 'ololkooy Beach Park

Best New Hotel in the US - Zachari Dunes

“What To Do” – Oxnard Taco Trail

A Beat Apart – Short Form Video Platinum winner

USA Today 10Best (2023, 2024 & 2025)

USA Today 10Best (2024)

Sunset Travel Awards (2024)

Viddy Award (2025)



**VIDDY AWARDS**  
HONORING VIDEO CREATORS & CONTENT

# SAMPLE Itinerairies

## WEEKEND ESCAPE: Coastal Recharge

### DAY 1 – ARRIVAL & HARBOR VIBES

- Stay:** Zachari Dunes on Mandalay Beach
- Afternoon:** Circle the islands at Seabridge Marina on a Venetian gondola cruise with Gondola Paradiso, then grab lunch at Fisherman's Catch.
- 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 'ololkooy 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 wind down with pottery painting at Color Me Mine.
- 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 or Five Guys.
- Afternoon:** Catch a movie at Cinemark Century RiverPark and 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 - Riverridge.
- 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 Terra 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](#)



## CONTACT INFORMATION

Media Contact: Elizabeth Maxim Melgoza

Visit Oxnard

3600 Harbor Blvd. #469

Oxnard, CA 93035

Email: [elizabethmaxim@gmail.com](mailto:elizabethmaxim@gmail.com)

Phone: 805.844.1463 | 909.269.6273



# 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.



Antelope Valley California Poppy Reserve State Natural Reserve

CRUISE THE PACIFIC COAST HIGHWAY.



WATCH THE DALLAS COWBOYS AT TRAINING CAMP IN OXNARD.



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



Santa Barbara

GO BEHIND THE SCENES AT UNIVERSAL STUDIOS HOLLYWOOD.

**OXNARD**

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



Joshua Tree National Park

Channel Islands Harbor

ROLL INTO OXNARD ABOARD THE PACIFIC SURFLINER.



Los Angeles

TAKE A DAY TRIP TO THE HAPPIEST PLACE ON EARTH.



Point Mugu State Park

Santa Monica Mountains National Recreation Area

Santa Cruz Island

Channel Islands National Park

Anacapa Island



Pacific

Ocean



MARKS THE SPOT



OXNARD