



CONCORD

OKTOBERFEST

2019

RECAP

Presented By:



OUR COMPREHENSIVE PLAN CONTRIBUTED TO THE SUCCESS OF THE 2019 CONCORD OKTOBERFEST.



6,000 Attendees



Beneficiary

Sponsors

Presented By:



Proceeds will benefit:



In Partnership With:



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Silver Sponsors:



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Water Sponsor:



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FIVEPOINT



Event Sponsors:



ALAMEDA MORTGAGE CORP.



Vendors:



Help Yourself to Happiness™



COLLATERAL



5,000 Postcards



50 Posters



500 Stickers

STR REPORT

Occupancy (%)

Friday, October 11th

Saturday, October 12th

This Year

86.9

96.3

Last Year

95.5

96.9

ADR

This Year

114.31

127.70

Last Year

121.43

124.96

RevPAR

This Year

99.37

122.92

Last Year

115.95

121.14

SOCIAL MEDIA

Visit Concord



Facebook Event:

- 77.5K People Reached
- 6.2K Page Responses
- 625 Ticket Clicks
- Spent \$470 total

Facebook Posts:

- 22K People Reached
- 1,500 Engagements



Instagram:

- 12,000 people reached
- 144 Engagements

Instagram Influencers:

- 2 Influencers Used:
 - Chelsea Pearl
 - Lisa Merren
 - 21K Impressions



SnapChat Geofilter

Friday, October 12th

- 675 Swipes
- 258 Uses
- 9.5K Views
- 38.2% Usage



Twitter:

- 12.5K Reached
- 245 Engagements

Concord Chamber of Commerce



1,509 Followers | 2 Posts



1,199 Followers | 4 Posts



861 Followers | 2 Posts



1,200 Recipients | 6 Emails

City of Concord



9,505 Followers | 3 Posts



3,900 Followers | 1 Posts



2,824 Followers | 6 Posts

MEDIA COVERAGE

- Press Release to 44 Media Outlets
- The Diablo Gazette
- Claycord
- Chamber Link

DIGITAL

- 94.5 Bay FM
- Mix 106
- 107.7 The
- The New Q102.1
- 95.7 The Game
- 99.7 NOW
- Danville San Ramon
- 102.9 KBLX
- 96.5 koit
- The Breeze 98.1
- iHeart 80s 103.7
- Star 101.3
- Concord Patch

SIGNAGE / BANNERS

- Todos Santos Plaza: 1
- Locations throughout Concord: 5
- BART Stations: 2

EMAILS

- **Visit Concord Event e-Blast: 6**
27% Open Rate | 26,554 Total Emails Sent
- **Visit Concord Monthly e-Newsletter: 3**
27% Open Rate | 8,119 Total Emails Sent
- **Concord Chamber of Commerce Weekly e-Newsletter: 6**
28% Open Rate | 6,000 Total Emails Sent

WEB

Visit Concord

- Event Page: **13,200 Views**
- Blog: **257 Views**