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ASM GLOBAL-MANAGED OAKLAND ARENA CELEBRATES RECORD-GROSSING REVENUE YEAR

INCREASE IN EVENTS AND NEW INITIATIVES YIELD RECORD-BREAKING TICKET SALES AND ATTENDANCE



Image Courtesy of ASM Global

(OAKLAND, Calif. – March 1, 2023) — After the live entertainment industry shuttered in 2020, California’s [Oakland Arena](#) reemerged in 2022 with its most successful and highest-grossing year since the venue opened in 1966.

Managed by [ASM Global](#), the world’s leading venue management company and producer of live-event experiences, Oakland Arena featured a full calendar of live entertainment with more than 65 events in 2022. The premier venue welcomed more than 500,000 guests and saw a 12% increase in ticket sales versus 2019, the last fully operating year since the pandemic forced venue shutdowns worldwide.

With ASM Global's content team focused on local results, fans flocked to Oakland Arena in 2022 for performances by legendary artists like Pearl Jam, Kendrick Lamar, Daddy Yankee and more, with Paul McCartney's May 2022 concert on record as the arena's largest-grossing show in property history. Along with Oakland Arena's success, the neighboring venue on the property, [RingCentral Coliseum](#), hosted its highest-grossing event in coliseum history over the summer of 2022, a sold-out concert by 2023 Grammy Award-winner Bad Bunny with over 40,000 fans in the venue.

Committed to ASM Global's corporate social responsibility platform, ASM Global Acts, sustainability continued to be a top priority for the 19,000-seat, Silver LEED-certified Oakland Arena, which focused on several key pillars, including waste management, clean water initiatives, energy efficiency, certified "green" purchasing, and staff and guest education. In 2022, 440,000 pounds of waste was recycled and diverted, 104 tons of mulch was added to the property to aid in water retention and reduce landscape watering, and 100 LED lights were installed to result in energy efficiency.

Both ASM Global-managed venues also made significant strides to improve the overall guest experience in 2022, including implementing the Fast Pass program designed to enhance quick access to the venue as well as transitioning into a "cashless" complex. The property also launched new initiatives to generate additional revenue, including in-house sponsorships, private event sales, and multitiered venue parking options for guests.

These accomplishments were also recognized by the industry, earning Oakland Arena the 30th spot worldwide in Pollstar's annual arena ranking and the highest ranked in Northern California.

"We are truly proud of the success we experienced in 2022 at Oakland Arena and RingCentral Coliseum," said Nicole Strange, general manager. "The local team, together with ASM Global, has worked tirelessly to increase all offerings at the property and take the guest experience to new levels. We are excited to continue this momentum into 2023, welcome more guests and make fans out of everyone that walks through our doors."

Starting 2023 off strong with concerts from leading artist YG and a sold-out Carin Leon show, Oakland Arena will host many iconic performances throughout the year. Performers include Grammy Award-winner Sam Smith, Grammy Award-nominated rising country star Zach Bryan, Latin Recording Academy "Person of the Year" Maná, K-Pop star Suga of BTS, Anita Baker and many others coming later this year.

For a complete listing of upcoming events and premium seating options, please visit theoaklandarena.com.

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About Oakland Arena

Home to many of the most iconic performances of all time, Oakland Arena is Northern California's premier music and event venue. With a maximum capacity of over 19,000, the facility is one of the largest arenas in the country. Managed by ASM Global, Oakland Arena continues to welcome legendary acts and host countless sold-out concerts, multiple show runs and major music festivals. For additional information, visit theoaklandarena.com.

About ASM Global

ASM Global is the world's leading producer of entertainment experiences. It is the global leader in venue and event strategy and management—delivering locally tailored solutions and cutting-edge technologies to achieve maximum results for venue owners. The company's elite venue network spans five continents, with a portfolio of more than 350 of the world's most prestigious arenas, stadiums, convention and exhibition centers, and performing arts venues. Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#). asmglobal.com

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