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## **Announcing Visit Hayward, the Heart of the Bay, visitor and tourism promotional campaign**

**HAYWARD, Calif.**, Jan. 27, 2026—The City of Hayward announced today a new visitor and tourism promotional campaign that leverages Hayward’s unrivaled centrality and connectedness within the San Francisco Bay Area.

The new Heart of the Bay promotional campaign will use video and other creative content to highlight Hayward’s comparative advantage for ease of travel and saving on time and money getting to and from area airports and the region’s leading live entertainment, cultural and sports venues and destinations.

For the same reasons the City is experiencing a boom in advanced manufacturing, biotech and other technological investment—location and 360-degree transportation linkages by air, rail and highway—savvy visitors and travelers can make the smart choice by choosing Hayward as their home away from home.

And, while saving on time and money, visitors can put those extra hours and dollars to use exploring unique recreational options, such as East Bay Regional Park District parks, trails and shoreline, and by checking out Hayward’s diverse culinary scene.

To learn more, go online [here](#) to the Visit Hayward tourism page on the City of Hayward website.