

Welcome to our July Roundup

I will start with the great news that our budget was approved for the second year of the grant from Mayor Breed's office and the even better news that budget has been designated for an additional year. Obviously we are hoping that we can prove that this program is worthy enough to continue indefinitely.

Another busy month in San Francisco with many international visitors now arriving. Welcome Ambassadors tell me the most common countries visitors are coming from are the UK and Germany. Translations were done in several languages by Ambassadors including Italian, Russian, French, and German.



Our team was out in force over the 4th July weekend, especially around Fisherman's Wharf and the Waterfront. They help passengers from 2 transit cruise ships by handing out maps and giving directions. They assisted attendees from 2 large conventions at Moscone,, DAC and SemiCon as well as a the AVID conference at the Hilton Union Square. Towards the end of the month Biz Journal held an awards event at the Hyatt Regency. Our Ambassador Hadia assisted guests outside the hotel and was invited into the lobby to answer attendee questions for a couple of hours.

As a reminder our coverage zone is the area shown on this [map](#), the program operates 7 days per week and hours vary based on location and day of the week, generally between 8am to 8pm in key areas frequented by visitors and office workers. If you have an event you would like help with, please reach out to me.

There is ongoing in office training which does include local businesses and attractions. I also have several offsite field trips planned for upcoming months. If you are from a neighborhood, business or attraction that would like to introduce yourself to our team please reach out to me to see what we can arrange.

SF Welcome Ambassador Monthly Statistics 1 – 31 July 2022

211 SF Call	2
311 Call	341
911 Call	5
Attraction/Museum Info Provided	13656
Business Contact	919
Business Information Provided	6412
Collateral Provided	2156
Directions Provided	32895
Event Information Provided	557
Hospitality Escort	3548
Outreach Referrals	3
Photo Assistance Provided	5601
Positive Neighbor Engagement	2110
Program Info Provided	291
Public Greeting	553566
Restaurant Recommendation	1620
Translation Provided	71
Umbrella Escort	6
Welfare Check	309

July's Ambassador of The Month - Chris Hoffman



About Chris:

- Where were you born?
"San Francisco"
- What is your favorite hobby?
"Photography"
- What do you enjoy most about your job?
"Helping people enjoy San Francisco"
- Do you have a local tip that you could give to visitors?
"Visit the Greenwich Steps, hike Lands End and head to Bernal Heights Park"

The Ambassador of The Month is chosen by Welcome Ambassador Team Leaders for exemplary performance and given a certificate and gift card.

Help us spread the word about the SF Welcome Ambassadors! Feel free to share this update with your team members and follow San Francisco Travel on social media and like/share updates about the program:

- [Facebook](#)
- [Instagram](#)
- [LinkedIn](#)

You can also post photos of ambassadors with the hashtags:

- #onlyinSF
- #ourgateisopen
- #SFwelcomesyou

Our toolkit is available with templates for your social media platforms and newsletters. We hope you will help us market and amplify this program that supports San Francisco's economic recovery. All details are here:

www.sfwelcomeambassadors.com

Also, feel free to share the SF Travel Marketing video featuring Welcome Ambassadors which reminds everyone of why they should return to San Francisco. If you haven't had a chance to see it yet please check it out here:

<https://www.youtube.com/watch?v=O00FHu6-Dks>

We hope you enjoy reading our updates and look forward to connecting and working with you.

Best wishes

Mandy