

Happy Lunar New Year – May the year of the Water Tiger be a good one!

While the number of tourists is traditionally low in January, our Welcome Ambassadors have been assisting with City Wide conventions and taking additional awareness and de-escalation training. We are organizing ongoing in-depth neighborhood and product training, so if you have suggestions or would like to partner, please reach out to me.

We have approximately 65 Welcome Ambassadors on the team. As a reminder 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. During the height of a weekday, there are approximately 23 ambassadors on duty and on weekends, there are about 30 ambassadors. We continue to grow the team and hope to reach full deployment of 50 Welcome Ambassadors on duty at a time by April.

In January, the Welcome Ambassadors supported the following events:

- January 20-22 ASCO Convention
- January 22-27 SPIE Convention
- January 30 East Cut Lunar New Year Celebration



Please let us know if you would like Welcome Ambassadors to support your district's or business's special event or team members returning to the office. We will do our best to accommodate your request based on location and availability of ambassadors.

The Welcome Ambassadors provided a friendly welcome and assistance to many conference attendees on their way from their hotels to Moscone Center, in addition to their regular areas found on our coverage [map](#) Statistics from January 1-31, 2022 can be found below:

Attraction/Museum Info Provided	3,522
Business Contact	385

Business Information Provided	2,982
Collateral Provided	52
Directions Provided	13,714
Event Information Provided	230
Hospitality Escort	646
Photo Assistance Provided	3,035
Positive Neighbor Engagement	1,506
Program Info Provided	142
Public Greeting	182,775
Restaurant Recommendation	332
Translation Provided	28
Umbrella Escort	2
Welfare Check	61
311 Call	10
911 Call	3

January's Ambassador of the Month: Orita Sau

Orita was selected for her great attitude, perfect attendance, and willingness to help everyone. She was part of the first training class from our soft launch in early October.

About Orita:

- Where were you born?
"In San Francisco"
- What is your favorite hobby?
"Taking fun photos of my family"
- What do you enjoy most about your job?
"Meeting and engaging with people and helping them find where they need to go especially if they are tourist."
- Do you have a "local tip" you could give visitors?
"Go to Twin Peaks before Sunset to get the best view of the whole city and capture the moment"



Marketing and Outreach Update

Here is a sneak preview of our new trikes in the process of being branded. The trikes will be used for special events or in key areas to hold maps and other marketing materials. We will have 2 trikes out on Monday distributing Valentine's candy.



Help us spread the word about the 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 marketing kit is almost ready 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.

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

Best wishes

Mandy