

Dear Partners and Stakeholders,

We hope your holiday season is off to a great start. I am happy to share that the San Francisco Welcome Ambassador program has officially launched!

After a soft launch ahead of Fleet Week, the program's official launch was led by Mayor Breed on November 2nd at Yerba Buena Gardens. The launch event was featured in various local, statewide, and international media outlets, including:

- [Downtown 'ambassadors' welcome guests, employees again to San Francisco](#)
- [Eyeing Conventions, San Francisco Installs 'Welcome Ambassadors' Downtown](#)
- [San Francisco Expecting Tourism Surge as U.S. Lifts International Travel Ban](#)
- [San Francisco: Welcome Ambassadors – Insider Tipps von locals](#)

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 will be approximately 14 ambassadors on duty and on weekends, there will be about 20 ambassadors. We hope to continue to grow the team to about 50 ambassadors deployed at the height of day. In addition to their regular locations, the ambassadors have been deployed to support special events such as:

- Phoenix Day on October 17
- The Crossing at East Cut on October 13
- Fleet Week during October 7-October 10
- Shop and Dine in the 49 on November 20
- Yerba Buena Carousel Lighting on November 26
- Transit Cruise arrivals beginning on November 30

Please let us know if your district is hosting a special event and would like welcome ambassadors to be present. We will do our best to accommodate your request based on location and availability of ambassadors.

The Welcome Ambassadors provide a friendly welcome during commute hours at the main transit stops from Powell St to the Ferry Building, as well as offering help with directions, recommendations and assistance in key tourist areas including Fisherman's Wharf, Chinatown, and North Beach. A map of where ambassadors are present can be found [here](#). From the program's soft launch on October 7 to November 30, the ambassadors have had over 200,000 interactions with visitors, office workers, commuters, and residents, including:

- 222,458 Public Greetings
- 21,784 Directions Provided
- 6773 Attractions Information
- 782 Business Contacts
- 5402 Photo Assistance
- 72 Translations Provided
- 123 Welfare Checks
- 836 Hospitality Escorts

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

In future updates, we will share a marketing kit 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 wish everyone a healthy, safe and prosperous holiday season and look forward to connecting with you.

