

Welcome to our October roundup, a month filled with activity as well as forward planning for the upcoming holiday season.

Firstly, I was honored to accept an award from the California Travel Association on behalf of the SF Welcome Ambassador Program, recognizing all the hard work by the SF Welcome Ambassador team. The Visitor Experience Award “Recognizes a person or organization who, by consistently ensuring extremely high-quality guest services, unique experiences, or customer value, elevates the California brand and inspires more visitors to California”

We also heard more good news from Mayor London Breed that we, along with several other programs, would be able to expand and add more Welcome Ambassadors, especially to assist through the busy holiday season. We are hiring if you know someone who would make a great full time or part time Welcome Ambassador!



Even busier than September, there were site visits, in-hotel meetings, and conventions almost every day of the month. These included the Congress of Neurological Surgeons, American College of Emergency Physicians and Techcrunch Disrupt. Concierge service was again provided inside one of the hotel lobby areas for convention attendees. We continue to have additional ambassadors in the 4th Street corridor to help assist with and report ongoing issues.

Cruise ship numbers rose again, and the team assisted passengers at Pier 27 and Pier 35 from 9 transit cruises. Ambassadors were on hand to assist with several special events at East Cut, Yerba Buena Night, the Advance SF Forum and of course, in Fisherman’s Wharf to welcome the visitors for Fleet Week.

We didn’t have time for any field trips in October, but I have spoken with a few locations who are excited to have our team visit. 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. You can either come to the office for in office meet and greets and training or groups of Welcome Ambassadors can come to your location. If your business or attraction has special plans for the holidays, we would love that information to pass along to guests.

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.

Monthly Challenges

Last month we added this new section to show you that Welcome Ambassadors do more than just smile and give directions during their daily shifts. They often face difficult situations and work closely with each area CBD such as Union Square Alliance and Yerba Buena Gardens or call emergency and non-emergency numbers depending on the situation. Many reports are repetitive, you will see the same types of incidents happening on a regular basis.

Assisted senior female after a group of 4 12-15 year old teenagers stole her purse. Police were called.

20 minutes later the same group attacked another female in the same vicinity and stole her purse.

These teenagers are known to regularly steal from Target and Westfield Center and at the end of the month they targeted a couple heading into BART and stole a wallet.

Assisted victims of 3 car break ins, in Fisherman's Wharf.

Reported to police after 8 cars were found to be broken into in a parking lot in Fisherman's Wharf.

Assisted male senior after someone tried to steal his camera equipment.

Assisted male who fell from his bicycle.

Paramedics called for several unresponsive homeless people.

While not as dramatic as some incidents Ambassadors were able to conduct 490 welfare checks, offering services to all the individuals they connected with. They were also able to intervene and de-escalate several altercations without the need to call for further assistance.

We all want to feel safe in our city and can all do our part in reporting anything that we see. For non-emergencies please make sure you have the 311 app on your phone to report anything such as street conditions, overflowing garbage containers as well as disturbances due to mental health issues. **If you see something, say something.**

If you want to discuss this subject or have questions about specific incidents, please don't hesitate to contact me.

SF Welcome Ambassador Monthly Statistics 1 – 31 October 2022

211 SF Call	2
311 Call	6

911 Call	20
Attraction/Museum Info Provided	12638
Business Contact	1009
Business Information Provided	4062
Calls For Service (Homeless)	1
CBD Call	13
Collateral Provided	3032
Directions Provided	21889
Event Information Provided	726
Homeless Count	11
Hospitality Escort	2241
Outreach Referrals	1
Photo Assistance Provided	4367
Positive Neighbor Engagement	2481
Program Info Provided	240
Public Greeting	410126
Restaurant Recommendation	1415
Translation Provided	93
Umbrella Escort	0
Welfare Check	490

October's Ambassador of The Month – Vidal Rodriquez



About Vidal:

- Where were you born?
“El Paso, Texas”
- What is your favorite hobby?
“My favorite hobbies are crochet and drawing”
- What do you enjoy most about your job?
“What I enjoy most is interacting with people from all over the world”
- Do you have a local tip that you could give to visitors?
“Be sure to visit Yerba Buena Gardens, which has a waterfall in the middle of downtown. Also visit the Salesforce Tower Park which is a garden in the sky”

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