

Welcome to our February roundup.

Two of our new trikes made their debuts on Valentine's Day. The Welcome Ambassadors sweetened the day for passersby, handing out Valentine's candy in Union Square. We were also invited by Visit California to assist Outlook Forum attendees inside the conference at the Hilton, Union Square. As well as handing out Valentine's candy, the Ambassadors invited attendees to use the trike's QR codes directing them to various SF Travel website pages as well as offering their own local recommendations. This was an excellent opportunity to introduce the SF Welcome Ambassador program to local and international marketers of California.



The Welcome Ambassadors also provided a friendly welcome and assistance to conference attendees on their way from their hotels to Moscone Center, in addition to their regular areas found on our coverage [map](#)

ASCO 17 February

SPSP 17-19 February

Biophysical 19-23 February

Ambassadors were also on hand to give information and directions for the Chinese New Year Parade

We currently have 71 team members with approximately 25 out in the field at the height of a weekday, 32 at the height of a weekend day. We are still ramping up hiring with a goal of 50 ambassadors out in the field per day by 1 April. 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. If you know of anyone looking for full or part time work, who would be a good fit, please send them my way.

Statistics for 1-28 February are shown below:

311 Call	7
911 Call	3
Attraction/Museum Info Provided	2482

Business Contact	200
Business Information Provided	2520
Collateral Provided	36
Directions Provided	9503
Event Information Provided	137
Hospitality Escort	318
Photo Assistance Provided	2631
Positive Neighbor Engagement	759
Program Info Provided	162
Public Greeting	154735
Restaurant Recommendation	398
Translation Provided	23
Welfare Check	7

February's Ambassador of the Month: Lily To

#### About Lily

- Where were you born?  
"Vietnam"
- What is your favorite hobby?  
"Walking my dog (on a leash) AND cat (in a backpack) around the city"
- What do you enjoy most about your job?  
"I get to meet people from all over the world"
- Do you have a local tip that you could give to visitors?  
"Check out the Lands End labyrinth and the 16<sup>th</sup> Ave tiled steps"



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 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