

Welcome to our March roundup.

With the feeling of Spring in the air, we celebrated a rise in the number of office workers heading back into downtown as well as the biggest convention so far, combined with March Madness and SailGP. The Welcome Ambassadors handed out BloomSF pins during the weeklong celebration as well as helping give out bouquets to some lucky passersby on Market St.



In addition to their regular schedules throughout the area shown on this [map](#) the Welcome Ambassador team also fulfilled many assistance requests for groups and events within the covered zones. These include directing attendees to the SF Travel Outlook Forum, chatting with travel agents and suppliers at the Visit CA Luxury Forum as well as assisting attendees for each of the conventions in the city including the biggest so far, Game Developers Conference. There have been many site visits by meeting planners for prospective conventions and the ambassadors have done their part in being alert to the street conditions and making sure any negative behavior is handled or reported. Cruise ships are back in large numbers and the team have been greeting passengers at Pier 27 and helping plan their day in port.

SF Travel has created a new marketing video, reminding everyone of why they should come to San Francisco, and it features some of the Welcome Ambassador team. If you haven't seen it please check it out here:

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

We currently have 80 team members with approximately 28 out in the field at the height of a weekday, 34 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 before summer. 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.

As well as in office training we have also started to focus on some in depth training. So far multiple groups of Welcome Ambassadors have taken guided tours of Yerba Buena Gardens and PIER 39 with several others on the calendar and others being planned. If you would like the group to learn more about the history and businesses within your area, please let me know and we can work on a plan.

Statistics for 1-31 March are shown below:

| | |
|---------------------------------|--------|
| 211 SF Call | 4 |
| 311 Call | 15 |
| Attraction/Museum Info Provided | 5656 |
| Business Contact | 427 |
| Business Information Provided | 4507 |
| Collateral Provided | 239 |
| Directions Provided | 21801 |
| Event Information Provided | 409 |
| Hospitality Escort | 1339 |
| Photo Assistance Provided | 4892 |
| Positive Neighbor Engagement | 1331 |
| Program Info Provided | 612 |
| Public Greeting | 326784 |
| Restaurant Recommendation | 1052 |
| Translation Provided | 56 |
| Umbrella Escort | 2 |
| Welfare Check | 26 |

March's Ambassador of the Month: Hadia Schneitter



About Hadia:

- Where were you born?
"Paris, France"
- What is your favorite hobby?
"Painting, with a current art exhibit"
- 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 16th 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