

Welcome to our April roundup.

With the start of baseball season, we have a little more “orange” competition out on the streets so the Welcome Ambassador team will make sure they are as engaging as possible to stand out!

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. There were several large conventions during which the Welcome Ambassadors helped direct attendees to and from their meetings. They attended a press release at Yerba Buena Gardens as well as directed attendees at a city forum. As well as assisting and giving directions the Welcome Ambassadors are also cognizant of street conditions and make sure negative situations and behavior is handled or reported. April was the busiest month so far for cruise ships and for 17 of these, the team greeted passengers at Pier 27 and Pier 37 and helped plan their day in port. Another event covered was the Holi celebration at East Cut which had unintended though probably not unexpected consequences as seen below.



Block By Block have now included the SF Travel Marketing video in their first day of Welcome Ambassador training. It’s a great example of how personable an Ambassador can be even though the main narrator is an actor! 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 now have 101 team members with approximately 40 out in the field at the height of a weekday, 50 at the height of a weekend day. Hiring will still continue as great applicants are found however the big ramp up has now paused. 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. Of course, if you know of anyone looking for full or part time work, who would be a great fit, please send them my way.

As well as general training in April some in depth training included learning about secret spots, hikes, and viewpoints from Urban Hiker. Multiple groups of Welcome Ambassadors also learned the family history of both Boudins and Red and White Fleet, with more plans for May. 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 training whether in office or in person.

Statistics for 1-28 April are shown below:

211 SF Call	5
311 Call	32
911 Call	3
Attraction/Museum Info Provided	7265
Business Contact	708
Business Information Provided	5423
Collateral Provided	597
Directions Provided	22806
Event Information Provided	363
Hospitality Escort	1324
Photo Assistance Provided	4865
Positive Neighbor Engagement	1148
Program Info Provided	360
Public Greeting	326984
Restaurant Recommendation	1450
Translation Provided	88
Welfare Check	40

March's Ambassador of the Month: Greg Hansen



About Greg:

- Where were you born?
"Lodi"
- What is your favorite hobby?
"Photography"
- What do you enjoy most about your job?
"Trying new approaches to enrich the tourist experience"
- Do you have a local tip that you could give to visitors?
"Go to Bob's Donuts on Polk St for Apple Fritters, they are the best you will find on this side of the Mississippi in my opinion"

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 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. All details are here:

www.sfwelcomeambassadors.com

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

Best wishes

Mandy