

Welcome to our May roundup.

With 108 SF Welcome Ambassadors now on the team, it is exciting to see so many orange uniforms out on the streets, especially assisting convention goers, visitors waiting in line at the cable car turnarounds and generally throughout downtown and Fisherman's Wharf. At the height of a weekday there are currently up to 48 ambassadors out, weekends up to 58 ambassadors. I receive emails giving positive feedback on a daily basis from both visitors and locals.

May included the SF Chamber of Commerce Small Business week and several ambassadors were on hand to help give directions at the kickoff event. The team assisted passengers from 7 transit cruiseships at Pier 27 and Pier 35. The team helped direct several convention groups throughout the month, directed people to the official opening of the Ghirardelli Experience and two ambassadors acted as concierges at the Major Cities Chiefs Association meeting. As a reminder our coverage zone is the area shown on this [map](#), 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.

There is ongoing training on serious subjects such as awareness and de-escalation but we also introduce some attractions and local businesses either with in office presentations or site visits. Throughout the past few months popular site visits have included PIER 39, Yerba Buena Gardens, Big Bus Tours, Boudins and Red and White Fleet. In May some of the team had a chance to experience Art of The Brick and tried their hand at creating their own piece of art from Lego.



I am working on future presentations and field trips so if you are interested in participating, please let me know.

In April we had commissioned Destination Analysts to conduct an independent survey regarding public opinion of the Welcome Ambassador Program and were excited to receive and analyze the results in May. In summary, 78% of respondents felt that their experiences with an Ambassador "greatly improved" or "improved" their visit to San Francisco. Nearly 80% of visitors said the Welcome Ambassadors made them feel more welcome in San Francisco. More than 90% of visitors indicated that they were likely or certain to recommend San Francisco as a place to visit because of their interaction with an Ambassador.

#### **SF Welcome Ambassador Monthly Statistics 1 – 31 May 2022**

211 SF Call	9
311 Call	26
911 Call	15
Attraction/Museum Info Provided	8881
Business Contact	1446
Business Information Provided	6775
Calls For Service (Homeless)	1
CBD Call	3
Collateral Provided	818
Directions Provided	27237
Event Information Provided	598
Hospitality Escort	2919
Photo Assistance Provided	6323
Positive Neighbor Engagement	2039
Program Info Provided	635
Public Greeting	457911
Restaurant Recommendation	2102
Translation Provided	84
Umbrella Escort	2
Welfare Check	541

May's Ambassador of The Month – Larry Mack



About Larry:

- Where were you born?  
"Brooklyn, New York"
- What is your favorite hobby?  
"Basketball"
- What do you enjoy most about your job?  
"I enjoy helping people"
- Do you have a local tip that you could give to visitors?  
"Downloading the mobile muni app will save you money"

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 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](http://www.sfwelcomeambassadors.com)

Also, feel free to share the SF Travel Marketing 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