

THE SAN FRANCISCO Peninsula

SOUTH OF SAN FRANCISCO • NORTH OF EXPECTATIONS

2025 ANNUAL REPORT

THE YEAR OF GROWTH

AT A GLANCE



137
hotels



471
square
miles



319
non-hotel
partners



15K
guest rooms



70%
open space



home to
SFO airport

Message From Outgoing Board Chair



It was a privilege to serve as Board Chair in 2025, a year where we continued to transform the organization, achieving new heights. I thank our Board Directors for rolling up their sleeves early in the year and rising to the occasion to develop our first ever Strategic Plan which will guide our organization well into the future. Thank you also to

Mitch Postel for helping us establish our Tourism Advisory Council and serving as its Chair. We are grateful to the 24 Council members who represent 9 pillars of our community. You are an amazing group of unselfish individuals – truly best in class in your respective fields of expertise. We appreciate you sharing your time and talent to help us grow the tourism economy in our region.

2025 brought us the first edition of The San Francisco Peninsula Magazine, a visitor guide presented in a curated, lifestyle format. Our “It’s Kind of Wild” digital campaign continued to achieve new heights reaching a wider audience. Investing in 360-degree virtual reality technology now allows trade show attendees to experience our destination from the booths of IMEX, IPW and beyond.

While 2025 was filled with many exciting activities, the time has now come for me to “pass the gavel” to our incoming Board Chair, Kevin Kretsch, General Manager of the Hyatt Regency San Francisco Airport. Kevin, I wish you, the officers, and fellow directors all the best in the coming year.

Christina Ongerth

2025 Board Chair

Owner, The Dylan Hotel at SFO, Millbrae

Message From Incoming Board Chair



First, I’d like to thank Christina Ongerth for her outstanding contributions as Board Chair in 2025. Christina, you did an awesome job guiding our organization to unprecedented heights. I’d also like to thank the outgoing officers and board members and extend a warm welcome to our incoming class of directors and officers.

As we look towards 2026 and beyond, I am excited at all the possibilities that lie ahead for us to continue to attract new visitors to our destination and communicate the economic benefits of tourism to residents and stakeholders.

Kevin Kretsch

2026 Board Chair

General Manager, Hyatt Regency S.F. Airport, Burlingame

A special thank you to the following members who retired from the Board in 2025: Christopher Calo, Benjamin Duverge, Hugo Hernandez, Reggie Kumar, Adora Manalo, Adrian Vasquez, and James Wardell.



2026 BOARD OFFICERS

CHAIR OF THE BOARD

Kevin Kretsch

Hyatt Regency SFO Airport

CHAIR-ELECT

Jonathan Powers

DoubleTree SFO

IMMEDIATE PAST CHAIR

Christina Ongerth

The Dylan Hotel at SFO

SECRETARY

Pravin Punjiya

Best Western Inn & Suites San Mateo

TREASURER

Casper van Eldik Thieme

Grand Hyatt at SFO

VICE CHAIR 1

Anthony Buralli

Residence Inn San Carlos

VICE CHAIR 2

Randy Johnson

Fairfield Inn & Suites Pacifica

BOARD MEMBERS

Melissa Andretta, San Francisco International Airport

Cynthia Chow*, Embassy Suites SFO Oyster Point

Simone Harms, The Ameswell Hotel

Daniel Herbst, Enterprise Rent-a-Car

Christopher Holbrook, The Westin & Aloft SFO

Michael Holloway*, HYATT House Belmont

Lisa Fong Kershner, San Francisco Airport Waterfront Marriott

Sam Kim*, Embassy Suites SFO Waterfront

Daisy Li, Moonstar Kitchen

Cameron Palmer, Cameron’s Restaurant & Pub

Prativ Patel, Hotel Aura SFO

Mitch Postel, San Mateo County Historical Association

Blanca Rivera, Half Moon Bay Lodge

Georges Safi*, Four Seasons Silicon Valley

Paul Wilson*, Grand Bay Hotel SF

Yakub Yakubi, Courtyard Foster City

* NEW IN 2026



2025 BOARD ADVISORY COUNCIL

CHAIR

Mitch Postel
San Mateo County Historical
Association

EDUCATION

Dr. Melissa Moreno
Chancellor, San Mateo County
Community College District

GOVERNMENT

Jackie Speier
San Mateo County Board of
Supervisors

Mike Callagy
San Mateo County Executive

Matthew Chidester
City Manager, Half Moon Bay

COMMUNITY

Alicia Aguirre
Former Redwood City Council

BUSINESS/TECH/BIOTECH

Rosanne Foust
CEO, SAMCEDA

Jim Wunderman
CEO, Bay Area Council

Gina Simi
Public Policy + External Affairs,
Zoox

Peter Banzhaf
Co-Founder, Helios

Amy Buckmaster
CEO, Chamber San Mateo
County

Krystlyn Giedt
CEO, Coastsides Chamber of
Commerce

HOSPITALITY

Bob Trahan
Twelvemonth

Ajay Walia
Rasa

Micheál Mallie
Maverick Jack's

Mathieu Riviere
The Ritz-Carlton, Half Moon
Bay

Martin Yan
Chef & Author

ATTRACTIONS

Kara Newport
CEO, Filoli

Jennifer McCabe
Director, SFO Museum

VENUES

Dana Stoehr
CEO, San Mateo County Event
Center

Dr. Allison Keaney
CEO, Cow Palace Arena &
Event Center

Jim McGuire
CEO, South San Francisco
Conference Center

PARKS AND RECREATION

Nicholas Calderon
Director, San Mateo County
Parks

LABOR

Julie Lind
Executive Officer, San Mateo
Labor Council

THE SAN FRANCISCO PENINSULA TEAM

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VICE PRESIDENT & COO
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TOGETHER WE THRIVE

In 2025, The San Francisco Peninsula Board of Directors and Board Advisory Council came together to develop and adopt a three-year Strategic Plan that will guide the San Francisco Peninsula's direction and impact through 2028. Informed by stakeholder engagement and community input, the plan establishes clear priorities focused on destination stewardship, organizational excellence, and long-term economic vitality.

As part of this process, the organization also introduced a refreshed Purpose, Vision, and Mission, providing a unified foundation that clearly articulates why we exist, where we are going, and how we serve our communities and visitors.

PURPOSE

The San Francisco Peninsula exists to inspire travel to the region with the goal of enhancing economic growth and quality of life.

VISION

The San Francisco Peninsula will be known and respected as the premier gateway to a California escapade and sensational basecamp from which to immerse oneself into the bounty of the Peninsula's diverse experiences.

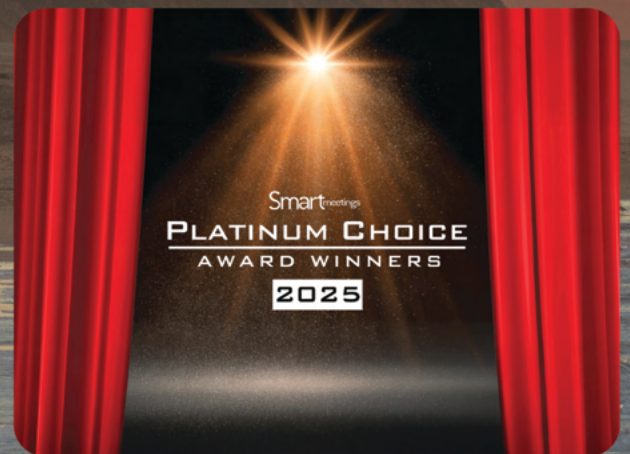
MISSION

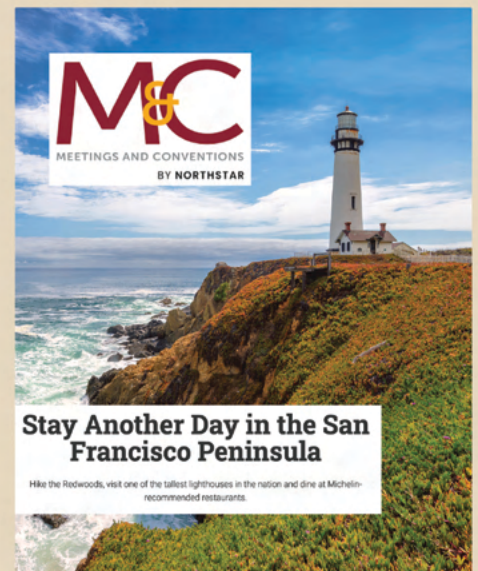
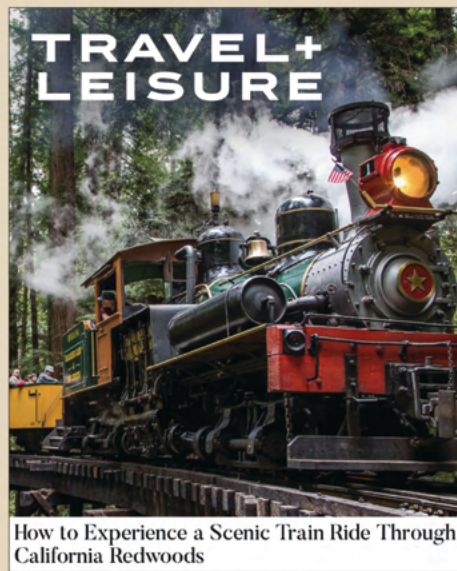
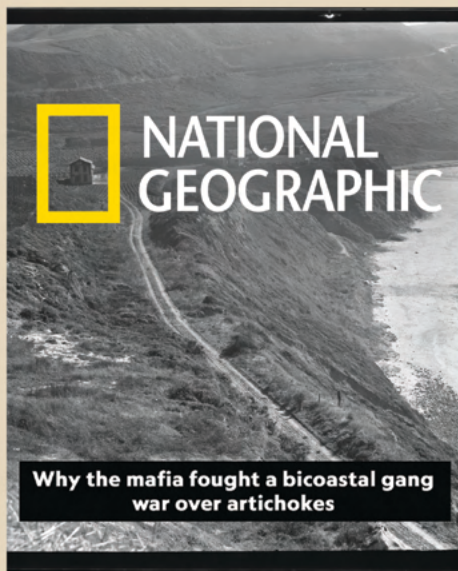
To attract meetings, conventions, events, and those who travel for business or pleasure, thereby enhancing the economy and growth of the region we serve.



Caroline Beteta delivering keynote at 2025 Annual Luncheon

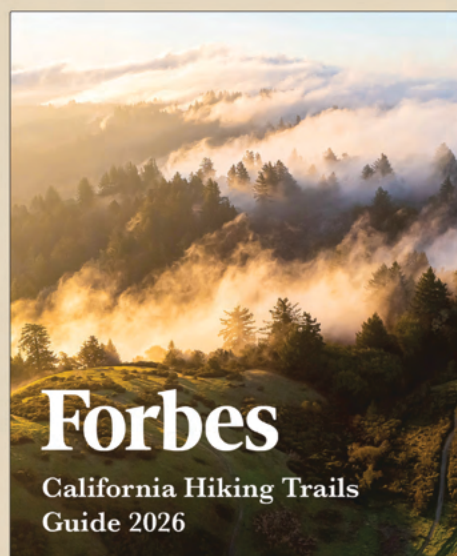
Media & PR HIGHLIGHTS





Media Tradeshows attended with over 60+ appointments

- International Media Marketplace (IMM)
- Canada Media Mission
- SF Media Reception



Additional Coverage

AFAR

**SAN FRANCISCO
BUSINESS TIMES**

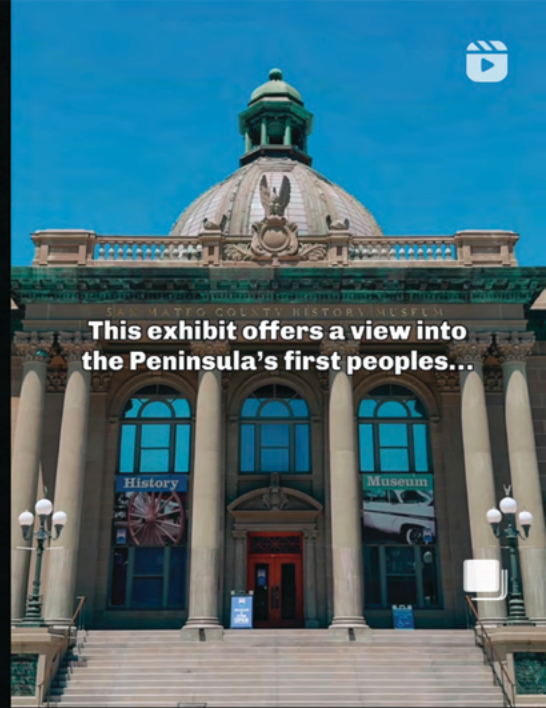
nerdwallet

THE DAILY JOURNAL
The Peninsula's home page

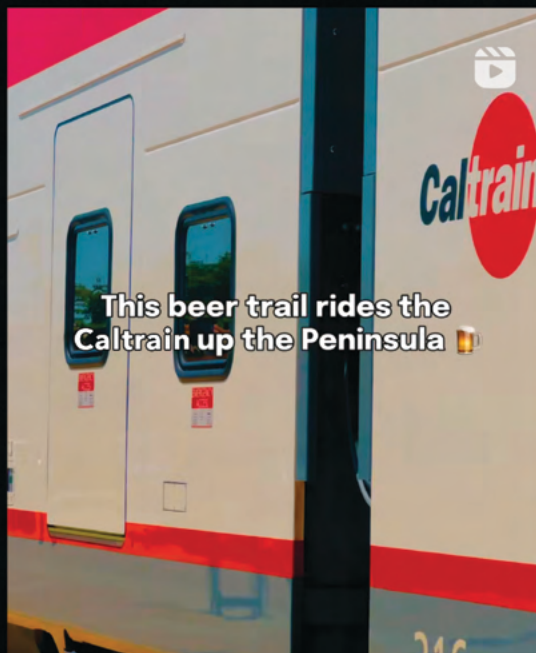
**Palo Alto
online**



Digital Marketing **HIGHLIGHTS**



This exhibit offers a view into the Peninsula's first peoples...



This beer trail rides the Caltrain up the Peninsula 🍺



Dungeness crab season is happening **RIGHT NOW** in Half Moon Bay...

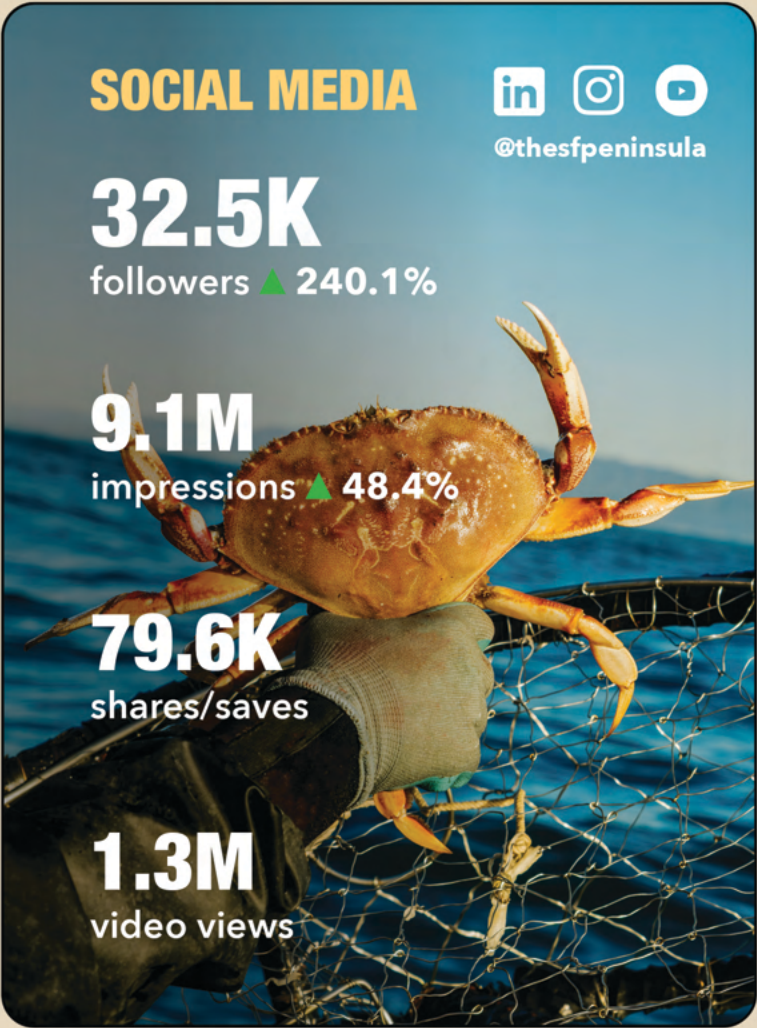


TOPGOLF

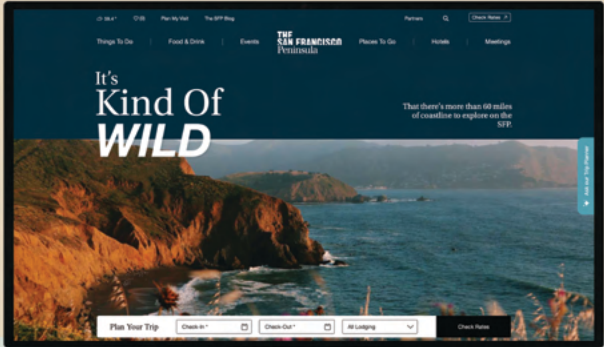
TOPTRACER

This is how to make the most of your next layover at SFO...

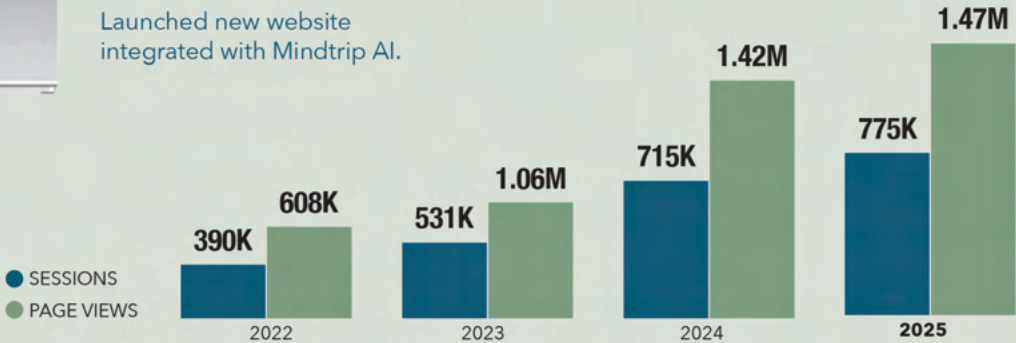




Website



- TOP WEB PAGES
- 1 Events This Weekend
 - 2 Meeting Planners
 - 3 Things To Do - Bleisure



Sales Activities **HIGHLIGHTS**

54

tradeshows &
events attended

17

hosted influencers
and travel writers

4

SFP Mixers

4

General Managers
& Director of
Sales Forums





2025 Key Sales Events

BIO International Convention
 CalSAE Seasonal Spectacular
 CBI Pharma Forum
 Connect Marketplace (Corp/Specialty)
 Connect RTO
 Cvent Connect
 Destination CA
 Destination Southwest
 HelmsBriscoe Annual Business Conference
 IMEX America
 IPW
 Meet New York
 MPI Northern CA Annual Conference & Expo
 Visit California Canada CEO Mission

Tourism's Impact on our Local Economy

GENERATING...

\$83M in Economic Impact
 ▲ 60% YOY Growth

EQUATES TO...

21M in Room Revenue
 ▲ 51% YOY Growth

The SFP generates measurable economic value to the San Francisco Peninsula region.

- Every \$1 invested in 2025 generated \$12.22 in visitor spending (org. ROI) - up from \$11.50 in 2024, proving increasing returns as budget scales.
- The SFP's total impact on visitor spending grew by more than \$30 million year-over-year to reach \$83 million in influenced visitor spending.
- Leisure marketing delivered an \$18.15 ROI per \$1 invested in 2025 - the highest performing channel, with visitor volume more than doubling to 120,796.
- Room nights grew 34% to 94,728 and lodging revenue reached \$21M - a \$3.09 return per \$1 invested, reinforcing the SFP's direct hotel impact.

TOTAL ROOM NIGHTS

94,728
 room nights

689
 group leads



**TOURISM
 ECONOMICS**

AN OXFORD ECONOMICS COMPANY



THE SAN FRANCISCO Peninsula

SOUTH OF SAN FRANCISCO • NORTH OF EXPECTATIONS



IN PARTNERSHIP WITH

AIRDNA



San Mateo County / Silicon Valley CVB d.b.a. The San Francisco Peninsula

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