



ANNUAL REPORT

October 2018 - September 2019



Dear Friends & Stakeholders...

During 2019, our Bureau rose to the occasion embracing significant change. First, I'd like to recognize and thank Anne LeClair for her 19 years of outstanding leadership as our Bureau's President and CEO. While all of Anne's accomplishments are too numerous to list here, we are indebted to her for her strong leadership, fiscal prudence and ubiquitous presence throughout the community. Thank you, Anne! We very much appreciate your many years of commitment, dedication and hard work.

It's an honor for me to be the Bureau's first Board Chair with a skill set outside of the hotel industry. In June of 2019 we welcomed our new President and CEO, John Hutar. John brings a wealth of experience having managed large group and convention hotels such as the Westin St. Francis and Hotel Nikko San Francisco. He joined our Board in 2009, learning the intricacies of our organization and the greater peninsula region while managing the Hotel Sofitel (currently Pullman) and Dinah's Garden Hotel in Palo Alto. John's background and skill set make him well poised to lead our organization into the future. Change is never easy for those involved. I'd like to thank the Bureau staff for pushing ahead and not skipping a beat during this transition period.



As we enter 2020, I hope you will take advantage of the many opportunities to participate in trade shows, familiarization tours, co-op ads, and educational seminars the Bureau staff have planned. Through engagement, you will not only showcase your own business, but you'll create a vibrancy which benefits the entire region. Together, we can make 2020 a great year!

2020 BOARD OF DIRECTORS

CHAIR OF THE BOARD - Mitch Postel, San Mateo County History Museum

*CHAIR-ELECT - Michael McKee, DoubleTree by Hilton SFO

IMMEDIATE PAST CHAIR - Dana Dahl, Beach House Hotel

*SECRETARY - Bill Dixon, Hotel Focus SFO

TREASURER - Jeffery Bass, Hiller Aviation Museum

*VICE CHAIR - Fettah Aydin, Embassy Suites SFO - Waterfront

VICE CHAIR - Trevor Bridge, Costanoa Lodge & Resort

*VICE CHAIR - Nick Dell'Ergo, Residence Inn Redwood City San Carlos

Board Members:

Jon Ballesteros, San Francisco International Airport

*Matt Dolan, Homewood Suites by Hilton Palo Alto

Daniel Herbst, Enterprise Rent-a-Car

Christopher Holbrook, San Mateo Marriott

Derek Hudson, Hilton Garden Inn San Mateo

Lisa Kershner, SFO Marriott Waterfront

*Kevin Kretsch, Hyatt Regency San Francisco Airport

*Reggie Kumar, AC Hotel SFO/Oyster Point Waterfront

Christine Kupczak, Hillsdale Shopping Center

*Linda Larson, The Shops at Tanforan

Daisy Li, Moonstar Buffet

Ben Ly, Embassy Suites SFO South San Francisco

*Henning Nopper, Grand Hyatt at SFO

*Barry Ongerth, The Dylan Hotel at SFO

*Jonathan Powers, Courtyard San Francisco Airport

*Florian Riedel, Four Seasons Hotel Silicon Valley

J.D. Smith, DoubleTree SFO North

Richard Uribe, Pullman San Francisco Bay

*Yakub Yakubi, Courtyard San Mateo Foster City

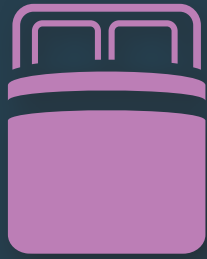
*New/Renewed in 2020

Special thank you for the years of service by the following members who retired from the Board in 2019: Marty Cerles, Ricardo Ramirez and Jim Rebosio.

AT A GLANCE



170 HOTELS



18K
GUEST ROOMS



471
SQUARE
MILES



70%
OPEN SPACE
PROTECTED



324

NON-HOTEL PARTNERS



SFO
HOME TO
SFO AIRPORT



SALES ACCOMPLISHMENTS

455 + 27,955 = \$18M

LEADS

DEFINITE
ROOM NIGHTS

ECONOMIC
IMPACT

46

TRADESHOWS
ATTENDED

Top shows attended:

- American Express Interaction
- CalSAE Seasonal Spectacular
- HelmsBriscoe Annual Partner Faire
- IMEX America
- International Pow Wow (IPW)
- MPI Northern CA Chapter Annual Conference & Expo

5 SALES
MISSIONS



1. Arizona
2. New York
3. Ohio
4. Texas
5. Washington, DC

8 FAM
TOURS
HOSTED



1. Belgium
2. Brazil
3. China
4. France
5. Italy
6. India
7. UK Super FAM
8. Meeting Planner FAM

5 International Sales Missions



3

SHOWS
ATTENDED

Media shows attended:

1. IPW Media Day
2. International Media Marketplace
3. Society of American Travel Writers Convention

27

EARNED MEDIA
MENTIONS

15

BLOGS
CURATED

Film Commission

130

FILMING
REQUESTS

Notable Productions:

- *13 Reasons Why*, Netflix
- *Summer Camp*, Netflix
- *Silicon Valley*, HBO Series
- Web and TV commercials that included Apple, Chevy, eBay, Facebook, Gatorade, Google, Honda, Lincoln, LinkedIn, Kaiser Permanente and TriNet



MARKETING EFFORTS

Print:

70K

VISITOR
GUIDES

5K

COASTAL
GUIDES

10K

PET
GUIDES

Website:

116K

USERS



84.5%

YOY

144K

SESSIONS



89.5%

YOY

265K

PAGEVIEWS



61.6%

YOY

New Domain

VISITSMCSV.COM

TOP STATES BY TRAFFIC

CALIFORNIA

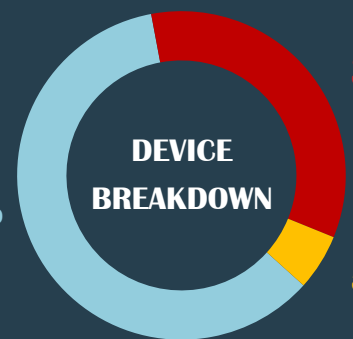
ILLINOIS

OREGON

VIRGINIA

TEXAS

60.38%
MOBILE



34.09%
DESKTOP

5.53%
TABLET

Social Media:

11.7K

OF FOLLOWERS

23K

ENGAGEMENT

679K

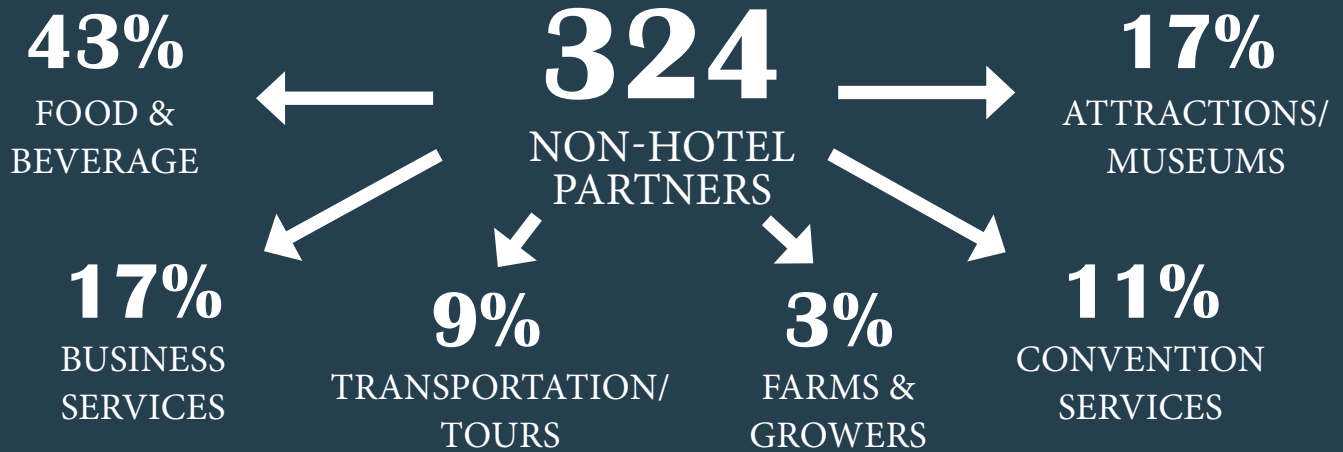
IMPRESSIONS

1.6K

POSTS



PARTNERS IN THE COMMUNITY



Community Participation:

- Leadership Palo Alto and Leadership San Mateo
- Skyline College President's Council's Success Summit
- Ohlone-Portola Heritage Day
- Pie Ranch's annual fundraiser
- Elizabeth F. Gamble Garden's Joyful Living Event

"As Fresh as it Gets"



The "As Fresh as it Gets" (AFAIG) Awards Program ties together our area's hospitality, agriculture, fishing, distilling, and wine and beermaking industries – rewarding and promoting establishments serving the county's outstanding local products. The establishments serving our locally grown and made products make us a world-class culinary tourism destination!

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ANNUAL
EVENTS

54

AFAIG
PARTICIPANTS

50+

LOCAL
FARMS

- JULY: AFAIG Award Ceremony
- AUGUST: Chef's Farm Tour
- SEPTEMBER: AFAIG Farm Bureau Dinner

Exciting News in 2019!

- 2019 was an exceptional year for our destination with four new hotels opening, which translate to 640 additional guest rooms in our region!
 - Home2 Suites SFO North, South San Francisco, 155 rooms
 - Homewood Suites by Hilton, Belmont, 96 rooms
 - Grand Hyatt at SFO, 351 rooms
 - Canyon Ranch Wellness Retreat, Woodside, 38 rooms
- Hillsdale Shopping Center celebrated the opening of its North Block, which included several new retail, dining and entertainment establishments. The project is expected to be fully completed by spring 2020.
- The new Ohlone Interpretive Center located inside Sanchez Adobe in Pacifica opened its doors in October 2019.

SFO Update:

- “2019 was a year of tremendous progress for SFO,” said Airport Director Ivar C. Satero. “We created amazing new experiences for our guests with the opening of Harvey Milk Terminal 1, the Grand Hyatt at SFO, a new outdoor observation deck, and a new wayfinding system. We also welcomed new service and new airlines such as Norwegian, Air Italy, El Al, and TAP Portugal. Finally, we reinforced our status as a sustainability leader, achieving the first certified zero net energy airport facility in the world, earning environmental awards, and releasing our 10th annual Climate Action Plan. This was a truly a year of great accomplishments for our Airport.”

In Partnership With:



San Mateo County/Silicon Valley Convention & Visitors Bureau

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