

**THE
SAN FRANCISCO**
Peninsula

Game On, The
San Francisco
Peninsula!

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The San Francisco
Peninsula +
Master Connection
Associates

GAME ON! The World Is Coming



Global Visitor Arrival

Frontline Workforce Role

Showcasing our Destination's
Warmth

Motivational Opportunity

You Are the Billboard



- Employees as Brand Ambassadors
- Impact of First Impressions
- Creating Warmth and Inclusivity
- Role as Storytellers

This Is Bigger Than a Game



Beyond the Stadium Experience
Unified Destination Impression
Once-in-Generation Moment
Lasting Visitor Memories

Ambassador Mindset & Cultural Respect

From Service Provider to Ambassador



Elevated Ambassador Mindset

Holistic Visitor Experience

Empathy and Cultural Awareness

Commitment to Excellence

Global Guests: Curiosity Over Assumptions

Curiosity Instead of
Assumptions

Communication Sensitivity

Universal Hospitality Behaviors

Creating an Inclusive
Environment



The C.A.R.E. Method

Curious Questions

Ask open-ended questions in a friendly manner

Be interested in their country and teams

Acknowledge Preferences

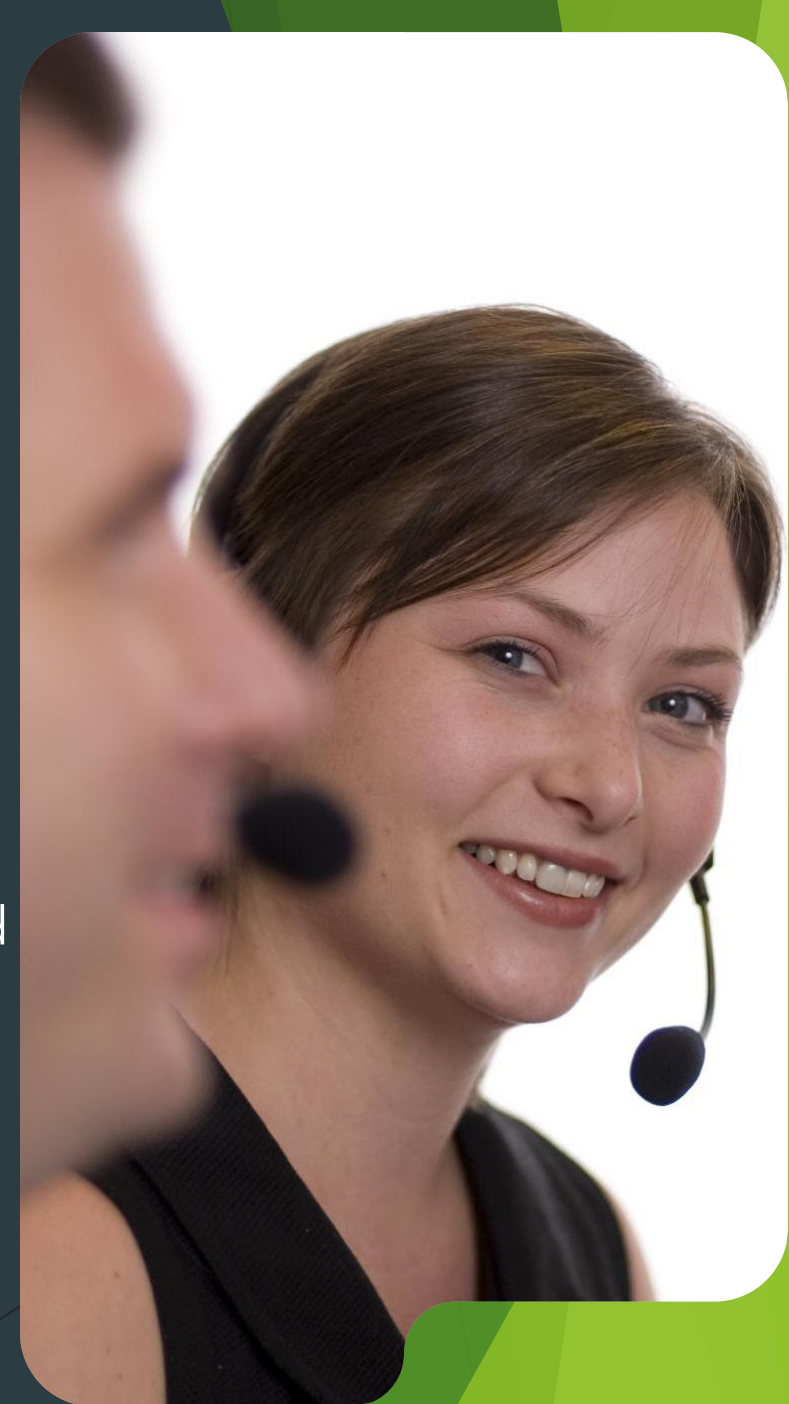
Recognizing and adapting to individual guest preferences signals respect and enhances satisfaction

Respect Boundaries

You should avoid sensitive topics, maintaining professionalism and guest comfort

Elevate the Moment - Surprise and Delight

Adding small, thoughtful touches transforms ordinary interactions into memorable experiences



Operational Excellence During High Volume

The F.A.S.T Model

Managing Rush with Kindness as a System

Structured Kindness Approach

Clear Communication and Teamwork

Empathy Influences Perception

Consistency and Calmness



The FAST Model

Face the Guest

Immediate acknowledgment with a smile or nod helps guests feel seen and welcomed right away

Acknowledge the Wait

Validating guests' wait time manages their expectations and shows their time is valued

Simplify Choices

Providing clear recommendations and guidance helps guests make decisions quickly and easily

Tell Them What's Next

Explaining next steps reduces uncertainty and keeps guests informed throughout their experience



Creating Celebration Moments

Turning Transactions into Celebrations



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Celebrate Every Interaction

View each guest exchange as a chance to add positivity and create memorable moments

Express Celebration Through Gestures

Warm greetings, enthusiastic tones, and thoughtful gestures build a festive and welcoming atmosphere

Psychology of Surprise & Delight

Unexpected kindness leaves a stronger emotional impact than routine service, enhancing guest satisfaction

Building A Vibrant Atmosphere

Consistent joy and pride from staff infuses energy citywide, creating unity and excitement around events

Surprise & Delight Across Sectors



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Restaurants' Memorable Touches

Restaurants enhance guest experience with personalized local tips, signature drinks, and photo opportunities that delight visitors.

Transportation Guest Care

Transportation providers surprise guests by offering charging cables, music preferences, and helpful neighborhood insights.

Hotel Warm Welcomes

Hotels create lasting impressions through warm greetings, lobby photo spots, and curated micro-guides of local attractions.

Venues & Attractions Service

Venues enhance visitor satisfaction with clear wayfinding, friendly staff presence, and shareable photo settings.

Recovery & Resilience

Recovery Is Everything



Importance of Service Recovery

Effective service recovery is essential

We are judged by how we handle issues

Emotional Guest Journey

Guests may feel frustration or confusion, but frontline staff help restore trust

Opportunity to Build Loyalty

Recovery moments can turn negative experiences into positive memories

Culture of Resilience

You should view challenges as opportunities to shine, fostering confidence and resilience across the destination

The L.E.A.P.® Method

Listen Attentively

Encourage employees to listen fully without interrupting to validate guest concerns effectively.

Empathize

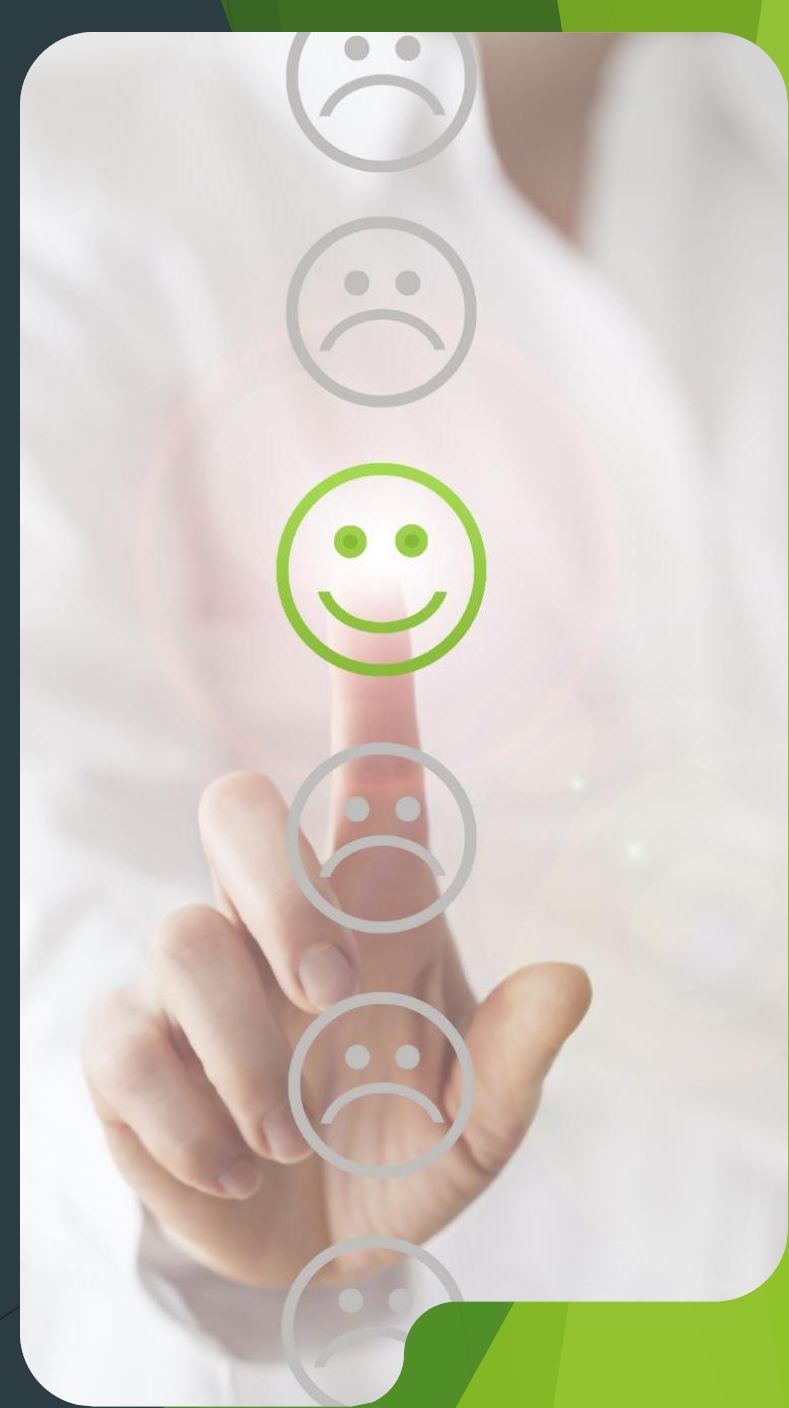
Acknowledge guest feelings and express genuine understanding to build emotional connections.

Ask Questions on How You Can Assist Quickly

Provide fast, effective solutions or alternatives to reduce the emotional impact of issues.

Produce a Personal Follow-Up & Solution

Follow up after resolution to demonstrate genuine care and commitment to guests.



L.E.A.P.®

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GAME READY Action Plan

Tangible Action Steps



Culturally Safe Engagement

Implement culturally safe conversation starters and QR-based local tip cards to enhance visitor interaction

Cross-Industry Collaboration

Encourage sharing referral networks among hotels, restaurants, and attractions for seamless guest experiences

Staff Training on Communication

Train staff on communication models like C.A.R.E., FAST, and L.E.A.P. to ensure consistent service citywide

Daily Team Huddles

Establish daily team huddles to reinforce priorities and share positive stories sustaining momentum

Let's Huddle Together
and Create our Action Steps



WHEN THE WORLD COMES, MOMENTS MATTER!

- ▶ Every interaction shapes how our cities are remembered
- ▶ Kindness under pressure creates lasting impressions
- ▶ Small gestures build trust, pride, and connection
- ▶ We are united as ambassadors of our cities
- ▶ They won't remember just the games, they'll remember how we made them feel

THANK YOU!

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*Ignite
the
fire* 