

THE SAN FRANCISCO Peninsula



WORLD CUP AND THE PENINSULA – ACTIVATION

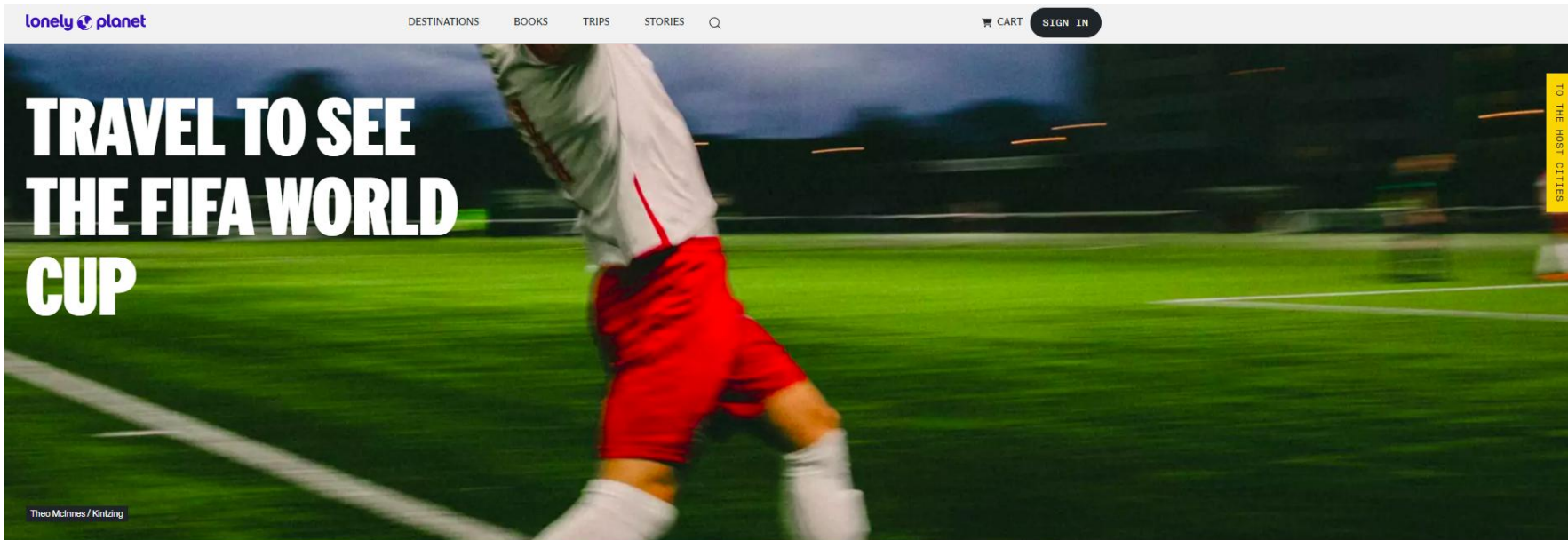
2/18/26

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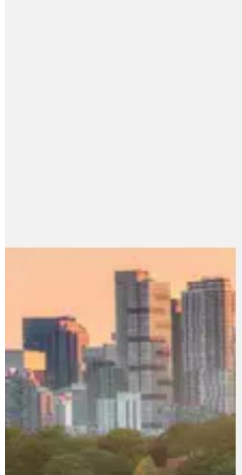
ACTIVATIONS



LONELY PLANET: FIFA WORLD HUB



The Peninsula will be the main landing hub for Lonely Planet's FIFA microsite.



THE SAN FRANCISCO Peninsula



LONELY PLANET & CITY COLLABORATION

lonely planet SAN FRANCISCO PENINSULA

World Cup Hub Sponsor Elements

WELCOME TO LONELY PLANET'S GUIDE TO THE
2026 FIFA WORLD CUP

SAN FRANCISCO

Covering the basics of how best to enjoy the host city

100% SOV Media on editorial essay and article content

HERO HEADER

Driving to the San Francisco editorial essay

EDITORIAL ESSAY

Covering the basics of how best to enjoy the host city

CONTENT CAROUSEL

Driving to the San Francisco Peninsula co-op articles

WELCOME TO LONELY PLANET'S GUIDE TO THE
2026 FIFA WORLD CUP

The 2026 FIFA World Cup is more than the world's biggest sporting event. It's the ultimate travel story.

SEE MORE

SAN FRANCISCO

Explore the Surrounding Peninsula

FOR A WORLD CUP DAY TRIP, ENJOY SAN JOSE

SANTA CLARA THRILLS BEYOND CITY LIMITS

A FIRST TIME GUIDE TO SAN FRANCISCO'S PRESIDIO

Stay Here. Go Anywhere.

We are collaborating with Santa Clara, San Jose and Monterey to drive interest around the Bay.

THE SAN FRANCISCO Peninsula



LONELY PLANET: MICROSITE ADVERTISING

It's Kind Of **WILD**



THE FUN YOU'LL HAVE BETWEEN MATCHES.

EXPLORE THE SFP **THE SAN FRANCISCO Peninsula**

It's Kind Of **WILD**



HOW MUCH INTERNATIONAL FLAVOR YOU'LL FIND.

EXPLORE THE SFP **THE SAN FRANCISCO Peninsula**

It's Kind Of **WILD**



WHAT YOU'LL FIND BETWEEN MATCHES.

EXPLORE THINGS TO DO **THE SAN FRANCISCO Peninsula**



Things To Do | Food & Drink | Events | **THE SAN FRANCISCO Peninsula** | Places To Go | Hotels | Meetings

The Peninsula: Stay Here, Go Anywhere

The San Francisco Peninsula is set to shine on the global stage in 2026 as the Bay Area welcomes two of the world's biggest sporting events: the Super Bowl and the FIFA World Cup. Visitors will be able to enjoy the region's vibrant mix of coastal beauty, diverse dining, and unforgettable outdoor experiences within minutes of stepping off a plane at San Francisco International Airport. Make the Peninsula your home base for history-making moments and world-class adventures.



Showcasing hotels, restaurants and itineraries to explore during World Cup.



LONELY PLANET: CURATING ITINERARIES

Leveraging our AI Mindtrip tool to help curate content and itineraries in between matches:



Plan Your Trip

Check-In *

Check-Out *

All Lodging

Check Rates

The World Comes to the Peninsula

The San Francisco Peninsula is your ideal home base for the FIFA World Cup 2026. Located just minutes from Levi's Stadium in Santa Clara, San Mateo County offers unbeatable access to the action while providing a quieter, more relaxed atmosphere away from the crowds. With 130+ hotels, world-class dining, and easy transit connections, you'll experience championship events without sacrificing comfort or convenience.

Ask Anything?

Ask our Trip Planner

San Francisco Peninsula Must-See Attractions

Create a trip

I'm coming to the Bay Area for World Cup. What can I do in between matches?

Things to Do on the San Francisco Peninsula Between World Cup Matches

Welcome to the San Francisco Peninsula—the perfect home base for the FIFA World Cup 2026! Here are some top ways to fill your time between matches, whether you want to relax, explore the outdoors, or dive into local culture:

Outdoor & Coastal Adventures

- Walk the beaches at Half Moon Bay State Beach or hike the coastal cliffs at Montara State Beach for stunning Pacific views.
- Visit the J V Fitzgerald Marine Reserve to explore fascinating tidal pools and marine life.
- Rent a kayak or try paddleboarding at Pillar Point Harbor—keep an eye out for sea lions and harbor seals!

Gardens, History & The Arts

- Stroll through the elegant grounds of Filoli Historic House & World-Class Garden—a serene escape with colorful blooms and historic architecture.
- Experience the tranquil San Mateo Japanese Garden for classic beauty and quiet reflection.
- Explore the Stanford University campus, or visit the Cantor Arts Center to see world-class art collections.

Food, Drink & Unique Local Flavor

- Sample farm-to-table cuisine and local wines at one of the Peninsula's celebrated restaurants—let me know if you want specific recommendations!
- Enjoy fresh seafood at waterfront spots around Pillar Point Harbor.
- Explore downtown areas like San Mateo or Redwood City for vibrant food scenes.

Events & Festivals

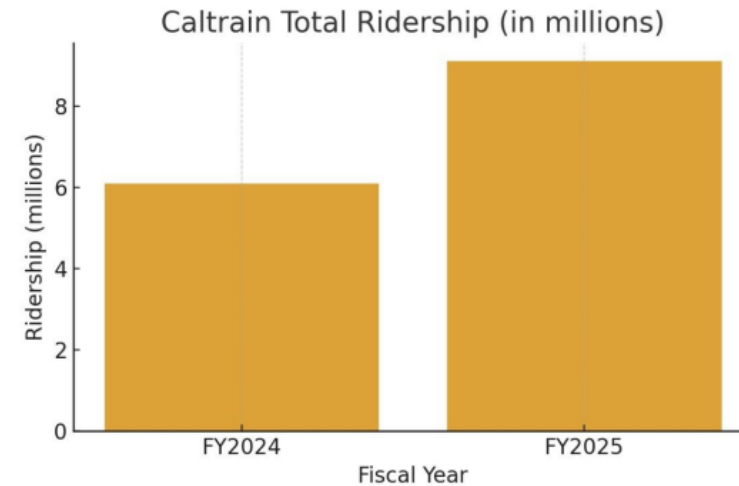
- Check the local event calendar for concerts, festivals, or community gatherings happening during your stay. See what's on at: [San Francisco Peninsula Events](#)



CALTRAIN PARTNERSHIP: CONNECTING THE CITY WITH THE PENINSULA



- New electrified trains provide service 1M riders monthly along the SF Peninsula, from SF to San Jose to Gilroy.
- Convenient and sustainable way to connect to major residential, business, and innovation centers.
- Strong platform to reach engaged professionals, commuters, and travelers across the Peninsula and Silicon Valley



- **Average monthly ridership: 760,386**
- 57% annual ridership growth and 50% weekend ridership growth YoY, due to electrification
- 93% of riders pleased with Caltrain, driven by improvements in cleanliness, safety, frequency, and on-time performance.
- With about 41,000 weekday riders monthly and rising demand, Caltrain’s modernized electric service is providing a faster, more reliable, and more comfortable experience.



CALTRAIN AND SFP 2026



As part of our expansion of local awareness and community support, during Super Bowl, our signature food & beverage events, and World Cup, the SFP will partner with the San Mateo County Transit District (SMCTD) to advertise on Caltrain and beyond.

Our shared objectives are to promote regional travel using Caltrain services and support tourism, events, and local businesses through collaborative trade-based marketing initiatives.

- **Caltrain Onboard Digital Signage**

- Planned potential flighting:

- 2/1-2/28 (Super Bowl focus + FIFA teasing)
- 4/1-4/30 (Taste of Peninsula focus)
- 6/1-6/30 (World Cup focus)

- Social Media featuring and tagging San Francisco Peninsula

- 2 E-Newsletter Inclusion

- Visitor Newsletter (quarterly)

- Caltrain.com Website Inclusion

- **GoPass Perks Website**

- Feature exclusive discounts and offers from relevant San Francisco Peninsula partners (hotels, restaurants, etc.)

- **Sweepstakes/giveaway promotion with San Francisco Peninsula's hotel/restaurant partner**

- Event/Station Activation

- Joint Press Release





KEY PARTNERSHIPS: iHEART RADIO & STAR 101.3 FM



Super Bowl spot

Explore Marcus' SFP Recommendations



A new **SFP Ambassador**, Marcus D, participated on Peninsula Fresh as a panelist and has agreed to become our "voice" (we are pursuing him as Emcee for the Annual Lunch). New radio spots started airing around the Super Bowl and will continue for Flavors of the Peninsula and FIFA World Cup.

**THE
SAN FRANCISCO
Peninsula**



FIFA WORLD CUP WATCH PARTIES



CITIES CONSIDERING WATCH PARTIES

Redwood City - Courthouse Square

Half Moon Bay - Carter Park

San Mateo - Central Park

Burlingame - Washington Park

South San Francisco - Multiple Options



**THE
SAN FRANCISCO
Peninsula**



OUT OF HOME ADVERTISING



- SFO Baggage Claim - Out of Home Advertising
- 101 Billboards
- Expedia Hero landing pages
- World Cup Bandwango Passes throughout the Peninsula:



Pillar Point Harbor Gems Pass

FAQ Dates Share

Step into the kind-of-wild beauty of **Pillar Point Harbor in Half Moon Bay** with this free gamified pass. From iconic surf spots and coastal trails to fresh-off-the-boat seafood and tucked-away tasting rooms, the Harbor is filled with gems waiting to be...

[Show More >](#)



Try Bandwango



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Thank you!

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