

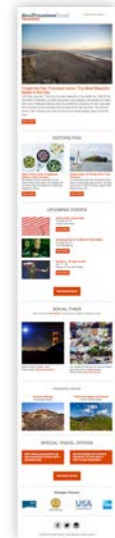
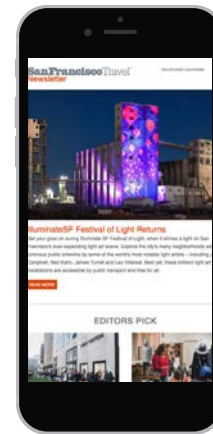
# SAN FRANCISCO SALES OVERVIEW



## VISITORS PLANNING GUIDE

The official leisure visitor fulfillment piece is distributed to 561,700+ travelers annually.

- Bay Area Visitors Centers
- California Welcome Centers
- San Francisco International Airport
- Moscone Convention Center
- Visitor Information Centers
- Mailed to travelers in the Visitors Kit



## MEETING & TRAVEL PLANNER'S GUIDES

Reach 19,800+ meeting and travel professionals who bring high-value travelers to San Francisco.

### Distribution

- Direct-mailed to an exclusive list of meeting professionals, travel agents and tour operators in the U.S. and Canada
- 14 overseas travel representative offices
- U.S. and international shows and sales missions

## NEWSLETTERS

Gain direct access to thousands of motivated, opted-in visitors.

- Leisure - 91,000+ subscribers
- Meetings - 12,000+ subscribers
- Travel Trade - 3,000+ subscribers
- Dine - 86,000+ subscribers
- LGBT - 10,500+ subscribers



## MAP

The premier way to reach more than 450,000 travelers as they find their way around the city.

### Distribution

- 400,000 maps in English
- 50,000 translated versions
- Distributed at several high-traffic, high-profile locations, including hotels



## VISITOR INFORMATION CENTERS

Get noticed by more than 400,000+ in-market visitors and international travelers who visit San Francisco's two VICs annually at Hallidie Plaza and Macy's Union Square.

### KIOSK BILLBOARD

- The home screen of the kiosks features rotating billboards.

### VIDEO SHOWCASE

- Speak to visitors with a 15-second video or 10-second messaging slide.

### OUR PICK

- Prime brochure rack positioning comes with an "Our Pick" tag featuring a short description crafted by one of our official editors promoting your business.



## SFTRAVEL.COM

Get broad exposure to a large, engaged audience on our website.

### Impressive Reach

- 6.4+ million unique visitors
- Almost 12 million page views annually
- Above average Click Thru Rate