POSITION OVERVIEW

SAN FRANCISCO TRAVEL ASSOCIATION
CHIEF MARKETING OFFICER
(SAN FRANCISCO, CALIFORNIA)

ABOUT THE DESTINATION

San Francisco is a unique and breathtaking metropolis. From the famous icon of the Golden Gate Bridge to the exquisite art galleries at San Francisco Museum of Modern Art, the city takes pride in its unrivaled attractions, renowned museums, and its unique neighborhoods, which are treasures of its own. Discover the variety of sites, shops, and restaurants that reflect the city's great ethnic and cultural diversity.

Pier 39
From amazing views and a sea of sea lions to chowder bread bowls and California wines, your visit to San Francisco starts at PIER 39. Kick off your visit by exploring two levels of dining, entertainment, shopping and attractions, all surrounded by unbeatable views of the city and the bay. Take it from the world famous sea lions: a visit to San Francisco starts at The PIER.

Come out to San Francisco - Waaaaay out
Come see the city that practically invented gay. Amazing restaurants, legendary sights - the gate is always open - escape from where you live and come home. Here you can be who you are, everywhere you go. And with great food, neighborhoods, and culture there’s always more to discover.

49 Square Miles of Endless Possibilities
San Francisco's diversity is most evident in its different neighborhoods, with San Francisco hotels, restaurants, shops and museums that hold the key to unique visitor experiences.

If you've ever heard a local talk about San Francisco's neighborhoods, your head was probably spinning a little bit. We know. There are a lot of places to see. Fortunately, the city is compact and easily walkable. Plus, we've broken the
'hoods' down into 15 basic groupings and outline what you need to know (plus some hidden gems, local buzz and other tidbits)

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<th>Castro / Upper Market</th>
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<td>Civic Center / Hayes Valley</td>
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<td>Embarcadero / Financial District</td>
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**California Academy of Sciences**

Explore an [aquarium, planetarium, and natural history museum](#)—all under one living roof in Golden Gate Park. A four-story living rainforest and awe-inspiring coral reef ecosystem will delight visitors of all ages, while immersive planetarium shows will transport you through space and time for a new perspective on our planet. A variety of programs—from penguin feedings and conversations with real scientists to hands-on programs just for kids—offer a wealth of opportunities to dive deeper.

**American’s Cup**

The *[America’s Cup](#)* ‘Summer of Racing’ kicks off on July 4th and includes three months of hard-fought competition, culminating with the best two teams in the world dueling for the oldest trophy in international sport.

Learn about the fascinating adaptations of the ocean’s fastest animals, examine a sailboat designed by ORACLE TEAM USA, the America’s Cup defending champions, and more.

**Exploratorium**

A new piece of the Embarcadero transformation puzzle has been completed and fits nice and snug in its place between Pier 39 and the Ferry Building. The Exploratorium at Pier 15 is in the heart of the revitalized San Francisco waterfront. With three times more space overall than its previous home; the new Exploratorium will engage the curiosity and creativity of visitors of any age as they explore 150 brand-new exhibits amongst more than 600. For the first time, the Exploratorium expands its investigations into the bay, city, and outdoor landscape.

Here is what you need to know about the Exploratorium's new home...

- A 330,000-square-foot indoor/outdoor space at Pier 15 on the San Francisco waterfront, providing 3 times more overall space than the original Palace of Fine Arts location
- More than 600 indoor and outdoor exhibits created by staff scientists and artists, 25% of which are brand new
- 1.5 acres of free, outdoor space features a public plaza, promenade, striking views, outdoor exhibits, a bayside restaurant, a plaza-side café, food carts and the Exploratorium Store with interactive exhibits
- Pier 17, part of the Pier 15/17 campus, provides back-of-house space with room for future expansion
**Transportation**

San Francisco is one of the easiest cities in the world to negotiate. Public transportation options abound, including our world-famous cable cars.

San Francisco International Airport lies just 14 miles south of downtown San Francisco. Approximate time to downtown ranges between 20-30 minutes depending on the time of day and mode of transportation.

**HOTEL ACCOMMODATIONS, MEETINGS & CONVENTIONS**

Sometimes getting in and out of San Francisco with ease is the most important part of your trip. For travelers like these, the more than 30 hotels near SFO Airport can be the best place to stay in San Francisco. One of the best things about staying at **San Francisco airport hotels** is that you can still be just a 20-minute drive or 30-minute public transportation ride from downtown San Francisco.

San Francisco **bed and breakfasts** offer guests a homey place to stay right in the city. Several San Francisco inns and bed and breakfasts are located in popular downtown areas like Union Square, with easy access to the city’s attractions, restaurants and shopping.

For those who like to dig a little deeper into the life of the city, several B&B’s in San Francisco are located away from the main tourist attractions in the city’s more residential neighborhoods, such as Hayes Valley, Alamo Heights, Laurel Heights and Height-Ashbury.

Many inns and bed and breakfasts are also located outside San Francisco, close to wine country’s Napa and Sonoma valleys as well as beach communities like Mendocino, Monterey and Carmel.

San Francisco **hostels** are one of the most economical and friendly ways to stay to explore the city. A favorite of student travelers, San Francisco international hostels offer private or shared accommodations, storage and laundry facilities, common areas perfect for meeting fellow travelers, and often, Wi-Fi, breakfast and proximity to city attractions.

Ranging from dorm-like rooms that sleep many budget-minded guests to private rooms with en suite bathrooms, San Francisco hostels have surprising variety. All of the city’s hostels are either located downtown in the middle of all the action or are just a short public-transit ride from San Francisco’s museums, performing arts venues, shopping districts, colorful neighborhoods and transportation hubs.
San Francisco corporate suite hotels bring luxury and comfort to any stay in the city. Spacious accommodations — a rarity in many urban hotels — as well as pampering amenities and great service are just a few of the reasons San Francisco suites reign for those seeking the finer things during their city vacation.

Typically located on the top floors of San Francisco’s luxury hotel towers, many suite accommodations offer views of San Francisco Bay, the Golden Gate or Bay Bridge or the city’s famous and colorful hilly neighborhoods.

San Francisco vacation rentals are the perfect place to stay for travelers who are looking for that hotel alternative. San Francisco rentals run the gamut from studio apartments to five-bedroom homes to luxurious complexes with several units that can be rented individually or as a whole.

**MEETINGS & CONVENTIONS**

San Francisco offers more than 33,600 hotel rooms, top restaurants and dozens of special event facilities within San Francisco and nearby. Think of the best cities in the United States to visit. San Francisco inevitably comes to mind for meeting planners and it will for conference attendees, too. Announcing San Francisco as your selected meeting location will have attendees smiling over visions of the Golden Gate Bridge and cable cars. Incredible dining, shopping, cultural attractions and natural beauty mean there's something to appeal to every type of attendee. The city's allure, coupled with strong airlift into San Francisco International Airport, allows San Francisco to draw record-breaking attendance, even in challenging economic times.

Located just off Interstate 80 and blocks from Union Square, the Moscone Center is about as central as it gets in San Francisco's seven-by-seven miles. The Center is located near an abundance of hotels, restaurants, museums, attractions and public transit options. Moscone offers nearly 1 million square feet of meeting and exhibit space, including 107 meeting rooms, three enormous ballrooms and more than 151,000 square feet of pre-function lobbies.

Everyone talks about being green, but Moscone Center backs it up with a huge commitment to the environment that dates back to 1998 — well before it was a trendy marketing measure. Moscone has been setting the recycling standard for convention centers for more than a decade, diverting nearly 2 million square feet of materials from landfills each year. The 2003 expansion that upgraded the center to more than 2 million square feet includes important resource-efficient design features, high-performance windows and lighting mechanical systems that exceed Title 24 Energy Efficiency standards, a full-time air-quality technician on staff, and one of the nation's largest municipally owned rooftop solar installations.

**Links of Interest**

| Where to Stay | Restaurants | Things To Do |
ABOUT THE SAN FRANCISCO TRAVEL ASSOCIATION

Why do people visit San Francisco? The sights and scenery. The one-of-a-kind events and world-class food. The welcoming people, the diversity and rich history...

But perhaps, more importantly, it has to do with the fact that no other city is as adept at combining disparate elements to create something new: taking the familiar and marrying it to the unknown; merging people’s expectations to moments of unpredictability; uniting long-held notions with startling innovations.

Clearly, the attraction of San Francisco is not any one thing, but the combination of many different things. As an organization, we see the city in its entirety—through the eyes of the people who live here, the people who love it and the people who love to come here.

And as proud as we are to help people arrange their visits to San Francisco, we see our mission in even broader scope:

We believe our true value lies not just in our ability to sell our city, but in our role as curators of the most interesting 49 square miles on the planet.

We are the San Francisco Travel Association. And we are the window into the City by the Bay.

Vision
To ensure that San Francisco is the most compelling destination in the world.

Mission
To enhance the local economy by marketing San Francisco and the Bay Area as the premier destination for conventions, meetings, events and leisure travel.

Values
San Francisco Travel's organizational values are:

Strive
We will strive to perform at our highest levels at all times with a commitment to giving our personal best at all times. We will uphold our goals and values and conduct all business with honesty and integrity.

Foster
We will foster a work environment that values and encourages communication and openness, diversity, individual contribution and positive attitudes.

Create
We will be a fertile environment for creativity, innovation and teamwork. We will keep the San Francisco Travel Association at the forefront of the industry, as befits one of the world's most creative cities.
Value
We will value our members, stakeholders, clients and most of all, each other, by being respectful, appreciative and willing to learn.

Be Accountable
We will be accountable to our goals, each other and fiscally accountable to our stakeholders.

Organization History
For more than 100 years the San Francisco Travel Association has worked on behalf of its partners to promote San Francisco as the destination of choice for conventions and leisure travel. The Association is an outgrowth of the San Francisco Convention and Tourist League, a non-profit, local business association founded in 1909 to reclaim the City's position as a world-class destination in the wake of the devastating 1906 earthquake and fire.

San Francisco Travel continues that mission today, aggressively marketing and selling San Francisco to attract visitors. San Francisco Travel is a private, not-for-profit, 501(c)6 membership organization, headed by a Board of Directors made up of 45 business leaders from various companies, elected by the membership. Additionally, in 2003, the Association established a 501(c)3 foundation to raise scholarship funds for students enrolled in local hospitality management programs and to produce educational programs.

In 2012, San Francisco hosted more than 16.5 million visitors who spent more than $8.93 billion during their stay— that's more than $24.46 million a day. That makes tourism one of our most important industries.

Here's why:
• Visitor dollars spent here generated over $562 million in taxes and fees that support The City's general budget, health and safety, arts and cultural organizations, recreational facilities and low-income housing.

• Visitor dollars supported more than 74,000 jobs in the hospitality and tourism industries. That's about $2.18 billion in local payroll (excluding tips).

• If visitors disappeared, every resident would have to spend more than $10,000 to replace their economic impact.

Largest Destination Marketing Organization Worldwide
Some 1,500 Bay Area businesses are San Francisco Travel partners, making our partnership base one of the largest of any convention and visitors bureau worldwide. Partners also make San Francisco Travel one of the largest and strongest business associations in San Francisco. Partner companies collaborate with the organization to sell San Francisco as a destination for individual travelers, groups, domestic and international association and corporate meetings — efforts that help make San Francisco a vibrant place to do business.

San Francisco Travel Partnership
Nearly every San Francisco business, large and small, benefits from the traffic and spending of tourists and convention-goers. Hotels, restaurants, retail shops, tour and transportation companies, attractions, and other companies that have a large stake in the visitor market leverage the strength of their partnership to reach these customers.
Partners are provided exclusive programs and services for maximizing their marketing, networking, relationship and educational development enabling them to capture a larger share of the visitor market.

**San Francisco Travel Funding**
Our work to attract conventions and visitors is made possible through both public and private sector support. About 29 percent of our $26.2 million 2012-2013 operating budget comes from the private sector in the form of membership dues, advertising, e-commerce and program revenues. 64 percent of the budget comes from a small portion of the revenue generated by the assessment on San Francisco hotel rooms (see www.sftid.com for additional information.) The balance comes through contracts with Grants for the Arts and the San Francisco International Airport.

**San Francisco Travel's Efforts Impact Entire Bay Area**
The impact of visitors to San Francisco reaches far beyond the City itself. While the majority of San Francisco Travel's partner-businesses operate within the boundaries of the City, a third are located outside of San Francisco. These businesses recognize that attracting visitors to the City also generates tourism expenditures in their communities. Here are some visitor statistics that demonstrate the broad impact of the City's visitor industry:

- More than 5.4 million overnight visitors stayed in commercial accommodations in 2012. Add in "day trippers" and those who stayed with friends or relatives, or in surrounding communities, and the total jumps to 16.5 million visitors a year.
- 27 percent of visitors to San Francisco live within a day's drive of the City. That's 4.4 million leisure visitors from our own region.
- Thousands of visitors to the City take day trips beyond city limits or extend their visit throughout Northern California by taking side trips to other area locales and attractions.
  - 14 percent visit Sausalito.
  - 23 percent visit the wine country.
  - 9.5 percent visit the Monterey peninsula.

**Budget:** $29 Million (Department Budget – Approx. $6 Million)

To learn more about the San Francisco Travel Association, please visit their official website at [www.sanfrancisco.travel](http://www.sanfrancisco.travel)

**SUMMARY OF POSITION**

**Reports To:** President & CEO

Bottom-line responsibility for marketing San Francisco as a world-class convention and leisure destination, with emphasis on producing significant incremental visitors who stay overnight in San Francisco hotels.

- Chief architect of the San Francisco Travel brand strategy and visitor marketing programs, with emphasis on leisure visitors.
- Chief executive of the organization’s “internal agency” serving all other divisions, and responsible for private revenue generated via partnership and strategic alliances.
- Creative “voice” of the organization, with oversight on all items related to the San Francisco Travel brand against its 5 core audiences (visitors, meeting planners, travel trade, journalists, and San Francisco Travel partners), and responsible for introducing innovative concepts, programs, and methods to achieve organizational and departmental goals.

Responsible for integrating all Marketing Division activities to maximize effectiveness of the organization’s sales and marketing programs. Work closely with President & CEO, executive team, and “internal customers” on all matters affecting overall plans for marketing including budget, planning and implementation, and member relations.
ESSENTIAL DUTIES AND RESPONSIBILITIES

- Execute a credible and authentic brand strategy that makes a positive, emotional connection with target customers, uniquely identifies San Francisco from its competitors, and promotes San Francisco and the surrounding region as a compelling convention and leisure destination.
- Rigorously protect and further develop the San Francisco Travel brand guidelines and ensure guidelines are followed without exception.
- Develop the vision for visitor marketing promotions, with particular emphasis on directing and overseeing the work of staff to execute successful leisure travel campaigns, both in-market and out-of-market.
- Bottom-line responsibility for the effectiveness and satisfaction of San Francisco Travel’s “internal agency.” Ensure all departments and individuals produce deliverables that help internal customers achieve their goals.
- Administer and monitor all activities within all division departments, as well as external marketing/advertising agencies, publications contractors and other partners.
- Oversee all advertising activities involving outside marketing/advertising agencies. Ensure quality control for all website/digital/social media/promotional/collateral materials.
- Drive incremental private revenue via significant and strategic growth in partnership and strategic alliances.
- Drive adoption of new partnership structure both internally with staff and externally with partners.
- Work closely with the EVP/Chief Customer Officer, Convention Directors and Tourism Vice President to create and maintain a strong marketing presence for San Francisco’s convention and tourism products. Develop advertising, collateral, e-content and other materials to support those efforts.
- Work closely with the EVP/Tourism to develop effective, mutually-beneficial and “on brand” marketing programs that attract incremental international visitors.
- Work closely with internal public affairs department to develop and integrate public relations strategies that encourage leisure, business and convention travel to San Francisco through editorial coverage in trade and consumer media domestically and internationally.
- Oversee development and effective execution of online and e-marketing assets.
- Oversee publications program impacting visitor, convention and travel trade to ensure highest quality and maximum revenue production.
- Oversee partnership marketing to enhance awareness of marketing activities and opportunities and encourage member participation.
- Maintain strategic long-range marketing plan working in concert with senior management and Consumer Promotions Council and related Task Forces.
- Work with President and Executive Management Team in determining overall San Francisco Travel short- and long-term priorities.
- Work with various public and private sector personnel to generate increased marketplace visibility of San Francisco.
- Oversee the development of ongoing cooperative marketing programs to leverage the Association’s funding and resources to form corporate/local marketing alliances.
- Oversee all Division budgeting. Approval of all Division expenditures including individual expense reports.
- Responsible for all Division staffing including interview and review of all personnel. Approval of time sheets.
- Direct development of all Division statistical reports.
- Prepare material for Consumer Promotions Council and its chairperson for use during committee meetings. Keep CPC apprised of Division activities.
- Attend professional and community meetings/events and participate in San Francisco Travel Association’s internal task forces/councils. Participate in and attend Association’s sponsored events.
- Maintain Association’s profile locally and within the travel industry by participation in associations, committees and marketing cooperatives.
- Other duties may be assigned.
SUPERVISORY RESPONSIBILITIES

Directly supervises four Directors - Consumer Marketing, Marketing Services, Editorial Services, and Arts & Culture; VP, Integrated Marketing Services and VP, Partnership; plus one Marketing Assistant. Carries out supervisory responsibilities with the Association’s policies and applicable laws. Responsibilities include interviewing, hiring, and training employees, planning, assigning, and directing work; appraising performance, rewarding and disciplining employees; addressing complaints and resolving problems.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Executive-level experience in the travel industry with marketing, public relations, editorial and collateral material, and promotions.
- Ability to communicate and work well with others in a professional office environment.
- Ability to handle multiple priorities.
- Consumer marketing experience extremely important
- Considerable experience in digital marketing - to include web, social, mobile
- Association or Non-profit experience extremely important (direct or volunteer)
- Education and training equivalent to college graduate with degree in marketing or business administration plus minimum five years executive-level management/business experience.

CHARACTERISTICS

- Exceptional leadership skills, internally and externally
- Proven team builder and team player
- Innovative, progressive, and authentic
- Exceptional communication skills (written, verbal; small and large group)
- A collaborative leader and natural consensus builder
- A good sense of humor

KEY PRIORITIES FOR THE FIRST 12-18 MONTHS

- Involvement in the development of the new partnership structure
- Continue to enhance the existing campaign
- Analyze all media platforms and look for opportunities to improve, (mobile, marketing services, etc.)

NOTE: The above statements are intended to describe the general nature and level of work being performed by people assigned to this job. They are not intended to be an exhaustive list of responsibilities, duties and skills required of personnel so classified.

If you are interested in this position, please respond via e-mail with cover letter, resume, and compensation information to the following SearchWide™ Executive:

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www.searchwide.com