

SAN FRANCISCO TRAVEL
STYLE YOUR SF SOLE

JUNE 10, 2016



TOMS ONE FOR ONE CAMPAIGN



TOMS

STYLE
YOUR
SOLE™

GIVING TRIPS ALWAYS CHANGE
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WITH EVERY PAIR YOU PURCHASE, TOMS WILL GIVE A PAIR OF NEW SHOES TO A CHILD IN NEED. ONE FOR ONE.®

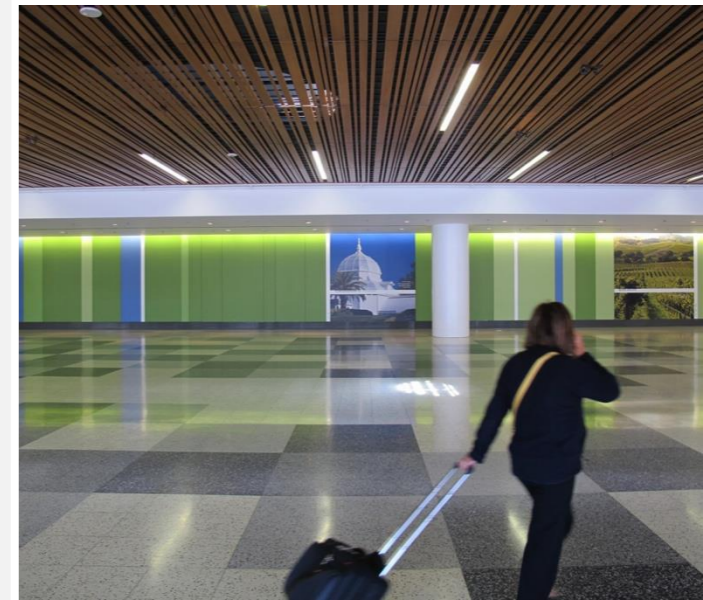
The advertisement is a collage of images. On the left, a woman in a white dress stands in a vast, dry field under a large acacia tree. In the center, a pair of hands holds a white canvas shoe. On the right, a woman in a white shirt claps a young boy in a blue shirt who is wearing a colorful patterned wrap. The background is a light, warm tone.

WHY SAN FRANCISCO TRAVEL ASSOCIATION?

THINK OF US AS YOUR DESTINATION EXPERTS

SAN FRANCISCO TRAVEL IS A DMO. Destination marketing organizations, formerly known as convention and visitors bureaus, are non-profit corporations with a mission to promote the long-term development and marketing of a destination. We offer the following complimentary services to save you time, money and make booking your next meeting in San Francisco a breeze:

- Hotel and non hotel venue RFP sourcing to SF proper and Beyond
- Personal destination advocate
- Local convention services recommendations
- Attendance building tools
- Electronic and social media marketing tools
- Promotional materials for attendees
- Local marketing and outreach



BEYOND SAN FRANCISCO

BEYOND SAN FRANCISCO

NORTH / SOUTH / EAST

NAPA / SONOMA
MENDOCINO COAST
SHASTA CASCADE
SFO AIRPORT
BEACH COMMUNITIES
MARIN / SAUSALITO
MONTEREY PENINSULA
SILICON VALLEY
EAST BAY
YOSEMITE



NEW HOTEL SUPPLY

New Supply – San Francisco as of February 2016

- **469 rooms in construction (3 hotels) = 1.4% of existing supply (SF city)**
- **355 rooms in final planning (3 hotels) = 1.1% of existing supply (SF city)**
- **1,923 rooms in planning (11 hotels) = 5.7% of existing supply (SF city)**

Projected Opening Dates by Planning Stage

Hotel Name and Location	Scale	Rooms	Planning Stage	Projected Opening Date
Yotel San Francisco (1095 Market St.)	Midscale	200	Under Construction	June 2017
Hotel Via (128 King St.)	Independents	134	Under Construction	June 2016
Proper Hotel San Francisco (45 McAllister St)	Independents	135	Under Construction	December 2016
Moxy San Francisco Downtown (1196 Columbus Ave.)	Economy	65	Final Planning	April 2018
Presidio Building 105 Hotel (105 Montgomery St.)	Independents	40	Final Planning	March 2017
Unnamed Hotel (1000 Channel St.)	Independents	250	Final Planning	April 2017

New Supply – San Francisco as of February 2016

Projected Opening Dates by Planning Stage

Hotel Name and Location	Scale	Rooms	Planning Stage	Projected Opening Date
Hyatt Place San Francisco (Unknown)	Upscale	228	Planning	September 2017
Marriott San Francisco Mission Bay (Channel St. & 3rd St.)	Upper Upperscale	250	Planning	January 2018
Langham Place San Francisco (Mission St. & 1st)	Luxury		Planning	December 2019
Unnamed Hotel (555 Howard St.)	Independents	223	Planning	Unavailable
Personality Hotel (72 Ellis St.)	Independents	156	Planning	Unavailable
Teatro Zinzanni Hotel (Embarcadero & Broadway St.)	Independents	180	Planning	Unavailable

New Supply – San Francisco as of February 2016

Projected Opening Dates by Planning Stage

Hotel Name and Location	Scale	Rooms	Planning Stage	Projected Opening Date
Unnamed Hotel (701 3 rd St.)	Independents	225	Planning	Unavailable
Unnamed Hotel (48 Tehama St.)	Independents	95	Planning	Unavailable
Unnamed Boutique Hotel (250 4 th St.)	Independents	220	Planning	Unavailable
Unnamed Hotel (1025 Howard St.)	Independents	181	Planning	Unavailable
Unnamed Hotel (1055 Market St.)	Independents	150	Planning	Unavailable

New Supply – Airport Area as of February 2016

Projected Opening Dates by Planning Stage

Hotel Name and Location	Scale	Rooms	Planning Stage	Projected Opening Date
Springhill Suites San Francisco Airport San Bruno (El Camino Real & I 280)	Upscale	148	Final Planning	May 2017
Fairfield Inn & Suites San Francisco Airport (127 W Harris Ave.)	Upper Midscale	110	Final Planning	May 2017
Grand Hyatt @ SFO (S McDonnell Rd & Bayshore Freeway)	Upscale	403	Planning	June 2017
Courtyard San Francisco Airport Burlingame (Old Bayshore Hwy & Broadway)	Upscale	180	Planning	July 2018

HOTEL RENOVATIONS

HILTON UNION SQUARE

- Herb N' Kitchen
- New Lobby Bar and updated lobby furniture



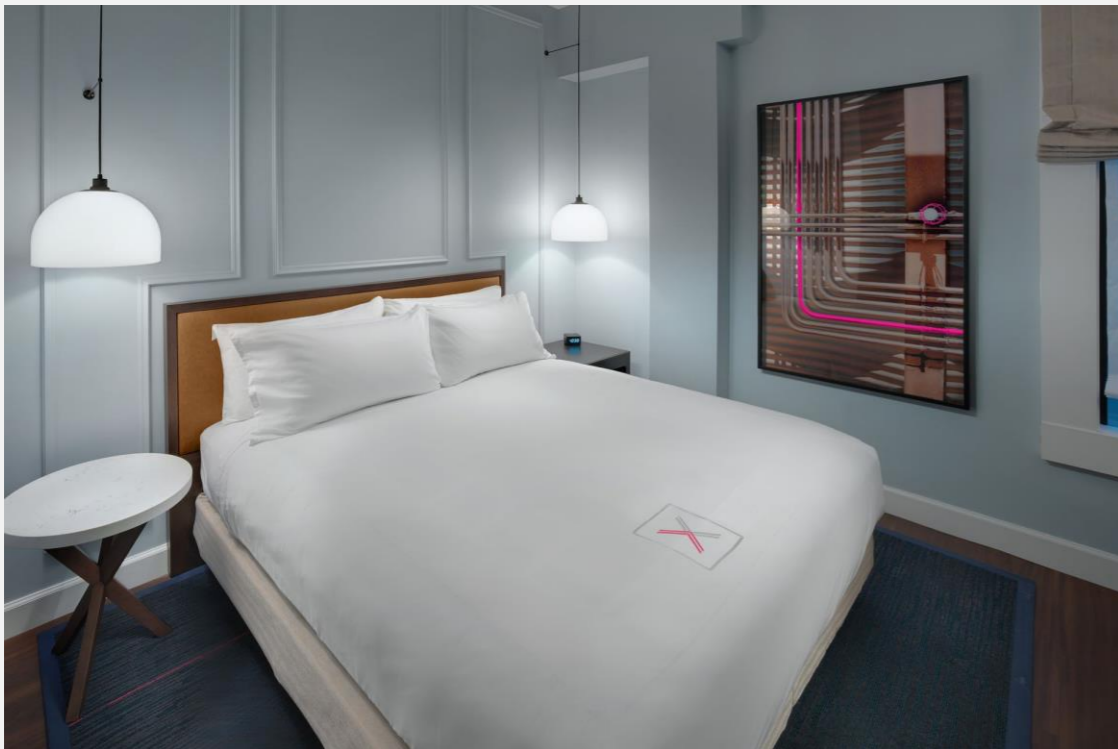
HOTEL ZEPPELIN

- Formerly The Prescott Hotel-196 rooms
- New Modern Hotel Concept and Décor
- Game room/Meeting space
- Restaurant to open later this year



AXIOM HOTEL

- Formerly The Powell Hotel-152 rooms
- New Modern Hotel Concept and Décor
- Game room/Meeting space



THE MARKER HOTEL

- Formerly Hotel Monaco-208 Rooms
- Renovated Guest Rooms
- Additional Meeting space
- BDK Restaurant/Bar



SAN FRANCISCO NEIGHBORHOOD CONNECTIONS



NOB HILL CONNECTION

Nob Hill offers five luxury hotels, breathtaking views, and the most centralized location.

PROPERTIES

- The Fairmont San Francisco
- InterContinental Mark Hopkins San Francisco
- The Ritz-Carlton, San Francisco
- SF Masonic
- The Scarlet Huntington San Francisco
- Stanford Court San Francisco

CONNECTION CAPACITY

- Total Meeting Rooms: 70
- Total Function Space: 170,000+ sq. ft.
- Total Peak Guest Rooms: 1,400
- Total Suites: 250
- Largest Ballroom: 11,362 sq. ft.



SOMA ONE CONNECTION

SOMA ONE provides an “all-under-one-roof” meeting destination concept connected by the Yerba Buena pedestrian zone.

PROPERTIES

- Four Seasons San Francisco
- Park Central San Francisco, a Starwood Hotel
- San Francisco Marriott Marquis

CONNECTION CAPACITY

- Total Meeting Rooms: 91
- Total Function Space: 155,000 sq. ft.
- Total Peak Guest Rooms: 1,500
- Total Suites: 206
- Largest Ballroom: 39,621 sq. ft.



UNION SQUARE ALLIANCE

The Union Square Alliance offers planners the ideal Union Square location and views for San Francisco meetings.

PROPERTIES

- Grand Hyatt San Francisco
- The Westin St. Francis

CONNECTION CAPACITY

- Total Meeting Rooms: 34
- Total Function Space: 86,000 sq. ft.
- Total Peak Guest Rooms: 1,200
- Total Suites: 77
- Largest Ballroom: 10,700 sq. ft.



SAN FRANCISCO DOWNTOWN CONNECTION

Four directly adjacent hotels provide more accommodations and meeting space options in the heart of downtown.

PROPERTIES

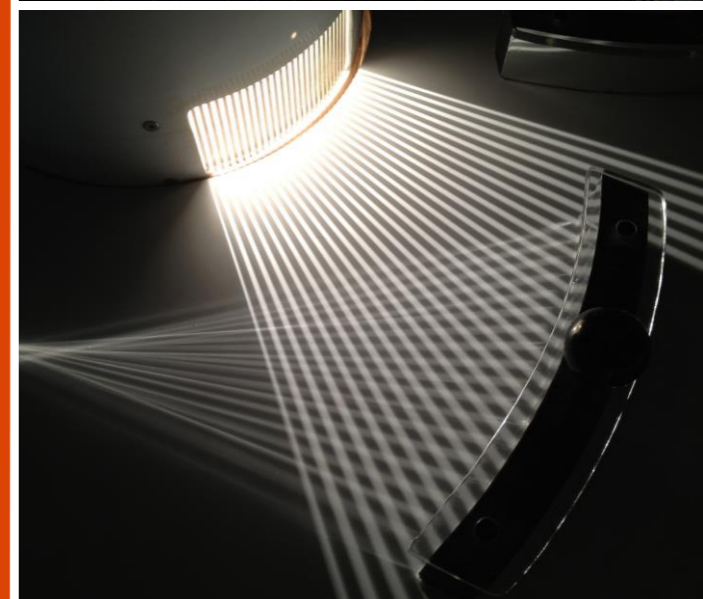
- Handlery Union Square Hotel
- Hilton San Francisco Union Square
- Hotel Nikko San Francisco
- Parc 55 San Francisco, a Hilton Hotel

CONNECTION CAPACITY

- Total Meeting Rooms: 118
- Total Function Space: 195,200 sq. ft.
- Total Peak Guest Rooms: 2,200
- Total Suites: 113
- Largest Ballroom: 30,000 sq. ft.



SPECIAL EVENT VENUES



SFMOMA

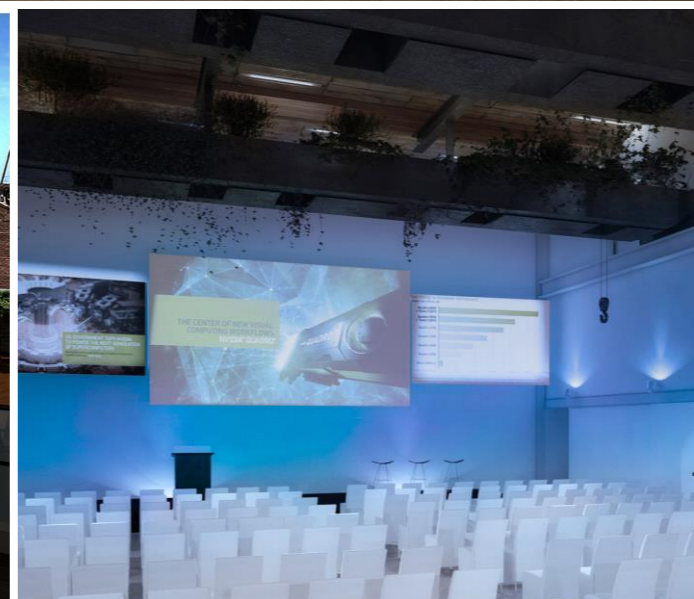
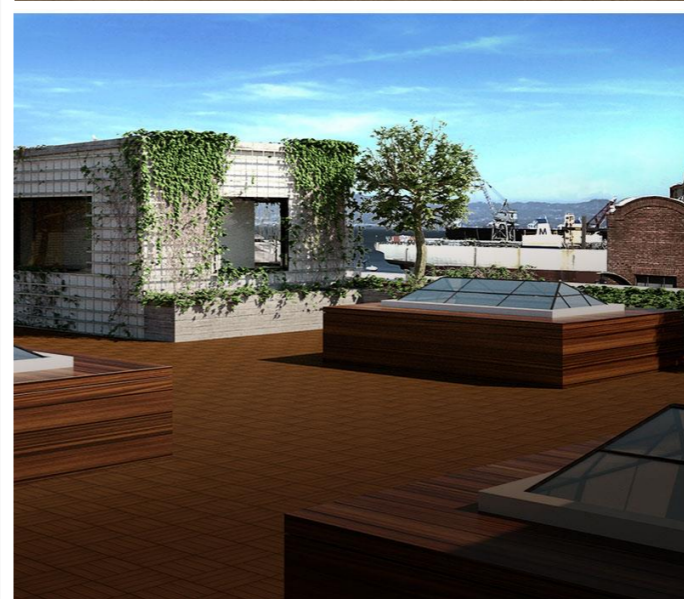
- Reopens to the public on May 14, 2016
- New restaurant with Michelin-star chef Corey Lee
- New building that is 5 floors with 235,000 square feet



THE PEARL

Renovated ironworks warehouse

- 8,000 total sq. ft. event space
- 4,000 sq. ft. rooftop
- Up to 600 people
- Located in Mission Bay/Dogpatch neighborhood



PIER 70

- Waterfront mixed use space
- Open air markets, festivals, concerts
- Located in the Dogpatch Neighborhood



INNOVATION HANGAR

- 120,000 sq. ft. social innovation space
- New inventions, prototypes, rotating exhibits
- Located in the Palace of Fine Arts



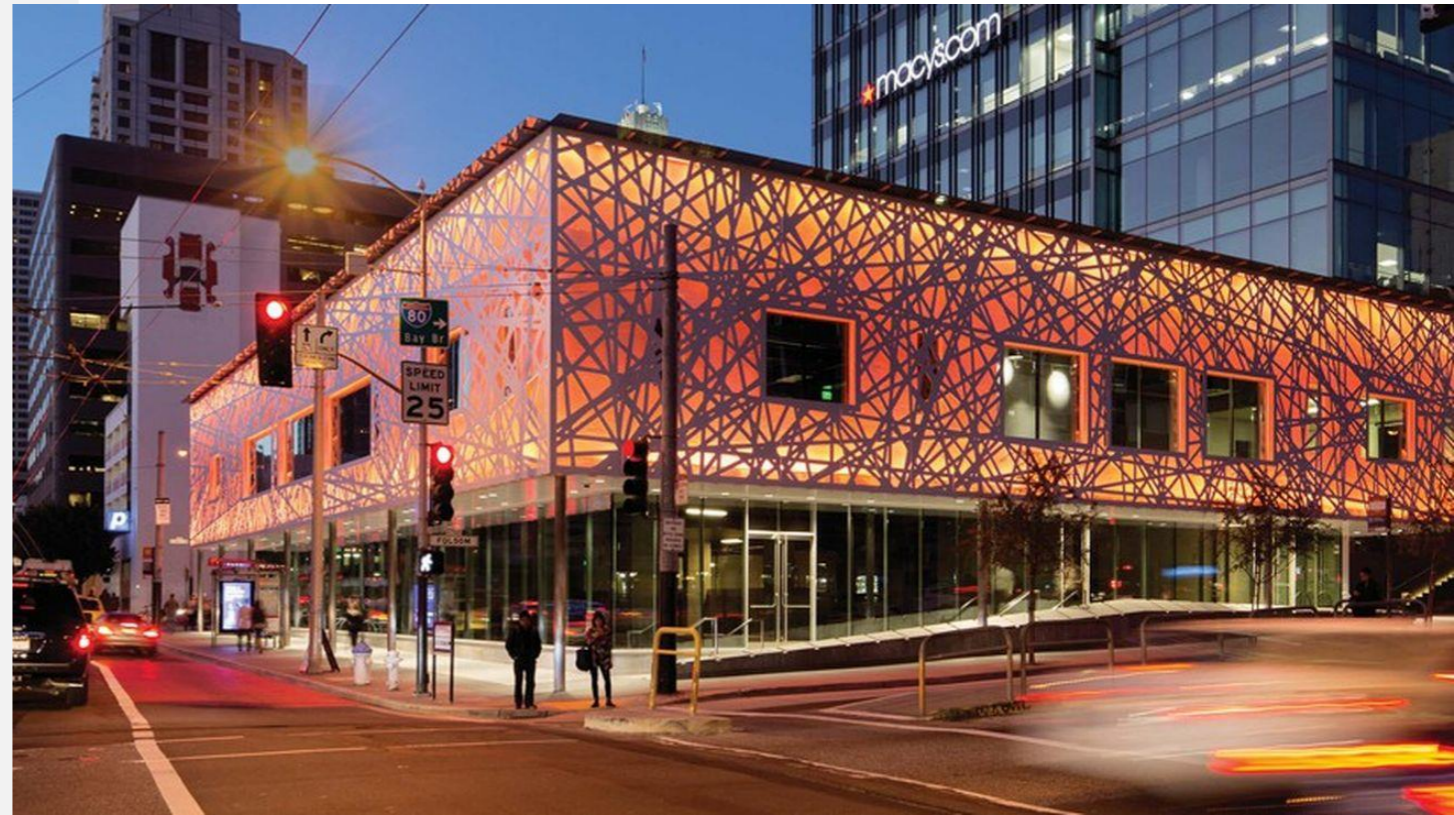
NASDAQ ENTREPRENEURIAL CENTER

- 3 separate event spaces
- Studio with 3 HD Broadcast Cameras
- 7x3 Video Wall
- Located on 1st and Howard Streets
- Ideal for 150-200ppl max



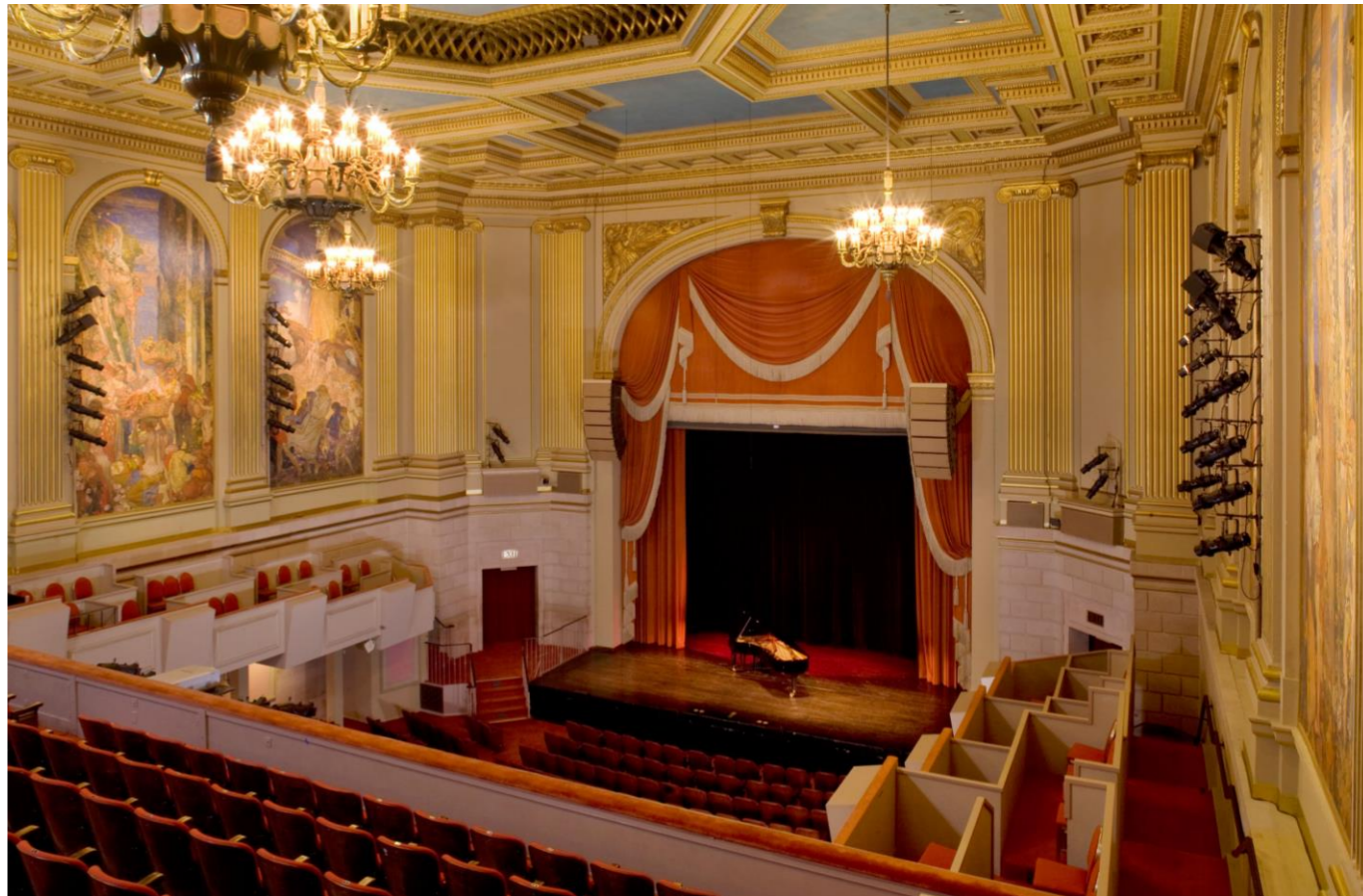
SPIN

- Opening spring 2016
- 19 ping-pong tables
- Private room
- Full service kitchen
- 690 Folsom Street



HERBST THEATRE (WAR MEMORIAL & PERFORMING ARTS CENTER)

- Performance Audience: 892
- Standing Receptions: 100
- Elegant space ideal for performances and recitals, as well as graduations, lectures and presentations



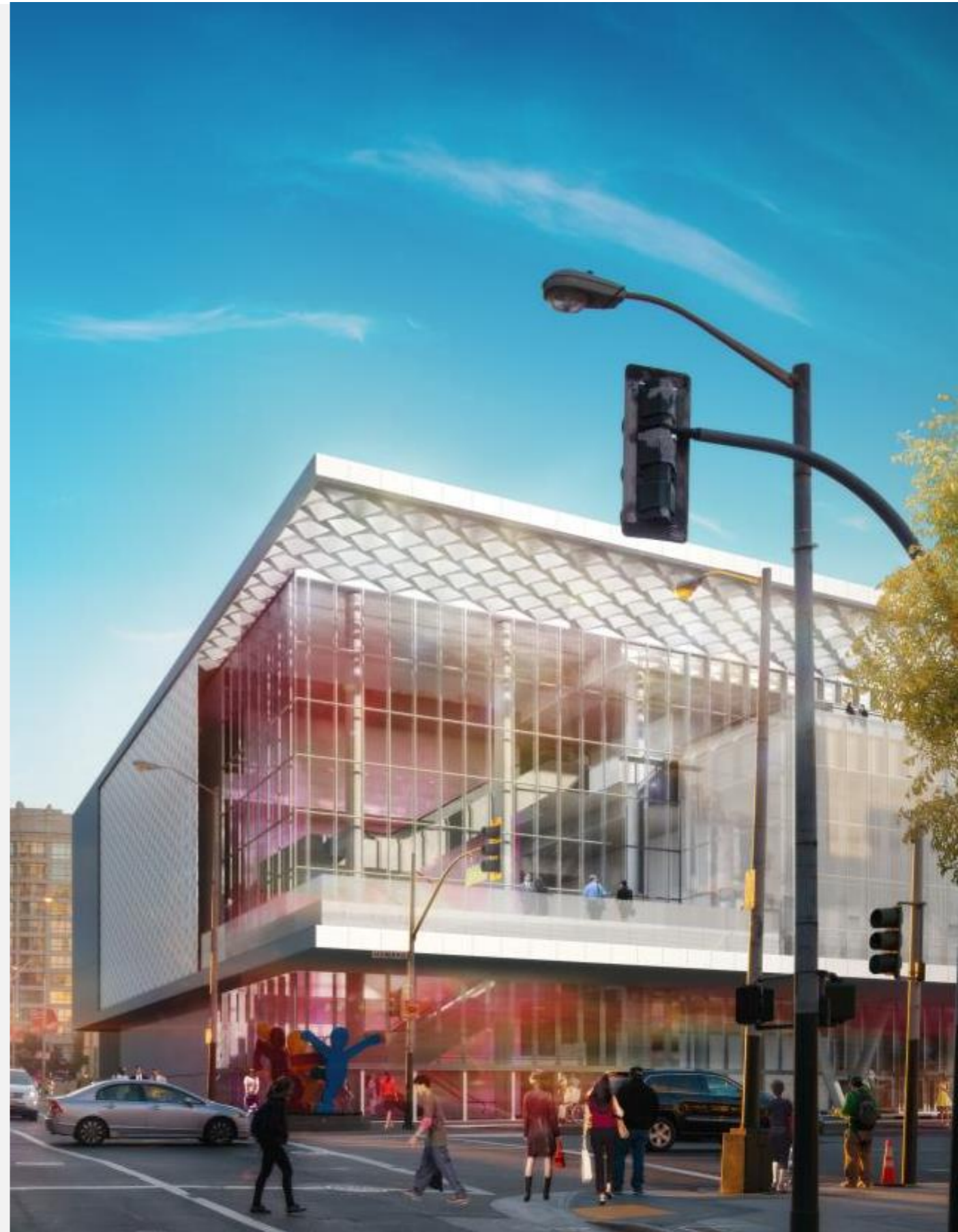
THE HALL SF

- Standing Receptions: 200
- Seated Dinners: 75
- 6 independent local vendors in a centralized dining hall
- Garden Room
- Happy Hour!



MOSCONE CENTER EXPANSION

- Completion Fall 2018
- Two new floors of column free meeting space
- More than 500,000 square feet of contiguous exhibit space that can also be flexible meeting space
- Adds approximately 175,000 square feet of flexible meeting space, terraces, lobbies & exhibition space to Moscone Center
- New enclosed pedestrian bridge connecting Moscone Center above Howard Street
- Moscone Center will remain open!



THANK YOU!