

# THE SAN FRANCISCO Peninsula

2025 - 2028  
BOARD OF  
DIRECTORS  
STRATEGIC  
PLAN





# ABOUT OUR ORGANIZATION



- Founded in 1971 as a 501(c)(6) nonprofit by San Mateo County hoteliers to attract visitors and drive hotel stays.
- Operates as the regional Film Commission and manages the San Mateo County "As Fresh as it Gets" farm-to-table program.
- 2022: Rebranded to The San Francisco Peninsula
- 2024: Launched New Tourism Marketing District (TMD)
- 2025: Launched Tourism Board Advisory Council, Launched Strategic Plan
- 2026 - 2028: Educate and Actualize



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# OUR PARTNERSHIP WITH SOUTH SAN FRANCISCO



**BIO Conference  
June 2025**



**The SFP Annual Luncheon  
March 2026**



**SFP World Cup Preparedness Seminar  
SSF Conference Center - February 2026**

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# BOARD OF DIRECTORS

## EXECUTIVE COMMITTEE

BOARD CHAIR - Kevin Kretsch, Hyatt Regency SFO, **Burlingame**

CHAIR ELECT - Jonathan Powers, DoubleTree SFO, **Burlingame**

IMMEDIATE PAST CHAIR - Christina Ongerth, The Dylan SFO, **Millbrae**

SECRETARY - Pravin Punjiya, Best Western Inn & Suites, **San Mateo**

TREASURER - Casper van Eldik Thieme, **Grand Hyatt at SFO**

VICE CHAIR 1 - Anthony Buralli, Residence Inn, **San Carlos**

VICE CHAIR 2 - Randy Johnson, Fairfield Inn & Suites, **Pacifica**

## BOARD OF DIRECTORS

Melissa Andretta, San Francisco International Airport

Cynthia Chow, Embassy Suites SFO Oyster Point, **South San Francisco**

Simone Harms, The Ameswell Hotel, **Mountain View**

Daniel Herbst, Enterprise Rent-a-Car

Christopher Holbrook, The Westin & Aloft, **Millbrae**

Michael Holloway, HYATT House, **Belmont**

Lisa Kershner, SFO Waterfront Marriott, **Burlingame**

Sam Kim, Embassy Suites SFO Waterfront, **Burlingame**

Daisy Li, Moonstar Kitchen, **South San Francisco**

Four Seasons Silicon Valley, **East Palo Alto**

Cameron Palmer, Cameron's Restaurant & Pub, **Half Moon Bay**

Prativ Patel, Hotel Aura & Hotel Skye, **San Bruno**

Mitch Postel, San Mateo County Historical Association, **Redwood City**

Blanca Rivera, Half Moon Bay Lodge, **Half Moon Bay**

Paul Wilson, Grand Bay Hotel, **Redwood City**

Yakub Yakubi, Courtyard by Marriott, **Foster City**



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# BOARD ADVISORY COUNCIL

**Chair:** Mitch Postel, President, SMC Historical Association

## Education

- Dr. Melissa Moreno, Chancellor, San Mateo County Community College District

## Business/Tech/Biotech

- Rosanne Foust, CEO, SAMCEDA
- Jim Wunderman, CEO, Bay Area Council
- Gina Simi, Public Policy + External Affairs, Zoox
- Peter Banzhaf, Co-Founder, Helios
- Amy Buckmaster, CEO, Chamber San Mateo County
- Krystlyn Giedt, CEO, Coastside Chamber of Commerce

## Government

- Jackie Speier, SMC Board of Supervisors
- Mike Callagy, SMC County Executive
- Matthew Chidester, City Manager, Half Moon Bay

## Hospitality

- Martin Yan
- Bob Trahan, Twelvemonth
- Ajay Walia, Rasa
- Micheál Mallie, Maverick Jack's
- Mathieu Riviere, The Ritz-Carlton, Half Moon Bay

## Labor

- Julie Lind, Executive Officer, San Mateo Labor Council

## Attractions

- Kara Newport, CEO, Filoli
- Jennifer McCabe, Director, SFO Museum

## Parks and Recreation

- Nicholas Calderon, Deputy County Executive

## Venues

- Dana Stoehr, CEO, San Mateo County Event Center
- Dr. Allison Keaney, CEO, Cow Palace Arena & Event Center
- **Jim McGuire, CEO, South San Francisco Conference Center**

## Community

- Alicia Aguirre, Former Redwood City Councilmember

**Strategic Plan Facilitator:** Bill Geist, Founder & CEO, DMOproz

*The Board of Directors thanks all the members of the Board Advisory Council and members of the community who participated in focus groups and interviews, which were integral in the development of the Strategic Plan.*



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## SUPPORT DESTINATION ASSET DEVELOPMENT

- Advocate for significant upgrades to the San Mateo County Event Center.
- Analyze opportunities to develop additional tournament-grade sports facilities throughout the Peninsula.
- Consider the opportunity to develop a Tourism Master Plan for the Peninsula to serve as an inspirational guide for future community development.





# ENDEAVOR TO MAXIMIZE THE DESTINATION EXPERIENCE

- Analyze the opportunity to develop an annual destination event that would ultimately be synonymous with The San Francisco Peninsula brand.
- Advocate for the completion of the 500-mile Bay Trail.
- Work with communities throughout the Peninsula to encourage music and nightlife to power additional visitation and quality of life.





## CONTINUE TO BUILD ORGANIZATIONAL EXCELLENCE

- Increase the awareness, appreciation, and support of the organization and the Peninsula's visitor economy.
- Engage the recently launched SFP Board Advisory Council to serve as community ambassadors and emissaries.
- Continue to build organizational culture, capacity and impact.





# CELEBRATING THE PENINSULA'S CULINARY EXCELLENCE IN 2026 & 2027



**April 23 - May 3, 2026**  
**January 21 - 31, 2027**

Ten days of celebrating culinary excellence and exploration on Bayside and Coastside.

Kickoff Event 4/23/26 at Camber, SSF

[Flavors of the Peninsula](#)



**Coyote Point, San Mateo**  
**July 26, 2026**

Heritage Fire brings together local restaurants, talented chefs, and food lovers for an all-inclusive walk-around feast celebrating community and bold flavors.



**Half Moon Bay Brewing Co.**  
**Coastside**  
**August 28, 2026**

The nation's premier whiskey-tasting event tour.

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# HOTEL PERFORMANCE – IMPACT OF SUPERBOWL

## Current Month - February 2026 vs February 2025

	Occ %		ADR		RevPAR		Percent Change from February 2025					
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	SMC TOTAL	75.4	67.8	217.97	189.31	164.46	128.43	11.2	15.1	<b>28.1</b>	28.3	0.2
BEL/RWC/SC+	77.4	69.5	183.52	155.22	142.09	107.86	11.4	18.2	31.7	31.8	0.1	11.5
MP/EPA+	64.9	58.8	440.95	424.85	286.33	249.79	10.4	3.8	14.6	14.6	0.0	10.4
<b>BRI/SSF/SB+</b>	<b>71.5</b>	<b>62.7</b>	<b>155.86</b>	<b>134.70</b>	<b>111.39</b>	<b>84.45</b>	<b>14.0</b>	<b>15.7</b>	<b>31.9</b>	<b>31.9</b>	<b>0.0</b>	<b>14.0</b>
Coast Side +	70.5	56.4	430.79	321.22	303.84	181.09	25.1	34.1	67.8	67.8	0.0	25.1
BUR/MIL/SFO+	80.0	74.8	207.83	184.08	166.19	137.67	6.9	12.9	20.7	20.7	0.0	6.9
SM/FC+	82.9	73.5	187.41	170.33	155.31	125.25	12.7	10.0	24.0	24.0	0.0	12.7

### \* Number of rooms by City

South San Francisco	3,223
San Bruno	630
Brisbane	198
	4,051



# 2025 EXPEDIA CAMPAIGN RESULTS BY CITY

	<u>Revenue</u>	<u>Room Nights</u>	<u>ADR</u>	<u>Perentage</u>
Belmont	\$ 1,350,126	10,699	\$126.19	6.3%
Brisbane	\$ 389,219	2,239	\$173.84	1.8%
Burlingame	\$ 3,205,708	17,741	\$180.69	14.9%
Daly City	\$ 272,172	1,614	\$168.63	1.3%
Foster City	\$ 237,358	986	\$240.73	1.1%
Half Moon Bay	\$ 1,055,137	3,571	\$295.47	4.9%
Menlo Park	\$ 852,609	1,729	\$493.12	3.9%
Millbrae	\$ 1,650,507	10,095	\$163.50	7.6%
Pacifica	\$ 679,573	3,194	\$212.77	3.1%
Redwood City	\$ 1,568,699	10,137	\$154.75	7.3%
San Bruno	\$ 1,523,648	10,592	\$143.85	7.1%
San Carlos	\$ 980,242	5,702	\$171.91	4.5%
San Mateo	\$ 1,423,523	9,241	\$154.04	6.6%
South San Francisco	\$ 4,978,956	31,947	\$155.85	23.1%
Unincorp/EPA	\$ 1,418,874	3,287	\$431.66	6.6%
	\$21,586,350	122,774	\$175.82	100.0%



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**THANK YOU!**