

RHDG

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RHDG Helps SFCVB to Court Meeting Planners

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San Francisco has earned Conde Nast Traveler's Readers Choice Award for best U.S. destination for 17 years running. So what's the secret? Ask the San Francisco Convention and Visitors Bureau (SFCVB) and they'll tell you it not only takes a world-class destination, but also the hard work of tourism professionals to make the city a truly special travel experience.

"Few occasions fill hotel rooms faster or book restaurants fuller than crowds of eager professionals in town for a meeting," said Jeff Musser, RHDG's Creative Director. "Based in San Francisco, our agency is excited about the opportunity to help the SFCVB tap into new meeting markets because we understand the benefits of the tourism business are not only good for the industry, but also for our entire city."

In 2010, San Francisco hosted 15.9 million visitors that spent \$8.3 billion in local businesses. Riezebos Holzbaur Group (RHDG) was brought on by the SFCVB to assist with a specialized segment of the City's tourism market—meeting-planner marketing and convention booking. RHDG will work closely with the SFCVB staff on the development and launch of several meeting-planner initiatives over the coming year. For more information about the SFCVB, please visit www.onlyinsanfrancisco.com.