

# CABLEGRAM

*e x p r e s s*

## San Francisco

Convention & Visitors Bureau  
**96 YEARS PROMOTING  
 SAN FRANCISCO!**

### CONVENTIONS THIS WEEK

The following is a summary of conventions coming up. For a complete list, use your company's ID and PIN to access the Bureau's Convention Calendar at [www.sfcvb.org/members](http://www.sfcvb.org/members)

9-19 American Institute of Chemical Engineers 2006 Annual Meeting; Hilton San Francisco  
 1,300

### MEMBER EVENTS CALENDAR

Wednesday, 11/29  
 5:30-7:30 pm  
 Member Business Exchange at Nordstrom

Monday & Tuesday, 12/4 & 12/5  
 City Connections  
 Yosemite

Wednesday, 12/6  
 9:15-10:30 am  
 Member Showcase

Thursday, 12/7  
 8:45-10:15 am  
 Member Orientation  
 For more info, contact Sarika Patel at 415-227-2666 or [spatel@sfcvb.org](mailto:spatel@sfcvb.org).

### CABLEGRAM EXPRESS EDITORIAL & ADVERTISING TANYA HOUSEMAN

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Only in San Francisco. 

### STAND OUT IN THE 2007 PROFESSIONAL TRAVEL PLANNERS GUIDE

An ad in *The Professional Travel Planner's Guide* increases your exposure to the 25,000 travel trade professionals, who are scheduling San Francisco trips and rely on its information. The advertising deadline is November 21, 2006. To reserve your space, contact Weaver Media at (415) 646-0086 ([erins@weavergroup.com](mailto:erins@weavergroup.com)).

### CABLEGRAM EXPRESS GOES DIGITAL NOVEMBER 29

Bureau members will receive *Cablegram Express*, the weekly SFCVB newsletter for members currently delivered by fax, in their email boxes starting November 29. The electronic version will have direct links to the membership Web site ([www.sfcvb.org/members](http://www.sfcvb.org/members)), registration forms, the Bureau's long range convention calendar, member events calendar, and the membership directory. Members without email addresses on file with the Bureau who are currently on the distribution list will still receive *Cablegram Express* via fax, although it will have a new look. To update your email address, please contact David Newberry at 415-227-2611 ([dnewberry@sfcvb.org](mailto:dnewberry@sfcvb.org)). To find out how to prevent electronic *Cablegram Express* from ending up in your spam filter, contact Tanya Houseman at 415-227-2642 ([thouseman@sfcvb.org](mailto:thouseman@sfcvb.org)).

### LAST DAY FOR EARLYBIRD DISCOUNT AT MEMBER BUSINESS EXCHANGE

The Bureau will celebrate HolidayFest, our annual consumer promotion featuring holiday events around the City, during a festive Member Business Exchange on Nov. 29 at Nordstrom, 865 Market St., Fifth Floor, 5:30-7:30 pm. Enter a grand prize drawing for a weekend fun package. Each guest receives a Nordstrom gift bag! Register for \$25 by Nov. 15; \$35 thereafter and onsite. To register, visit [www.sfcvb.org/members/memb\\_events.asp#Member\\_Business\\_Exchange](http://www.sfcvb.org/members/memb_events.asp#Member_Business_Exchange). For more information, contact Sarika Patel at 415-227-2666 ([spatel@sfcvb.org](mailto:spatel@sfcvb.org)).

### SEPTEMBER OCCUPANCY NUMBERS AVAILABLE ON BUREAU WEB SITE

The Average Daily Rate (ADR) increased both for the months of September and for 2006 year-to-date through September, meaning that visitors are spending more during their stays. According to PKF "Trends," September 2006 occupancy was at 86.2%, a variance of -2.0% from September 2005; September ADR increased 8.4% from 2005 to \$179.99. For year-to-date (YTD) through September: occupancy was 77.1%, up 0.1% from the same period in 2005; YTD ADR was \$166.90, up 9.0%. For more information, visit [www.sfcvb.org/research](http://www.sfcvb.org/research).

### STILL TIME TO PARTICIPATE IN 2007 INTERNATIONAL SALES MISSIONS

Reach travel trade and press in three continents. The Japan Sales Mission, (Jan. 15-19) includes Osaka, Nagoya and Tokyo; **cost: \$3,000**. The Australia and New Zealand Sales Mission (Feb. 13-21) travels to Perth, Sydney, Brisbane, Melbourne and Auckland; **cost: \$3,200**. The Scandinavia trip (March 11-16) travels to Stockholm, Oslo and Copenhagen; **cost \$2,100**. Team SFO Members for Japan, Scandinavia and Australia receive discounted participation rates. For information on the sales mission, or on the Team SFO programs for various countries, contact Peggy Lau, 415-227-2641 ([plau@sfcvb.org](mailto:plau@sfcvb.org)).