



San Francisco's Convention and Tourist Bureau

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San Francisco has one of the oldest convention and tourist bureaus in the United States. It was founded in 1909. San Francisco's convention and tourist bureau antedated its chamber of commerce, which was formed two years after its agency for soliciting tourists and conventions.

The San Francisco Convention and Tourist Bureau now has a staff of 12 persons and is second in size only to the New York Convention and Visitor's Bureau. It shares with Californians, Inc., publicity and advertising agency, the responsibility for filling 62,000 hotel rooms in San Francisco—the third largest total of hotel rooms in any American city.

The convention bureau actively solicits known blocks of travel—tour parties, conventions, market weeks, expositions, and other producers of business travel and has a general service department for visitors whether they require help singly or in masses of 100,000.

During the past 12 years the budget of the bureau has ranged from a low of \$35,000 during the war, when large funds were unnecessary, to a high of \$101,000, when the bureau was soliciting the 365 conventions that met during the Golden Gate International Exposition. This year's budget is \$77,000.

In 1936 the bureau made a study of attendance at national conventions and found that the majority draw 80 percent of their attendance from within a thousand miles. This conclusion was confirmed by managers of other convention and tourist bureaus. Subsequently the big New York and San Francisco convention bureaus united their efforts in soliciting the National Education Association, which had not met in either city for many years. As a result the Nation's educators selected New York in 1939 and San Francisco in 1940. The center of the country convention theory has since been virtually abandoned. Most of the national societies now seek to hold conventions in all parts of the United States.

The San Francisco Convention and Tourist Bureau gives approximately 10 percent of its time to the individual visitor and 90 percent to mass travel. A survey of the available transient rooms in San Francisco indicates the bureau had up to 60 percent of the rooms under contract weekly during 1948. The bureau negotiated the meeting, exhibiting, sleeping, eating, and other vital functions of 160 conventions, attended by 115,450 out-of-

town visitors. A survey under the direction of the International Association of Convention Bureaus showed that these visitors spent from \$12 to \$45 a day.

The San Francisco Convention and Tourist Bureau is a separately financed, nonprofit corporation supported by San Francisco business firms of all classifications.

Inexpensive Travel

Vacationists with the will but not the wherewithal will be interested in the International Family Guest Organization (81 Uppertown P. O., Quebec, Canada) which operates on a family exchange basis.

Established more than a year ago and managed by E. A. Grenier, the organization arranges for vacations spent as a guest of a local family anywhere from 1 to 10 months. The recipient of this hospitality promises he will in turn receive someone as guest in his home.

There are organized IFGO travel groups covering Canada, New York, Florida, Cuba, and Haiti.

A somewhat similar arrangement is planned by the World Friendship Assoc., Inc., 525 Lexington Avenue, New York City. A traveler from the United States can go abroad as guest of a family in France, England, Belgium, Holland, Denmark, Finland, Ireland, or Germany for a round-trip rate of about \$200 plus a \$10 membership fee, agreeing to be host to a foreign visitor to this country at a future date. The association is a member of the World Friendship Federation, Copenhagen, which began to sponsor such visits among European travelers 15 years ago.

Favorite Sky Dishes

Beef, especially filet mignon, is apparently the food choice of air passengers, United Air Lines chefs say after reviewing menus of a few years. Next came veal and fowl, with lamb trailing.

Duchesse potato—simply mashed potatoes whipped with egg and served en casserole—was the most popular form of potato ordered, with the potato itself topping all vegetables. Corn, Mexican or creamed, followed.

Ice cream, all flavors, was the No. 1 dessert.