

# RHDG

**RIEZEBOS HOLZBAUR GROUP** 847 SANSOME STREET, 3RD FLOOR, SAN FRANCISCO, CA 94111 T. 415.983.3700 F. 415.983.3701

## **RHDG & SF Travel Deliver Pow Wow Success**

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In May of this year, San Francisco had the honor of hosting the US Travel Association's International Pow Wow, considered by many to be the country's premier tourism event, for the first time in nearly 20 years. Catering to both international and domestic tourism professionals, Riezebos Holzbaur Group (RHDG) worked in tandem with the San Francisco Travel Association (SF Travel) to deliver top-notch creative and to ensure that everything about San Francisco Pow Wow was world class.

In partnership with SF Travel, the RHDG team developed a fully integrated campaign not only to drive event attendance, but also to encourage prospective attendees to come early and stay after the event. The campaign highlighted some of the most beloved aspects of San Francisco to entice event attendees to extend their trips to fully experience all that San Francisco has to offer. RHDG developed an identity and style guide for the conference as well as logos and, for three unique evening events, dozens of print and interactive ads; a seven-month direct-email campaign leading up to the event that included viral videos and social media integration; and welcome packets, event guides and signage.

Held over five days at Moscone Center, the event hosted approximately 5,500 international and domestic buyers from over 70 countries and over 400 international and domestic journalists. SF Travel estimates that following Pow Wow San Francisco 2011, the city will reap \$350 million in future international travel business and bring over \$14 million into the city during the event itself. For more information about San Francisco Pow Wow please visit [www.onlyinsanfrancisco.com/powwow2011](http://www.onlyinsanfrancisco.com/powwow2011).