

meetings **focus**[®]

THE DESTINATION EXPERTS

MAY 2014 | MEETINGSFOCUS.COM

INSIDE TO OUTSIDE

EMPOWER ATTENDEES

STAND-UP MEETINGS

ARE YOU EXPERIENCED?

Today's attendees expect an experiential environment at meetings

CONFERENCE CENTERS

A Brave New World

GOVERNMENT MEETINGS

Meeting the Challenge

HISTORIC PLACES & PROPERTIES

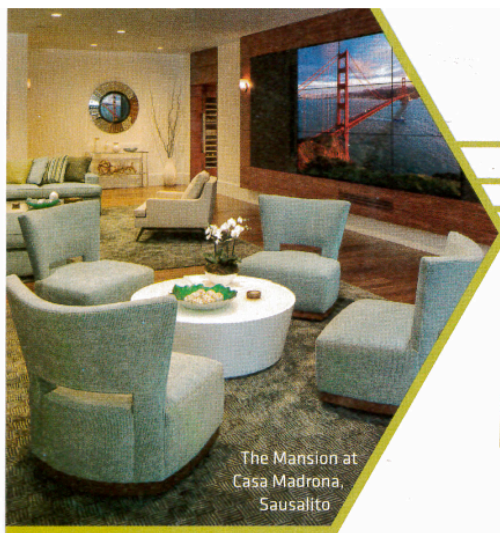
Back to Life

*The destination sections
selected by you!*

ENGAGE THE SENSES

THE POWER OF PLAY

SPEAKER INTERACTION



The Mansion at
Casa Madrona,
Sausalito

TECH & Tourism

*Major modern-
izations spur
Bay Area growth
and meetings
business*

BY KELSEY FARABEE

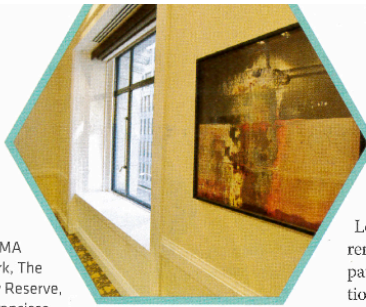
Amid Google shuttle bus protests and other occasional murmurings of backlash, tech and tourism are both booming in the San Francisco Bay Area, and if the Bay Area's biggest bridges are any indication, major changes are afoot in the region.

The iconic Golden Gate Bridge has converted to an entirely electronic toll payment system and the glimmering new eastern span of the Bay Bridge opened to traffic last fall, along with an accompanying bike path that will eventually connect Oakland to Treasure Island.

Not to be outdone, the western span is sparkling too, with the Bay Lights sculpture that will be on display through March 2015. The art piece is made up of thousands of individual LED lights, attached to the bridge's vertical support cables, which are illuminated in seemingly endless unique patterns.

Group business is shining locally as well, with a long list of new venues and attractions, from the start-up company stomping grounds of San Francisco and the peninsula to the energetic markets of the East

SFMOMA
artwork, The
Bently Reserve,
San Francisco



Court Hotel have offerings tailored for tech clients. The stylish 86-room Epiphany Hotel opened in March and features meeting rooms and casual collaborative spaces, and views of Stanford University campus and the Santa Cruz mountains.

Another newcomer is the DoubleTree by Hilton San Francisco Airport North in Brisbane, with 210 guest rooms and 4,200 square feet of meeting space.

Additionally, the Holiday Inn San Francisco International Airport renovated its public spaces and guest rooms, and the Sofitel San Francisco Bay in Redwood City completed a \$6 million renovation. The hotel has 421 guest

rooms and 17,000 square feet of meeting space.

Along the Pacific Ocean, the 80-room Half Moon Bay Lodge completed a \$1.5 million renovation, adding a new covered patio that can host cocktail receptions overlooking the Half Moon Bay Golf Links.

Another top venue in the county is the South San Francisco Conference Center, with 20,500 square feet of meeting space.

Other local venues include Autovino in Menlo Park, featuring classic cars and wine tasting in a 20,000-square-foot facility.

North Bay

Across the Golden Gate Bridge, the charming cities of the North Bay are also updating and adding group offerings, while holding strong to a few delicious regional traditions. According to Horton, classic teambuilding programs focused on food and wine are still overwhelmingly popular in San Francisco, and the same holds

true in Marin, but that doesn't mean their technology is lacking.

Blending cutting-edge technology with proximity to the natural beauty of Richardson Bay and the Marin Headlands, Sausalito's Casa Madrona completed a renovation of the property's historic mansion, built in 1889. The mansion's 11 guest rooms were redesigned, and updates were made to the 5,000-square-foot Alexandrite Suite and the 1,700-square-foot Junto meeting space.

Casa Madrona offers 62 guest rooms, a 5,000-square-foot spa and flexible meeting spaces.

Christine Bohlke, sales and marketing director at the Marin CVB, says trends such as sustainability, local catering and conservation are as strong as ever, and with state and national parks comprising more than 80 percent of the land in Marin County, there are plenty of opportunities for planners to get groups outdoors and several local farms that work with groups. 

CONNECT

BERKELEY CVB

510.549.7040
www.visitberkeley.com

MARIN CVB

415.925.2060
www.visitmarin.org

SAN FRANCISCO TRAVEL ASSOCIATION

415.974.6900
www.sanfrancisco.travel

SAN MATEO COUNTY/ SILICON VALLEY CVB

650.348.7600
www.smccvb.com

TRI-VALLEY CVB

925.846.8910
www.trivalleycvb.com

VISIT OAKLAND

510.839.9000
www.visitoakland.org

For more San Francisco
Bay Area content, visit
MeetingsFocus.com/California.

Blending cutting-edge technology with proximity to the natural beauty of Richardson Bay and the Marin Headlands, Sausalito's Casa Madrona completed a renovation of the property's historic mansion, built in 1889. The mansion's 11 guest rooms were redesigned, and updates were made to the 5,000-square-foot Alexandrite Suite and the 1,700-square-foot Junto meeting space.

Casa Madrona offers 62 guest rooms, a 5,000-square-foot spa and flexible meeting spaces.