



Media Release

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Photos available upon request.

“Come. Sit. Stay.” Convention & Visitors Bureau Expands Puppy Love

With increasing numbers of visitors and locals who like to bring their dogs when they head out, more and more restaurants and businesses are embracing people with pups. In response to this trend, the San Mateo County Convention & Visitors Bureau has expanded its focus on this market.

Among the numerous steps taken by the CVB is rolling out a new photo contest on Instagram. Dog owners and dog lovers are invited to take and submit photos of dogs enjoying San Mateo County and Palo Alto sites. Three winners will be awarded cash prizes and all entries will have a chance of being featured in the official San Mateo County/Silicon Valley Visitors Guide, Dog-Friendly Guide and/or on the Bureau’s website. The photo contest kicked off October 9 and will not “pause” until November 8, 2018. A link to the contest rules may be found on the Bureau’s website: visitsanmateocounty.com under Things to Do/Pet Friendly.

In addition, the Bureau has significantly expanded its Dog Friendly Guide for the area. The complimentary guide, available at dog friendly Bureau partner establishments, many local veterinary offices and the information racks in the lobby of the Hiller Aviation Museum, includes local restaurants, wineries and breweries that welcome canines. There is even a dog friendly kayak company listed.

The flip side of the dog friendly brochure lists off-leash dog parks, dog friendly hiking trails, beaches allowing dogs and special dog-focused annual events in the area. Listed events include the World Dog Surfing Championship, the Dog Days of Summer at the San Francisco Giants and the Bark ‘n’ Brew Fest. Emergency vet information is included, as well.

“The brochures have been extremely popular --or pup-ular-- with local and visiting dog owners”, said Anne LeClair, President and CEO of the Convention & Visitors Bureau. “We’ve printed 10,000 of them and anticipate needing more within just a couple of months. When prospective visitors contact us for our visitor guide now, we automatically offer to send them our Dog Friendly Guide. It has been very well received.”

As a third step in the effort to welcome poodles with their owners, the Bureau has created a special Pet Friendly section on its website (visitsanmateocounty.com). Additional events and periodic dog-related blogs will be included on the website. As a final touch, plans are currently underway to add a paw print to the website listing of every pet-friendly site.

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