

Let's GLOW SF

SHINING A LIGHT ON

In December 2022, Let's Glow SF invited attendees from the Bay Area and beyond to reimagine the holidays in Downtown San Francisco. The Downtown SF Partnership hosted the largest holiday projection arts festival in the U.S. for the second consecutive year, featuring awe-inspiring light shows on four towering buildings in the Financial District. From December 2nd - 11th, Let's Glow SF encouraged visitors, residents, and workers to come downtown during the holidays and enjoy festive creations while supporting local businesses.



What is Let's Glow SF?



HOLIDAY PROJECTION ARTS FESTIVAL IN US



17 ARTISTS / CONTENT STUDIOS

10

NIGHTS LONG

5-7 MINUTE LIGHT SHOWS



5 PARTICIPATING PROPERTIES

What Was Its Impact?



51,000 PEOPLE ATTENDED
42% MORE THAN 2021



42,000 WEBSITE VISITS



307,500 VIEWS ON INSTAGRAM AND TIKTOK



50 MEDIA HITS

"I believe the promotion brought new guests. In addition, the guest spend was way up across the board."

- Johnny Metheny, Toy Soldier

2021 \$75

2022 \$121

AVG. DOLLARS SPENT PER PERSON IN THE DISTRICT DURING LET'S GLOW



PEOPLE DESCRIBED DOWNTOWN AS:

- #1 WALKABLE
- #2 FUN
- #3 INNOVATIVE



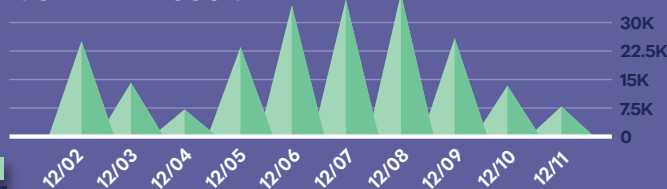
OF ATTENDEES WENT TO A BAR OR RESTAURANT

2021

2022

DEC. DOWNTOWN PED COUNT (419.6 VS 538.9)

NIGHTLY PED COUNT



SOCIAL MEDIA FEEDBACK

