



SAN FRANCISCO

City & County Lodging Statistics | 2024

Background

Methodology + Source

STR collects performance data from 68,000 hotels representing more than 9.1 million rooms globally. The data collected by STR is provided by chain headquarters, management companies, owners and directly from independent hotels. The data is verified for accuracy and for adherence to [STR Reporting Guidelines](#).

San Francisco Travel Association compiles and analyzes years of STR lodging data to determine historical hotel performance trends in San Francisco. In 2024 the City and County of San Francisco had approximately 253 hotels with 35,527 rooms.

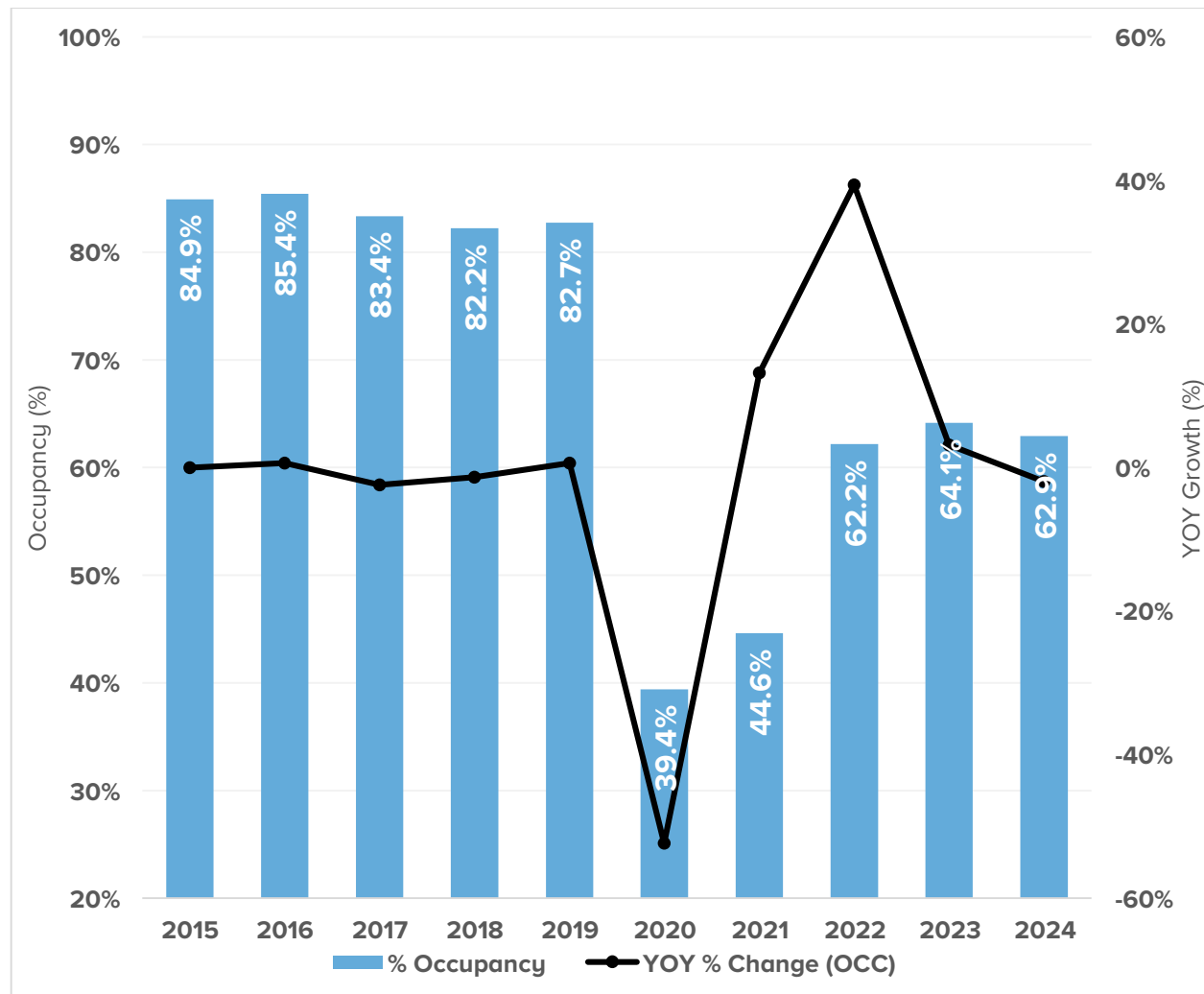
Hotel occupancy provides the percentage of available rooms that were sold during a specified period of time. The average daily rate (ADR) is a measure of the average rate paid for rooms sold. Supply and Demand numbers show how many rooms are available and sold (excluding complimentary rooms) in a specified period. San Francisco Travel tracks the occupancy, average daily rate (ADR), room revenue and room supply and demand as performance indicators.

The convention calendar, economy, special events, holidays, calendar shifts, politics/policies, and promotions impact lodging performance and create non-linear growth curves.

Hotel Occupancy

In 2024, the percentage of available rooms occupied in San Francisco was 62.9%, down 1.9% from prior year and down 23.9% from 2019. Occupancy is calculated using available rooms.

Historical occupancy and YOY % changes are shown in the graph below with recent hotel and hotel room counts (average for the year) in the table below the graph. The 2020 through 2022 hotel and room counts reflect open hotels and rooms over the course of the year, not including temporary closures.



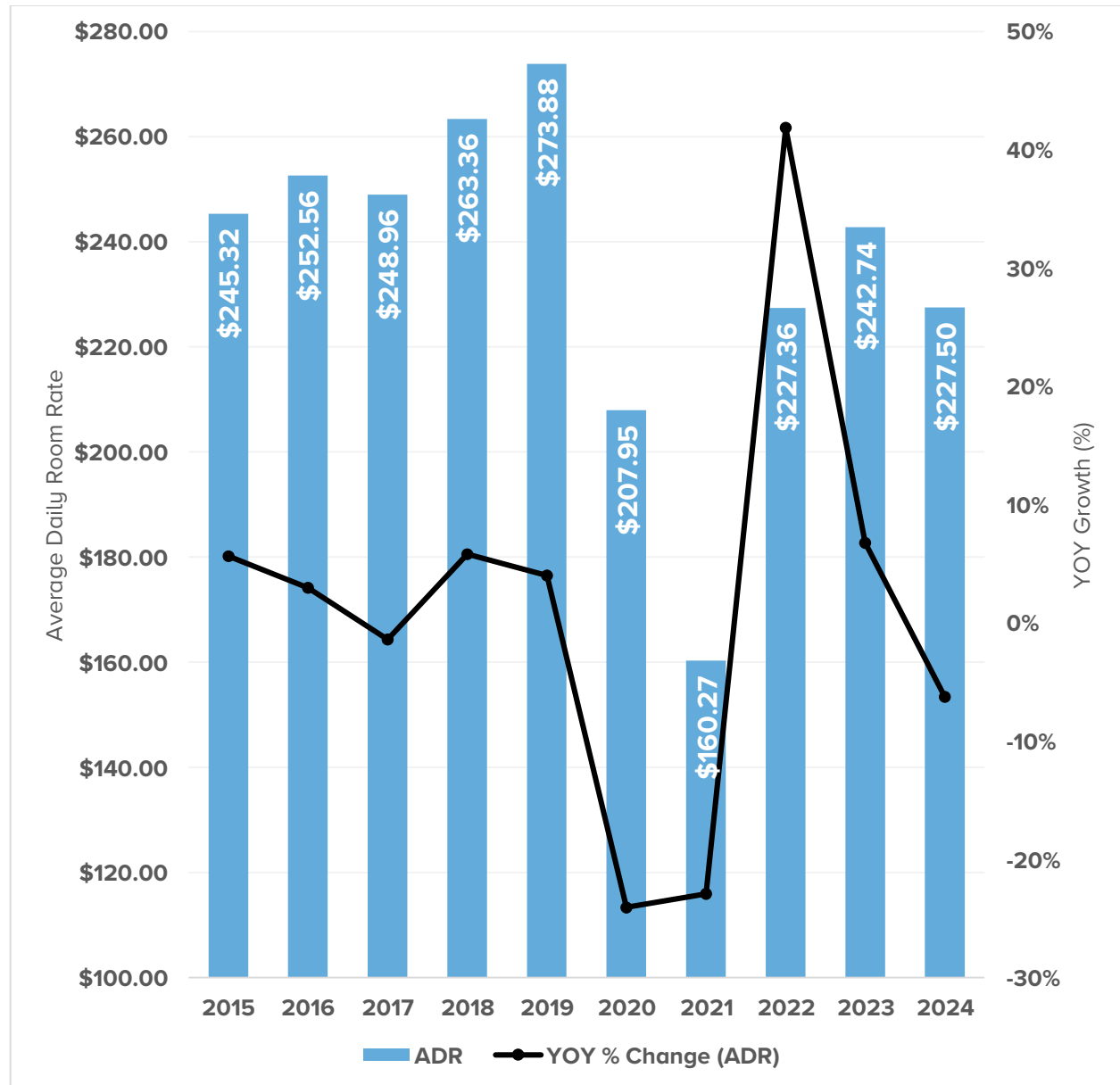
YEAR	2019	2020	2021	2022	2023	2024
Hotels	236	203	222	237	251	253
Rooms	34,775	23,955	28,545	33,437	35,262	35,527

Source: STR Lodging Data, San Francisco Travel Association

Hotel Average Daily Rate

In 2024, the average daily rate (ADR) for a room in San Francisco was \$227.50, down \$15.24, -6.3% from prior year and down \$46.38, -16.9% from 2019.

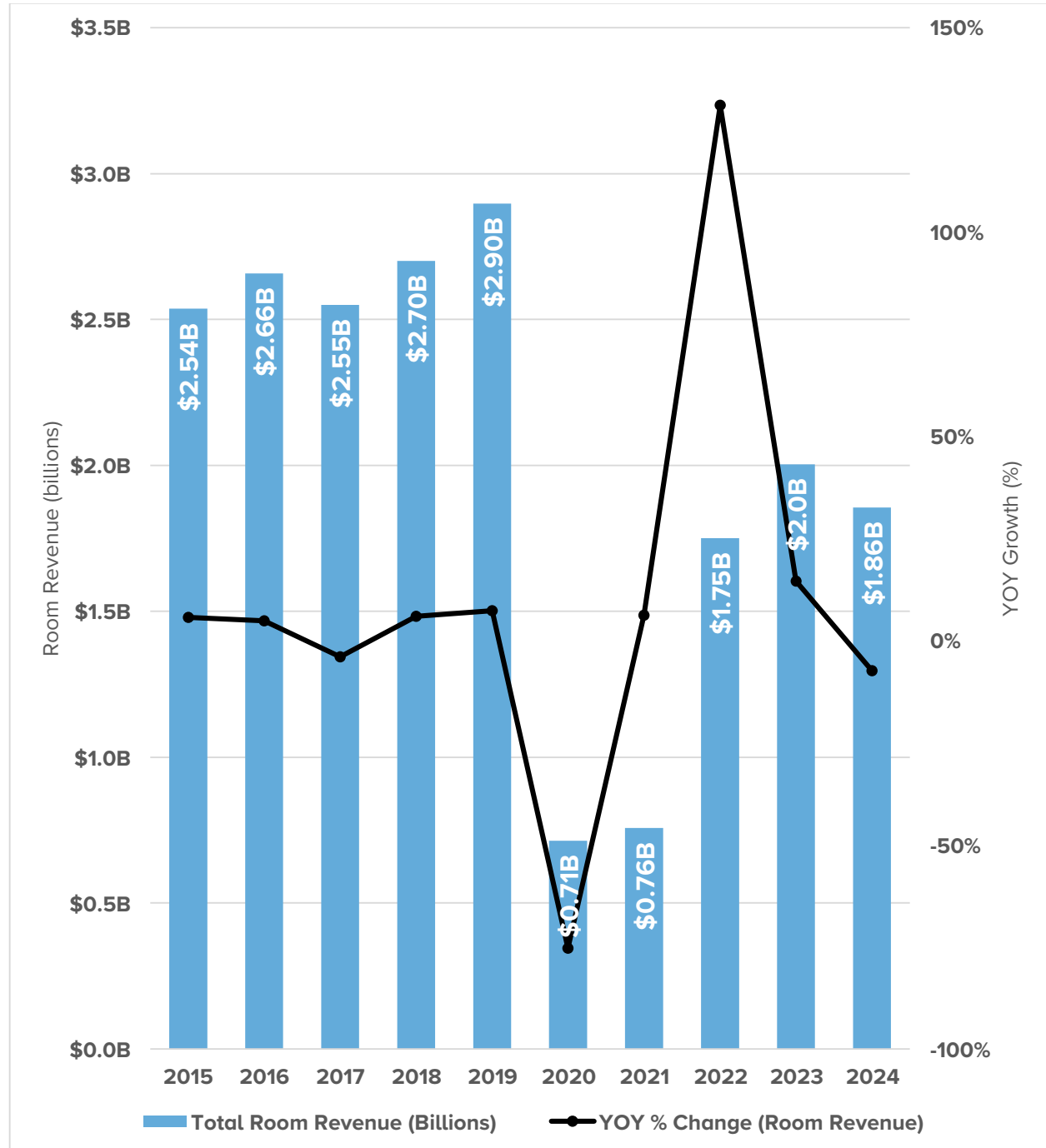
Historical average daily rate (ADR) and YOY % changes are shown in the graph below.



Source: STR Lodging Data, San Francisco Travel Association

Room Revenue

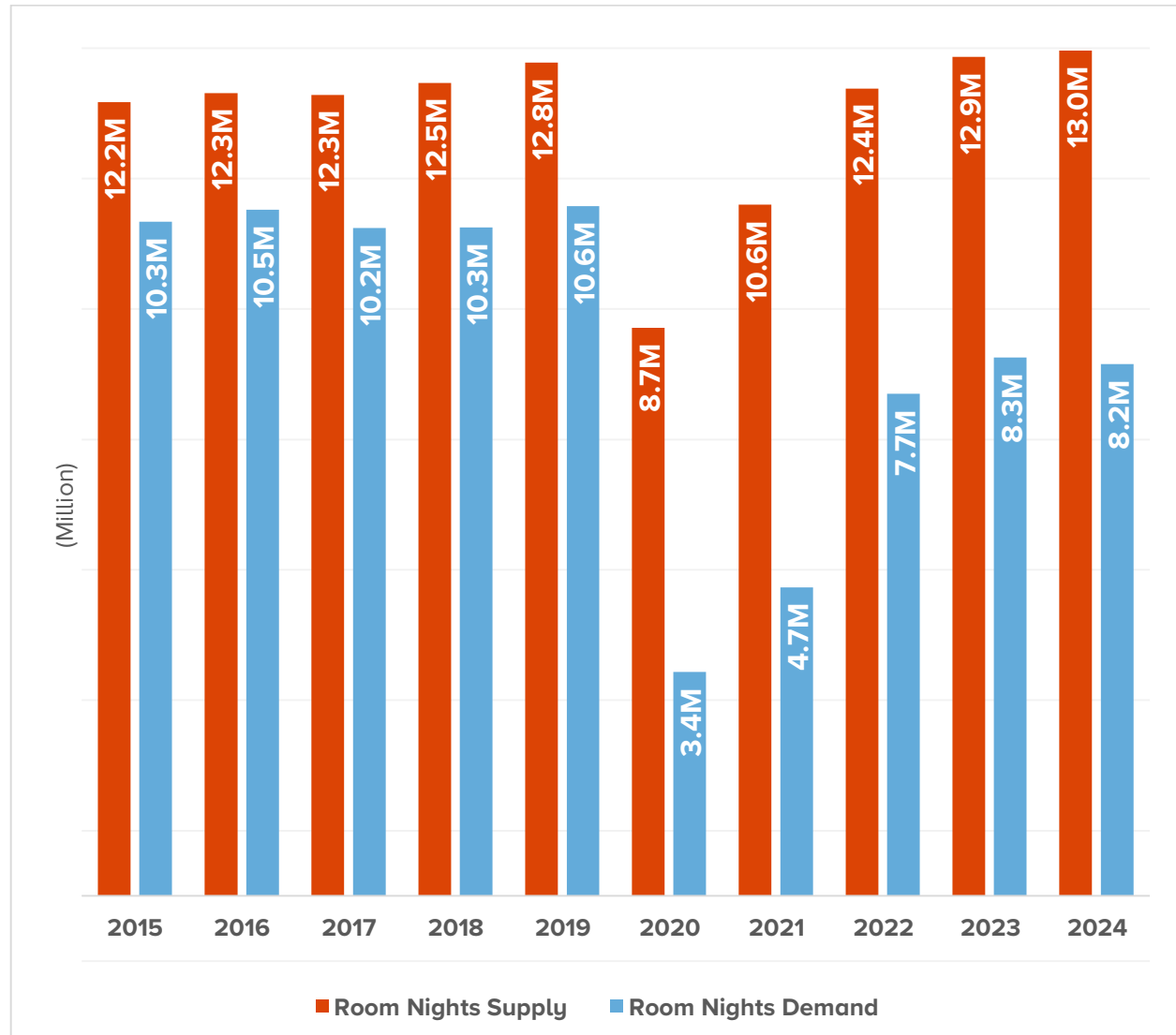
In 2024, San Francisco hotels produced room revenue of \$1.86 billion, down \$148.4 million, -7.4% from prior year and down \$1.04 billion, -35.9% to 2019.



Source: STR Lodging Data, San Francisco Travel Association

Room Night Supply and Demand

In 2024, San Francisco room night supply totaled 13.0 million, up approximately 97,000 room nights, +0.8% YOY and up 185,724 room nights, +0.6% from 2019. Room night demand was 8.2 million, down 99,100 room nights, -1.2% YOY and down 2.5 million room nights, -23.5% from 2019.



YEAR	2019	2020	2021	2022	2023	2024
Supply YOY▲	2.5%	-31.9%	21.7%	16.8%	4.0%	0.8%
Demand YOY▲	3.1%	-67.5%	37.7%	62.8%	7.4%	-1.2%

Source: STR Lodging Data, San Francisco Travel Association

Glossary

Occupancy

Occupancy is the percentage of available rooms (supply) that were sold during a specified period (demand). Occupancy is calculated by dividing the number of rooms sold (demand) by rooms available (supply).

Occupancy = Demand / Supply

Average Daily Rate (ADR)

A measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold.

ADR = Room Revenue / Rooms Sold

Rooms

Rooms Available (Room Supply) - The number of rooms available multiplied by the number of days in the period.

Rooms Sold (Room Demand) - The number of rooms sold or rented (excludes complimentary rooms).

Year Over Year (YOY) % Change to Prior Year

This period versus same period last year.

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