

Annual Report

2025



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About San Francisco Travel

The San Francisco Travel Association is the official destination marketing organization for the City by the Bay. We are an independently funded, 501(c)(6) not-for-profit organization that promotes San Francisco as a top global destination for travelers of all types.

The San Francisco Travel Association was founded in 1909 by a group of hoteliers and merchants in the wake of the devastating earthquake and fire just three years earlier to bring visitor business back to the City. Since then, San Francisco Travel has become the voice of the visitor for the hospitality and tourism industry in San Francisco.

Acting as a specialized economic development agency, San Francisco Travel works to promote the destination worldwide while ensuring that tourism, the top generator of outside revenue into the City's economy, is kept in the forefront as Citywide decisions and policies are made.

About This Report

Within this report, you will find more information about San Francisco Travel’s culture and leadership, as well as an accounting of our successes in the 2025 calendar/fiscal year. The data shared in this report has been verified by San Francisco Travel’s internal research team and corroborated through independent industry research firms, including STR, Longwoods, Oxford Economics, and Future Partners.

Who We Are

Vision

To be the most compelling destination in the world.

Mission

To promote the San Francisco region as a top global destination by leading the way in performance, innovation, and sustainability.

Values

**EMBRACE
CHANGE**

**SPIRIT OF
SERVICE**

**BE
ACCOUNTABLE**

**EMPOWER
TALENT**

**DRIVE
EXCELLENCE**

Diversity, Equity, Inclusion, and Accessibility

The San Francisco Travel Association is committed to diversity, equity, inclusion, and accessibility in promoting unique San Francisco experiences and elevating voices in the community that speak to travelers from around the world.





Executive Team

Anna Marie Presutti

PRESIDENT & CEO

Lynn Bruni-Perkins

CHIEF MARKETING OFFICER

Hubertus Funke

CHIEF TOURISM OFFICER

Ike Kwon

CHIEF OF STAFF

Janice Lee

CHIEF FINANCIAL OFFICER

Nicole Rogers

CHIEF SALES OFFICER

Julie Van't Hul

CHIEF EVENTS & SERVICES OFFICER

Board of Directors

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GENERAL MANAGER, SAN FRANCISCO
MARRIOTT MARQUIS

Joey Nevin

Vice Chair

VICE PRESIDENT, GIANTS ENTERPRISES

Sandra Fletcher

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PRESIDENT, SIMCO RESTAURANTS

Michael Baier

Secretary-Treasurer

MANAGING DIRECTOR, HYATT REGENCY
SAN FRANCISCO DOWNTOWN SOMA

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Immediate Past Chair

VICE CHAIRMAN & DIRECTOR, FIVE STAR BANK

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Public Policy Council Chair

COMPLEX GENERAL MANAGER, HILTON UNION SQUARE
AND HILTON PARC 55

Markus Treppenhauer

Meeting and Convention Council Chair
GENERAL MANAGER, FAIRMONT SAN FRANCISCO

Kathryn Inglin

Marketing Council Chair
VICE PRESIDENT, MARKETING AND COMMUNICATIONS,
YMCA OF GREATER SAN FRANCISCO

Sheila Shin

Tourism Council Chair
CHIEF OPERATING OFFICER, SFMOMA

Gary Bauer

PRESIDENT, BAUER'S INTELLIGENT TRANSPORTATION

Carmen Chu

CITY ADMINISTRATOR, CITY AND COUNTY
OF SAN FRANCISCO

Clifton Clark

AREA GENERAL MANAGER, WESTIN ST. FRANCIS/
MARRIOTT INTERNATIONAL

Angie Clifton

GENERAL MANAGER, THE PALACE HOTEL

Drew Conly

GENERAL MANAGER, THE GALLERIA PARK HOTEL

Michael Costanzo

GENERAL COUNSEL AND CHIEF RISK OFFICER,
CALIFORNIA ACADEMY OF SCIENCES

Tom David

MANAGING VICE PREISDENT, SALES AND DISTRIBUTION,
U.S. WEST, MARRIOTT INTERNATIONAL

Murat Eskicioglu

GENERAL MANAGER OF HOSPITALITY,
LEGENDS GLOBAL - MOSCONE CENTER

Tyler Florence

CEO, THE FLORENCE GROUP

Stéphane Gras

GENERAL MANAGER, FOUR SEASONS SAN FRANCISCO

Lee Gregory

EXECUTIVE VICE PRESIDENT AND PARTNER,
MCCALL'S CATERING AND EVENTS

Branislav Henselmann

EXECUTIVE DIRECTOR, SAN FRANCISCO BALLET

Lisa Kershner

GENERAL MANAGER, SFO MARRIOTT

David Lewin

GENERAL MANAGER, GRAND HYATT SAN FRANCISCO

Stephen McLeod

CEO, MUSEUM OF THE EYE

Caitlin O'Neill

DIRECTOR OF POLICY - WEST COAST, AIRBNB

Sebastien Pfeiffer

MANAGING DIRECTOR, BEACON GRAND HOTEL

Andrea Robertson

MANAGING SALES DIRECTOR, UNITED AIRLINES

Phil Spiegel

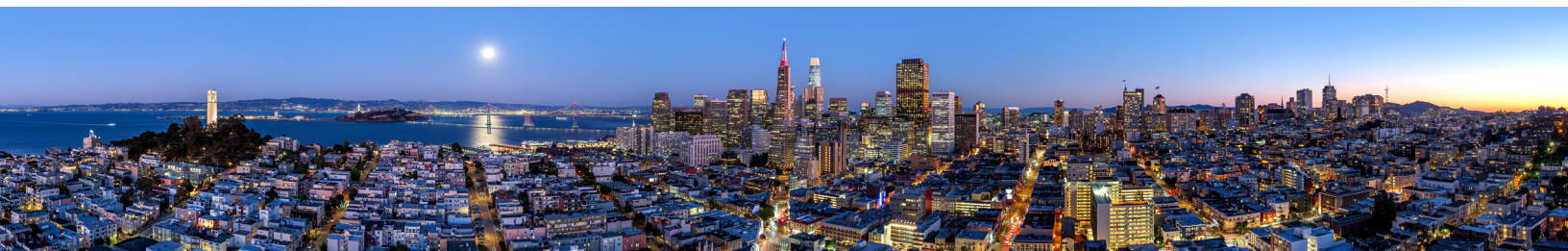
PRINCIPAL, PLEASE MANAGEMENT

Sheena Way

VICE PRESIDENT, CONTENT AND PROGRAMMING,
GOLDEN STATE WARRIORS

Cindy Wong-Chen

FOUNDER, CHINA LIVE



2025 Performance

San Francisco Travel 2025 Goals

GOAL	TARGET	ACTUAL
Balanced Budget	Balanced budget	Balanced budget
Convention Room Nights	1,046,000	1,777,892
Hotel Occupancy	64.1%	67.2%
Leisure Room Nights	265,000	306,823
Private Revenue	\$2,821,430	\$2,666,219



Global Partnership

As a membership-based organization with hundreds of businesses representing the local visitor industry, San Francisco Travel works with its members to sure that visitors have an exceptional experience.

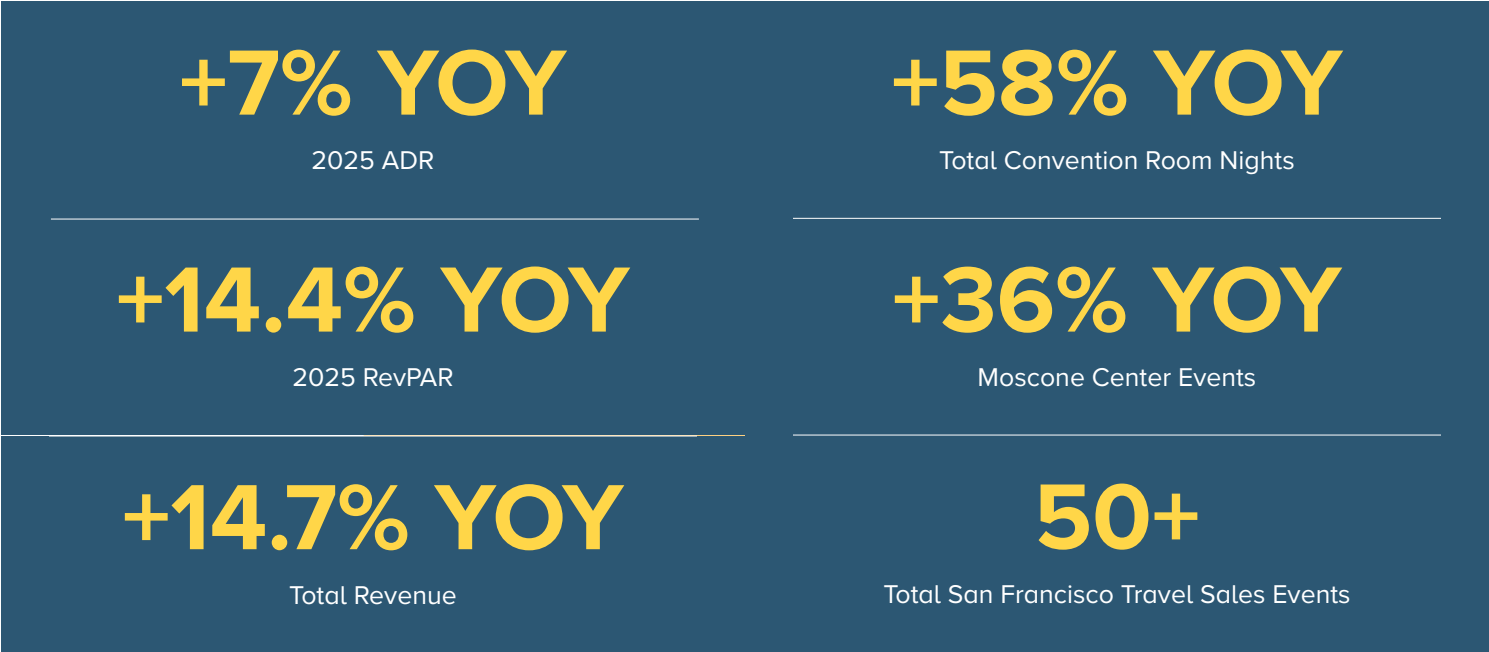
In 2025, San Francisco Travel launched a new membership model and a pioneering Events Fund that enables the organization to provide streamlined membership benefits and execute key events to increase meeting and events business in San Francisco.

95%

Member Renewal Rate

Global Convention Sales, Services, and Events

Our Global Sales, Services, and Events teams work together to support domestic and international groups coming to San Francisco. Their function is to solicit, maintain, and grow group and event business within our hotels, The Moscone Center, and other venues throughout San Francisco.



San Francisco Travel's presence at major industry trade shows, including IMEX and IPW, affords our team valuable face-to-face meetings with key clients looking to book significant business in top global destinations.

Global Marketing

Our Global Marketing team promotes San Francisco as a world-class destination, with an emphasis on producing visitors who stay overnight at San Francisco properties and expanding our audience.

306K+

Total Leisure Room Nights

1.34M+

Total Social Media Followers (B2C + B2B)

5.4M

Total Website Page Views

41K+ YOY

B2C Social Media Audience Growth

208K+

Total Leisure Email Subscribers

3.9K+ YOY

B2B Social Media Audience Growth



"Believe in San Francisco", launched in May 2025, was a fully integrated marketing campaign that primarily targeted a national domestic audience. Globally, it appeared as a digital and OOH campaign in the UK and as an Expedia OTA campaign in Canada, Mexico, the UK, France, and India. Surprise-and-delight activations such as a Times Square digital billboard placement and an interactive Rose Parade activation in Union Square amplified the message in unexpected and impactful ways.

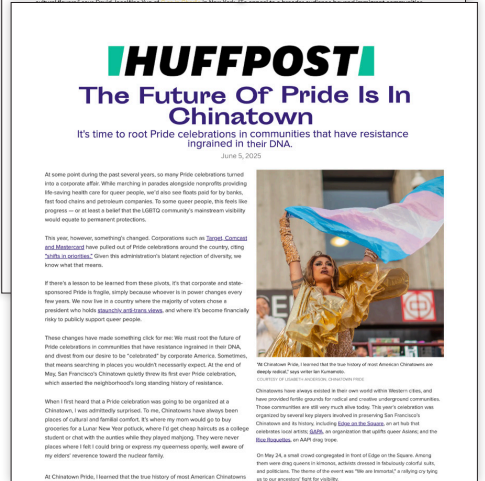
Since 2020, reputation management has become an increasingly integral part of San Francisco Travel's responsibility as the City's official destination marketing organization. Our Global Public & Media Relations team is dedicated to improving perceptions of and shifting the conversation about San Francisco.

Total Domestic Earned Media Reach

Total Influencer Collaborations Reach

Total International Earned Media Reach

Total Domestic Earned Media Articles



In 2025, we engaged our domestic PR agency, FINN Partners, to develop an earned media and influencer strategy around key themes including innovation and creativity, resilience and reinvention, wonder and natural beauty, diversity and cultural fusion, and culinary excellence, resulting in significant positive earned coverage for the city.

Global Tourism

Our Global Tourism team focuses on the education, development, and promotion of San Francisco as a premier destination for international audiences, both by traveling the world and by hosting key clients. This team also works closely with San Francisco International Airport (SFO) to increase travel to and through this major west coast gateway.

18M

Total International Passengers at SFO

15

Total International FAM Trips

20+

Total Trade Shows, Missions, and Conferences Attended

21

International Marketing Campaigns in Key Inbound Markets



The Impact of Tourism

23.7M

Visitors to San Francisco

\$778

Tax Relief per Resident

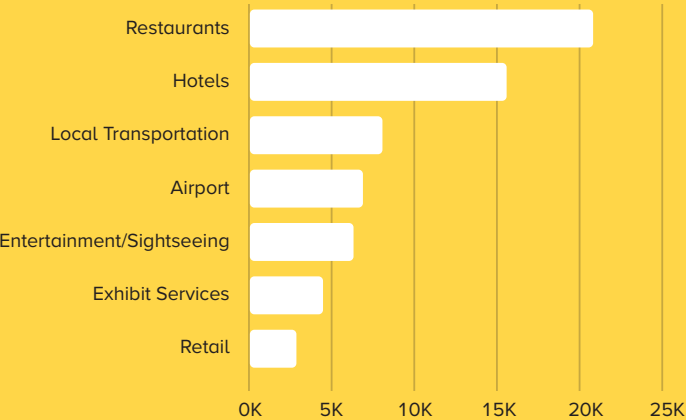
\$9,430,000,000

Spent in our Local Economy

+3.5%
YOY ↗

63,908

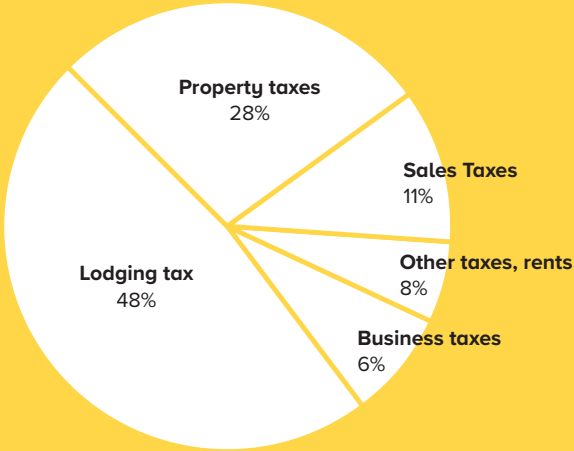
Jobs Supported
in 2025



+8.3%
YOY ↗

\$654.9M

Tax Revenues Generated
in 2025





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sftravel.com

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