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## FOR IMMEDIATE RELEASE

### San Francisco Fact Sheet

*Latest data available from the San Francisco Travel Association, California Department of Finance, [www.sfgov.org](http://www.sfgov.org) and various industry sources; see final page for annotated resources.*

Total visitors and convention participants (2016) <sup>1</sup>	25.2 million
Visitors in San Francisco per day (2016) <sup>1</sup>	68,998
Visitor spending in San Francisco per day (2016) <sup>1</sup>	\$24.5 million
Total tourism direct spending (2016) <sup>1</sup>	\$8.9 billion
Average daily expenditure for all visitors <sup>1</sup>	\$356.45
Visitor Spending per San Francisco household (2016) <sup>1</sup>	\$10,667
Number of convention delegates staying in hotels/motels (2016) <sup>1</sup>	2.6 Million
Total Convention Attendee Spending (2016) <sup>1</sup>	\$1.2 billion
Total Exhibitor Spending (2016) <sup>1</sup>	\$656 million
Total Meeting Planner/Hosting Spending (2016) <sup>1</sup>	\$42 million
Convention and meetings related spending (2016) <sup>1</sup>	\$1.9 billion
Average expenditure per convention delegate per day (2016) <sup>1</sup>	\$492.65
Average length of stay per convention delegate <sup>2</sup>	4.1
Average daily expenditure per general visitor staying in hotels/motels <sup>2</sup>	\$298.03

Top six producing domestic metropolitan statistical areas (2015) <sup>3</sup>	<ol style="list-style-type: none"><li>1) Los Angeles, CA</li><li>2) San Francisco-Oakland-San Jose, CA</li><li>3) Sacramento – Stockton – Modesto, CA</li><li>4) New York, NY</li><li>5) San Diego, CA</li><li>6) Washington, DC</li></ol>
Average daily room rate (2016) <sup>4</sup>	\$252.92
Hotel occupancy (2016) <sup>4</sup>	85.5%
Room demand (2016) <sup>4</sup>	10.5 million
Transient room demand (2016) <sup>4</sup>	7.4 million
Total group room demand (2016) <sup>4</sup>	2.6 million
Moscone group room nights (2016) <sup>22</sup> (Group nights typically average one million room nights annually; the group room nights stated are a temporary decrease and due to Moscone Expansion.)	861,000
Self-Contained group room nights (2016) <sup>4</sup>	1.7 million
Top five producing international markets <sup>5</sup>	<ol style="list-style-type: none"><li>1) Mexico</li><li>2) China</li><li>3) United Kingdom</li><li>4) Canada</li><li>5) Germany</li></ol>
Top reasons for visiting San Francisco <sup>2</sup>	<ol style="list-style-type: none"><li>1) Atmosphere and ambiance</li><li>2) Friends and family in area</li><li>3) Scenic beauty</li><li>4) Restaurants and cuisine</li></ol>
Leading attractions visited <sup>2</sup>	<ol style="list-style-type: none"><li>1) Pier 39</li><li>2) Golden Gate Bridge</li><li>3) Golden Gate Park</li><li>4) Ferry Building</li></ol>

Leading activities<sup>2</sup>

- 1) Dine in restaurants
- 2) Shopping
- 3) Visit a park
- 4) Visit friends and family

Leading neighborhoods visited<sup>2</sup>

- 1) Union Square
- 2) Fisherman's Wharf
- 3) Embarcadero
- 4) Chinatown

Purpose of visit<sup>2</sup>

85.6%	Leisure/Vacation
7.1%	Business Travel
7.2%	Meeting/ Convention

**Visitor Profile<sup>2</sup>**

For detailed profiles on hotel guests, VFR (visiting friends and relatives) and international travelers contact San Francisco Travel Association Media Relations Department; the information below is a compilation of all visitor categories:

Average Age	40.1
Average Annual Household Income	\$94,637
Average Length of Stay in City	2.5 Nights
First Time Visitors	24.4%
Gender	Female 51.2% Male 45% Prefer not to answer 3.7%

**Population<sup>7</sup>**

City of San Francisco	864,816
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Major ethnic groups (2016):

White	40.8%
Asian	34.5%
Hispanic Origin	15.3%
African American (Black)	5.0%
Multiracial	3.5%
American Indian	0.1%
Pacific Islander	0.4%
Other Races	0.4%

Population of the nine Greater Bay Area counties: Alameda (1,647,704), Contra Costa (1,135,127), Marin (260,651), Napa (142,166), San Francisco (870,887), San Mateo (764,797), Santa Clara (1,979,402), Solano (440,207) and Sonoma (503,070)

Total Bay Area population 7,684,011

**Weather**

The weather in San Francisco is mild year-round with temperatures seldom rising above 70 degrees (21 degrees C) or falling below 40 degrees (5 degrees C).

Daily Mean Temperature (F/C)

Month	Maximum	Minimum	Rainfall (Inches/cm)
January	56.0/13.4	46.2/7.9	4.48/11.38
February	59.4/15.2	48.4/9.1	2.83/7.18
March	60.0/15.6	48.6/9.1	2.58/6.55
April	61.1/16.2	49.2/9.6	1.48/3.76
May	62.5/16.9	50.7/10.4	0.35/0.89
June	64.3/17.9	52.5/11.4	0.15/0.38
July	64.0/17.8	53.1/11.7	0.04/0.10
August	65.0/18.3	54.2/12.3	0.08/0.20
September	68.9/20.5	55.8/13.2	0.24/0.61
October	68.3/20.2	54.8/12.7	1.09/2.77
November	62.9/17.2	51.5/10.8	2.49/6.33
December	56.9/13.8	47.2/8.5	3.52/8.94
Annual Average	62.5/16.9	51.0/10.6	19.33/49.10

**History and Geography**

Total area in square miles in the city of San Francisco 47.335 miles

Miles of shoreline<sup>8</sup> 29.5 miles

Miles of waterfront<sup>8</sup> 7.5 miles

Number of piers 39

Square miles in San Francisco Bay and Delta<sup>9</sup> Ranges from 400 to 1,600 miles

Fog signals around the San Francisco Bay<sup>9</sup> 32 signals

Total square miles in Golden Gate National Recreation Area (GGNRA)<sup>9</sup> 82,791 acres

Miles of San Francisco streets<sup>10</sup> 1,088 miles

**Recreation and Park Facilities**

Recreational and open space within San Francisco 3,400 acres

Marina slips 671

Neighborhood parks 220

Playgrounds and play areas 179

High-rises (eight stories and above)<sup>13</sup> 766

Buildings designated historical landmarks (since 1967)<sup>13</sup> 266 buildings

Historic districts (Alamo Square, Blackstone Court, Bush Street Cottage Row, Civic Center, Dogpatch, Jackson Square, Liberty-Hill, Market Street Masonry, Northeast Waterfront, South End, Telegraph Hill, Webster St.)<sup>13</sup> 12 total

**Convention Facilities (Current; Expansion Underway 2015-18)**

Moscone Center Total Square Feet Meeting Lobby and Exhibit Space 992,123 sf

Lobby Pre-Function Space 151,726 sf

Meeting Rooms 107

Completion Dates:

Moscone	South	December 1981
Esplanade	Ballroom	February 1991
Moscone	North	May 1992
Moscone	West	June 2003

**Lodging**

Hotel rooms available<sup>4</sup> 33,793 rooms

Number of hotels<sup>4</sup> 218 hotels

**Transportation**

Average number of commuters daily<sup>13</sup> 431,859

Total number of licensed taxis permits (medallions as of 2016)<sup>11</sup> 1,967

Yearly cable car riders (2016)<sup>11</sup> 5,800,000

Cable cars 44 cars

Historic streetcars 45 cars

Route miles of cable car track 8.8 miles

Speed of cable car per mile 9.5 mph

Average weekday passenger boarding, San Francisco Municipal Railway (Muni) (2016) <sup>11</sup>	725,000
Bridges	8 bridges
Length of San Francisco-Oakland Bay Bridge in miles	8.4 miles
Average number of vehicles crossing the Bay Bridge yearly <sup>17</sup>	45,534,437
Length of Golden Gate Bridge in miles, including approaches <sup>17</sup>	1.7 miles
Average number of vehicles crossing Golden Gate Bridge yearly (2016) <sup>16</sup>	41,479,058
Number of years it took to construct the Golden Gate Bridge	4 years

**San Francisco International Airport<sup>5</sup>**

Annual passenger volume at San Francisco International Airport (2016)	53,106,505
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Number of Flights (2016)	204,904
International	175,354
Domestic	29,550

Total Seat Volume (2016)	31,199,614
International	23,948,976
Domestic	7,250,638

Top 3 Domestic Airports of Origin by Number of Flights

1. Los Angeles International Airport	33,884
2. Seattle-Tacoma International Airport	18,017
3. Las Vegas McCarran International Airport	15,372

Top 3 International Airports of Origin by Number of Flights

1. Vancouver International Airport	2,979
2. London Heathrow Airport	1,962
3. Hong Kong International Airport	1,605

**Attractions**

Total visitors to Golden Gate National Recreation Area (GGNRA) (FY 2016) <sup>10</sup>	19,028,068
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Total visitors to Alcatraz (2014) <sup>10</sup>	1.5 million
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Victorian Houses	14,000
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Restaurants <sup>18</sup>	4,415
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Restaurants with Michelin Stars (Bay Area) 54

Theatres in Bay Area<sup>19</sup> 300 theaters

Theaters in San Francisco<sup>19</sup> 98 theaters

**Quick Facts:**

**BIRD** California Quail

**CABLE CARS** Inaugural run August 2, 1873. Declared a National Historic Landmark on Oct. 1, 1964. Invented by Andrew S. Hallidie; restored June 21, 1984 after \$60 million overhaul

**COLLEGES AND UNIVERSITIES**<sup>20</sup>

University of California, Berkeley; San Francisco State University; Stanford University; California State University, East Bay; Academy of Art University; University of San Francisco; Saint Mary's College of California; University of California, San Francisco; Golden Gate University; California College of the Arts; Dominican University of California; Notre Dame de Namur University; and dozens of other private institutions

**COLORS** Black and gold

**25 LARGEST BAY AREA COMPANIES (PUBLIC)**<sup>20</sup>

Apple, Inc.; McKesson Corp.; Chevron Corp.; Hewlett-Packard Co.; Wells Fargo & Co.; Alphabet Inc.; Intel Corp.; Cisco Systems Inc.; Oracle Corp.; Gilead Sciences Inc.; Facebook Inc.; PG&E Corp.; Gap, Inc.; Visa, Inc.; Synnex Corp.; Ross Stores, Inc.; Core-Mark Holding Co., Inc.; Applied Materials, Inc.; PayPal, Inc.; eBay, Inc.; Franklin Resources Inc.; Netflix, Inc.; Salesforce; VMware, Inc.; Symantec Corp.

**ELEVATION** Highest Point: Mt. Davidson at 938 feet

**LOWEST POINT** Sea level

**FLAG** The phoenix rising from the ashes on a white field bordered in gold

**FLOWER** Dahlia

**FOUNDED** Presidio of San Francisco established Sept. 17, 1776; incorporated April 15, 1850

**GEOLOGY** San Francisco for the most part rests on a foundation of sandstone, shale and volcanic rock. Large deposits of serpentine, official rock of California, are located in the Presidio

**GOVERNMENT** Mayor (four-year term, two-term limit) and Board of Supervisors (11 members)

HILLS	There are 43 hills within San Francisco, major ones are: Twin Peaks (910' and 903'), Nob (376'), Russian (294') and Telegraph (248')
ISLANDS	Numerous islands are around the San Francisco Bay, 12 within city limits: Alcatraz; the Farallones, a group of seven islands; Treasure Island; Yerba Buena; Angel Island, shared with the city of Tiburon; and Red Rock
MOTTO	Oro en paz, Fierro en guerra (Gold in peace, Iron in War)
PATRON SAINT	St. Francis of Assisi
SISTER CITIES <sup>21</sup>	Abidjan, The Ivory Coast; Amman, Jordan; Assisi, Italy; Bangalore, India; Barcelona, Spain; Cork, Ireland; Haifa, Israel; Ho Chi Minh, Vietnam; Krakow, Poland; Manila, Philippines; Osaka, Japan; Paris, France; Seoul, Korea; Shanghai, China; Sydney, Australia; Taipei, Taiwan; Thessaloniki, Greece; Zurich, Switzerland
SONG	Official: "San Francisco" Official ballad: "I Left My Heart in San Francisco"
MUSICAL INSTRUMENT	The accordion
STREETS	
Steepest:	31.5 percent of grade, Filbert between Leavenworth and Hyde, 22nd Street between Church and Vicksburg 29 percent of grade, Jones between Union and Filbert 27.9 percent of grade, Duboce between Buena Vista and Alpine
Oldest:	Grant Avenue
Longest:	Mission Street, 7.29 miles
Widest:	Junipero Serra Boulevard (between property lines), 254 feet <sup>9</sup>
Narrowest:	De Forest Way, four and a half feet
STRUCTURES	Sutro Tower is the tallest structure at 981 feet, (its base stands 830 feet above sea level); Transamerica Pyramid is the tallest building at 853 feet; Mission Dolores, dedicated on Aug. 2, 1791 is the oldest
GRATUITIES	Service is not included in restaurant checks. The average tip is 15-18 percent of the total check. Standard service fees are becoming more common and a tip is sometimes included for groups of six or more. A recent San Francisco health initiative has impacted costs at local restaurants and diners may encounter an additional charge related to this. The average tip is 15 percent of taxi fare. The average tip for airport and hotel baggage handlers is \$1 per bag one-way.



TAX RATES Sales tax is 8.50 percent; hotel fees in San Francisco include a 14 percent occupancy tax and 1 to 1.5 percent Tourism Improvement District assessment (depending on the location of the property).

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## Sources

- 1 Total Tourism Direct Spending (2016), San Francisco Travel Association in conjunction with Tourism Economics and Destination Analysts
2. 2014, San Francisco Travel Association/Destination Analysts “Findings, Final Report: San Francisco Visitor Profile Research” 2017 Visitor Profile Study is in the field with results being available in 2018.
3. 2015; Longwoods International, “San Francisco 2015 Visitor Study”
4. STR; YTD Performance for City and County of San Francisco
5. Global Travel City Database, January 2017, Tourism Economics
6. OAG Flight schedule and seat capacity; August 2016 (next is August 2017)
- 7 U.S. Census Bureau American Community Survey <http://factfinder2.census.gov> and California Department of Finance
- 8 City and County of San Francisco, Port of San Francisco
9. U.S. Army Corps of Engineers
10. Golden Gate National Recreation Area
11. City and County of San Francisco, San Francisco Municipal Transportation Agency
12. City and County of San Francisco, Recreation and Park Department
13. City and County of San Francisco, Planning Department
14. MTC-ABAG Library, [www.mtc.ca.gov](http://www.mtc.ca.gov); includes within city as well as nearby locations
15. City and County of San Francisco, San Francisco International Airport, [www.flysfo.com](http://www.flysfo.com)
16. Bay Area Toll Authority, <http://bata.mtc.ca.gov/bridges/sf-oak-bay.htm>
17. Golden Gate Bridge, Highway & Transportation District, <http://goldengate.org/organization/annualreports.php>
18. City and County of San Francisco, Department of Public Health, Environmental Health Section (MIS); number changes daily.
19. Grants for the Arts and San Francisco Travel Association
20. *San Francisco Business Times*, 2017 Book of Lists “Bay Area Largest Public Companies” Based on FY 2015 Revenue.
21. City and County of San Francisco, Office of the Mayor
22. USI, CRM San Francisco Travel Association.