



SAN FRANCISCO

Visitor Industry Economic Impact Summary, 2014

Visitor Volume & Spending, 2014

The table below shows a detailed comparison of 2013 and 2014 San Francisco visitor volume and spending. In 2014 San Francisco hosted 18 million visitors who spent \$10.7 billion while in the city. In addition, the industry generated \$665 million dollars in tax revenues for the City and County of San Francisco and supported 87,005 local jobs.

BREAKDOWN OF SAN FRANCISCO ANNUAL VISITOR VOLUME & SPENDING, 2014			
VISITOR VOLUME (Number of visitors to San Francisco in millions)			
Place of stay	2013	2014	% CHNG
San Francisco Hotel	5.24	5.30	1.2%
Private Home in San Francisco	1.13	1.22	7.9%
Other Bay Area Locations	6.05	6.36	5.2%
Peer-to-peer lodging*	na	0.13	na
Cruise passengers*	na	0.26	na
Bay Area Residents on Leisure Trips	4.48	4.74	5.8%
Total	16.90	18.01	6.5%
VISITOR SPENDING (Visitor spending in San Francisco in billion dollars)			
Place of stay	2013	2014	% CHNG
San Francisco Hotel	5.91	\$6.91	16.9%
Private Home in San Francisco	0.80	\$0.84	4.2%
Other Bay Area Locations	1.21	\$1.34	10.7%
Peer-to-peer lodging*	na	\$0.09	na
Cruise passengers*	na	\$0.02	na
Bay Area Residents on Leisure Trips	1.46	\$1.47	1.0%
Total	9.38	\$10.67	13.7%
OTHER KEY VISITOR INDUSTRY STATISTICS, 2014			
Taxes generated for City of San Francisco (millions)	\$615	\$665	8.0%
Jobs supported in San Francisco	76,834	87,005	13.2%
Total payroll (billions)	\$2.31	\$2.67	15.9%
Visitors in San Francisco on an average day	134,231	150,412	12.1%
Visitor spending in San Francisco on an average day (millions)	\$25.71	\$29.23	13.7%
Annual visitor spending per San Franciscan	\$11,371	\$12,581	10.6%
* These categories are measured and introduced here for the first time this year.			