

SFCED

SAN FRANCISCO
CENTER FOR
ECONOMIC DEVELOPMENT

BREAKDOWN OF SAN FRANCISCO ANNUAL VISITOR VOLUME & SPENDING, 2008

VISITOR VOLUME

(Number of visitors to San Francisco in millions)

Place of stay 2008

Private home in San Francisco	4.74
Other Bay Area Locations	1.19
Bay Area Residents on Leisure Trips	4.46
Total	16.39

VISITOR SPENDING

(Visitor spending in San Francisco in billion dollars)

Place of stay 2008

San Francisco Hotel	\$5.31
Private Home in San Francisco	\$0.96
Other Bay Area Locations	\$0.91
Bay Area Residents on Leisure Trips	\$1.34
Total	\$8.52

OTHER KEY VISITOR INDUSTRY STATISTICS, 2008

Taxes generated for City of San Francisco	\$527,613
Jobs supported in San Francisco	72,856
Total payroll	\$2.01
Visitors in San Francisco on an average day	131,722
Visitor spending in San Francisco on an average day	\$23.33
Annual visitor spending per San Franciscan	\$10,328

*Source: SFCVB Education & Research Foundation, Economics
Research Associates, Destination Analysts, Inc.*