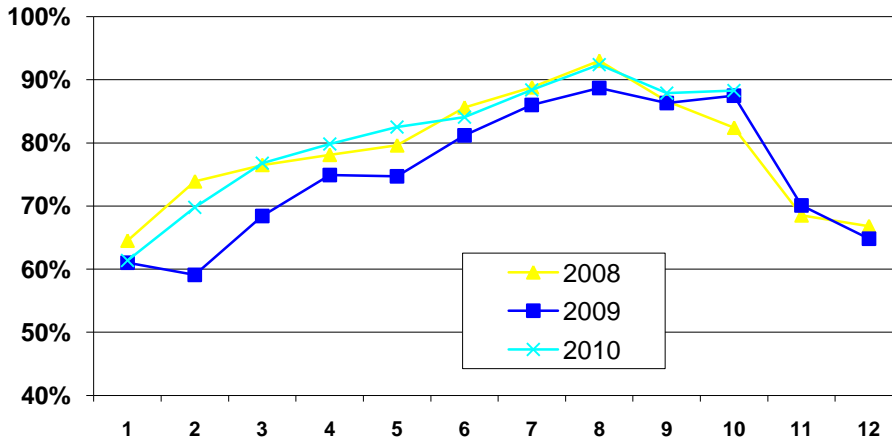


# SAN FRANCISCO CITYWIDE HOTEL OCCUPANCY RATE

SAN FRANCISCO CITYWIDE HOTEL OCCUPANCY RATE  
(2008-2010)



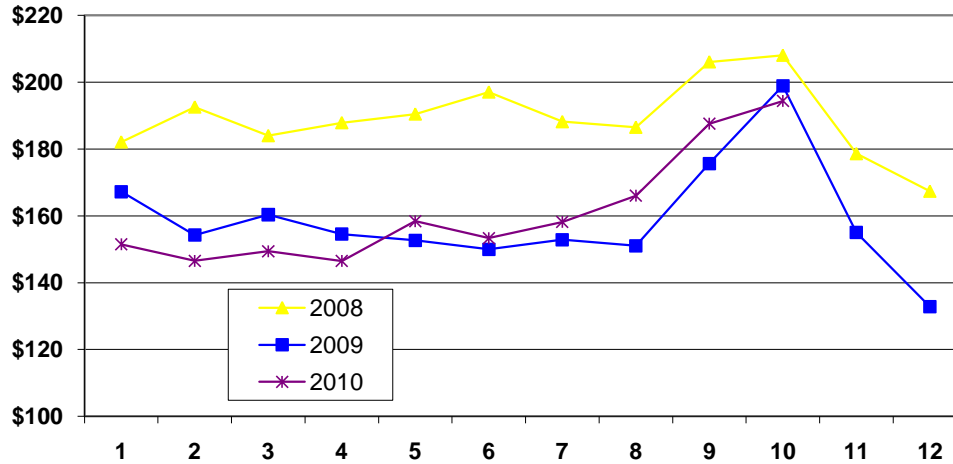
San Francisco Hotel Occupancy Rate

	2005	2006	2007	2008	2009	2010
Jan	59.9%	62.1%	59.8%	64.5%	61.0%	61.4%
Feb	67.5%	65.9%	72.1%	73.9%	59.1%	69.8%
Mar	72.6%	75.2%	75.4%	76.5%	68.4%	76.80%
Apr	74.6%	77.6%	77.0%	78.1%	74.9%	79.80%
May	78.3%	76.4%	82.8%	79.6%	74.7%	82.50%
June	81.3%	80.6%	82.4%	85.6%	81.2%	84.10%
July	84.4%	82.0%	84.9%	88.8%	86.0%	88.40%
Aug	87.2%	82.7%	87.1%	93.0%	88.7%	92.40%
Sept	88.0%	86.5%	87.6%	86.6%	86.3%	87.90%
Oct	84.1%	85.7%	86.4%	82.4%	87.5%	88.30%
Nov	70.9%	71.8%	76.5%	68.5%	70.1%	
Dec	61.5%	62.3%	64.0%	66.8%	64.8%	
	<b>75.7%</b>	<b>76.4%</b>	<b>79.0%</b>	<b>78.9%</b>	<b>75.5%</b>	<b>81.50%</b>

SOURCE: PKF CONSULTING

# SAN FRANCISCO HOTEL AVERAGE DAILY RATE

SAN FRANCISCO AVERAGE DAILY HOTEL ROOM RATE (MONTHLY)  
(2008-2010)



SAN FRANCISCO'S AVERAGE DAILY HOTEL ROOM RATE (MONTHLY)

	2005	2006	2007	2008	2009	2010
Jan	\$146.81	\$158.56	\$177.02	\$182.11	\$167.20	\$151.47
Feb	\$147.62	\$157.58	\$182.61	\$192.56	\$154.23	\$146.54
Mar	\$151.05	\$170.10	\$186.05	\$184.00	\$160.35	\$149.41
Apr	\$154.44	\$166.27	\$179.46	\$187.87	\$154.56	\$146.51
May	\$156.66	\$168.92	\$188.66	\$190.46	\$152.68	\$158.42
June	\$152.24	\$169.55	\$176.85	\$197.04	\$149.98	\$153.33
July	\$150.67	\$163.57	\$183.85	\$188.17	\$152.84	\$158.16
Aug	\$149.44	\$162.20	\$185.94	\$186.51	\$151.06	\$166.04
Sept	\$166.10	\$179.76	\$193.75	\$206.06	\$175.64	\$187.57
Oct	\$171.60	\$201.01	\$216.24	\$208.04	\$198.93	\$194.35
Nov	\$152.40	\$166.18	\$195.20	\$178.61	\$155.02	\$155.02
Dec	\$145.15	\$153.24	\$157.17	\$167.39	\$132.81	\$132.81
AVERAGE ANNUAL	\$156.55	\$167.63	\$181.22	\$190.28	\$160.27	\$163.18

SOURCE: PKF CONSULTING

Provided by the San Francisco Convention & Visitors Bureau  
[www.sfcvb.org/research](http://www.sfcvb.org/research)