

## **SAN FRANCISCO TOURISM – VOLUME, SPENDING AND CHARACTERISTICS, 2009 & 2010**

### **VISITOR VOLUME**

**(Number of visitors to San Francisco in millions)**

<b>Place of stay</b>	<b>2009</b>	<b>2010</b>	<b>% Change</b>
San Francisco Hotel	4.52	4.89	8.1%
Private Home in San Francisco	1.1	1.11	0.8%
Other Bay Area Locations	5.59	5.64	0.9%
Bay Area Residents on Leisure Trips	4.24	4.29	1.1%
<b>Total</b>	<b>15.45</b>	<b>15.92</b>	<b>3.1%</b>

### **VISITOR SPENDING**

**(Visitor spending in San Francisco in billion dollars)**

<b>Place to Stay</b>	<b>2009</b>	<b>2010</b>	<b>0.0%</b>
San Francisco Hotel	\$4.87	\$5.28	8.3%
Private Home in San Francisco*	\$0.84	\$0.71	-15.0%
Other Bay Area Locations*	\$0.83	\$1.04	24.7%
Bay Area Residents on Leisure Trips	\$1.31	\$1.31	0.0%
<b>Total</b>	<b>\$7.85</b>	<b>\$8.34</b>	<b>6.2%</b>

### **OTHER KEY VISITOR INDUSTRY STATISTICS,**

2010 Taxes generated for City of San Francisco (millions)	\$466	\$485	4.0%
Jobs supported in San Francisco	66,837	67,122	0.4%
Total payroll (billions)	\$1.86	\$1.88	0.9%
Visitors in San Francisco on an average day	125,407	126,931	1.2%
Visitor spending in San Francisco on an average day (millions)	\$21.51	\$22.84	6.2%
Annual visitor spending per San Franciscan	\$9,283	\$9,737	4.9%

\* Changes in 2010 estimates result from changes in per-day visitor spending found with

new survey methodology.

SOURCE: San Francisco Travel Association, Economics Research Associates, Destination Analysts, Inc.

**San Francisco Hotel Guest Profile:**

Average annual household income:	\$118,000
Average spending in SF (per-person, per-day):	\$240.31
First-time San Francisco visitors:	27.2%
Traveling with children:	17.2%
Average age:	43 years old
Average nights in SF hotels:	3.5 nights
People per room:	2.0
Arrived by air:	69.2%
Top five feeder markets of hotel guests (by Designated Market Areas (DMAs))	Los Angeles 11.3% San Francisco-Oakland-San Jose 7.0% New York City 6.3% Sacramento-Stockton-Modesto 4.9% Chicago 3.3%

Source: San Francisco Visitor Profile Report (2010), published by San Francisco Travel in March 2011.