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NEWS

SAN FRANCISCO FACT SHEET

Latest data available from the SFCVB Research Department, California Department of Finance, www.sfgov.org and various industry sources; see final page for annotated resources.

Tourism Statistics

Total visitors and convention participants ¹	15.4 million
Total visitor and convention spending ¹	\$7.85 billion
Average expenditure per convention delegate per day ²	\$288.33
Average daily expenditure per general visitor staying in hotels/motels ²	\$258.90
Average daily expenditure for all visitors ¹	\$171.49
Average daily room rate ³	\$160.27
Hotel occupancy (2009) ³	75.5%
Top five producing domestic metro areas ²	1) Los Angeles 2) San Francisco/Oakland, San Jose 3) Sacramento, Stockton, Modesto 4) New York 5) Washington, DC
Top five producing international markets ⁴	1) United Kingdom 2) Japan 3) Germany 4) Canada 5) Australia

Top reasons for visiting San Francisco²

- 1) Atmosphere & Ambiance
- 2) Restaurants
- 3) Scenic Beauty
- 4) Diversity
- 5) Weather

Leading attractions visited²

- 1) Fisherman's Wharf
- 2) Cable Car Ride
- 3) Golden Gate Bridge
- 4) Golden Gate Park
- 5) Ferry Building

Purpose of visit²

- 39.7% Leisure/Vacation
- 35.3% Meeting/ Convention
- 22.1% Business Travel
- 2.9% Other

Visitor Profile²

Profile of hotel guests staying overnight in San Francisco accommodations:

Average Age	46
Average Annual Household Income	\$93,900
Average Length of Stay in City	4.6 Nights
First Time Visitors	17.5%
Gender	Female 46.5% Male 53.5%

Population⁵

City of San Francisco	845,559
Major ethnic groups (July 1, 2004):	
	White 44.73%
	Asian 31.23 %
	Hispanic Origin 13.52%
	African American (Black) 7.13 %
	Multiracial 2.60%
	Pacific Islander .49 %
	American Indian .30%

Population of the nine Greater Bay Area counties: Alameda (1,556,657), Contra Costa (1,060,435), Marin (258,618), Napa (137,571), San Francisco (845,559), San Mateo (745,858), Santa Clara (1,857,621), Solano (426,729) and Sonoma (486,630)

Total Bay Area population	7.4 million
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History and Geography

Total area in square miles in the city of San Francisco	47.335 miles
Miles of shoreline	29.5 miles
Miles of waterfront ⁶	7.5 miles
Number of piers ⁶	39
Square miles in San Francisco Bay and Delta ⁷	Ranges from 400 to 1,600 miles
Fog signals around the San Francisco Bay	32 signals
Total square miles in Golden Gate National Recreation Area (GGNRA) ⁸	117 miles (75,500 acres)
Miles of San Francisco streets ⁹	1,088 miles
Parks, playgrounds and squares comprising 4,380 acres, including 960 outside city limit ¹⁰	229
Community gardens (Recreation and Park Dept.; a number are also located on San Francisco Unified School District and Public Utilities Commission property) ¹⁰	35 (8 acres)
High-rises (eight stories and above) ¹¹	477
Buildings designated historical landmarks (since 1996) ¹¹	250 buildings
Historic districts (Alamo Square, Blackstone Court, Bush Street Cottage Row, Civic Center, Dogpatch, Jackson Square, Liberty Hill, Northeast Waterfront, South End, Telegraph Hill, Webster St.) ¹¹	11 total

Convention Facilities

Moscone Center Total Square Feet Meeting and Exhibit Space*	963,929 sf
Lobby Pre-Function Space	120,662 sf
Meeting Rooms	107
Completion Dates:	
Moscone South	December 1981
Esplanade Ballroom	February 1991
Moscone North	May 1992
Moscone West	June 2003

*Figure does not include all useable pre-function space.

Lodging

Hotel rooms available¹² 33,372 rooms

Transportation

Average number of commuters daily¹³ 320,300

Total number of licensed taxis permits¹⁴ 1,432

Ramped taxi permits¹⁴ 99

Yearly cable car riders (FY 2007-2008)⁹ 7.4 million

Cable Cars 40 cars

Route miles of cable car track 10.2 miles

Speed of cable car per mile 9.5 mph

Annual passenger boarding, San Francisco Municipal Railway (Muni) (2007-2008)⁹ 220,000,000

Annual passenger volume at San Francisco International Airport (2008)¹⁵ 33,574,807

Bridges¹⁶ 8 bridges

Length of San Francisco-Oakland Bay Bridge in miles 8.4 miles

Average number of vehicles crossing the Bay Bridge yearly (2007-2008)¹⁶ 39,555,251

Length of Golden Gate Bridge in miles, including approaches¹⁷ 1.7 miles

Average number of vehicles crossing Golden Gate Bridge yearly (2007-2008)¹⁷ 39,315,596

Number of years it took to construct the Golden Gate Bridge 4 years

Attractions

Total visitors to Golden Gate National Recreation Area (GGNRA)(2007)⁸ 14,200,100

Total visitors to Alcatraz (2007)⁸ 1,354,714

Victorian Houses 14,000

Restaurants¹⁸ 3,489

Grants for the Arts annual budget²⁰ \$14,779,334

Grants for the Arts recipients²⁰ 225

Theaters and small theaters¹⁹ 150

Museums²⁰ 62

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

San Francisco State University, Golden Gate University, University of San Francisco, Hastings College of Law (University of California), University of California Medical Center, San Francisco Art Institute, San Francisco Conservatory of Music, Academy of Art University, San Francisco City College (2 years) and dozens of other private institutions

COLORS Black and gold

25 LARGEST BAY AREA COMPANIES (PUBLIC)²¹

Chevron Corp.; Hewlett-Packard; McKesson Corp; HP; Safeway, Inc.; Wells Fargo & Co.; Intel Corp.; Cisco Systems, Inc.; Apple, Inc; Oracle Corp; Google; Gap, Inc.; Sun Microsystems, Inc.; PG&E Corp.; Genentech, Inc.; Sanmina-SCI Corp.; Applied Materials, Inc.; Calpine Corp.; eBay, Inc.; Synnex Corp.; Yahoo, Inc.; Franklin Resources Inc. Advanced Micro Devices, Inc.; Ross Stores, Inc.; Core-Mark Holding Co., Inc.; Agilent Technologies, Inc.

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 on Sept. 17, 1776; incorporated on 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 ²²	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
Longest:	Mission Street, 7.29 miles
Widest:	Sloat Boulevard, 135 feet
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. A standard 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 9.5 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).

For information on hotel packages and reservations, events, activities and transportation in San Francisco, visit www.onlyinsanfrancisco.com. For lodging reservations by phone, call 800-637-5196 toll free within North America or 415-391-2000 elsewhere.

Visitor guides are available at the Visitor Information Center at 900 Market St. at the corner of Powell and Market streets, lower level, Hallidie Plaza. To receive a copy by mail, call 415- 391-2000, write to the San Francisco Convention & Visitors Bureau, 900 Market St., San Francisco, CA 94102 or send an email to vic1@sanfrancisco.travel. Domestic and international shipping charges apply.

Sources

- 1 Breakdown of San Francisco Annual Visitor Volume & Spending (2009), San Francisco Convention & Visitors Bureau (SFCVB)
- 2 2010, SFCVB Foundation
- 3 PKF Consulting
- 4 U.S. Department of Commerce, Office of Travel and Tourism Industries, 2008
- 5 State of California, Department of Finance, E-1 Population Estimates for Cities, Counties and the State with Annual Percent Change – Jan. 1, 2008 and 2009, Sacramento, CA May 2009 and California County Race/Ethnic Population Estimates and Components of Change by Year, July 1, 2000-2004 (www.dof.ca.gov/research/)
- 6 City and County of San Francisco, Port of San Francisco
- 7 U.S. Army Corps of Engineers
- 8 Golden Gate National Recreation Area
- 9 City and County of San Francisco, San Francisco Municipal Transportation Agency
- 10 City and County of San Francisco, Recreation and Park Department
- 11 City and County of San Francisco, Planning Department
- 12 San Francisco Convention & Visitors Bureau, 2008
- 13 MTC-ABAG Library, www.mtc.ca.gov
- 14 City and County of San Francisco, Taxicab Commission
- 15 City and County of San Francisco, San Francisco International Airport, www.flysfo.com
- 16 Bay Area Toll Authority, www.bata.mtc.ca.gov
- 17 Golden Gate Bridge, Highway & Transportation District, http://goldengate.org/organization/annual_reports.php
- 18 City and County of San Francisco, Department of Public Health, Environmental Health Section (MIS); number changes daily.
- 19 Theatre Bay Area
- 20 Grants for the Arts and San Francisco Convention & Visitors Bureau
- 21 San Francisco Business Times, “200 Largest Public Companies in the Bay Area,” June 6, 2008.
- 22 City and County of San Francisco, Office of the Mayor

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