FOR IMMEDIATE RELEASE

San Francisco Fact Sheet

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

- Total visitors and convention participants: 16.35 million
- Total visitor and convention spending: $8.46 billion
- Average expenditure per convention delegate per day: $295
- Average daily expenditure per general visitor staying in hotels/motels: $257
- Average daily expenditure for all visitors: $179
- Average daily room rate: $187.90
- Hotel occupancy (2010): 81.9%
- Top five producing domestic metropolitan statistical areas:
  1) San Francisco/Oakland/San Jose
  2) Los Angeles, Long Beach, Santa Ana
  3) New York, Northern New Jersey, Long Island
  4) Sacramento, Stockton, Modesto
  5) Washington, DC, Northern Virginia, Southern Maryland, West Virginia
Top four producing international markets\(^{21}\)  
1) Canada  
2) United Kingdom  
3) Germany  
4) Australia

Top reasons for visiting San Francisco\(^{2}\)  
1) Atmosphere & Ambiance  
2) Scenic Beauty  
3) Restaurants

Leading attractions visited\(^{2}\)  
1) Pier 39  
2) Golden Gate Bridge  
3) Golden Gate Park

Leading activities\(^{2}\)  
1) Dine in restaurants  
2) Shopping  
3) Visit museums

Leading neighborhoods visited\(^{2}\)  
1) Union Square  
2) Fisherman’s Wharf  
3) Chinatown

Purpose of visit\(^{2}\)  
75.4% Leisure/Vacation  
10.6% Business Travel  
7.1% Meeting/Convention  
6.9% Other

Visitor Profile\(^{2}\)  
For detailed profiles on hotel guests, VFR (visiting friends and relatives) and international travelers contact San Francisco Travel Association Media Relations Department; the information below is a compilation of all visitor categories:

Average Age 41
Average Annual Household Income $98,591
Average Length of Stay in City 4.5 Nights
First Time Visitors 25.7%
Gender Female 48.7%  
Male 50.3%
**Population**

City of San Francisco

837,442

Major ethnic groups (2010):

- White 41.6%
- Asian 34.4%
- Hispanic Origin 15.3%
- African American (Black) 6%
- Multiracial 4.1%
- Pacific Islander 0.5%
- American Indian 0.8%

Population of the nine Greater Bay Area counties: Alameda (1,513,952), Contra Costa (1,052,827), Marin (252,916), Napa (136,858), San Francisco (805,463), San Mateo (720,162), Santa Clara (1,787,694), Solano (414,305) and Sonoma (485,120)

Total Bay Area population 7.16 million

**Weather**

The weather in San Francisco is mild year-round with temperatures seldom rising above 70 degrees (21 degrees C) or falling below 40 degrees (5 degrees C).

**Daily Mean Temperature (F/C)**

<table>
<thead>
<tr>
<th>Month</th>
<th>Maximum</th>
<th>Minimum</th>
<th>Rainfall (Inches/cm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>56.0/13.4</td>
<td>46.2/7.9</td>
<td>4.48/11.38</td>
</tr>
<tr>
<td>February</td>
<td>59.4/15.2</td>
<td>48.4/9.1</td>
<td>2.83/7.18</td>
</tr>
<tr>
<td>March</td>
<td>60.0/15.6</td>
<td>48.6/9.1</td>
<td>2.58/6.55</td>
</tr>
<tr>
<td>April</td>
<td>61.1/16.2</td>
<td>49.2/9.6</td>
<td>1.48/3.76</td>
</tr>
<tr>
<td>May</td>
<td>62.5/16.9</td>
<td>50.7/10.4</td>
<td>0.35/0.89</td>
</tr>
<tr>
<td>June</td>
<td>64.3/17.9</td>
<td>52.5/11.4</td>
<td>0.15/0.38</td>
</tr>
<tr>
<td>July</td>
<td>64.0/17.8</td>
<td>53.1/11.7</td>
<td>0.04/0.10</td>
</tr>
<tr>
<td>August</td>
<td>65.0/18.3</td>
<td>54.2/12.3</td>
<td>0.08/0.20</td>
</tr>
<tr>
<td>September</td>
<td>68.9/20.5</td>
<td>55.8/13.2</td>
<td>0.24/0.61</td>
</tr>
<tr>
<td>October</td>
<td>68.3/20.2</td>
<td>54.8/12.7</td>
<td>1.09/2.77</td>
</tr>
<tr>
<td>November</td>
<td>62.9/17.2</td>
<td>51.5/10.8</td>
<td>2.49/6.33</td>
</tr>
<tr>
<td>December</td>
<td>56.9/13.8</td>
<td>47.2/8.5</td>
<td>3.52/8.94</td>
</tr>
<tr>
<td>Annual Average</td>
<td>62.5/16.9</td>
<td>51.0/10.6</td>
<td>19.33/49.10</td>
</tr>
</tbody>
</table>

**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 waterfront²⁶ 7.5 miles
Number of piers²⁶ 39
Square miles in San Francisco Bay and Delta²⁷ 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)²⁸ 117 miles (75,500 acres)
Miles of San Francisco streets²⁹ 1,088 miles
Parks, playgrounds and squares compromising 4,380 acres, including 960 outside city limit³⁰ 229
Community gardens (Recreation and Park Dept.; a number are also located on San Francisco Unified School District and Public Utilities Commission property)³⁰ 35 (8 acres)
High-rises (eight stories and above)³¹ 505
Buildings designated historical landmarks (since 1967)³¹ 261 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.)³¹ 11 total

**Convention Facilities**
Moscone Center Total Square Feet Meeting Lobby and Exhibit Space 992,123 sf
Lobby Pre-Function Space 151,726 sf
Meeting Rooms 107
Completion Dates:
- Moscone South December 1981
- Esplanade Ballroom February 1991
- Moscone North May 1992
- Moscone West June 2003

**Lodging**
Hotel rooms available³² 33,825 rooms
Number of hotels³² 220

**Transportation**
Average number of commuters daily³³ 614,748
<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of licensed taxis permits (medallions)</td>
<td>1,537</td>
</tr>
<tr>
<td>Yearly cable car riders (FY 2011)</td>
<td>7,042,503</td>
</tr>
<tr>
<td>Cable cars</td>
<td>40 cars</td>
</tr>
<tr>
<td>Historic streetcars</td>
<td>40 cars</td>
</tr>
<tr>
<td>Route miles of cable car track</td>
<td>8.8 miles</td>
</tr>
<tr>
<td>Speed of cable car per mile</td>
<td>9.5 mph</td>
</tr>
<tr>
<td>Average weekday passenger boarding, San Francisco Municipal Railway (Muni) (FY 2010-11)</td>
<td>673,196</td>
</tr>
<tr>
<td>Annual passenger volume at San Francisco International Airport (2011)</td>
<td>41,045,431</td>
</tr>
<tr>
<td>Bridges</td>
<td>8 bridges</td>
</tr>
<tr>
<td>Length of San Francisco-Oakland Bay Bridge in miles</td>
<td>8.4 miles</td>
</tr>
<tr>
<td>Average number of vehicles crossing the Bay Bridge yearly (2010-11)</td>
<td>43,281,525</td>
</tr>
<tr>
<td>Length of Golden Gate Bridge in miles, including approaches</td>
<td>1.7 miles</td>
</tr>
<tr>
<td>Average number of vehicles crossing Golden Gate Bridge yearly (2009-2010)</td>
<td>40,191,124</td>
</tr>
<tr>
<td>Number of years it took to construct the Golden Gate Bridge</td>
<td>4 years</td>
</tr>
</tbody>
</table>

### Attractions

- Total visitors to Golden Gate National Recreation Area (GGNRA) (2011): 16,803,127
- Total visitors to Alcatraz (2011): 1.4 million
- Victorian Houses: 14,000
- Restaurants: 3,588
- Restaurants with Michelin Stars (Bay Area): 42
- Grants for the Arts annual budget: $11,831,695
- Grants for the Arts recipients: 215
Theaters and small theaters 19: 150

Museums: 66

Quick Facts:

BIRD: California Quail


COLLEGES AND UNIVERSITIES:
- San Francisco State University
- Academy of Art University
- University of San Francisco
- University of California, San Francisco
- Golden Gate University
- California College of the Arts
- California Institute of Integral Studies
- Hastings College of Law (University of California)
- University of Pacific, School of Dentistry
- San Francisco Art Institute
- San Francisco Conservatory of Music
- 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 Co.
- McKesson Corp.
- Apple Inc.
- Intel Corp.
- Wells Fargo Bank.
- Safeway Inc.
- Cisco Systems Inc.
- Google Inc.
- Oracle Corp.
- PG&E Corp.
- Gap Inc.
- eBay Inc.
- Applied Materials Inc.
- Synnex Corp.
- URS Corp.
- Visa Inc.
- Ross Stores Inc.
- Gilead Sciences Inc.
- Core-Mark Holding Co.
- Franklin Resources Inc.
- Agilent Technologies Inc.
- Sanmina-SCI Corp.
- Advanced Micro Devices Inc.
- Symantec Corp.

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
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

Oldest: Grant Avenue

Longest: Mission Street, 7.29 miles

Widest: Junipero Serra Boulevard (between property lines), 254 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.sanfrancisco.travel. 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 Travel Association, 900 Market St., San Francisco, CA 94102 or send an email to vic1@sanfrancisco.travel. Domestic and international shipping charges apply.

Sources
1 Visitor Industry Economic Impact Estimates (2011), San Francisco Travel Association
3 PKF Consulting
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 2012 Smith Travel Research, Inc.
13 MTC-ABAG Library, www.mtc.ca.gov; includes within city as well as nearby locations
14 City and County of San Francisco, Taxicab Commission
15 City and County of San Francisco, San Francisco International Airport, www.flysfo.com
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 Travel Association
22 City and County of San Francisco, Office of the Mayor