SAN FRANCISCO

Visitor Volume and Direct Spending Estimates | 2023

Background

Research Objectives

San Francisco Travel has developed a travel forecast model in conjunction with Tourism Economics to estimate and forecast visitor metrics, such as visitor volume and spending by visitor segments (domestic/international, leisure/business, overnight/day). The model was used to revise historical visitor and spending data back to 2008 to ensure consistency across visitor segments and form a basis from which to forecast San Francisco's visitor market performance.
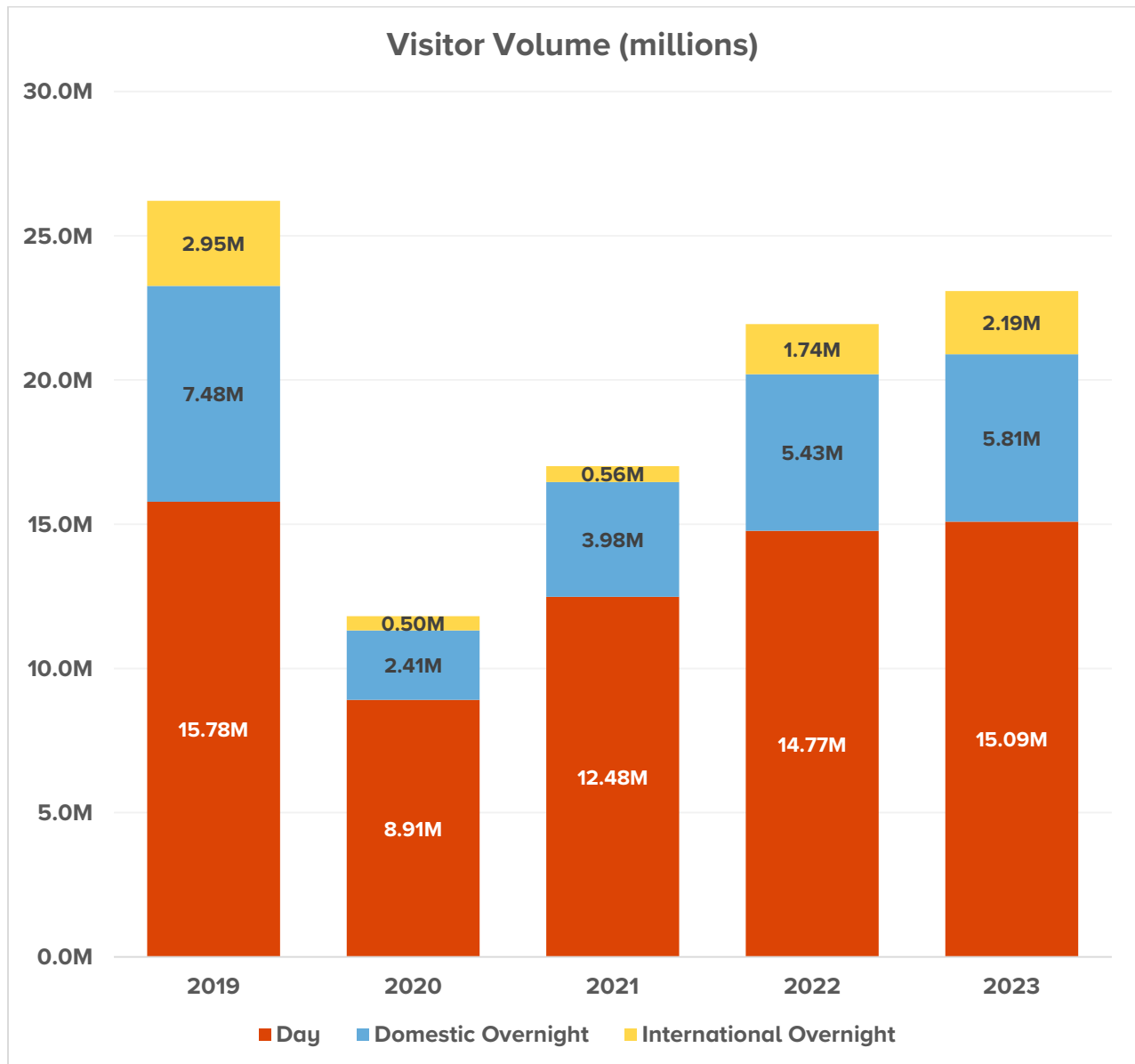
Our Methodology

The model is based on historical correlations between travel and economic and non-economic indicators. Industry performance metrics, such as lodging performance, scheduled air seat capacity, airport enplanement, volume tracking at key attractions, convention statistics, and other destination measurements tracked by San Francisco Travel Association are included.

Specifically, several years of STR lodging data were analyzed to determine historical hotel performance trends in San Francisco. Domestic visitor volumes were scaled and calculated from Longwoods person-trips data, while international visitor volumes were generated from Oxford Economics Global City Travel database.

Visitor segmentation covered in the model is estimated using county-level Bureau of Labor Statistics (BLS) wage data on the arts, entertainment, recreation, and food and beverage industries, Census Bureau (CB) household estimates, and American Community Survey (ACS) second home data, as well as visitor survey data collected by Future Partners and Longwoods. These surveys provided details on trip purpose, length of stay and travel party size, as well as the average visitor spending detail necessary to construct estimates of visitor spending by category. Group meeting and event sales statistics were drawn from San Francisco Travel's customer relationship management (CRM) platform to benchmark San Francisco's group visitor market performance to that reported by STR.
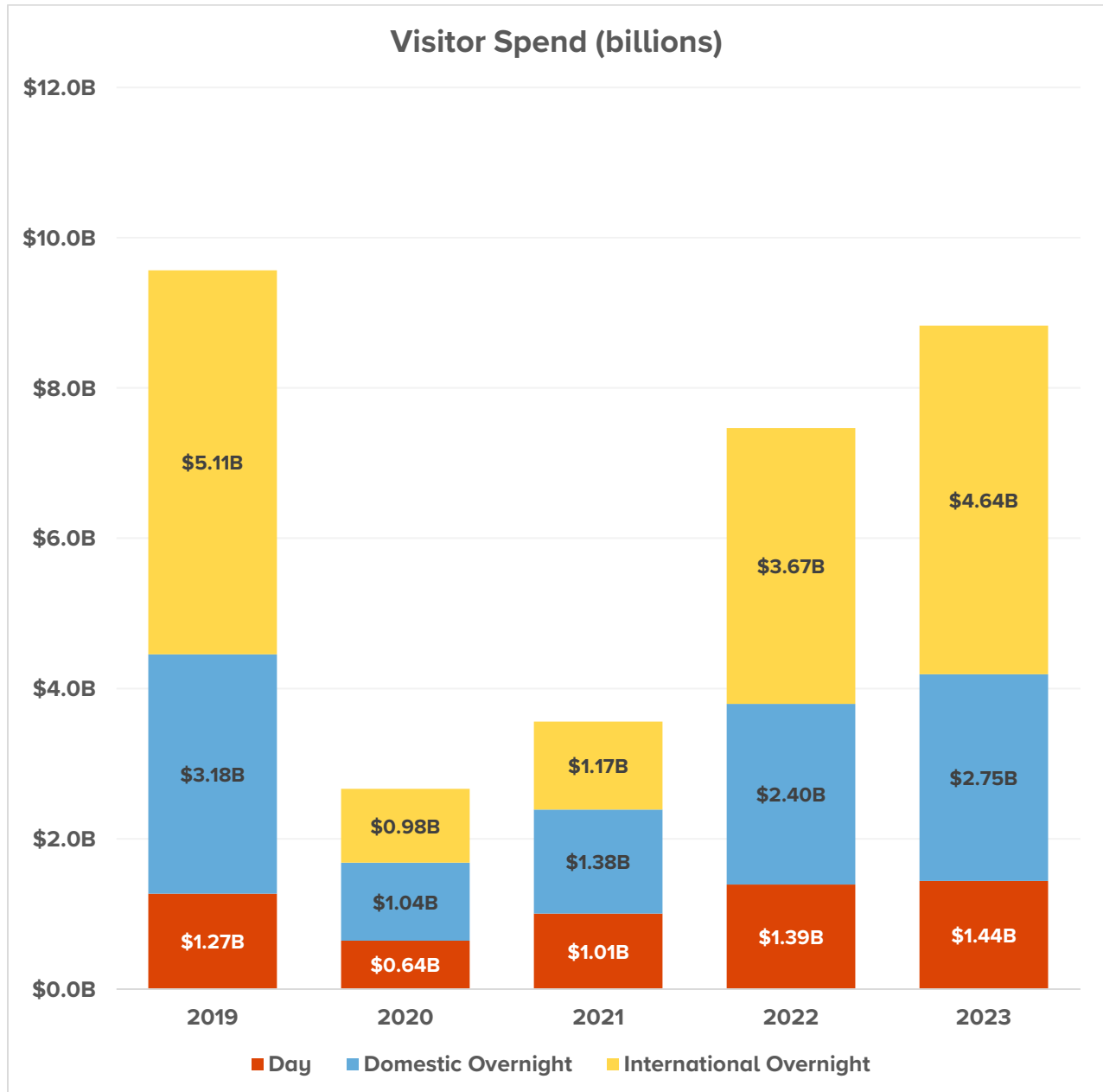
2023 Visitor Volume

In 2023, the total number of visitors to San Francisco is estimated to have been 23.1 million, up 5.2% from 2022 and down 11% to 2019. This represents an increase of 1.14 million visitors from 2022 and a loss of 3.13 million visitors from 2019. Detailed estimates are shown in the table that follows.

Visitor Volume (millions)

Year	International Overnight	Domestic Overnight	Day
2019	2.95M	7.48M	15.78M
2020	0.50M	2.41M	8.91M
2021	0.56M	3.98M	12.48M
2022	1.74M	5.43M	14.77M
2023	2.19M	5.81M	15.09M

■ Day   ■ Domestic Overnight   ■ International Overnight

2023 Total Direct Visitor Spending

Total direct visitor spending was estimated to be $8.8 billion in 2023, up 18.3% from 2022 and down 8% to 2019. International Overnight spending was down 9% from 2019. These spending estimates include all goods and services purchased directly by visitors while in the city of San Francisco, not including convention/meeting planner or exhibitor direct spend. The estimates are not adjusted for inflation.

Visitor Spend (billions)

Year	Day	Domestic Overnight	International Overnight
2019	$1.27B	$3.18B	$5.11B
2020	$0.64B	$1.04B	$0.98B
2021	$1.01B	$1.38B	$1.17B
2022	$1.39B	$2.40B	$3.67B
2023	$1.44B	$2.75B	$4.64B

Legend: ■ Day ■ Domestic Overnight ■ International Overnight

Source: Travel Forecast San Francisco Travel Association in conjunction with Tourism Economics

2023 Total Direct Tourism Spending

Conventions, trade shows and group meetings are major contributors to the economic impact of San Francisco's visitor industry. The table below shows how convention/meetings direct spending increases the value of the tourism industry to the local economy. The pandemic impact on meetings was greater than on overall tourism; 2023 saw a 31% drop in meetings-related spending from 2019.

Year	Visitor Spending (Billions $)	Convention/Meeting Planner & Exhibitor Spend (Millions $)	Total Tourism Spend (Billions $)
2018	$9.31	$707.6	$10.01
2019	$9.56	$721.9	$10.29
2020	$2.67	$180.5	$2.85
2021	$3.56	$130.2	$3.69
2022	$7.47	$294.9	$7.76
2023	$8.83	$494.6	$9.33

Convention & Group Meetings Impact | Total Convention & Meetings Direct Spending Key Statistics

$895.6M
Total Convention & Meetings Direct Spending

The economic impact of meetings in San Francisco not only includes spending to support conventions, conferences, and trade shows; it includes all direct spending by meeting attendees while in the city. This spend in the local economy includes all items purchased by attendees, such as lodging, restaurants, shopping, entertainment, sightseeing, and transportation. 2023 estimates that direct expenditures totaled $895.6 million, +53% to 2022 but -47% to 2019.

● 2022   ● 2023

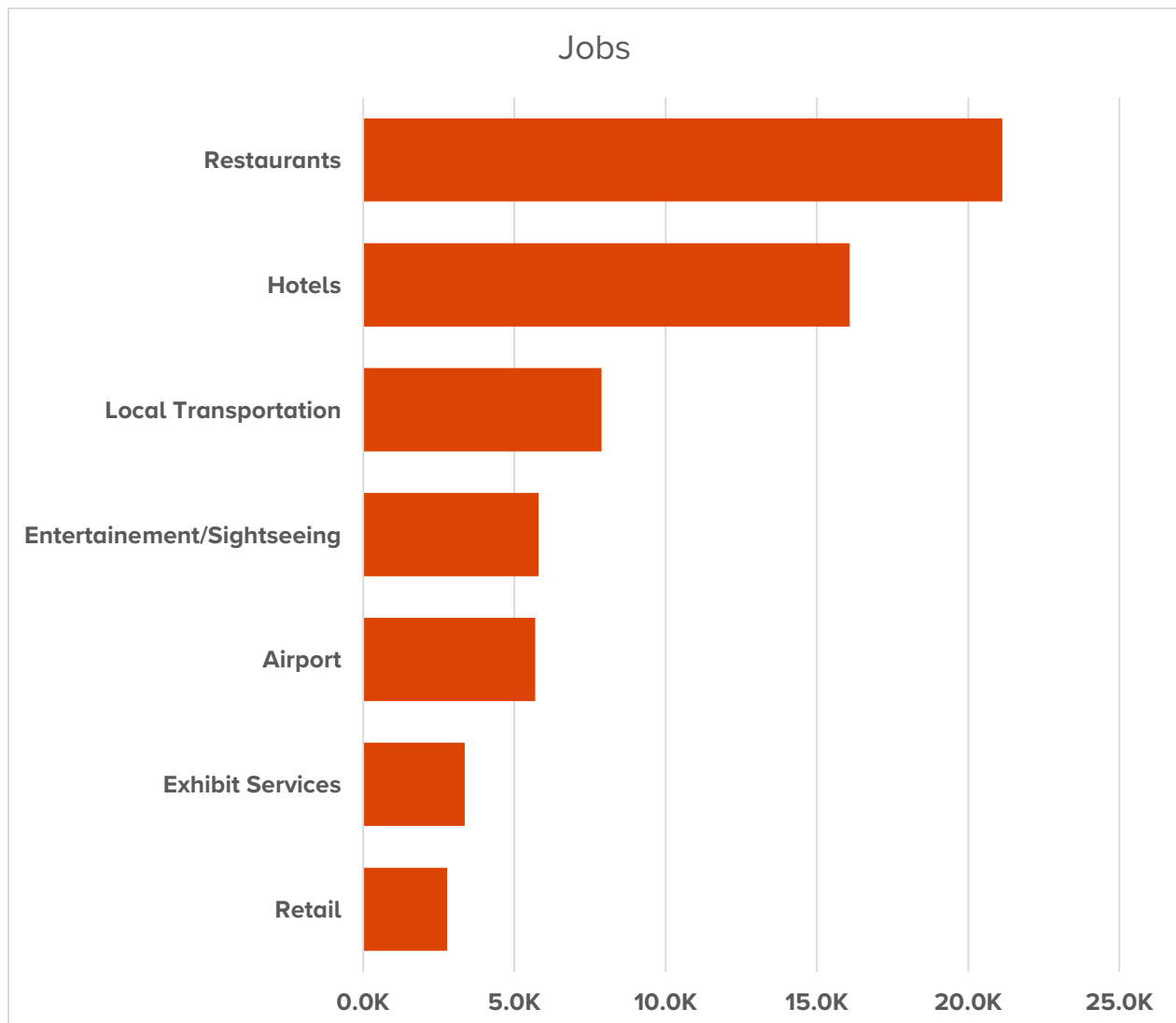| Spending	Room Night (Volume)	Events
$264.84	7,693,881	33
$272.61	**8,251,949**	**34**
Attendee Per Day	**Total Sold**	**Moscone Events**
$291,909,961	19%	
$400,983,243	**23%**	
Total Attendee	**Percent Group**	
$37,901,054	1,437,194	
$46,638,609	**1,856,278**	
Meeting Planner	**Total Group**	
$257,040,642	24%	
$448,007,314	**33%**	
Exhibitor	**Percent Moscone Group of Total Group**	
$586,851,656	268,834	
$895,629,166	**358,762**	
Total Convention & Meeting Direct	**Attendees in SF Hotels**	

Jobs Supported in 2023

62,732 JOBS

Visitor spending supports employment. The chart below shows the number of jobs supported per visitor-related industry.

Up 18%

It is estimated that 9,576 jobs were gained compared to the previous year. Jobs are still down over 23,379 compared to 2019.

Jobs

Industry	
Restaurants	~21.0K
Hotels	~16.0K
Local Transportation	~8.0K
Entertainement/Sightseeing	~6.0K
Airport	~5.5K
Exhibit Services	~3.3K
Retail	~2.7K

Source: Travel Forecast San Francisco Travel Association in conjunction with Future Partners

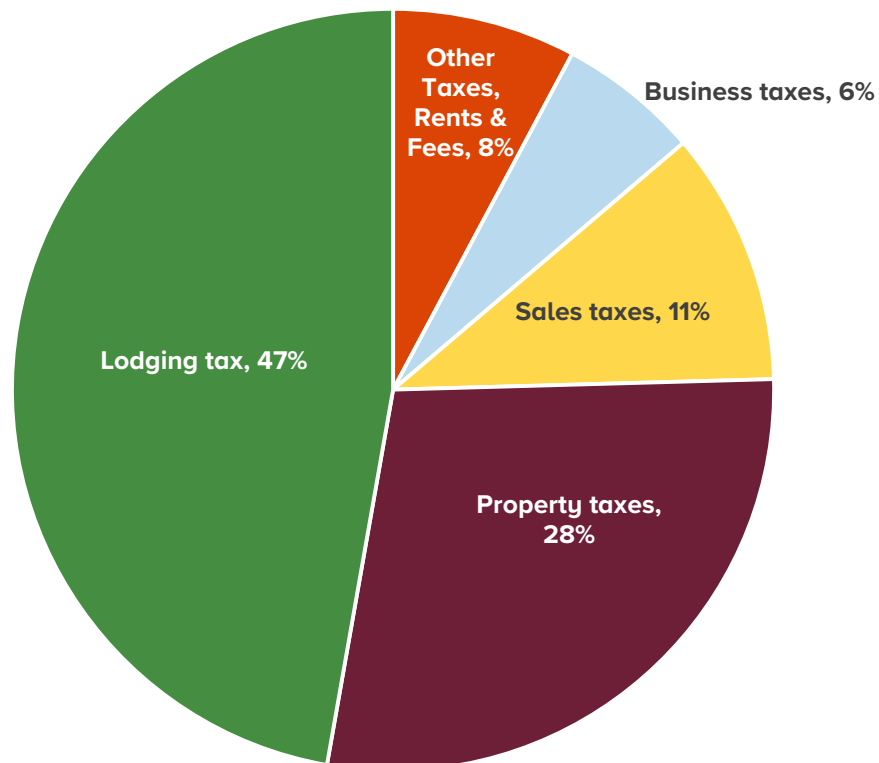# Tax Revenues Generated in 2023

$609.6 MILLION
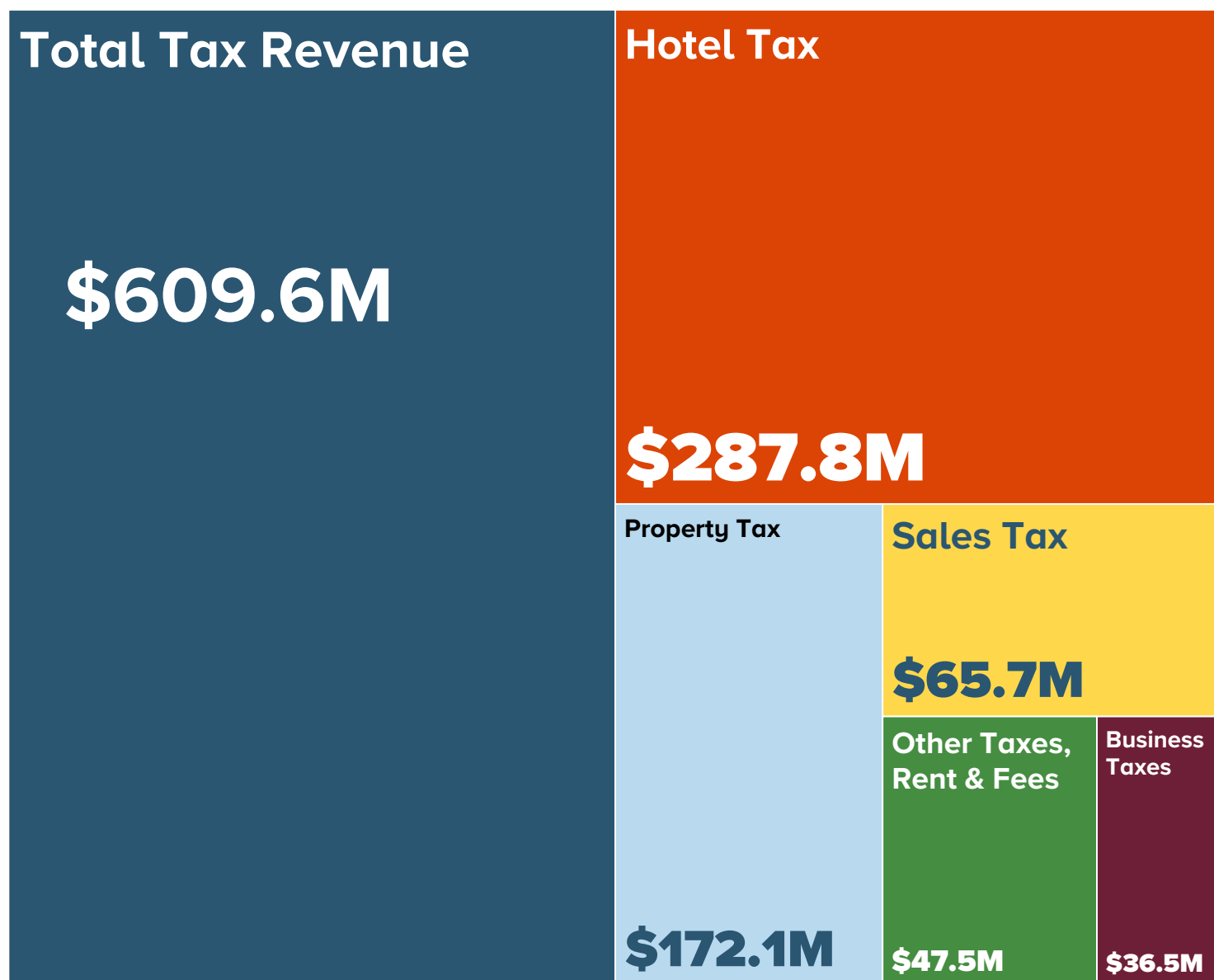
Visitor spending puts money in San Francisco's general fund. The chart below shows composition of tax revenues generated for San Francisco.

Up 17%

It is estimated that tax collections were up $264.4 million in 2022 from prior year and down $297.9 million from 2019.

- Other Taxes, Rents & Fees, 8%
- Business taxes, 6%
- Sales taxes, 11%
- Property taxes, 28%
- Lodging tax, 47%

Source: Travel Forecast San Francisco Travel Association in conjunction with Future Partners

Taxes Generated for San Francisco by Visitation in 2023

Total Tax Revenue

$609.6M

Hotel Tax

$287.8M

Property Tax

$172.1M

Sales Tax

$65.7M

Other Taxes, Rent & Fees

$47.5M

Business Taxes

$36.5M

Glossary

Visitor Volume

The number of people visiting the city of San Francisco.

Overnight Visitor Volume – The number of people staying at least one night in San Francisco in a hotel/motel, hostel, vacation rental, time share, private rental or staying with friends and family.

Day Visitor Volume – Visitors who traveled to San Francisco for leisure or business purposes (excludes daily commuters).

Visitor Direct Spending

Goods and services purchased by visitors in San Francisco's local economy on lodging, special events and festivals, transportation, retail, attractions, entertainment and restaurants/bars.

Overnight Visitor Spending - Spending by all overnight visitors (domestic and international combined).

Day Visitor Spend – Spending by day visitors who traveled for business or leisure on retail, restaurants, bars and attractions.

Direct Tourism Spending

Conventions/Meetings Planner or Exhibitor Spending – Money that goes directly from a convention, meeting or tradeshow planner or exhibitor into the local economy.

Total Tourism Direct Impact – Sum of visitor direct spending and conventions/meetings spending to represent the total tourism spend in San Francisco.

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