

SFTID
SAN FRANCISCO TOURISM
IMPROVEMENT DISTRICT

SF MED
SAN FRANCISCO MOSCONE
EXPANSION DISTRICT



SFTID | SFMED 2025 ANNUAL REPORT

ANNUAL REPORT 2024-2025

The San Francisco Tourism Improvement District Management Corporation (SFTIDMC) is the owner's association group that oversees the San Francisco Tourism Improvement District (TID) and the San Francisco Moscone Expansion District (MED). The San Francisco Tourism Improvement District Management Corporation, governed by a board of industry representatives, ensures that the funds are used to benefit the assessed businesses by allocating them to San Francisco Travel programs that draw conventions, meetings, events and leisure travelers to San Francisco, and by keeping the city's convention facilities competitive with those of other major cities.

San Francisco Tourism Improvement District

The San Francisco Tourism Improvement District ensures funding for the San Francisco Travel Association's selling, marketing and promotion of San Francisco as a visitor destination.



SALES AND MARKETING PROGRAMS



The purpose of the sales and marketing program of work is to set industry standards and position San Francisco as the most compelling destination in the world. One of the primary objectives is to generate visitor-related economic impact to San Francisco and the region. SFTIDMC contracts the services of the San Francisco Travel Association which, with more than 110 years of expertise, is well positioned to fulfill this goal.

With the benefit of the TID funding, San Francisco Travel has been able to conduct a comprehensive review and strategic analysis of the industry, as well as create a plan that focuses on being proactive and setting new, visionary strategies to lead San Francisco's tourism industry.

Highlights of **San Francisco Travel** activity during FY January 1, 2024 to December 31, 2024:

Convention and Meeting Sales

- ▶ 1,134,270 room nights booked
- ▶ Over 1015 meetings held in San Francisco
- ▶ Attended over 27 virtual events and 31 live events

Marketing Promotion

San Francisco's balanced mix of convention/meetings travel, leisure/consumer travel and business travel means the city typically isn't as vulnerable to swings in any one market as some other destinations. In 2024, the mix reflects 46% Leisure, 28% Business, and 26% Group Business, helped by increased convention business year over year. San Francisco Travel's leisure marketing team has the enviable task of building relationships with, inviting, converting, and retaining potential and existing San Francisco leisure travelers.

www.sftravel.com

4.2 million active users to the website; up 1 million from the previous year

Social Media

- ▶ Facebook @onlyinSF 693k followers
- ▶ Twitter (X) @onlyinSF 184k followers
- ▶ Instagram @onlyinsf 343k followers
- ▶ Tik Tok 45K followers
- ▶ Threads 66.5k followers
- ▶ YouTube 2.45K followers
- ▶ LinkedIn 14,100 followers

1.13 MM

Total room nights booked

23.33 MM

visitors to
San Francisco in 2024

Key Themes & Programs

- ▶ Believe in San Francisco – Leisure and Group
- ▶ Heart of the City neighborhood series
- ▶ Global and Domestic OTA campaign
- ▶ Destination 101/Iconic SF
- ▶ Culinary
- ▶ Arts & Culture
- ▶ Diversity
- ▶ Accessibility



Tourism Sales and Marketing

- ▶ SFO had 52.3 million passengers with 15.8 million enplanements
- ▶ Represented in 11 countries by 10 international offices (2024)
- ▶ Attended international and domestic virtual trade shows
- ▶ San Francisco hosted 300+ journalists (2024)
- ▶ Media Coverage (2024)
 - 1.5 billion impressions
 - 2,051 pieces of earned coverage globally
 - 143 reporters supported on press trips

\$9.27 B
in visitor spending in
2024



TID AND MED

- ▶ \$3,431,222 was utilized to provide convention customers with rental incentives to attract conventions to San Francisco.
- ▶ In 2024/2025, the additional ¼% assessment allowed our teams to utilize TID funds to incentivize 44 citywide groups with discounted rental. Total cost of rental at Moscone Center for those groups was \$16.5 million. Total discount was \$11.1 million, which was 68% of the total rental cost. The average economic impact for each citywide group is about \$24 million. All 44 groups booked using TID amounts to over \$1 billion in economic impact.

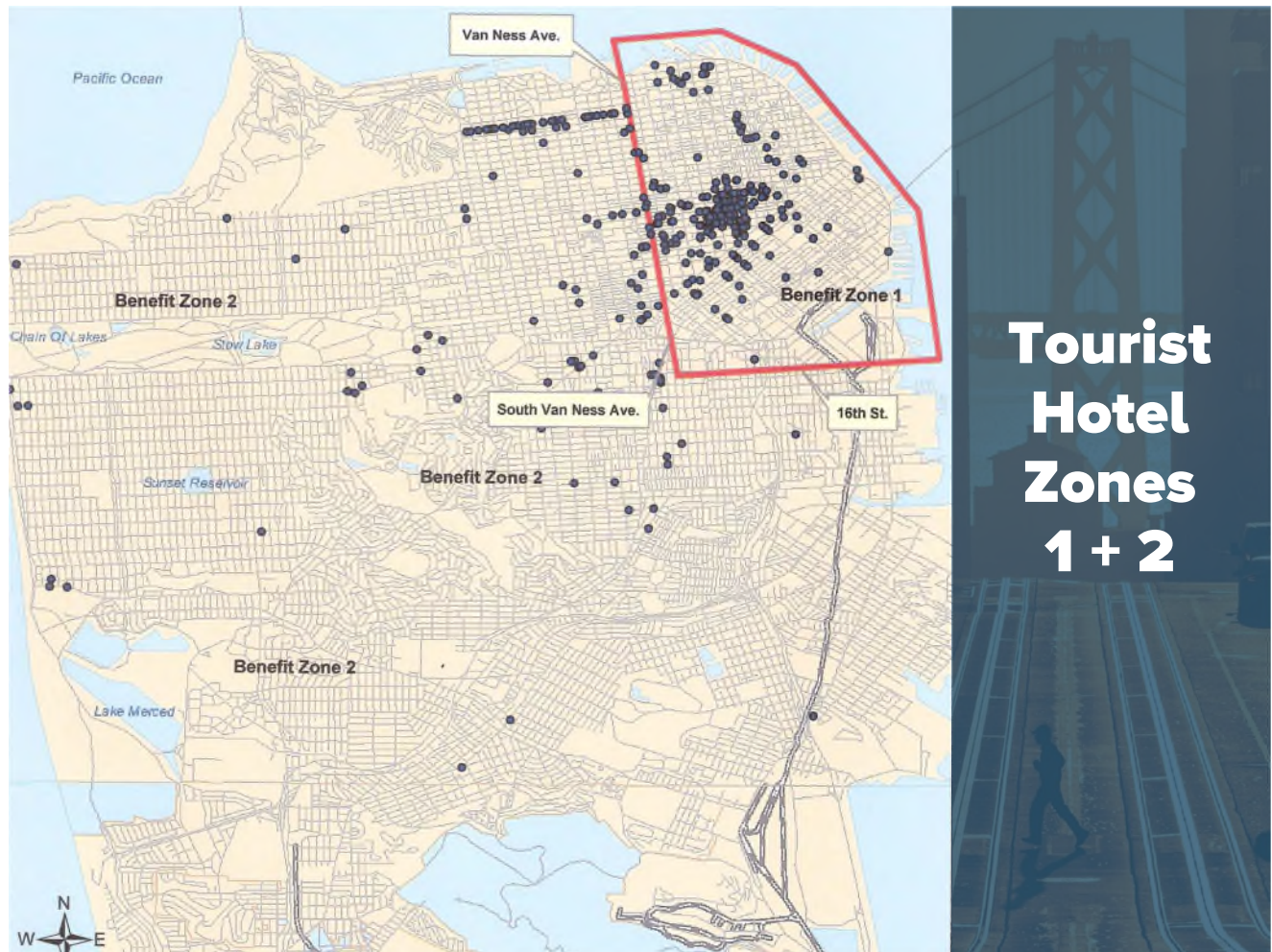


TID AND MED COLLECTION METHODOLOGY EFFECTIVE JANUARY 1, 2024

Tourist hotels are broken up into two zones. The zones are the same for the TID and MED assessments. Tourist hotels in Zone 1 are assessed 1.25% of gross revenue from tourist rooms for the TID and 1.25% for the MED. Tourist hotels in Zone 2 are assessed 1.00% of gross revenue from tourist rooms for TID and .3125% for the MED.

Zone 1 Tourist hotels: All tourist hotels with addresses on or east of Van Ness Avenue, on or east of South Van Ness Avenue, and on or north of 16th Street from South Van Ness to the Bay, including all tourist hotels east of Van Ness Avenue as if it continued north to the Bay, and north of 16th Street as if it continued east to the Bay.

Zone 2 Tourist hotels: All tourist hotels with addresses west of Van Ness Avenue and South Van Ness Avenue, and all tourist hotels south of 16th Street.



**Tourist
Hotel
Zones
1 + 2**

SAN FRANCISCO TOURISM IMPROVEMENT DISTRICT MANAGEMENT CORPORATION (SFTIDMC) BUDGET & BALANCE SHEET

JULY 2024-JUNE 2025 ACTUAL

	TID	MED	AMB	TOTAL
INCOME				
Assessment Fee	\$28,409,881	\$20,140,179	\$3,121,403	\$51,671,463
Interest Income	\$33,976	\$7,028	\$0	\$41,004
TOTAL INCOME	\$28,443,857	\$20,147,207	\$3,121,403	\$51,712,467
EXPENSES				
SF Travel Marketing & Operations	\$22,263,249	\$0	\$0	\$22,263,249
Moscone Convention Center Development and Expansion	\$0	\$0	\$0	\$0
Moscone Convention Center Capital Fund	\$0	\$0	\$0	\$0
Moscone Convention Center Incentive Fund	\$2,497,124	\$984,973	\$0	\$3,482,097
Convention Sales/Marketing Fund	\$0	\$213,579	\$0	\$213,579
Debt Service and Stabilization Fund	\$0	\$16,254,956	\$0	\$16,254,956
Ambassador Program	\$0	\$0	\$2,847,062	\$2,847,062
SFTIDMC Administration and Operating Expenses	\$423,048	\$581,013	\$274,341	\$1,278,402
TOTAL EXPENSES	\$25,183,421	\$18,034,521	\$3,121,403	\$46,339,345
NET INCOME	\$3,260,436	\$2,112,686	\$0	\$5,373,122

JULY 2024-JUNE 2025 BALANCE SHEET

	TID	MED	AMB	TOTAL
ASSETS				
Cash	\$6,504,709	\$4,130,267	\$55,638	\$10,690,613
Accounts Receivable, Net	\$0	\$0	\$1,600,000	\$1,600,000
Security Deposit	\$0	\$0	\$6,188	\$6,188
TOTAL ASSETS	\$6,504,709	\$4,130,267	\$1,661,826	\$12,296,801
LIABILITIES				
Accounts Payable - San Francisco Travel	\$0	\$0	\$0	\$0
Accounts Payable - Ambassador Program	\$0	\$0	\$473,069	\$473,069
Accounts Payable - MED	\$0	\$890,288	\$0	\$890,288
Accounts Payable - TID Incentive Fund	\$1,321,389	\$0	\$0	\$1,321,389
Short Term Loan	\$0	\$500,000	\$0	\$500,000
Accrued Liabilities	\$0	\$33,392	\$0	\$33,392
Deferred Revenue	\$0	\$0	\$1,188,757	\$1,188,757
Business Loan Payable	\$0	\$489,315	\$0	\$489,315
TOTAL LIABILITIES	\$1,321,389	\$1,912,995	\$1,661,826	\$4,896,210
TOTAL NET ASSETS (DEFICIT)	\$5,183,320	\$2,217,272	\$0	\$7,400,592
TOTAL LIABILITIES & NET ASSETS	\$6,504,709	\$4,130,267	\$1,661,826	\$12,296,801

JULY 2025- JUNE 2026 BUDGET

	TID	MED	TOTAL	TOTAL
INCOME				
Assessment Fee	\$34,073,728	\$20,995,925	\$0	\$55,069,653
Interest Income	\$0	\$0	\$0	\$0
TOTAL INCOME	\$34,073,728	\$20,995,925	\$0	\$55,069,653
EXPENSES				
SF Travel Marketing & Operations	\$28,693,738	\$207,459	\$0	\$28,901,197
Moscone Convention Center Capital Fund	\$0	\$1,244,756	\$0	\$1,244,756
Moscone Convention Center Incentive Fund	\$4,812,154	\$1,659,674	\$0	\$6,471,828
Moscone Convention Center Project Interest Expenses	\$0	\$200,812	\$0	\$200,812
Debt Service and Stabilization Fund	\$0	\$17,115,388	\$0	\$17,115,388
Ambassador Program	\$0	\$0	\$0	\$0
SFTIDMC Administration	\$567,836	\$567,836	\$0	\$1,135,672
TOTAL EXPENSES	\$34,073,728	\$20,995,925	\$0	\$55,069,653
NET INCOME	\$0	\$0	\$0	\$0

PROJECTED CARRYOVER DISBURSEMENT

	TID	MED	TOTAL	TO BE USED IN FY 2025- 2026	TO BE USED IN FUTURE YEARS
SF Travel Marketing & Operations	\$64,657	\$0	\$64,657	\$0	\$64,657
Moscone Convention Center Development and Expansion	\$0	\$12,694	\$12,694	\$0	\$12,694
Moscone Convention Center Capital Fund	\$206,011	\$433,934	\$639,945	\$0	\$639,945
Moscone Convention Center Incentive Fund	\$5,697,392	\$2,901,518	\$8,598,910	\$1,597,251	\$7,001,659
Contingency/Reserve	\$536,649	\$782,120	\$1,318,769	470,822.00	\$847,947
TOTAL CARRYOVER DISBURSEMENT	\$6,504,709	\$4,130,267	\$10,634,976	\$2,068,073	\$8,566,903

SFTIDMC BOARD OF DIRECTORS FY 2024-2025

BOARD CHAIR

Markus Treppenhauer, Fairmont Hotels

BOARD VICE-CHAIR

Roger Huldi, St. Regis

SECRETARY/TREASURER

Mariann Costello, Scoma's Restaurant

Board Members

Angie Clifton, Palace Hotel

John Anderson, Marriott Marquis

Sebastien Pfeiffer, Beacon Grand

Carmen Chu, City Administrator

Keith Freedman, Short-Term Rental Host Representative

Tony Roumph, Nobel House Hotels

Alex Bastian, Hotel Council of San Francisco (Non-Voting Member)

Leonie Patrick, ASM Global – Moscone Center (Non-Voting Member)