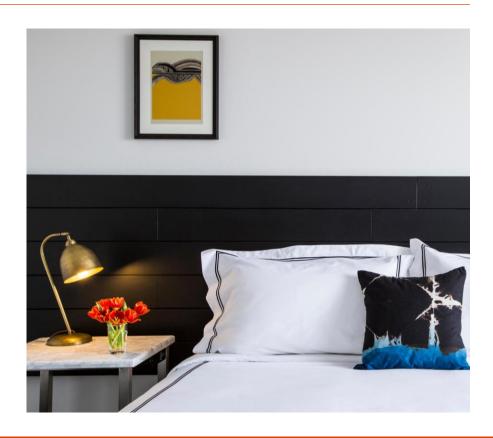


## THE TOURISM IMPROVEMENT DISTRICT

The San Francisco Tourism
Improvement District (TID) is an
assessment levied on gross room
revenue to ensure that funding for the
San Francisco Travel Association's
sales, marketing, and promotion of San
Francisco as a global destination are
maintained at competitive levels.





### WHAT HAS TID ENABLED US TO DO?







**Greatly expand our impact on marketing and sales efforts** 

Host events and meetings that generate room nights and economic impact

Be a more competitive destination



## PROPOSED CHANGES TO TID PLAN

- Increase assessment rate by 0.25% to build a \$10M fund to attract, retain, and incentivize businesses to book Moscone Center
- Assessment can be passed onto guest



Zone 1 Hotels (30,206 rooms)

Assessment Rate Current: 1% Proposed: 1.25%



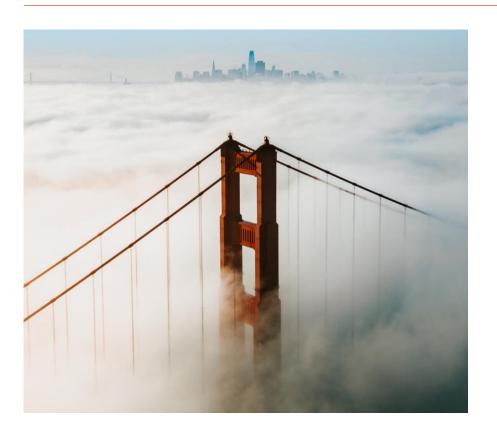
Zone 2 Hotels (3,319 rooms)

Assessment Rate Current: 0.75% Proposed: 1.0%



#### SAN ANCISCO FRANCISCO FRANCIATION

# PROPOSED CHANGES TO TID PLAN



- Add operational flexibility to increase TID assessments by up to 1% in times of critical or unforeseen circumstances
- Expand assessed businesses to include short-term rental hosts who use platforms such as Airbnb, Booking.com, and Expedia
- Modify the TIDMC Board composition

#### SAN ANCISCO FRANCISCO FRANCIATION

# COMPRESSION ON ACCOMMODATIONS



- Conventions and large events that attract visitors to San Francisco cause compression
- Compression occurs when visitor lodging reach near capacity
- Compression creates an opportunity for visitors to explore and book accommodations in different neighborhoods across the City



# QUESTIONS