

A City Built on **HOSPITALITY**

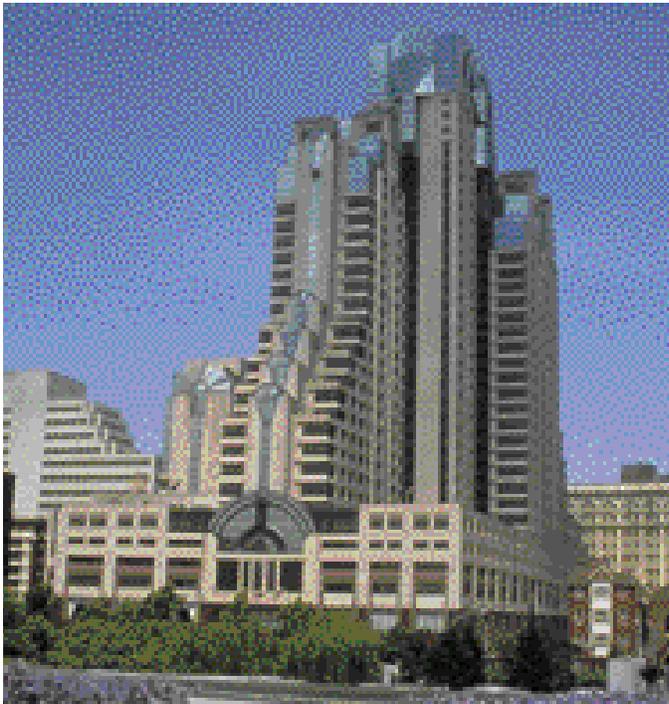
World-class hospitality is San Francisco's oldest tradition. Founded as the launching pad for the Gold Rush of 1849, the city's beautiful natural setting made it a memorable destination and an ideal site for hospitality. With a hotel capacity that vastly exceeds the requirements of the 2012 Olympic Games, San Francisco is ready to leverage its considerable charms to create one of the most breathtakingly beautiful—and comfortable—Olympic experiences ever.

San Francisco's wide array of world-class hotels has helped the city hold onto its designation as "the world's favorite U.S. city" for 13 of the last 14 years in *Condé Nast's* global survey. With more than 30,000 hotel rooms in San Francisco today, the City clearly exceeds the requirements for hosting the Games. An additional 54,000 rooms serve guests in the other *Ring of Gold* cities, and more than 20,000 rooms are available near the venues in Napa, Sacramento and Monterey. For the IOC, that advantage translates into multiple four and five-star hotel options within a short walk of the Moscone Center, where six sports are clustered. For the media, it translates into 12,000 dedicated hotel rooms plus a Media Village with up to 4,000 beds at Stanford University. For the IFs, the benefits are equally strong, with designated four-star hotels within ten minutes of each venue. For judges and officials, accommodations close to the competition sites extend the advantage of the bid's world-class accommodations infrastructure. For those who prefer to stay at the waterfront, San Francisco can accommodate 11,400 additional beds in cruise ships at its new terminals.

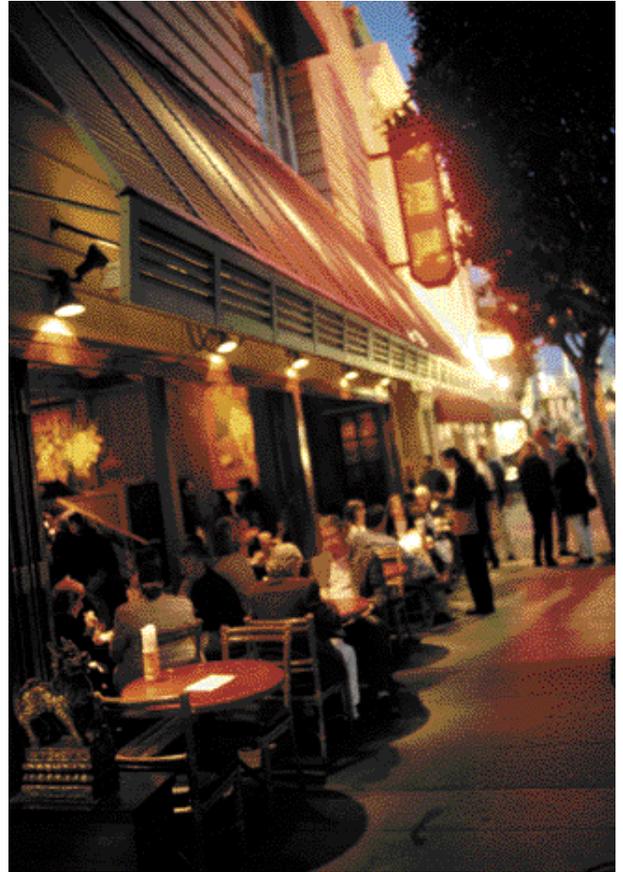
Beyond accommodations, the charming hospitality of the international City by the Bay is served up in the quality and diversity of its cuisine, its wonderful tapestry of neighborhoods and its immense menu of attractions. Driven by its multicultural and sophisticated populace, San Francisco's restaurants typically rank among the best, most diverse and inventive in the United States and the world. As the birthplace of the organic foods movement, bolstered by its proximity to California's Central Valley—the most fertile and productive agricultural region in the world—San Francisco contains more restaurants per capita in its 49 square miles than any other city in the United States. From Golden Gate Park to Fisherman's Wharf, from North Beach to the Mission District, from Haight Ashbury to Union Square, from the Castro to hip SOMA, from Chinatown to Ocean Beach, San Francisco is an endless parade of delicious tastes, changing scenes and vibrant atmospheres.



Historic Fairmont Hotel atop Nob Hill



San Francisco Marriott, proposed IOC Hotel



The diversity and quality of the cuisine found in San Francisco mirror the highly competitive pursuit of consumers who demand and expect the best—consumers whose tastes reflect the city's diverse population.

All the world's leading hotel marquees can be found in San Francisco and throughout the Bay Area. The array of world-class accommodations provides more than sufficient capacity to host the Olympic Family in 2012. More than 10,000 new rooms are currently under construction in the area.

"In all my travels, I have never seen the hospitality of San Francisco equaled anywhere in the world."

—Conrad Hilton, Founder, Hilton Hotels

SF 2012
By The Numbers:

Number of hotel rooms in SF Bay Area:	100,000+
Additional cruise ship capacity:	11,400
Number of hotel rooms dedicated to media:	12,000
Number of restaurants in SF:	3600