

PRESIDIO VISITATION

November 2020



Presidio
Trust

THIS PRESENTATION IS THE PROPERTY OF THE PRESIDIO TRUST.
PLEASE DO NOT SHARE IT WITHOUT CONTACTING, DIANA SIMMONS, CHIEF OF MARKETING AND COMMUNICATIONS, DSIMMONS@PRESIDIOTRUST.GOV.

PART OF THE MOST VISITED NATIONAL PARK IN THE COUNTRY

Presidio is located within the
Golden Gate National Recreation Area (GGNRA)

15 million annual visitors to the GGNRA – the most visited national park in the country



NATIONAL PARK AT THE GOLDEN GATE

1,491 Acres

700+ Buildings

5.9M SF Built Space

3.8M SF Commercial

2.1M SF Residential

200+ Businesses

1,400 Residences

7,000 People Live/Work Here



An aerial photograph of a coastal trail. A person is walking on a dirt path that leads down to a sandy beach. The beach is bordered by dark, jagged rocks on the right side, where waves are breaking. The surrounding area is covered in low-lying green and brown vegetation. The text "WE CONDUCT YEAR-ROUND RESEARCH TO LEARN" is overlaid in white, bold, sans-serif capital letters in the upper center of the image.

WE CONDUCT YEAR-ROUND RESEARCH TO LEARN

Volume

HOW MANY
VISITORS?

Demographics

WHO ARE THEY?

Origin

WHERE ARE THEY
COMING FROM?

Experience

WHY DO THEY
COME?

TYPES OF RESEARCH



In-park Surveys



Telephone



Online Surveys



Cell Phone
Data



Trail + Pedestrian
Counters



Focus Groups

HOW MANY VISITORS DOES THE PRESIDIO SEE ANNUALLY?



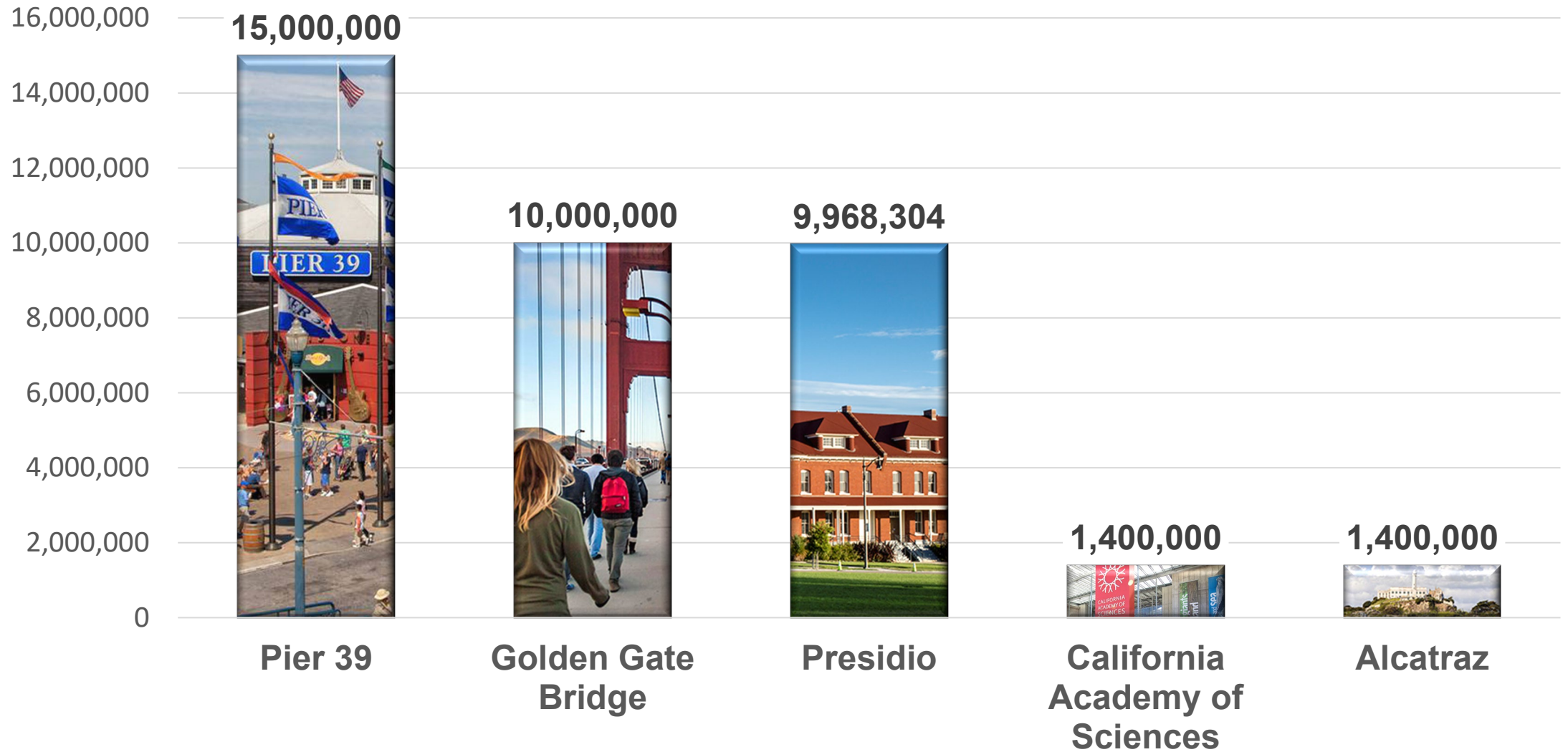
=

Approximately
10 million visitors

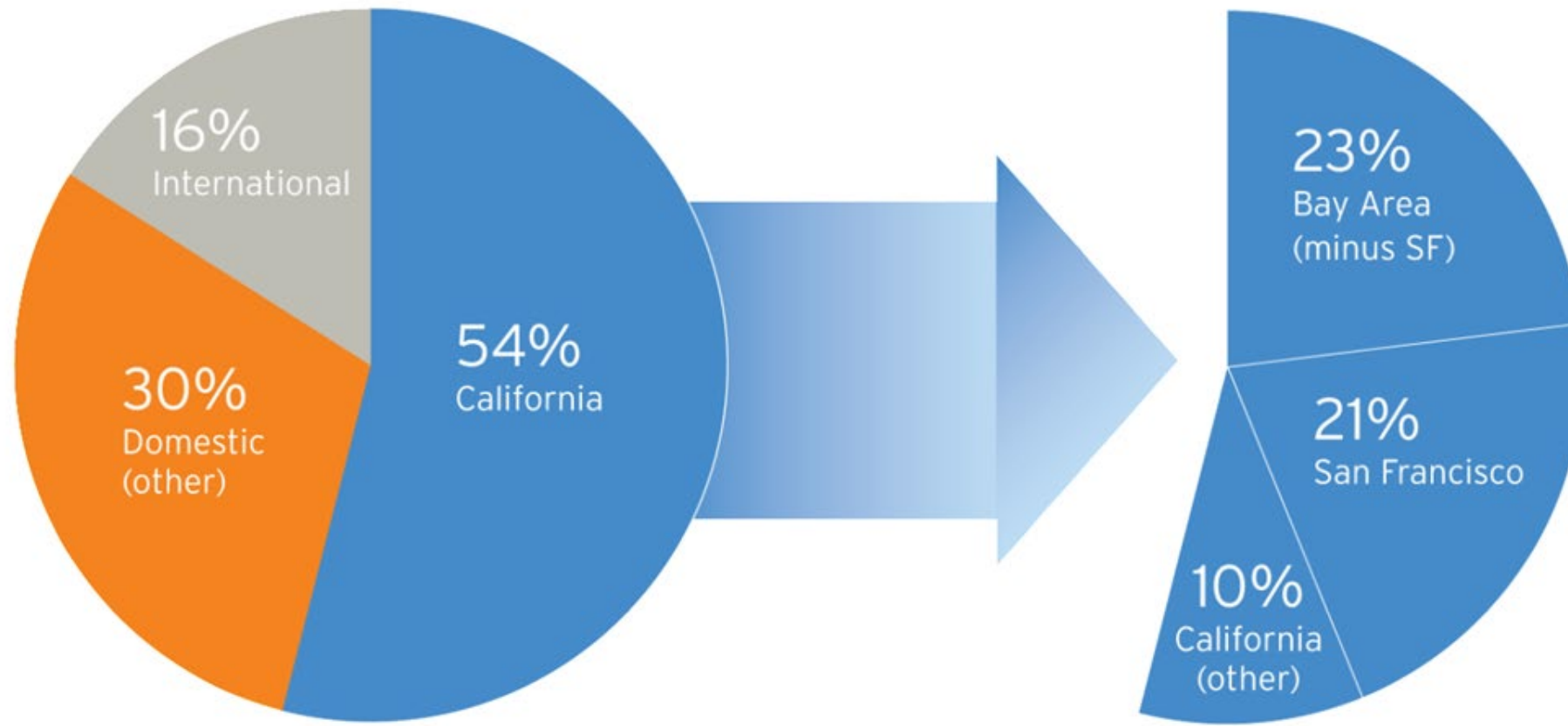
PRESIDIO VISITATION SURPASSES THAT OF OTHER POPULAR NATIONAL PARKS



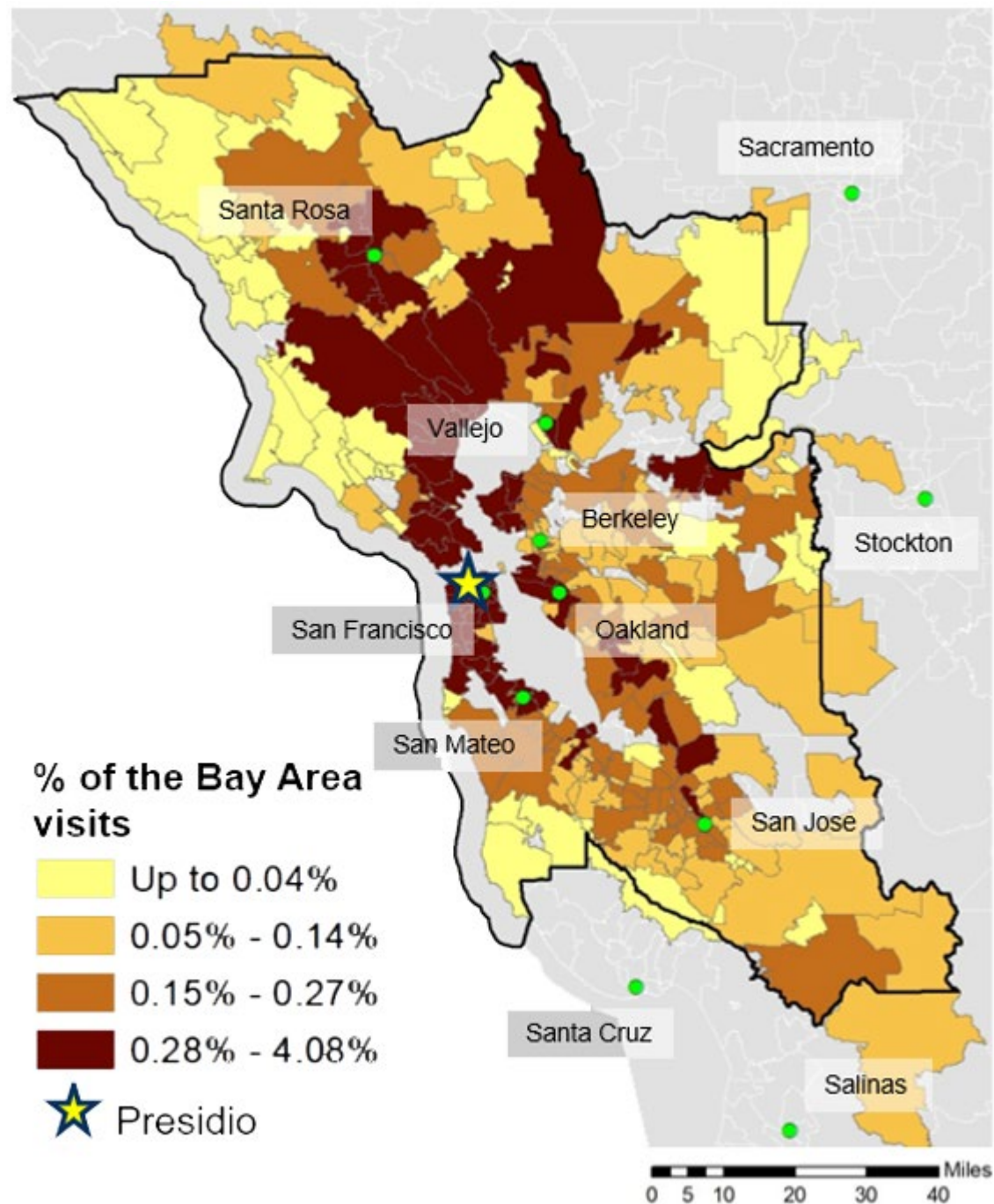
THE PRESIDIO IS A TOP SAN FRANCISCO DESTINATION



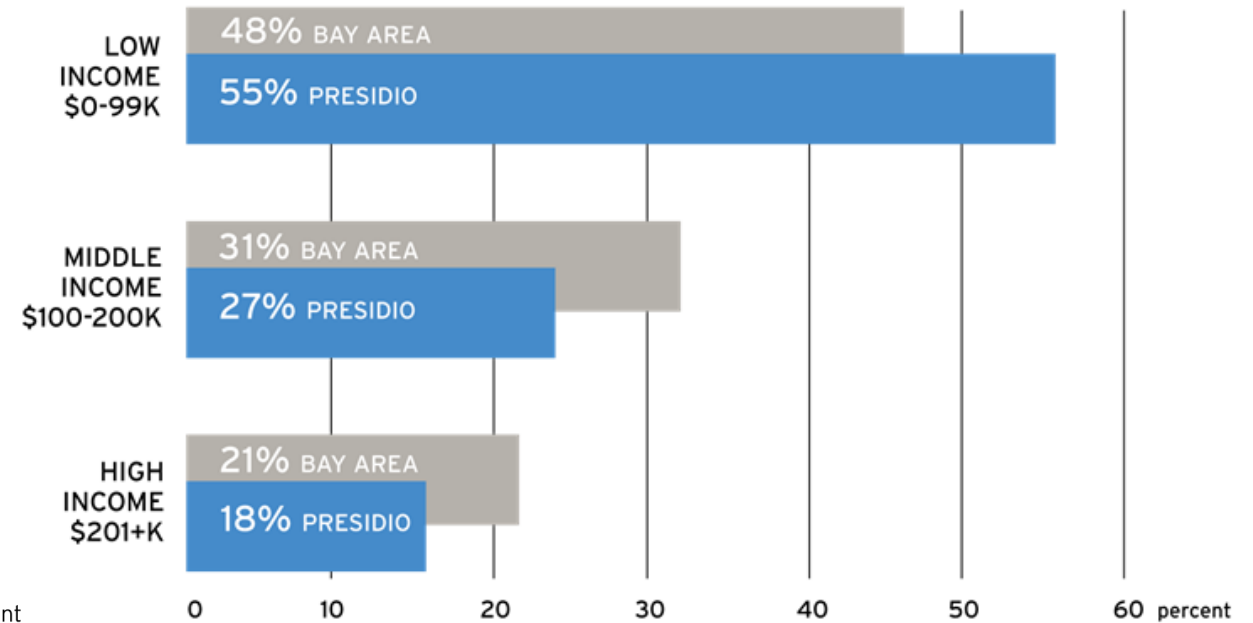
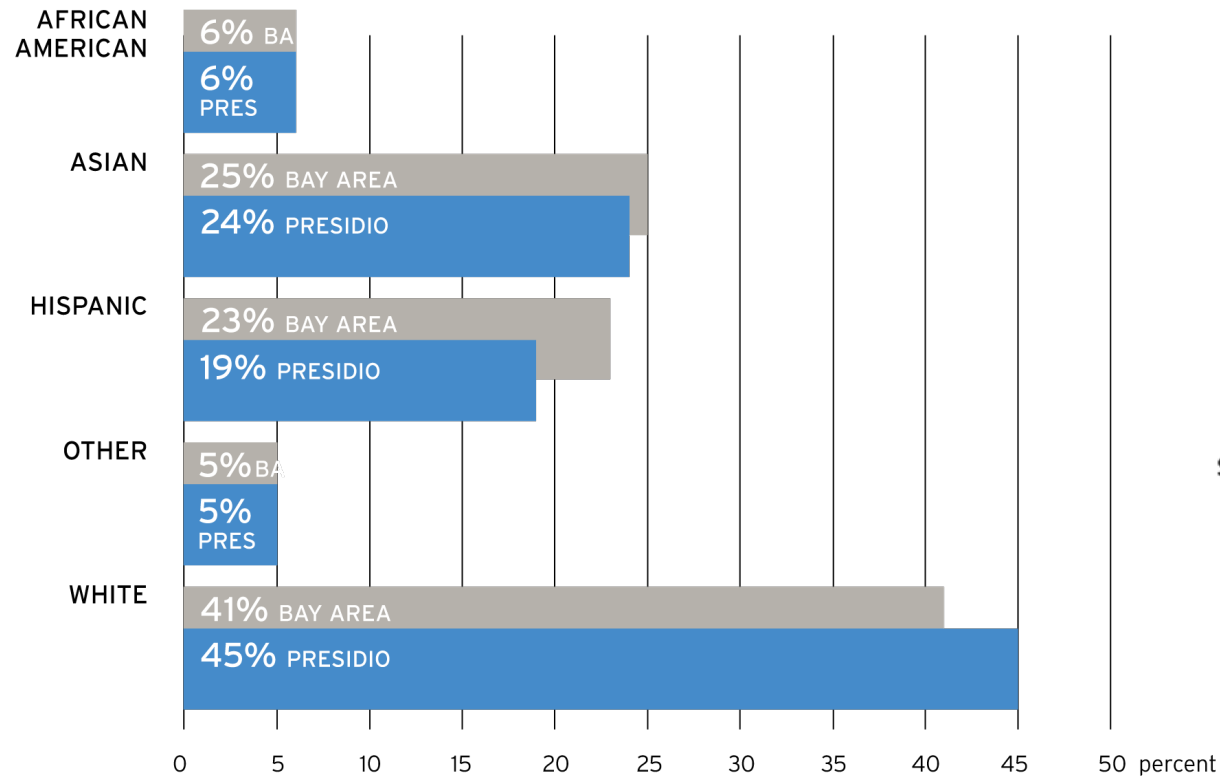
BY 2018, THE PRESIDIO IS A REGIONAL, NATIONAL + INTERNATIONAL DESTINATION



THE PRESIDIO IS A REGIONAL DESTINATION SERVING THE GREATER BAY AREA

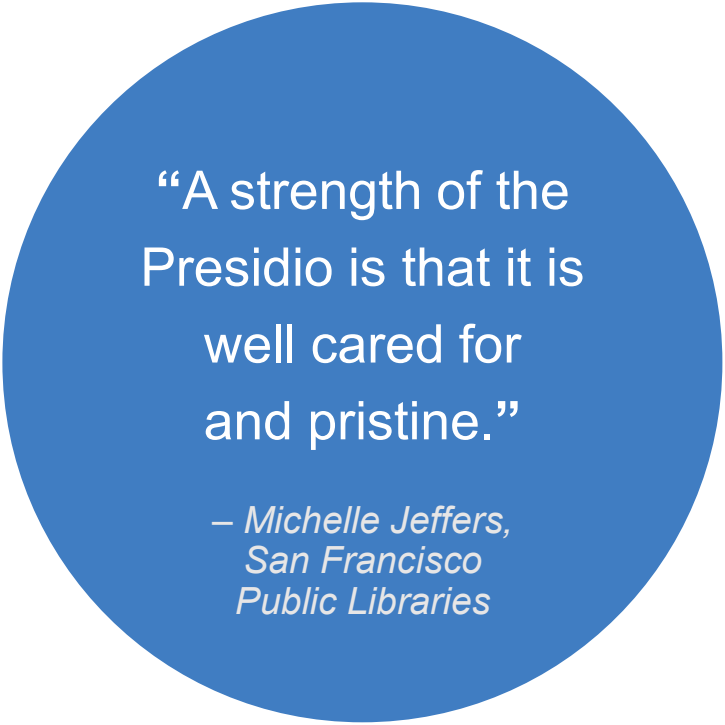


PRESIDIO VISITORS FROM THE BAY AREA MAP TO REGIONAL DEMOGRAPHICS



THE PRESIDIO IS A HIGHLY RECOMMENDED DESTINATION

- The Presidio was voted the **#1** highest rated public service in the SF in 2019.
- **98%** of visitors would recommend the Presidio to a friend.
- **96%** of visitors reported feeling safe in the Presidio.



“A strength of the Presidio is that it is well cared for and pristine.”

– Michelle Jeffers,
San Francisco
Public Libraries

WHAT PEOPLE LOVE ABOUT THE PRESIDIO

- An escape from the City
- A place to slow down and live in the moment
- Large amount of open space
- Native habitats, birds, wildlife, creeks, and marshes
- Hiking and biking trails
- Incredible views
- A place for recreation
- Free programs



Sources

- Slide 2: NPS Visitation Numbers, National Park Service, 2019
- Slide 3: Presidio Trust Statistics, 2019
- Slide 6: Visitation Data Collection Report, Tourism Economics, 2018
- Slide 7: NPS Visitation Numbers, National Park Service, 2019
- Slide 8: Pier 39 Visitor Demographic Profile, Pier 39, 2017; Golden Gate Bridge Highway & Transportation District, <https://www.goldengate.org/bridge/bridge-maintenance/>; Visitation Data Collection Report, Tourism Economics, 2018; California Academy of Sciences, <https://www.calacademy.org/impact>, 2019; Parks Conservancy, <https://www.parksconservancy.org/our-work/alcatraz-glance>
- Slide 9: Visitation Data Collection Report, Tourism Economics, 2018; US Census Data and American Community Survey Data, US Census Bureau, 2010 & 2017
- Slide 10: Visitation Data Collection Report, Tourism Economics, 2018; US Census Data and American Community Survey Data, US Census Bureau, 2010 & 2017
- Slide 11: Visitation Data Collection Report, Tourism Economics, 2018; US Census Data and American Community Survey Data, US Census Bureau, 2010 & 2017
- Slide 12: City Beat Poll, San Francisco Chamber of Commerce, 2019; Intercept Survey Report, GGNRA, 2018; Community Exchange Focus Groups, Destination Analysts, 2019
- Slide 13: Attitude and Awareness Survey, DDB, 2016; Community Exchange Focus Groups, Destination Analysts, 2019