



SAN FRANCISCO BAY AREA HOTEL RATES PEAKING AT MORE THAN \$1,200 PER NIGHT FOR WEEKEND OF FOOTBALL'S CHAMPIONSHIP GAME

As game returns to the region for the first time in 10 years, data from global economic impact leader SMRI shows high of more than \$5,000 for three-night stay at four- and five-star hotels

SAN FRANCISCO (January 31, 2026) – As professional football's championship game returns to the San Francisco Bay Area this weekend for the first time in a decade, economic experts are forecasting average nightly hotel rates higher than \$1,200, more than six times the average rate for peak times outside the weekend of the big game.

SMRI (Sports Management Research Institute) has collected data showing two-star hotels averaging \$394 per night, three-star properties averaging \$582 and the highest-end hotels coming in at an average of \$1,259 for the weekend of February 6-8.

SMRI's research lends credence to the theory that the big game and the many events leading up to it make a significant economic impact on host cities. Hotel stays typically account for anywhere from 35 to 40 percent of total consumer expenditures for those traveling to the event, with guests averaging stays of three nights. The San Francisco Bay Area is already one of America's top tourist destinations, and the world's most popular one-day sporting event is primed to break records when it comes to economic impact.

"There truly is no other event that drives tourism and stimulates local economies like the big game, and we have seen it year after year with our championship game data capture events for the last 30 years," said Dr. Kathleen Davis, SMRI's Founder and CEO. "Whether fans are coming in from New England or Seattle, or if they're among the thousands of people traveling to San Francisco as part of the corporate community that enjoys the game and all the other events that make it the best networking week of the year, visitors will be paying significantly higher prices than normal and creating an exceptional positive tourism and economic impact for Bay Area businesses.

"There is a sizable rate impact in the San Francisco market, where January and February are generally among the slowest tourism months of the year."

Sports Management Research Institute has an extensive history delivering data analytics to measure the financial impacts of major sporting events nationwide. SMRI has worked on football's championship game more than 20 times dating back to 1995, and has offered data analytics project work to all 32 professional football franchises. SMRI offers significantly better survey response rates (2-3% industry-wide) through the

development and implementation of its patented Survey-EDGE platform, offering enhanced data performance, reliability and validity of reporting mechanisms. [Learn more about SMRI here.](#)

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