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PLEASANT HILL EMERGES AS THE GREATER SAN FRANCISCO BAY AREA'S MOST AFFORDABLE AND STRATEGIC HOME BASE FOR SUPER BOWL LX VISITORS

The geographical center of the Bay Area provides ease of access to Super Bowl Week events and serves as the perfect hub for sports fans looking to save time and money.

PLEASANT HILL, Calif. (February 2, 2026) – As Super Bowl LX brings fans to Levi's Stadium on February 8, 2026, Pleasant Hill is emerging as one of the Bay Area's most affordable and practical home bases for visitors seeking full access to Super Bowl week events, without inflated hotel rates or complicated logistics.

For fans looking to establish a true game-week headquarters, Pleasant Hill offers a rare combination of value, accessibility and flexibility. Its central East Bay location keeps visitors connected to the full sweep of Super Bowl activities across the region, from Levi's Stadium in Santa Clara to fan zones in San Francisco and marquee events in Berkeley. Guests can stay, play and cheer on their team while avoiding premium pricing and constant congestion.

"Pleasant Hill gives visitors options," said **Trish Snowden, Chief Executive Officer of Visit Pleasant Hill**. "You're not committed to just one part of the Bay Area, which matters during a week as geographically spread out as Super Bowl LX week."

Significant Hotel Cost Savings

Hotel rates in Santa Clara and the South Bay during Super Bowl week are widely expected to exceed **$1,000 per night**, with many premium properties reaching **$1,500 to $2,500 per night**. **By contrast, hotels in Pleasant Hill** typically range from **$150 to $260 per night**, offering substantial savings, especially for multi-night stays.

Central Location Across Super Bowl Week Events

Super Bowl week activities span San Francisco, the South Bay, and the East Bay, including opening night festivities, concerts, watch parties and community events. Pleasant Hill sits along the East Bay corridor, allowing visitors to move efficiently between **San Francisco, Berkeley and Santa Clara** without being locked into one congested area.

Convenient Access to Levi's Stadium

Pleasant Hill provides multiple game-day transportation options while avoiding the traffic bottlenecks closest to the stadium:

- **Driving:** Approximately 50 miles to Levi's Stadium, averaging **50 to 60 minutes** outside peak congestion

- **Public Transit:** BART connections averaging **1 hour 50 minutes to 2 hours 15 minutes**, depending on timing

- **Tour Bus:** Game Day Express offering direct round-trip service at a low ticket price

Many fans prefer the flexibility of driving on game day and Pleasant Hill offers that option without the challenges of staying immediately adjacent to the stadium.

Easy Access to Fan Zones and Signature Events
The **Super Bowl Experience at Moscone Center** runs February 3rd - 7th, with BART travel time from Pleasant Hill to downtown San Francisco averaging **45–55 minutes**.

Pleasant Hill is also well positioned for East Bay events, including the Celebrity Sweat annual **Celebrity Flag Football Challenge in Berkeley**, featuring Quavo, Dwight Howard and more than 20 celebrities and influencers. Travel time from Pleasant Hill to Berkeley averages **25–30 minutes by BART**.

A Growing Reputation Among Sports Travelers
Pleasant Hill has been gaining recognition among experienced sports travelers as a reliable and value-driven place to stay for major events at Levi's Stadium, particularly for visitors who prioritize access without premium pricing.

To explore local hotel offers, dining specials and game-week events, check out the Visit Pleasant Hill's website.

About Visit Pleasant Hill
Visit Pleasant Hill is the official destination marketing organization for the City of Pleasant Hill, focused on driving economic growth through tourism. Working in partnership with local hotels, businesses, and community organizations, Visit Pleasant Hill positions Pleasant Hill as a centrally located hub for exploring the Bay Area. With convenient access to BART and major regional corridors, Pleasant Hill offers easy connections to San Francisco and the innovation centers of Silicon Valley, reinforcing its role as a hub for both business and leisure travel. Through targeted marketing, strategic partnerships, and community engagement, Visit Pleasant Hill supports the local hospitality sector and strengthens the city's visitor economy. Learn more at visitpleasanthill.com.

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