

San Francisco TRAVELER

— A GUIDE FOR VISITORS —

sftravel.com



Welcome to San Francisco!

On behalf of the City and County of San Francisco, I'm so pleased that you've chosen to visit our incredible city.

San Francisco is a destination like no other. Ours is a city that runs on creativity, that embraces new perspectives, and that eagerly shapes the future. This is where it all begins; from the next big trends in food, tech, and fashion to the movements in culture that inspire people across generations and around the globe.

You can feel that energy as you explore the city, traveling between our distinct neighborhoods and visiting our most popular attractions. Wherever you go, you're bound to meet friendly and fascinating locals. We San Franciscans take great pride in our city, and we love sharing it with the world.

No matter what your interests and passions are, you'll find ways to indulge them, celebrate them, and meet like-minded people during your stay in San Francisco.

Enjoy your visit!



LONDON BREED

MAYOR OF THE CITY AND
COUNTY OF SAN FRANCISCO

San Francisco Travel's Strategic Partners *Welcome You*



Alamo Square

CONTENTS



WELCOME

San Francisco FAQs
Most Shareable Photos
Tours For Every Taste

ART AND CULTURE

San Francisco's
Must-See Museums
Let's Clear the Fog
Music Lover's Guide
Five Things: The Quilters
Places with Pride
Special Events 2024

FOODIES

Must-Have Food Experiences
Award-Winning Libations
Five Things: Kayla Abe

NEIGHBORHOODS

San Francisco Neighborhoods
Bayview
Castro/Noe Valley
Central Market
Let's Clear the Fog
Chinatown
Civic Center/Hayes Valley
Embarcadero/
Financial District
Fillmore
Fisherman's Wharf
Golden Gate Park/ Sunset
Haight-Ashbury
Japantown
Marina/Pacific Heights
Mission District
Nob Hill
North Beach
Richmond/Presidio
SoMa/Yerba Buena
Treasure Island
Union Square

FAMILY

Choose Your Own Family Adventure

BUDGET

10 Things To Do for \$10 or Less

OUTDOORS

San Francisco Parks
Take A Hike: Bay Area Trails

BEYOND

Beyond Wine in Wine Country
Mt. Diablo Day Trip
Discover Yosemite
Gateway San Francisco

GETTING AROUND

The Ultimate Guide to SFO



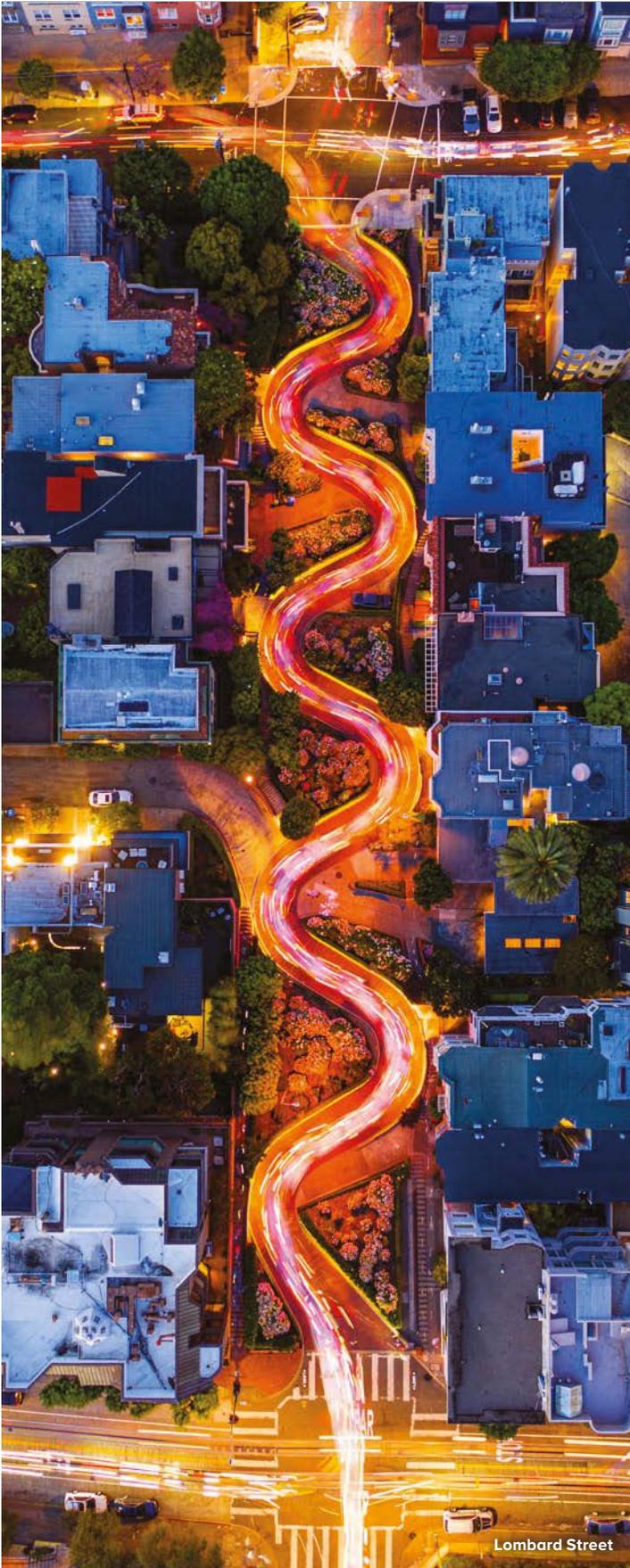
Look for this icon
throughout the guide
for insider tips on the
Bay Area!



ON THE COVER

View of downtown San Francisco
from Twin Peaks

Image provided by
San Francisco Travel Association
and @kanecandrade on Instagram



Lombard Street



One Front St., Ste. 2900
San Francisco, CA 94111
415-974-6900, Fax: 415-227-2602
sftravel.com

President and CEO Scott Beck
EVP, Chief Global Marketing Officer
Lynn Bruni-Perkins

Vice President, Global Marketing
Dan Rosenbaum

Director, Design Charles Rubinoff
**Senior Manager, Global Content
& Communications** Tyler Cohn

CONNECT WITH US

twitter.com/onlyjnsf

facebook.com/onlyjnsf

instagram.com/onlyjnsf

PUBLISHED BY:

miles
PARTNERSHIP

Corporate Office: 800-303-9328
milespartnership.com

PUBLICATION TEAM

Account Director Mina Robertson
Account Supervisor Randa Hovater
Content Director Carrie Rodgers
Associate Art Director Hailey Nicol
Advertising & Data Manager
Ivan Sanchez

Contributing Writer Audrey Bruno,
Carrie Rodgers

SALES

Travel Media Sales & Marketing Executive
Dennis Koster
Dennis.Koster@MilesPartnership.com
202-930-5650

LEADERSHIP

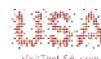
President & Chief Executive Officer David Burgess
Chief Financial Officer Dianne Gates
Senior Vice President Laura Libby
Chief Operating Officer Randi Rogers

Corporate information and advertising
specifications available at milespartnership.com.

Information in this publication is provided by Association members as of April 2024. Every effort has been made to ensure the accuracy of this publication. Copyright ©2024 by the San Francisco Travel Association. No portion of this publication may be stored in a retrieval system, transmitted or reproduced in any way without the express written permission of the San Francisco Travel Association.

The San Francisco Travel Association and Miles make no endorsement, representation or warranty regarding any goods or services advertised or listed in this publication. Advertisements are provided by the subject companies and the San Francisco Travel Association and Miles shall not be responsible or liable for any inaccuracy, omission or infringement of any third party's rights therein, or for personal injury or any other damage or injury whatsoever.

San Francisco Travel is recognized as a Green Certified Business by the City and County of San Francisco.



49 Mile Scenic Drive logo is a trademark of the San Francisco Travel Association.

UNITED 

Something new is in the air.

© 2022 United Airlines, Inc. All rights reserved.
Narrow-body deliveries through 2025 and
beyond. Does not include United Express.

We're adding 500
new planes with
Bluetooth connectivity,
in-seat power, seatback
entertainment and
larger overhead bins.

A STAR ALLIANCE MEMBER 

Welcome!



San Francisco Travel Association

filoli

Open Daily
10am-5pm

Plan your visit
at filoli.org

Wander into Wonder



View of San Francisco and the Golden Gate Bridge

San Francisco is a place for beginnings. For more than 175 years, it's where people from all over the world have come to take their first, bold steps into the future—and that tradition is alive and well today. We can't wait for you to take your first steps through our city. This guide provides an exciting glimpse of the iconic sights, sounds, and experiences that await you. So, keep reading, start planning, and get ready for the trip of a lifetime!



SAN FRANCISCO FAQs

Your questions about San Francisco, answered.

PRACTICAL CONSIDERATIONS

WHAT'S THE WEATHER LIKE?

San Francisco has mild weather year-round with temperatures seldom rising above 70° F (21° C) or falling below 40° F (5° C). The golden rule of packing for a trip to San Francisco: bring layers! Fog can roll in at any time, and areas near the water can feel cool.

IS IT REALLY AS HILLY AS PEOPLE SAY?

Absolutely. San Francisco is built atop more than 40 hills spread across just 49 square miles—but it's very manageable, as proven by our many popular walking tours.

WHAT ARE SOME TIPS FOR SAVING MONEY WHILE VISITING SAN FRANCISCO?

You can save on transportation by using the San Francisco Municipal Public Transportation Passport, which allows unlimited rides on Muni bus, streetcar, metro and even cable cars. Passports come in one-, three- and seven-day increments. For affordable itinerary suggestions, check out "10 Things to Do for \$10 or Less".

WHAT'S THE DIFFERENCE BETWEEN A CABLE CAR AND A STREETCAR?

San Francisco offers many modes of public transportation including both cable cars and streetcars, which date back to the 19th century. The main difference between them is how they derive power. Cable cars (the ones you'll recognize from Hollywood films) are pulled up the hill by a cable wire underneath them, while streetcars run on an electric motor attached to an overhead wire. (Don't call either one a trolley; the locals will take offense!) Purchase a Muni Passport to experience rides on both.

HOW CAN I FIND OUT WHAT'S GOING ON IN SAN FRANCISCO WHEN I'M VISITING?

Whether it's outdoor concerts, cultural festivals or an exciting sporting event, there's always something going on in San Francisco. Check out lists of annual and upcoming events, or sign up for the San Francisco Travel newsletter, at sftravel.com.

HOW CAN I MAKE RESERVATIONS FOR GUIDED TOURS OR TICKETED ATTRACTIONS?

For attractions, tours, and tickets visit our booking page at sftravel.com/buy-tickets to purchase online.

Find more answers to frequently asked questions on sftravel.com.



USS Hornet en route to recover the Apollo 11 astronauts, 1969

**27 YEARS OF SERVICE,
FROM WWII TO THE MOON
25 YEARS AS A BAY AREA MUSEUM**

**A fun and educational
experience for
the whole family!**



www.uss-hornet.org

EXPLORE ICONIC SAN FRANCISCO

Recognized around the world as being synonymous with San Francisco, these seven legendary attractions should be at the top of any visitor's itinerary.

1.

THE GOLDEN GATE BRIDGE

Crossing the strait of the Golden Gate is the world-renowned Golden Gate Bridge, easily identified by its International Orange color. Once called "the bridge that couldn't be built," today it is one of the seven wonders of the modern world. You can drive, bike, or walk across its 1.7-mile span.

2.

ALCATRAZ

A former prison, Alcatraz is now a national park and San Francisco's most popular attraction. A visit to the island includes a tour of the cell house where visitors can see how the prisoners lived. The island is full of American, Indigenous, and natural history to explore.

3.

CABLE CARS

Tony Bennett once sang about the little cable cars climbing halfway to the stars; but did you know they'd been climbing those hills long before he stepped up to the mic? It's true! First put into service by inventor Andrew S. Hallidie in 1873, San Francisco's cable cars offer a fun and fascinating peek into the past while you travel through the city of the future.

4.

PAINTED LADIES

Along the eastern side of Alamo Square Park is one of the most iconic and most photographed sights in San Francisco. These pastel-colored homes, standing shoulder-to-shoulder on the gentle slope of Steiner Street, are called the Painted Ladies. These Victorian homes—still occupied by locals—are a beautiful reminder of the San Francisco of old, while the gleaming downtown skyline of new San Francisco shimmers in the distance.

5.

FISHERMAN'S WHARF

The cheery ringing of the cable car bells; the sights, sounds and smells along busy Jefferson Street; the renovated historic red-brick factories; the steaming street-side pots of Dungeness crab—all help make Fisherman's Wharf a top attraction year after year.



Fisherman's Wharf

6.

COIT TOWER

Coit Tower sticks out like a sore thumb, and for good reason. It's a defining characteristic of San Francisco's skyline. This elegant tapering column was built in 1933, the legacy of San Francisco's colorful Lillie Hitchcock Coit, who left a \$125,000 bequest "for the purpose of adding beauty to the city which I have always loved."

7.

LOMBARD STREET

Known as the "Crookedest Street in the World," Lombard Street is one of San Francisco's most popular landmarks. Every year, millions of visitors walk or drive down its eight sharp hairpin turns. Surrounded by Russian Hill mansions and perfectly manicured landscaping and flowers, it is also one of the city's most scenic streets.

8 Most Shareable PHOTO SPOTS



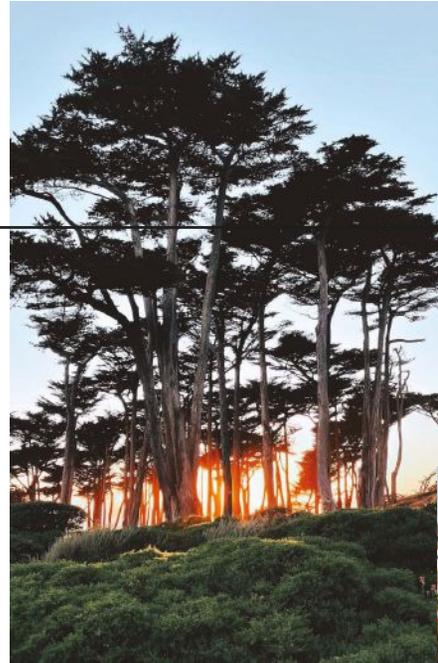
1 GOLDEN GATE BRIDGE

No trip to San Francisco is complete without a visit to the Golden Gate Bridge; but to capture a great angle of it, consider finding unique vantage points. Crissy Field, a former military airfield south of the bridge, offers gorgeous views as well as spots for picnicking. Or, venture to Fort Point to snap a photo that will really make jaws drop.



2 GOLDEN GATE PARK

From the Japanese Tea Garden to the Conservatory of Flowers, this world-famous park is a treasure trove of photo ops. Check out the de Young Museum while you're there to see an array of contemporary and modern art.



3 THE PRESIDIO

For another stunning view of the Golden Gate Bridge, head to the Presidio to get a wide shot of the full span. While you're there, explore Andy Goldsworthy's immersive outdoor art gallery, and keep an eye out for colorful birds like Allen hummingbirds and belted kingfishers.



4 THE PAINTED LADIES OF ALAMO SQUARE

These fanciful Victorian houses at Hayes and Steiner streets are easily among the the most photographed destinations in the city. Get the best shot of the ladies and the skyline by climbing up to the top of Alamo Square right before sunset.

San Francisco is one of the most beautiful cities in the world. With waterside views, unique architecture, exquisite cuisine and diverse culture, it's naturally photogenic. Here are just a few spots for taking FOMO-inducing photos on your next trip to the City by the Bay.



5 MISSION DOLORES PARK

Snap a shot of palm trees, sloping hills, and the San Francisco skyline—not to mention some eye-catching locals—at the top of this park. On your way there, stroll through the Mission District to observe hundreds of vibrant murals.



SHARE WITH US ON INSTAGRAM.
TAG YOUR PICS WITH #ALWAYS SF



6 PIER 39

Packed with sea lions and free performances of all sorts, there's so much to capture on camera at this destination.

7 PALACE OF FINE ARTS

With Greek-style columns, this architectural masterpiece is definitely one of the most recognizable and resplendent landmarks in the city.



8 ALCATRAZ FERRY

For an unspoiled view of Alcatraz, the site of the first lighthouse in the western United States and infamous former penitentiary, make your way to Pier 33 for a short, scenic voyage on Alcatraz Cruises.



TOURS FOR EVERY TASTE



CUISINE SCENE

Want to dive into San Francisco's culinary scene but not sure where to start? Take a food tour! **Local Tastes of the City's** North Beach/Little Italy walking tour allows you to sample sweet and savory recipes that have been passed down for generations and visit an authentic Italian delicatessen. In Chinatown, **Wok Wiz's** "I Can't Believe I Ate My Way Through Chinatown" tour is the ultimate must for foodies. The tour includes a dim sum breakfast and snacks from bustling Chinese food markets, fortune cookie-making and a family-style lunch. Local guides infuse the tour with history and fun facts about the neighborhood throughout.

Tours are a terrific way to get a taste of what makes San Francisco so unique. Whether you want to experience the city's natural beauty, try some local food or learn a little history, these guided and self-guided tours will lead you in the right direction.

HISTORY LESSONS

From the Gold Rush and the infamous 1906 earthquake, to the establishment of the flower power movement in the 1960s and the birth of Silicon Valley, the hills and buildings of San Francisco all have stories to tell. Follow along on a **City Guides Walking Tour** to learn about the history of the city's people, neighborhoods and architecture. Themed tours also focus on specific time periods and cultural movements. Visitors interested in learning about the past from spooky spirits will have a ghoulishly good time on **Wild SF Tour's** Haunted San Francisco Ghost Tour.

LOCAL BREWS

Visit some of the breweries around town with **SF on Tap** neighborhood-specific walking tours. In addition to generous beer samples at each stop, you'll hear stories from past and present, learn something new and even see some of San Francisco's most photogenic streets. **SF on Tap** also offers a combination tour with entrance to Alcatraz, as well as specialized private tours.

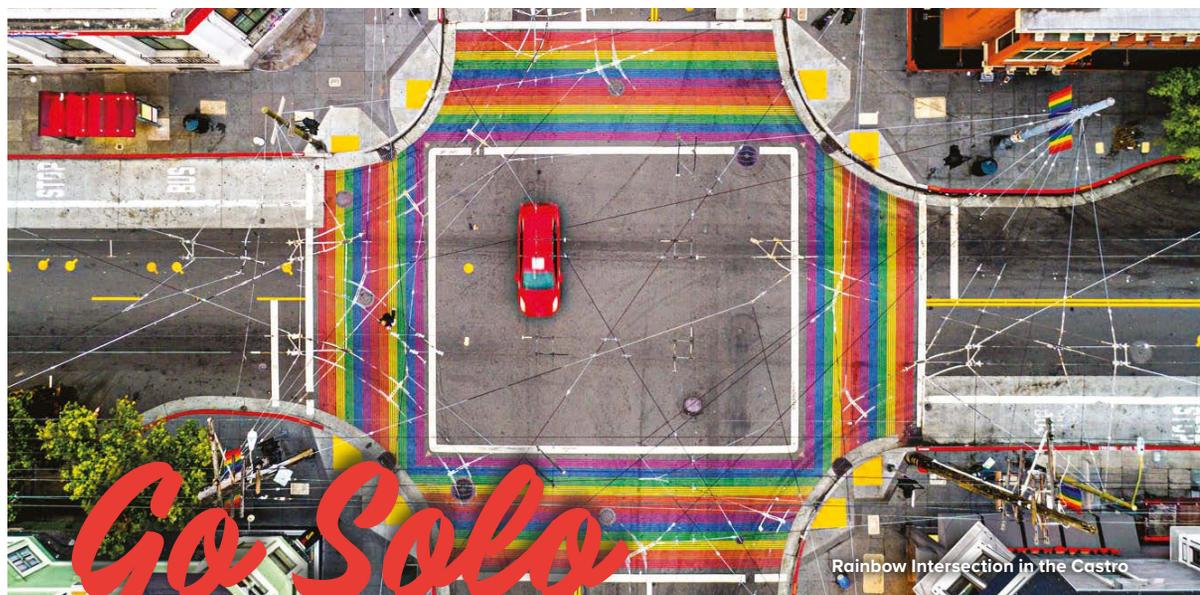
PRIVATE PARTY

Call all the shots on **Spark Experiences'** private Classic San Francisco One-Day Tour, where you and up to four friends can explore San Francisco in a luxurious Tesla Model X on a tour that's tailored specifically to you. Short on time? This is a great way to see all of the major sights in one day. If you're staying longer (and we hope you are!), it's also a great orientation for your first day in the city to gather itinerary ideas and restaurant recommendations from your driver/guide for the days ahead.

OUTDOOR ADVENTURES

Northern California is bursting with natural splendor, both within and beyond San Francisco city limits. Whether you're hoping to wander through redwood forests, catch a glimpse of a spotted owl or listen to the soothing sounds of creek waters, **Victor's** Muir Woods & Sausalito Tour has you covered. A bus will take you across the Golden Gate Bridge into Muir Woods National Monument, where you'll have time to explore on your own and soak in the serenity of nature. Then it's over to charming Sausalito, where you can browse boutiques while taking in a different vantage point of the San Francisco skyline. If you're looking for some cardio, meet up with **Urban Hiker SF** for guided tours of hiking trails hidden in the city that lead to spectacular views.





Go Solo

Rainbow Intersection in the Castro

Here are two self-guided neighborhood tours if you prefer to explore at your own speed.

THE MISSION:

Known for delicious cuisine, the Mission District is also a hub for vibrant street art. Follow this easy 1.8-mile (2.9 km) self-guided tour to see some of the most notable works—and stop for snacks along the way.

- Start at **Balmy Alley**, where you'll find the most concentrated collection of murals in the city.
- From 24th St., walk west toward Valencia St. and stop at the corner of Osage and 24th streets to observe another masterpiece.
- Turn right onto Valencia St. and stop for a tasty lunch at **Tacolicious**. If happy hour is nigh, **Curio** has creative and well-crafted cocktails.
- Detour just half a block west on 18th St. to marvel at more murals, most notably on the **Women's Building**.
- Back on Valencia, turn right just shy of 17th St. into **Clarion Alley** to see a collection of art that's curated to promote political, economic and social justice messages.

THE CASTRO:

San Francisco celebrates LGBTQ love and diversity across the city, but pride is particularly palpable in the Castro neighborhood. See five major Castro sights on this 0.9-mile (1.4 km) self-guided tour.

- Start at **Harvey Milk Plaza**, the neighborhood anchor point where a giant Pride flag waves day and night, rain or shine.
- **Cliff's Variety** (479 Castro St.) is a neighborhood staple where you can purchase anything from flower pots to silly games to fabulous souvenirs and even a wig or two!
- Make your way down Castro St. and turn right on 18th St. to visit the **GLBT History Museum**, the first stand-alone museum of gay, lesbian, bisexual, and transgender history and culture in the U.S.
- Finally, pick up some food to-go from **Le Marais Bakery** (498 Sanchez St.) and head east to **Dolores Park** for a picnic. Dolores Park has been a center for cultural, political and sports activities since the 1960s and continues to serve as a community hub for the 'hood today.



Women's Building Mural



Castro Victorian Houses



Dolores Park

SAN FRANCISCO'S MUST-SEE MUSEUMS

With interactive exhibits, nightlife events and some of the country's most diverse collections, San Francisco's museums rank among its top attractions. Whether you're interested in art, science, history or pop culture, there's something for everyone. If seeing the magnificent collections isn't enough, their critically acclaimed architecture offers some of the best photo ops in the city. Be sure to include a stop at one (or more) of these museums during your stay.

ASIAN ART MUSEUM

200 Larkin St.

Located in the Civic Center neighborhood opposite City Hall, this stately museum has one of the world's most diverse collections of art and objects from across the Asian continent, spanning 6,000 years of human history. Visitors can enjoy beautiful paintings, sculptures, furniture, textiles and armor, among other objects.

CHILDREN'S CREATIVITY MUSEUM

221 Fourth St.

Even if you're not traveling with kids, the Children's Creativity Museum is a fun way to spend the day. Filled with interactive exhibits that focus on animation, music and digital media, the museum is located opposite a historic carousel in Yerba Buena Gardens. Be sure to take a ride!

CONTEMPORARY JEWISH MUSEUM

736 Mission St.

The Contemporary Jewish Museum presents dynamic exhibitions and educational programs exploring modern perspectives on Jewish culture, history and ideas.

DE YOUNG MUSEUM

50 Hagiwara Tea Garden Dr.

Nestled in Golden Gate Park, the de Young houses more than 27,000 works and includes an extensive collection of American art from the 17th through 21st centuries. There's much to see, from textiles and costumes to rare paintings. Don't miss the wraparound views of San Francisco from atop the Hamon Observation Tower.

EXPLORATORIUM

Pier 15, The Embarcadero

The Exploratorium is a museum for all ages and boasts more than 650 interactive exhibits. Experiment with thoughts, feelings and social behavior in the Human Phenomena Gallery. Experience different types of rainstorms in the outdoor North Gallery, and investigate the history, geography and ecology of the bay in the Fisher Bay Observation Gallery. There's even more to explore at the adults-only program, "After Dark."

LEGION OF HONOR

100 34th Ave.

Built to commemorate Californian soldiers who died in World War I, the Legion of Honor is a neoclassical landmark overlooking Lincoln Park and the Golden Gate Bridge. The museum's collection covers more than 4,000 years of ancient and European art, as well as the Achenbach Foundation for Graphic Arts. Don't miss a performance on the Skinner pipe organ on weekends at 4 p.m.



California Academy of Sciences

CALIFORNIA ACADEMY OF SCIENCES

55 Music Concourse Dr.

Home to an aquarium, planetarium and natural history museum "all under one living roof," the California Academy of Sciences is an institution like no other. From the splashing penguins to the four-story living rainforest and colorful coral reef ecosystem, there's something to delight visitors of all ages.

CALIFORNIA HISTORICAL SOCIETY

678 Mission St.

The California Historical Society has been preserving the rich history of California for more than 140 years. Explore engaging and informative exhibits at their location in the bustling SoMa neighborhood. The book store is an ideal spot to find California-centric books and gifts.

CARTOON ART MUSEUM

781 Beach St.

Founded in 1984, the Cartoon Art Museum houses everything from comic strips, comic books and anime to political cartoons, graphic novels and underground comix. People of all ages can participate in animation workshops and mingle with professional cartoonists. The museum is located in Fisherman's Wharf just one block from Ghirardelli Square.



Legion of Honor

MUSEUM OF THE AFRICAN DIASPORA (MOAD)

685 Mission St.

The Smithsonian-affiliated MoAD seeks to share the art and stories of African heritage with audiences from around the world. It is one of the few museums in the country dedicated to the African diaspora, the migration of African people, and their lasting cultural and historical impact.



Museum of the African Diaspora

MUSEUM OF CRAFT AND DESIGN

2569 Third St.

One of North America's few institutions dedicated to contemporary craft and design, the museum's mission is to explore the active roles these practices play in everyday life through original and traveling exhibitions, collaborations with institutions from around the world, and opportunities to learn how to make your own crafts.

SAN FRANCISCO**MUSEUM OF MODERN ART (SFMOMA)**

151 Third St.

This gem in SoMa has seven floors, 45,000 square feet of free exhibits, and a façade inspired by the waters and fog of San Francisco Bay. The museum's permanent collection includes more than 33,000 pieces. Newer additions include the Fisher Collection, which includes works by Andy Warhol, Alexander Calder and many others, and the Pritzker Center for Photography, the largest space permanently dedicated to photography at any art museum in the U.S.

THE WALT DISNEY FAMILY MUSEUM

104 Montgomery St., Presidio

This museum is dedicated to the life and work of Walt Disney, creator of some of America's most beloved animated characters, including Mickey Mouse. Housed in a historic building in the Presidio, it features interactive galleries and state-of-the-art exhibits showcasing early drawings, cartoons, movies and a spectacular model of Disneyland. While you're there, enjoy daily screenings of Disney classics.

YERBA BUENA CENTER FOR THE ARTS

701 Mission St.

Located in the heart of Yerba Buena Gardens, Yerba Buena Center for the Arts presents cutting edge, contemporary visual art, performances, film/video and community engagement programs by some of the most innovative artists working today. YBCA is distinguished by its support for artists from around the world.



Which is your favorite museum in San Francisco?

LET'S CLEAR THE FOG
 **SFMOMA**
 @andreahershh

"SFMOMA is the best! The city wasn't the same when it was closed for three years for renovations." Dan R.


 **EXPLORATORIUM**
 @piggybankdream

"The Exploratorium is definitely my favorite museum in SF." Patrick L.


 **CALIFORNIA ACADEMY OF SCIENCES**
 @antonjace

"My favorite museum is the California Academy of Sciences." Veronica L.

The Music Lover's Guide TO SAN FRANCISCO

Thanks to a creative spirit and steadfast countercultural streak, the roots of San Francisco's music scene run famously deep. The list of artists who have made a name for themselves here reads like a who's who of music history, spanning genres from jazz to rock to punk. Read on to discover the city's most iconic musical must-sees.

HISTORIC HAIGHT-ASHBURY

To dive straight into San Francisco's musical atmosphere, start in **Haight-Ashbury**. This neighborhood of brightly painted Victorian homes became the epicenter of the Summer of Love in 1967, when more than 100,000 flower children converged on San Francisco to revel in hippie culture. It was during this era that The Grateful Dead, Jimi Hendrix, Janis Joplin and Jefferson Airplane skyrocketed to stardom with the searing guitars, provocative lyrics and electrifying live performances that came to characterize the "San Francisco sound." Today you can still explore their old stomping grounds, cue up some psychedelic tunes and snap a photo of the iconic street signs at the corner of Haight and Ashbury.

Don't leave the neighborhood without checking out beloved **Amoeba Music** on Haight St. This independent shop is a renowned destination for music collectors and regularly pops up on lists of the world's best music stores. You can also grab your own groovy locally-made threads from tie-dye emporium **Love on Haight**.

LEGENDARY VENUES

While San Francisco is a great place to immerse yourself in music history, it's also a hot spot for seeing live shows. In the 1950s and '60s, blues and jazz reigned supreme, with icons like Miles Davis and Thelonious Monk recording seminal albums in local clubs. To honor this legacy, the award-winning **SFJAZZ Center** opened in Hayes Valley in 2013, showcasing the best of the Bay Area's local jazz scene, as well as the biggest names in international music.

The baroque **Great American Music Hall** was once graced by jazz greats like Count Basie, Duke Ellington and Dizzy Gillespie. Nowadays, you can see artists like Suzanne Vega and Vanessa Carlton there.

Perhaps the city's most well-known venue is **The Fillmore**, opened by concert promoter Bill Graham in 1968. This intimate theater is where many famous rockers got their start, including Creedence Clearwater Revival and Santana. It's still going strong, regularly hosting many of today's hottest acts. **The Chapel** in the Mission neighborhood is one of the city's most unique places to catch a show. Originally built in 1914 as a mortuary, it's been transformed into a hip space for live music. The vaulted ceilings make for a jaw-dropping concert setting no matter who's playing.

ONE-OF-A-KIND FESTIVALS

Whatever genre you're into, there's a music festival in San Francisco to suit your taste. One of the most anticipated events of the year is **Outside Lands**, a music and art festival that takes place in Golden Gate Park. Past headliners include Paul McCartney, Radiohead, Pearl Jam and Stevie Wonder. Prefer banjo strums to pop beats? Don't miss **Hardly Strictly Bluegrass**, a free outdoor festival featuring influential bluegrass, folk, rock and blues artists. And if you prefer to see some of the world's buzziest up-and-comers, try **Noise Pop**. The event spans a couple of weeks and hosts dozens of shows at smaller venues all around the city.



To truly experience the hometown sound, tune into BFF.fm. This nonprofit community radio station supports emerging and underground artists of the Bay Area music scene.



5 THINGS: THE QUILTERS



Born and raised in San Francisco, Ray and Jerome Porter grew up in a very musical household. They formed The Quilters, a “West Coast Americana” band, with fellow musicians Dorian Cunningham and Jam Bhisitkul. Influenced by artists such as Patsy Cline, Bruce Springsteen, and Creedence Clearwater Revival, The Quilters are among the latest in San Francisco’s long history of homegrown musical talents.

WHAT DOES A TYPICAL DAY IN SAN FRANCISCO LOOK LIKE FOR YOU?

DORIAN: I think the most insightful way to see how my typical day goes is to track my caffeine consumption. If I have time in the morning, I’ll go to **Sightglass** on Divisadero to start my day. After that, I’ll generally have work until some time in the afternoon. During that work day, I often end up in **Noe Valley**, where I’ll stop by **Noe Cafe** for a little pick-me-up. After I get out of work, I’ll generally head over to rehearsal in the **Sunset**, where Ray makes incredibly high-quality home cappuccinos.

WHAT ARE SOME SAN FRANCISCO EXPERIENCES YOU’RE EAGER TO GET BACK TO NOW?

JEROME: I want to go check out Church of 8 Wheels! Roller skating became much more popular over the last year—and it looks darned fun—but I don’t have skates. It’d be a blast to go rent some and zoom around a rink with cool lights and some classic dance music.

WHICH NEIGHBORHOOD, OTHER THAN YOUR OWN, DO YOU LIKE TO EXPLORE?

JEROME: Part of the beauty of San Francisco is that it’s so small you can walk from one neighborhood, through another, and into a third in a matter of blocks. Dorian and I like to walk our dogs at every new park we can find. It turns out there are a lot of parks in the city, and a lot of tiny neighborhoods around them that we didn’t even know existed (most of which have good banh mi!).

WHAT’S YOUR FAVORITE ANNUAL EVENT THAT HAPPENS IN SAN FRANCISCO?

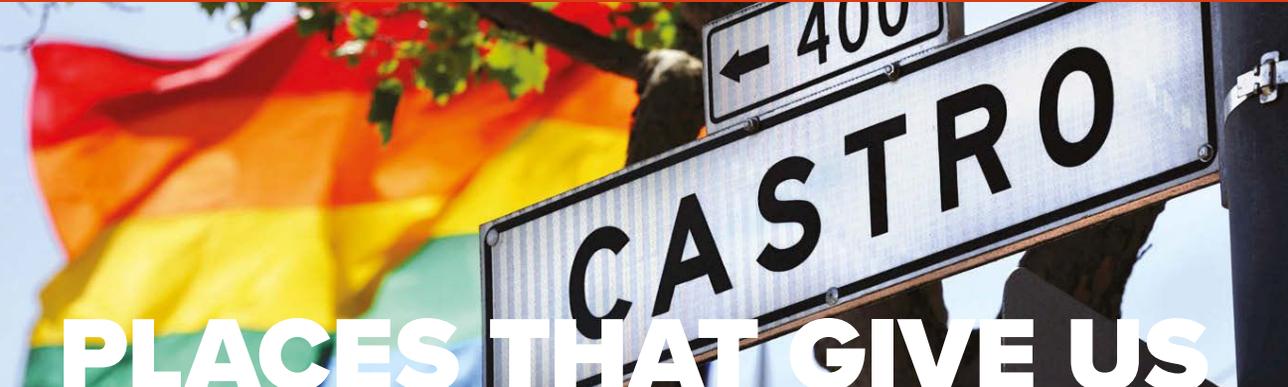
JEROME: The migration of the humpback whales. Like clockwork every early fall, you can see them offshore in their little pods, blowing water from their blowholes and thwacking their tails on the water. It’s pretty amazing.

WHERE AND WHAT WOULD YOU CHOOSE FOR YOUR LAST MEAL IN SAN FRANCISCO?

RAY: I’m going to go with a childhood favorite and say **Sub Center** in West Portal. I’ve ordered the same thing every time since I was about six: the center hot pastrami with avocado, and a bag of sour cream and cheddar Ruffles. If it ain’t broke, don’t fix it.

Photo shot by Kristin Cofer. Edited by Amanda Roosa.





PLACES THAT GIVE US

PRIDE

In San Francisco, Pride is more than a parade. It's a state of mind and something you'll find in neighborhoods and communities throughout the city. Here are just a few places where you can experience local LGBTQ culture, community and history year-round.

GLBT HISTORY MUSEUM AND ARCHIVES

Celebrating San Francisco's queer past, the GLBT History Museum (4127 18th St.) is the first full-scale, stand-alone museum of its kind in the U.S. Its archives contain an impressive collection of lesbian, gay, bisexual and transgender historical materials.

GLIDE MEMORIAL CHURCH

Three decades after opening in the 1930s, Glide (330 Ellis St.) joined the national social justice movement among religious organizations. In 1964, they brought together religious leaders and homophile activists (precursors to the gay rights movement) to form the Council on Religion and the Homosexual (CRH)—the first organization in the U.S. to include "homosexual" in its title.

AIDS MEMORIAL GROVE

The National AIDS Memorial Grove, or "The Grove," is located in the eastern part of Golden Gate Park. This is a dedicated space where millions of Americans affected directly or indirectly by AIDS can gather and heal.

SAN FRANCISCO CITY HALL

San Francisco City Hall is the seat of government for the City and County of San Francisco. The structure's dome is the fifth largest in the world (taller than that of the United States Capitol by 42 feet). It was here in 2004 that a number of same-sex marriages were performed shortly after then-Mayor Gavin Newsom authorized staff to issue marriage licenses to same-sex couples, despite the fact that national marriage equality was still a decade away.

RAINBOW HONOR WALK

Commemorating heroines and heroes of the LGBTQ community, the Rainbow Honor Walk is located along several blocks in the historic Castro District. The walk is managed by an all-volunteer organization, creating plaques that celebrate dozens of pioneers for their contributions to the community.

WOMEN'S BUILDING

Adorned with a beautiful mural, this Mission District building is not only a fantastic addition to your Instagram feed but also has significance in the LGBTQ community. The first women-owned and operated community center in the U.S., established predominately by a lesbian collective, it is a center for community and activism. It's also noteworthy for holding a memorial service for Harvey Milk shortly after his assassination in 1978.

SPECIAL EVENTS 2024

The following events are held on an annual basis. All dates and locations are subject to change or cancelation, and should be confirmed with organizers before making travel plans. Event websites may reflect information from past years. We suggest checking those sites closer to the event date for the latest details. For more event information, visit [sftravel.com](https://www.sftravel.com).

JANUARY

DR. MARTIN LUTHER KING, JR. CELEBRATION

Yerba Buena Gardens
[norcalmlkfoundation.org](https://www.norcalmlkfoundation.org)

BAY AREA BREW FESTIVAL

Fort Mason Center
[bayareabrewfestival.com](https://www.bayareabrewfestival.com)

SAN FRANCISCO SKETCHFEST

Various locations
[sfsketchfest.com](https://www.sfsketchfest.com)

SAN FRANCISCO BALLET OPENING GALA

San Francisco City Hall and War Memorial Opera House, 415-865-2000
[sfballet.org](https://www.sfballet.org)

NOIR CITY: SAN FRANCISCO FILM NOIR FESTIVAL

Castro Theatre
[noircity.com](https://www.noircity.com)

FEBRUARY

PACIFIC ORCHID EXPOSITION

Hall of Flowers, Golden Gate Park
[orchidsanfrancisco.org](https://www.orchidsanfrancisco.org)

SAN FRANCISCO INDEPENDENT FILM FESTIVAL

Various locations, 415-662-3378
[sfindie.com](https://www.sfindie.com)

CHINESE NEW YEAR PARADE AND CELEBRATION

Chinatown, 415-982-3000
[chineseparade.com](https://www.chineseparade.com)

SAN FRANCISCO CHRONICLE WINE COMPETITION

Fort Mason Center
[winejudging.com](https://www.winejudging.com)

TULIPMANIA

PIER 39, 415-705-5500
[pier39.com](https://www.pier39.com)

SAN FRANCISCO BEER WEEK

Various locations
[sfbeerweek.org](https://www.sfbeerweek.org)

NOISE POP

Various locations, 415-375-3370
[noisepop.com](https://www.noisepop.com)

MARCH

SAN FRANCISCO INTERNATIONAL CHOCOLATE SALON

Various locations
[sfchocolatesalon.com](https://www.sfchocolatesalon.com)

INTERNATIONAL OCEAN FILM FESTIVAL

Cowell Theater at Fort Mason Center
415-561-6251
[intloceanfilmfest.org](https://www.intloceanfilmfest.org)

ST. PATRICK'S DAY PARADE

Second and Market streets to Civic Center
[stpatricksdaysf.com](https://www.stpatricksdaysf.com)

APRIL

OPENING DAY – SAN FRANCISCO GIANTS

Oracle Park, 415-972-2000
[sfgiants.com](https://www.sfgiants.com)

SAN FRANCISCO INTERNATIONAL FILM FESTIVAL (SFIFF)

Various locations, 415-561-5000
[sffilm.org](https://www.sffilm.org)

CHERRY BLOSSOM FESTIVAL

Japantown, 415-563-2313
[sfcherryblossom.org](https://www.sfcherryblossom.org)

BAY AREA NATIONAL DANCE WEEK

Various locations, 415-920-9181
[dancersgroup.org/badw](https://www.dancersgroup.org/badw)

EARTH DAY

Civic Center Plaza
[facebook.com/pg/earthdaysf](https://www.facebook.com/pg/earthdaysf)

MAY

BAY TO BREAKERS

Financial District
[capstoneraces.com/bay-to-breakers](https://www.capstoneraces.com/bay-to-breakers)

HOW WEIRD STREET FAIRE

Howard and Second streets
[howweird.org](https://www.howweird.org)

CAAMFEST, CELEBRATING ASIAN AMERICAN FILM, MUSIC AND FOOD

Various locations, 415-863-0814
[caamedia.org](https://www.caamedia.org)

SFMADE WEEK

Various locations
[sfmade.org](https://www.sfmade.org)

CARNAVAL

Mission District, 415-206-0577
[carnavalsanfrancisco.org](https://www.carnavalsanfrancisco.org)

JUNE

ESCAPE FROM ALCATRAZ TRIATHLON

San Francisco Bay
[escapealcatraztri.com](https://www.escapealcatraztri.com)

UNION STREET MUSIC FESTIVAL

Union St. between Gough and Steiner streets
[unionstreetfestival.com](https://www.unionstreetfestival.com)

JUNETEENTH PARADE AND FESTIVAL

Fillmore District
[sanfranciscojuneteenth.com](https://www.sanfranciscojuneteenth.com)

FRAMELINE, SAN FRANCISCO INTERNATIONAL LGBTQ FILM FESTIVAL

Various locations, 415-703-8650
[framefilm.org](https://www.framefilm.org)

SAN FRANCISCO PRIDE CELEBRATION PARADE

Market St., 415-864-0831
[sfpride.org](https://www.sfpride.org)

STERN GROVE FESTIVAL

Stern Grove, 19th Ave. and Sloat Blvd.
415-252-6252
[sterngrove.org](https://www.sterngrove.org)

SAN FRANCISCO OPERA IN THE PARK

Robin Williams Meadow, Golden Gate Park, 415-864-3330
[sfopera.com](https://www.sfopera.com)

JULY

SAN FRANCISCO MARATHON, HALF MARATHON, 5K RUN/WALK

The Embarcadero
[thesfmarathon.com](https://www.thesfmarathon.com)

FOURTH OF JULY WATERFRONT FESTIVAL

PIER 39, 415-705-5500
[pier39.com](https://www.pier39.com)

SPECIAL EVENTS 2024

(CONTINUED)

FILLMORE STREET JAZZ FESTIVAL

Fillmore St. between Jackson and Eddy streets
fillmorejazzfest.com

SAN FRANCISCO JEWISH FILM FESTIVAL

Various locations
415-621-0556
sfjff.org

AUGUST

ACC CRAFT SHOW

Fort Mason Center, 800-836-3470
craftcouncil.org

NIHONMACHI STREET FAIR

Japantown, 415-771-9861
nihonmachistreetfair.org

JERRY DAY

Jerry Garcia Amphitheater, McLaren Park
jerryday.org

OUTSIDE LANDS MUSIC & ARTS FESTIVAL

Golden Gate Park
sfoutsidelands.com

SEPTEMBER

THE GIANT RACE

Oracle Park, 415-972-1881
race-sfgiants.com

SAUSALITO ART FESTIVAL

Sausalito, 415-332-3555
sausalitoartfestival.org

ARCHITECTURE AND THE CITY

Citywide, 415-874-2620
archandcity.org

SAN FRANCISCO SYMPHONY OPENING GALA

Davies Symphony Hall, 415-864-6000
sfsymphony.org

J-POP SUMMIT FESTIVAL

Fort Mason Center
j-pop.com

GHIRARDELLI SQUARE CHOCOLATE FESTIVAL

Ghirardelli Square
ghirardellisq.com

HAIGHT-ASHBURY STREET FAIR

Haight St. between Masonic and Stanyan streets
haightashburystreetfair.org

SAN FRANCISCO OPERA OPENING GALA

War Memorial Opera House, 415-864-3330
sfopera.com

AUTUMN MOON FESTIVAL

Chinatown
moonfestival.org

SAUSALITO FLOATING HOMES TOUR

Sausalito, 415-246-1503
floatinghomes.org

FOLSOM STREET FAIR

Folsom St. between Eighth and 13th streets
folsomstreet.org

OCTOBER

EAT DRINK SF

Various locations
eatdrink-sf.com

FLEET WEEK SAN FRANCISCO

Marina Green, 415-306-0911
fleetweeksf.org

HARDLY STRICTLY BLUEGRASS

Hellman Hollow, Golden Gate Park
hardlystrictlybluegrass.com

CASTRO STREET FAIR

Castro St.
castrostreetfair.org

LITQUAKE

Various locations
litquake.org

SAN FRANCISCO ITALIAN HERITAGE PARADE AND FESTIVAL

North Beach
sfitalianheritage.org

ARTSPAN/SF OPEN STUDIOS

Various locations, 415-861-9838
artspan.org

SAN FRANCISCO FALL ANTIQUES SHOW

Fort Mason Center
sfallshow.org

SAN FRANCISCO TROLLEY DANCES

Various locations
epiphanydance.org/san-francisco-trolley-dances

NOVEMBER

EMBARCADERO CENTER BUILDING LIGHTING CEREMONY

Embarcadero Plaza
embarcaderocenter.com

ILLUMINATE SF

Various locations
illuminatesf.com/

RENEGADE CRAFT FAIR

Fort Mason Center
renegadecraft.com/city/san-francisco

SAN FRANCISCO INTERNATIONAL HIP-HOP DANCE FESTIVAL

Palace of Fine Arts Theater
sfhiphopdancefest.com

SAN FRANCISCO INTERNATIONAL AUTOMOBILE SHOW

The Moscone Center, 415-331-4406
sfautoshow.com

PIER 39 TREE LIGHTING

PIER 39, 415-705-5500
pier39.com

UNION SQUARE TREE LIGHTING CEREMONY

Union Square, 415-781-7880
visitunionsquaresf.com

GHIRARDELLI SQUARE TREE LIGHTING CEREMONY

Ghirardelli Square
ghirardellisq.com

DECEMBER

UNION STREET FANTASY OF LIGHTS

Union St. between Van Ness Ave. and Steiner St.
unionstreetsf.com

SAN FRANCISCO BALLET PRESENTS "THE NUTCRACKER"

War Memorial Opera House
415-865-2000
sfballet.org

Pride Celebration Parade



Mission Burrito



9

MUST-HAVE

San Francisco

FOOD & DRINK EXPERIENCES

You may leave your heart in San Francisco, but you most certainly won't leave with an empty stomach. From famous firsts like martinis and sourdough bread to iconic eats like Mission burritos and Dungeness crab, San Francisco is what foodie dreams are made of. Whether you're on a Michelin-star splurge or a food-stall treasure hunt, you'll want to check these items off your culinary bucket list.

FEAST ON SEAFOOD AT FISHERMAN'S WHARF.

Fisherman's Wharf is one of the most famous places in the world for fresh-off-the-boat seafood. There are a few specialties you shouldn't miss. Italian-American dockworkers are credited with inventing cioppino, a tomato-based stew consisting of fish, shrimp, clams and whatever else is left over from the day's catch. Try it at **Cioppino's** or **Scoma's**, which has its own fishing boat that heads out into the ocean beyond the Golden Gate each day. San Francisco is also known for Dungeness crab and oysters, thanks to the chilly Pacific waters just off the coast. Take a crack at 'em at **Fog Harbor Fish House** or **Franciscan Crab Restaurant**, two quintessential Fisherman's Wharf restaurants with sparkling bay views.

SCORE SOME LEGENDARY SOURDOUGH BREAD.

Perfect for soaking up cioppino or holding steaming chowder, sourdough bread is one of San Francisco's most iconic food creations. Taste the Original San Francisco Sourdough at **Boudin Bakery & Cafe**, which has been churning out piping-hot loaves since 1849, making it the longest continually operating business in the city. Other can't-miss bakeries include **Acme Bread** and the James Beard Award-winning **Tartine**.



DEVOUR A BURRITO IN THE MISSION.

Mission burritos are one of San Francisco's most popular exports, and you can thank the residents of the Mission District for their handiwork. These so-big-you-can-bench-press-them flavor bombs are stuffed full and served with extras like rice, sour cream, salsa and guac. **La Cumbre Taqueria** claims to be the birthplace, but you can't go wrong at **El Farolito**, **La Taqueria** and dozens of other Mission kitchens, either.

WARM UP WITH AN IRISH COFFEE.

It may have originated on the Emerald Isle, but Irish Coffee was perfected and popularized in San Francisco back in the 1950s. Inspired by a boozy pick-me-up served in Ireland's Shannon Airport, **Buena Vista Cafe** co-owner Jack Koepler and Pulitzer Prize-winning travel writer Stanton Delaplane teamed up to create the perfect blend of hot coffee, Irish whiskey and whipped cream that is now so famous, the cafe serves up to 2,000 of them every day!

DINE ON DIM SUM.

Among the many cultural gifts brought to San Francisco by Chinese immigrants is dim sum, an assortment of bite-sized pastries and dumplings served on carts and traditionally eaten for breakfast. Chinatown is ground zero for dim sum any time of day, with a bevy of sit-down and takeout spots lining the streets. More delectable dim sum can be found around the city, from **Yank Sing** in the Financial District to **Hong Kong Lounge** in the Richmond.

CONNECT WITH COFFEE HISTORY AT CAFFE TRIESTE

Caffe Trieste is as famous for being the first coffee house on the West Coast to serve espresso as it is for its legendary clientele. North Beach has attracted creative types for generations, meaning that everyone from Jack Kerouac to Allen Ginsberg to Francis Ford Coppola has sat inside, soaking up mouth-watering aromas along with inspiration.

TREAT YOURSELF TO INCREDIBLE ICE CREAM.

Ice cream is a popular dessert in San Francisco. Places to get your sweet fix include the world-famous **Ghirardelli Ice Cream & Chocolate Shop**, where you can indulge in a sundae topped with fresh-from-the-factory hot fudge, and local-favorites like **Bi-Rite**, **Mitchell's** and **Humphry Slocombe**, known for its deliciously offbeat flavors like "Secret Breakfast," made with bourbon and corn flakes.



SIP A MARTINI IN NORTH BEACH.

Yet another San Francisco creation that took the world by storm, the martini was reportedly first stirred (or was it shaken?) at the Occidental Hotel by the "father of American mixology," Jerry Thomas, sometime in the late 1800s. Sadly, the 1906 earthquake and subsequent fire destroyed the hotel, but the cocktail has lived on. Enjoy some of the finest martinis in town along with a classic Italian meal at North Beach institutions like **Tony's Pizza Napoletana** and **Original Joe's**.

Ferry Building Marketplace



TRY SOME OF EVERYTHING AT LOCAL FOOD HALLS.

If you just want to taste it all, follow your stomach to San Francisco's food halls, which pack loads of eclectic eats into one easy stop. Start your culinary adventure right off the plane at SFO's **Manufactory Food Hall**, home to outposts of venerated restaurants like **Tartine** and **Mi Casa Cantina**. Sample everything from dumplings to Peking duck at **China Live**, a sprawling food paradise in Chinatown. And the iconic **Ferry Building Marketplace** is home to nearly 50 food merchants, plus the city's most famous farmers market.





Award-Winning BARS & BREWERIES

Creativity is in San Francisco's DNA, from our music and culture to our tech scene to our seemingly endless capacity for dreaming up new foods and drinks. Some of America's most inspired and awarded mixologists and brewmasters call San Francisco home. Whether you prefer cocktails, craft brews or even beertails, sip your way through these award-winning watering holes around the city.

Unsplash

Cocktail Champs

MARTINI'S

4 Valencia St.

This Castro mainstay snagged a spot on Esquire's 27 Best Bars in America 2020. Come for the massive, expertly poured martinis, stay for the friendly conversation and locals belting out show tunes beside the piano in the back.

ABV

3174 16th St.

In a city of outstanding drinkeries, ABV stands out thanks to its all-star roster of bartenders. The menu packs a punch with a tight selection of creative-but-accessible cocktails organized by spirit. Thrillist took notice in 2020, naming it one of the Best Cocktail Bars in America.

REDWOOD ROOM AT THE CLIFT SONESTA HOTEL

495 Geary St.

Between the "liquid art" cocktails and sumptuous, Art Deco interiors, this stylish spot will sweep you off your feet. In fact, it's been deemed one of the 10 Best Hotel Bars in the U.S. by USA Today.

THE INTERVAL

2 Marina Blvd.

The Interval may be best described as a thinking person's bar—a curious mashup of museum, salon and watering hole, where ideas flow as freely as the libations. Named to Thrillist's Best Cocktail Bars in America, this Fort Mason mainstay serves heady drinks to savor over a book from the in-house library.

SMUGGLER'S COVE

650 Gough St.

This iconic tiki bar has racked up more awards than a top-brass admiral. The latest honor: inclusion on Liquor.com's 13 Most Influential Bars of the 21st Century. Believe the hype as you sidle up to the pirate-themed bar to share a blazing Top Notch Volcano with your mateys.

Medal-Worthy Breweries

BARREL HEAD BREWHOUSE

1785 Fulton St.

This brewery has nabbed several awards for its Brother Harper Patersbier. But this NOPA hangout is equally loved by San Franciscans for its creative brunch, beer cocktails and big selection of microbrews, which flow from a WWII-era torpedo.

MAGNOLIA BREWING

1398 Haight St.

These San Francisco beer pioneers with hippie homebrewer roots have won too many awards to count in their two-decade run. With locations in Haight-Ashbury and Dogpatch, you'll have plenty of chances to sip Magnolia's flagship Kalifornia Kolsch and Proving Ground IPA.

21ST AMENDMENT

563 2nd St.

Every time 21st Amendment goes to the Great American Beer Fest, they seem to bring back a few more medals. Fan-favorite El Sully has a gold and a bronze for American-style cream ale. Taste it and other winning beers at their SoMa pub, located a baseball's throw from Oracle Park.

BARTLETT HALL

242 O'Farrell St.

Boasting two big wins at the California State Fair brewing competition—first place in chocolate beer, second place in honey beer—Bartlett Hall has cemented its spot in San Francisco's beer hall of fame. Even if beer's not your thing, the top-notch food and barrel-aged cocktails are delicious.



5 THINGS: UGLY PICKLE'S KAYLA ABE



San Francisco is known for terrific cuisine and creative thinking. And wouldn't you know it—we found a home-grown company that combines the two. Kayla Abe was working at a non-profit focused on sustainable agriculture when she met David Murphy, an experienced chef about to open his own restaurant at San Francisco's Ferry Plaza Farmers Market. These auspicious beginnings soon blossomed into their passion project, Ugly Pickle Co., a company with a mission to reduce food waste, mitigate climate change, and share the bounty of Northern California's farms.

WHAT DOES A TYPICAL DAY IN SAN FRANCISCO LOOK LIKE FOR YOU?

We're lucky enough to live right near our favorite coffee roaster in the city, **Linea Caffè**, so we often head to their Potrero Hill location to start the day. Most of the day is spent working on my full-time job in food service at Oatly, but throughout the day and into the evening, I'm also fitting in retail outreach and marketing doodles for our company, **Ugly Pickle Co.**, and continuing to creatively expand the menu at our new restaurant, **Shuggie's Trash Pie + Natural Wine** in the **Mission**.

WHAT'S ONE PART OF SAN FRANCISCO THAT YOU WISH VISITORS KNEW ABOUT?

Aquatic Park is this gorgeous, scenic respite just steps away from **Fisherman's Wharf**. I love that, despite being nestled within a major visitor destination, there are so many ways locals engage with this little beach. In high school, I loved hopping aboard the *Balclutha* on weekend nights for sea chanteys. Today, we like to occasionally head there before sunrise for a quick, chilly dip in the Bay.

WHERE DO YOU GET YOUR PRODUCE? HOW CAN VISITORS GET A TASTE NORTHERN CALIFORNIA'S INCREDIBLE FRUITS AND VEGGIES?

We source all our produce direct from local farmers. Most are within 100 miles of San Francisco. We're so fortunate to be in the most vibrant agricultural hub in the nation. This proximity informs San Franciscans' reverence for food and farming. It also drives innovation for companies like ours. The **Ferry Plaza** Farmers Market is an incredible place to experience California's bounty, with 100+ vendors from across the state coming together three times a week to sell a mind-blowing diversity of produce.

WHERE AND WHAT WOULD YOU CHOOSE FOR YOUR LAST MEAL IN SAN FRANCISCO?

Last meal would definitely be at **Loló**. Even more incredible than the food is their immense hospitality. It's hard to beat an evening with wonderful people and a never-empty glass of mezcal.

WHAT SHOULD EVERY VISITOR TO SAN FRANCISCO DO AT LEAST ONCE?

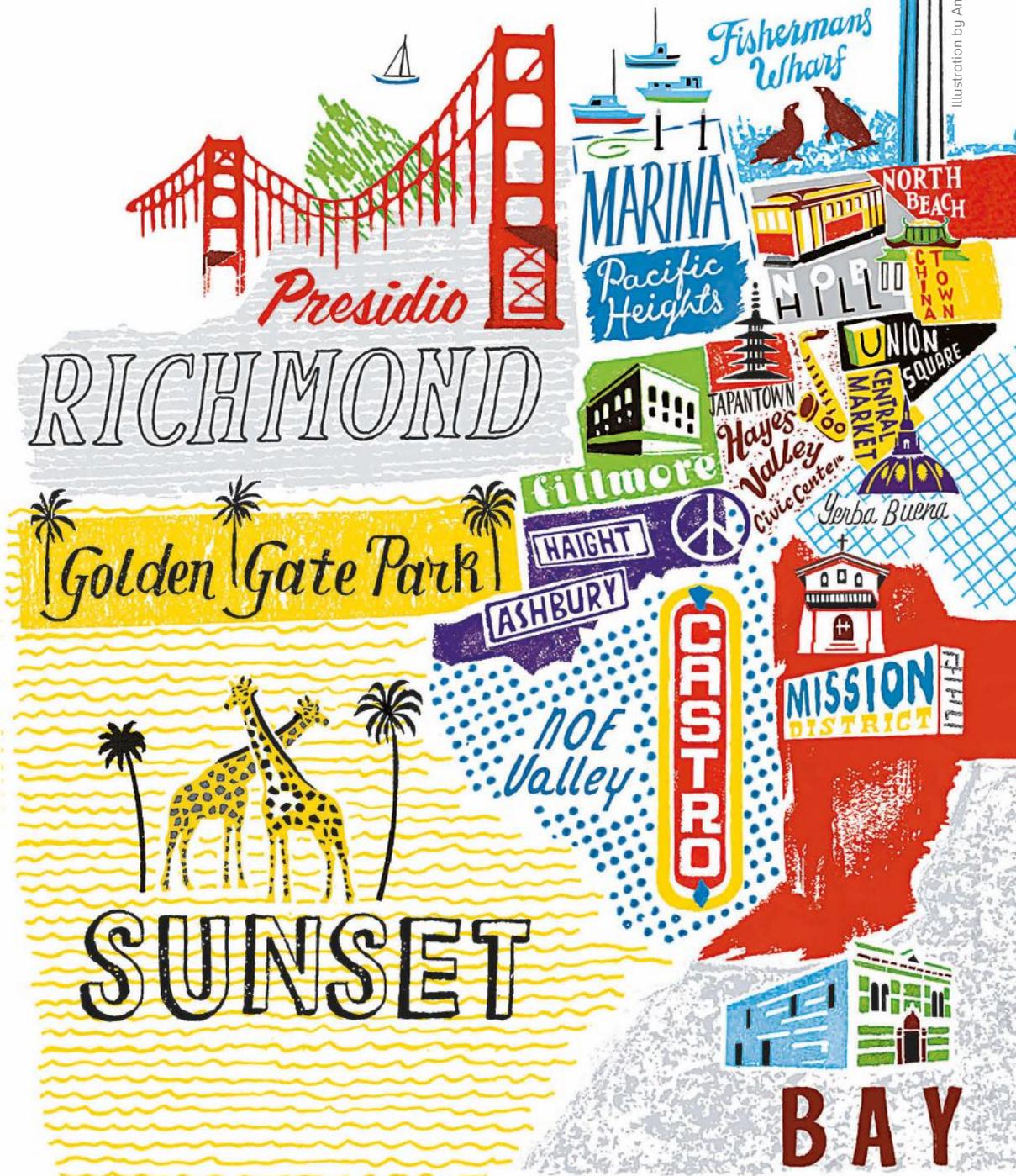
Get a take-out buffet from the dim sum shops on Clement Street for a picnic in **Golden Gate Park**.

SAN FRANCISCO NEIGHBORHOODS



Each of San Francisco's neighborhoods has its own charm and culture, from art in SoMa and shopping in Union Square to pizza in North Beach and dim sum in Chinatown. Here's an introduction to the city's most prominent locales. Discover more about these and other San Francisco neighborhoods at sfravel.com/neighborhoods.

Illustration by Anna Simmons



BAYVIEW

Home to the oldest opera house in San Francisco, this area also boasts a vibrant artists' colony at the old Hunters Point shipyard and scenic nature trails.

CASTRO/ NOE VALLEY

Find outdoor cafés, rich history and bustling bars in the Castro, known as the "LGBTQ capital of the world." Neighboring Noe Valley is a charming, Victorian neighborhood.

CENTRAL MARKET

A bustling combination of tech businesses, arts groups, retail and restaurants, Central Market is also home to performance venues like the Orpheum and Golden Gate theaters.

CHINATOWN

This storied neighborhood is North America's first and largest Chinatown, featuring colorful pagoda roofs, dragon lampposts, acclaimed dining and unique gift shops.

CIVIC CENTER/ HAYES VALLEY

This cultural hub includes stately City Hall, the War Memorial Opera House and the Asian Art Museum, alongside more modern additions like the SFJAZZ Center and New Conservatory Theatre Center.

EMBARCADERO/ FINANCIAL DISTRICT

This neighborhood boasts views of soaring skyscrapers; the Ferry Building, a public space housing a food hall and farmers market; and the Exploratorium, a hands-on learning laboratory.

FILLMORE

One of the primary incubators for the city's music scene, Fillmore continues to be a place for legendary performances. Chic boutiques that line Fillmore St. make this neighborhood a great spot for shopping, too.

FISHERMAN'S WHARF

One of the city's most popular attractions. Here you can "escape" to Alcatraz or set sail on San Francisco Bay with chartered boat tours. Don't miss the attractions at PIER 39, including Boudin, the city's sourdough purveyor for 150 years.

GOLDEN GATE PARK/ SUNSET

Within Golden Gate Park, you'll find some of the city's most famous attractions, including the California Academy of Sciences and the de Young Museum. True to its name, the Sunset neighborhood is a great place to watch the sun set over the Pacific Ocean.

HAIGHT-ASHBURY

The Summer of Love is immortalized in Haight-Ashbury's vintage clothing, book and record stores. Nearby Alamo Square's tight formation of Victorian homes is one of the most photographed spots in San Francisco.

JAPANTOWN

The oldest of only three Japantowns left in the country, this neighborhood is packed with culinary delights, including ramen bars, shabu shabu, and izakayas.

MARINA/ PACIFIC HEIGHTS

From the posh plateau of Pacific Heights to the bayside Marina Green, these neighborhoods offer views, scenery and a restored "palace" from 1915.

MISSION DISTRICT

San Francisco's oldest neighborhood has hip restaurants, music venues, boutiques, an impressive events calendar and the city's largest concentration of murals. Check out the Mission's thrift shops and specialized bookstores for one-of-a-kind souvenirs.

NOB HILL

Known not only as a geographic high point but an economic one, too, with a history of wealthy residents, Nob Hill is now home to luxury hotels, beautiful gardens and impressive homes.

NORTH BEACH

Rich in Italian heritage, North Beach has Italian restaurants, quaint cafés, cabarets, jazz clubs, galleries, boutiques and gelato parlors.

RICHMOND/ PRESIDIO

The southern anchor of the Golden Gate Bridge, the Presidio offers pristine nature and inspiring cultural attractions. In the Richmond, venture to Lands End for unbeatable views.

SOMA/YERBA BUENA

SoMa (South of Market) is museum central. The Yerba Buena Center for the Arts, the Museum of the African Diaspora, the San Francisco Museum of Modern Art (SFMOMA) and more can be found here. So can many nightclubs and Oracle Park, home of the San Francisco Giants.

TREASURE ISLAND

Views of downtown San Francisco and weekend flea markets are the draw to this mid-point for the luminous Bay Bridge.

UNION SQUARE

Union Square is the center of San Francisco's shopping scene, with art galleries, small boutiques, designer shops and name-brand stores. You're in the heart of the Theater District, too, with A.C.T.'s Toni Rembe Theater and the Curran, among others.





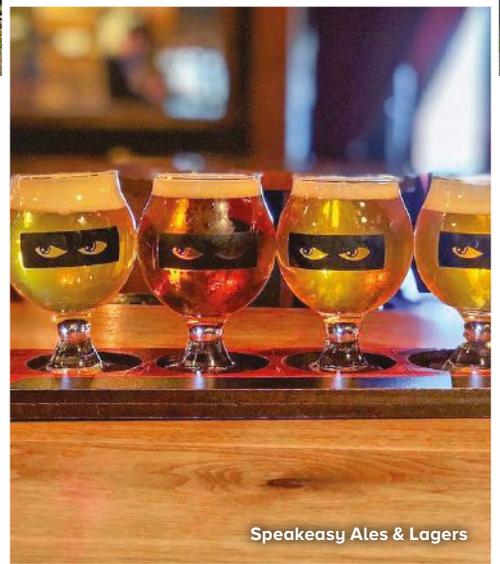
BAYVIEW



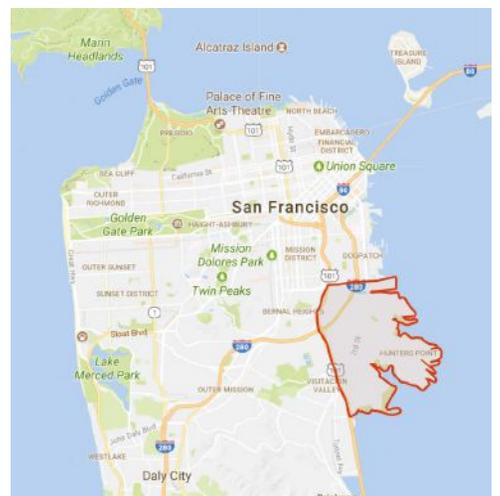
WHAT TO SEE & DO

Bayview is the sunniest neighborhood in San Francisco, home to nesting ospreys, a burgeoning creative scene and diverse sights and bites. It's also one of the oldest business districts in California and has a significant legacy of Black religious, civic, cultural, athletic, educational and technological achievements.

- Walk along **Heron's Head Trail** or **Candlestick Point Park** to spot ospreys, herons and other shorebirds.
- Experience a glassblowing workshop at **Public Glass** or shop for art and craft supplies at **SCRAP**, a non-profit creative reuse center, materials depot and workshop space founded in 1976.
- In fall and spring, attend an open studio event at **The Point**, home to one of the largest concentrations of working artists in the U.S. Be sure to visit the restored, historic **Bayview Opera House**, built in 1888.
- Enjoy soul food spots like **Old Skool Café** or oysters on the half-shell at **The Old Clam House**. **Radio Africa & Kitchen** blends Mediterranean, Californian and African cuisines.
- For brews, head to **Speakeasy Ales & Lagers**, a stylish microbrewery offering tours and other special events.



Speakeasy Ales & Lagers





CASTRO/ NOE VALLEY



Castro Theatre

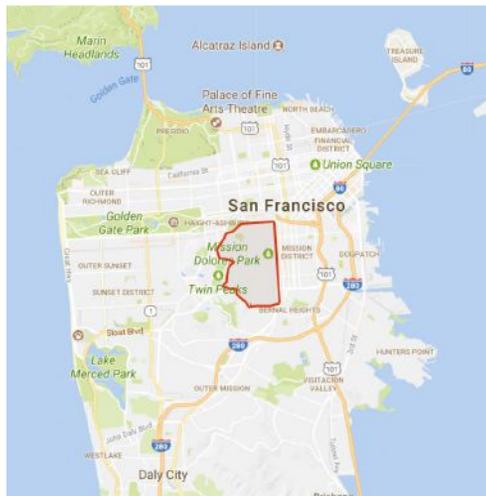


Rainbow Walk

WHAT TO SEE & DO

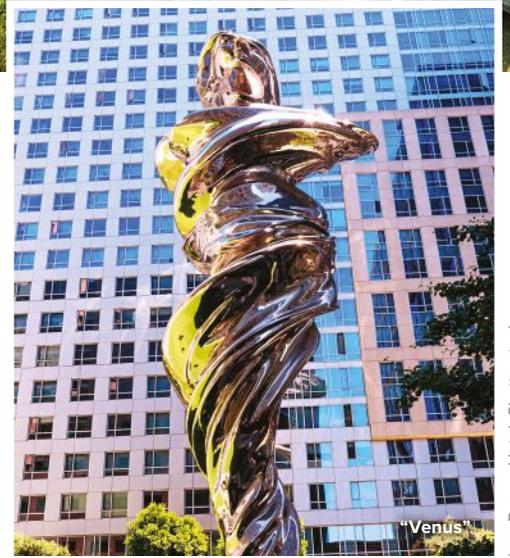
Regardless of your sexual orientation, no trip to San Francisco would be complete without a visit to the world-famous Castro, the country's most famous LGBTQ neighborhood. Nearby Noe Valley, a village of wooden Victorian houses, has a touch of the Castro's flair and an easygoing mix of hipsters and families.

- For more history, consider a tour with **Wild SF Walking Tours** or a visit to the **GLBT History Museum**, the first full-scale, stand-alone museum of its kind in the U.S.
- Don't miss **Cliff's Variety**, a local institution where you'll find just about anything, including housewares, home furnishings, toys and costumes. Need something slick to wear? Noe Valley's 24th St. features charming boutiques, as well as book shops and bakeries.
- The upper stretch of Market St. coils around the lower reaches of **Twin Peaks**. Noted for their sweeping vistas, these crests are popular with hikers, cyclists and photographers in search of the perfect shot.
- The liveliest times of year are during **Pride** in June and the **Castro Street Fair** in October. Noe Valley features a Wine Walk in August, seasonal hayrides and "24 HoliDAYS on 24th Street" in December.





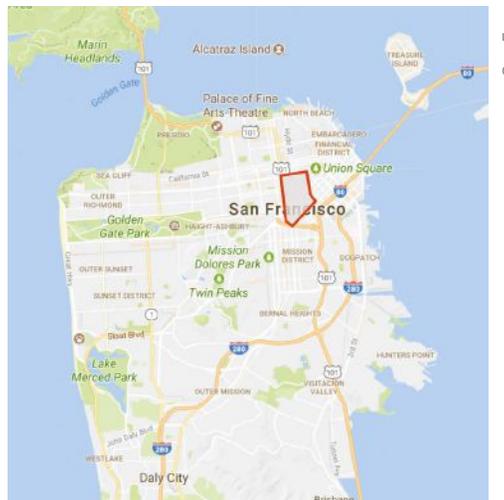
CENTRAL MARKET



WHAT TO SEE & DO

A combination of high tech (offices for Twitter, Spotify and Square are here), arts groups, retail and restaurants, Central Market is booming. Also known as Mid-Market, this area comprises a roughly seven-block section of Market St.

- Major Broadway productions brought to town by BroadwaySF are featured on the stages of the **Golden Gate** and **Orpheum** theaters. Directly across from UN Plaza is the American Conservatory Theater's dynamic and intimate **Strand Theater**.
- Just a block away, the **International Art Museum of America** houses an eclectic collection of both classic and modern art. The **Warfield** hosts a number of Live Nation concerts and performances.
- Tucked within the courtyard of Trinity Place at the corner of Eighth and Market streets is the 92-foot "**Venus**," San Francisco's tallest statue.
- On the north edge, the Tenderloin is home to **Glide Memorial Church**, experimental theater companies, and jazz and blues clubs. Visit the **Tenderloin Museum** to learn about the area's many historical events and movements.
- Head to the **San Francisco Proper Hotel** to enjoy a pre-show bite and drink with a view at the elegant rooftop lounge, **Charmaine's**.





Where do you find inspiration in San Francisco?

LET'S CLEAR THE FOG



EMBARCADERO

 @evv_o

"I love walking along the Embarcadero, looking out at the bay." Bonnie M.



LANDS END

 @_minnur

"I find inspiration at Lands End!"
Veronica L.



PALACE OF FINE ARTS

 @ruruhappylyfe

"The Palace of Fine Arts always inspires me, as does the Legion of Honor."
Edward S.



CHINATOWN



Chinatown Lanterns

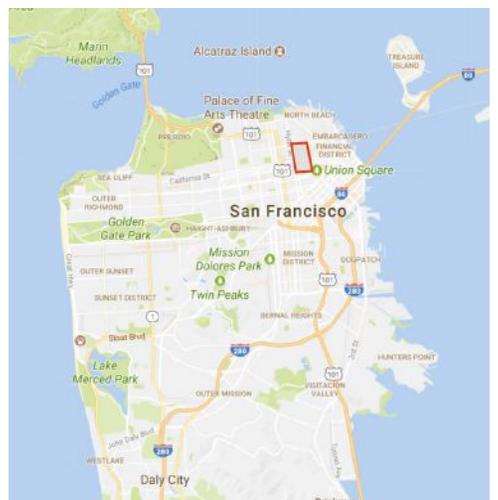


Shanghai House

WHAT TO SEE & DO

San Francisco's Chinatown, North America's first and largest, is located next to North Beach and the Financial District. With its pagoda-style architecture, ornate lamp posts and exotic menus, a stop here can feel more like a trip abroad than a neighborhood stroll.

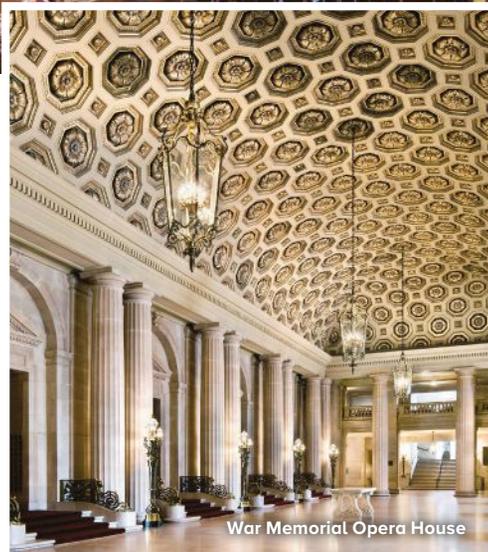
- Walk past markets heaped with vegetables, ducks, herbs and other goods. Grant Ave. is lined with herbal shops and trinket stores of all kinds, but the **Chinatown Kite Shop** stands out. Yes, it's the best place for dragon kites and handmade crafts, but you can also find many unexpected treasures.
- Learn about the community's history at the **Chinese Historical Society of America Museum** on Clay St. Near Portsmouth Square, visit the **Chinese Culture Center**, which is free. See the latest exhibition in their Visual Art Center or sign up for one of their neighborhood walking tours.
- Enjoy a mix of local history and flavors with **Wok Wiz Tours** or get an insider view of daily life and historic landmarks from **All About Chinatown Tours**.
- Authentic restaurants are everywhere in the neighborhood, but few compare to **China Live**, a multi-story Chinese food emporium that offers a variety of dining experiences.
- Did you know the fortune cookie was first created in San Francisco? See how they get made at the **Golden Gate Fortune Cookie Factory** at 56 Ross Alley.





CIVIC CENTER/ HAYES VALLEY

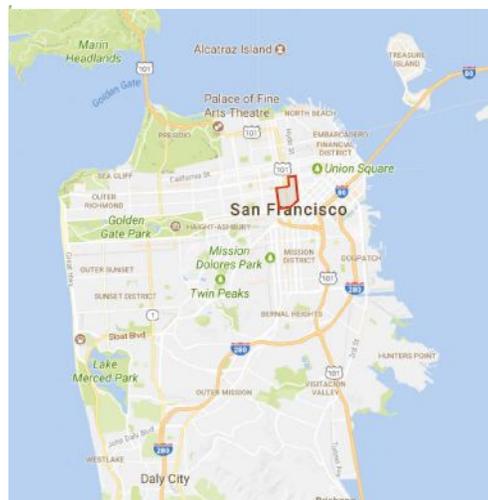
San Francisco City Hall



WHAT TO SEE & DO

One of the city's hubs for culture, Civic Center and Hayes Valley are home to stately concert halls, renowned museums and expansive public plazas.

- The grandeur of early 20th century Beaux-Arts architecture is showcased in gorgeous **City Hall** on Van Ness Ave.
- Directly across the street rises the ornate **War Memorial Opera House**, home of the **San Francisco Opera** and the **San Francisco Ballet**.
- Also nearby are the War Memorial Veterans Building and **Davies Symphony Hall**. East of Civic Center Plaza are the **Asian Art Museum** and the San Francisco Main Public Library on Larkin St.
- The **SFJAZZ Center** glistens on Franklin St. The **African American Art & Culture Complex** is just a few blocks west on Fulton St.
- This neighborhood is bursting with great dining options. Renowned **Rich Table** offers a tasting menu of California-inspired cuisine, while **Espetus Brazilian Steak House** showcases the art of grilling once practiced by 18th century gauchos. French-inspired **Absinthe Brasserie & Bar**, Italian fast casual spot **Doppio Zero**, and Mexican stalwart **Papito** are all perfect for delicious pre-show dining in the neighborhood.
- Hayes St. is lined with chic clothing and décor boutiques. Find sustainable fashion made according to zero-waste philosophies at **Amour Vert** and carefully curated home accents at **Maker + Moss**.





EMBARCADERO/ FINANCIAL DISTRICT



Historic streetcars pass by the Ferry Building

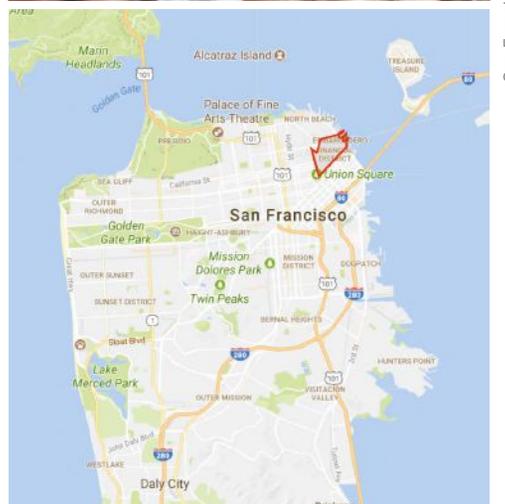
WHAT TO SEE & DO

The Embarcadero — the city's east-facing waterfront, with its finger piers and glistening views of San Francisco Bay — is where San Francisco had its first growth spurt, thanks to the California Gold Rush of 1849.

- **The Exploratorium** on Pier 15 is one of the city's favorite destinations for families, while the **Wells Fargo History Museum** offers an engaging (and free) trip back in time.
- The beautifully renovated **Ferry Building Marketplace** is a foodie's paradise, stocked with wine bars, cafés, innovative restaurants, fine food shops and a farmers' market. True to its name, you also can catch ferries to the North and East Bay.
- Hungry? You're in luck. From fast casual local favorites like **Señor Sisig** and **Gott's** to Michelin-starred fine dining at **Angler**, you'll find plenty of dining options in this neighborhood.
- Area hotels include the **Hyatt Regency**, **Hotel Vitale**, **Le Meridien**, **Loews Regency**, the **Palace Hotel** and **Hilton San Francisco Financial District**.



The Slanted Door





FILLMORE



State Bird Provisions

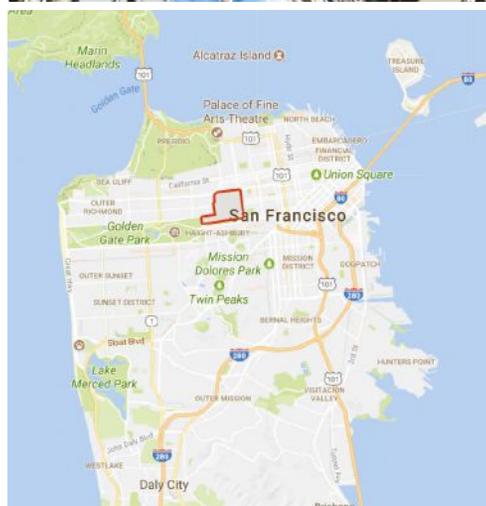


Fillmore Jazz Festival

WHAT TO SEE & DO

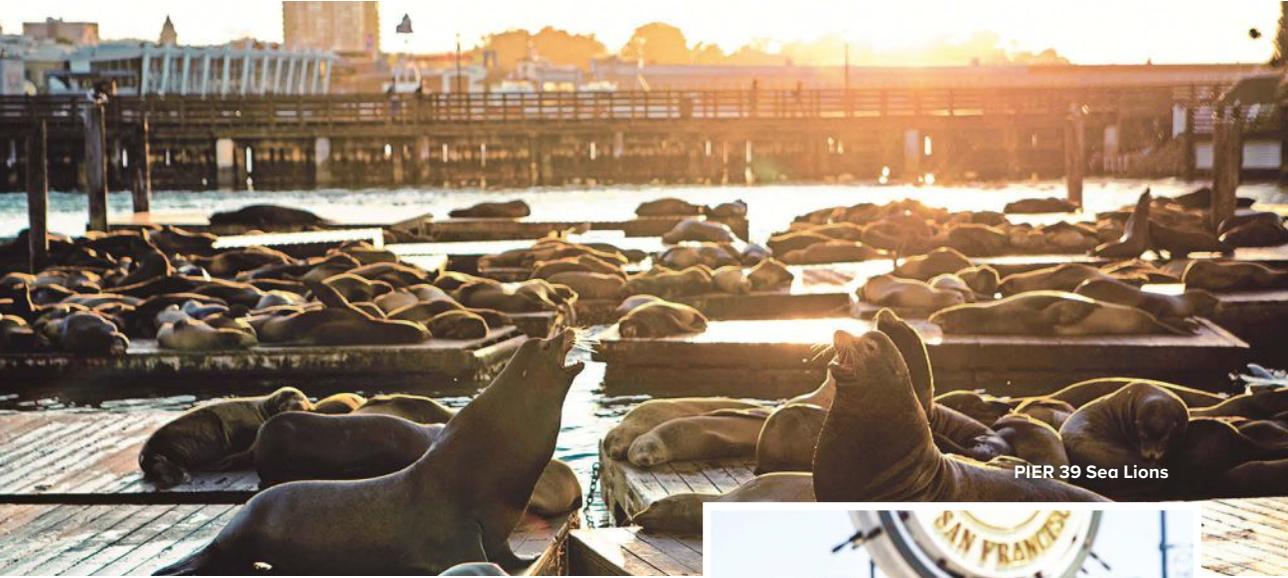
The Fillmore is steeped in important cultural history. Both a hub for the City's Black community and a place where some of the greatest musicians of all time built their reputations, the neighborhood still has great venues, fine dining, and unique retail.

- On the south side of Geary Blvd., the legendary 1960s music emporium, **The Fillmore**, continues to rock with top-name performances.
- The Fillmore is where San Francisco celebrates **Juneteenth** each year with live music, a parade, and fun family activities.
- In early July, Fillmore St. between Jackson and Eddy streets transforms into a live music mecca, blending sounds of jazz and soul with art during the **Fillmore Jazz Festival**.
- The neighborhood is home to some of San Francisco's most historic churches, including **Bethel A.M.E. Church**, **First A.M.E. Zion Church**, **St. John Coltrane African Orthodox Church** and **Third Baptist Church** (all of which are stops on the African American Freedom Trail).
- Find chic vintage shops alongside big fashion names like **Rothy's**. Named one of the "hottest interior shops in the world," **Nest** is the place to find fashionable decorations for your home. **Mud Pie** specializes in hand-crafted, high-quality children's toys and clothing.
- Go casual with some delicious California-style pizza at **Pizzeria Delfina** or splurge on dinner at the acclaimed **SPQR** or **State Bird Provisions**. Then, finish your evening in the Fillmore with a nightcap at **The Snug**.





FISHERMAN'S WHARF



PIER 39 Sea Lions

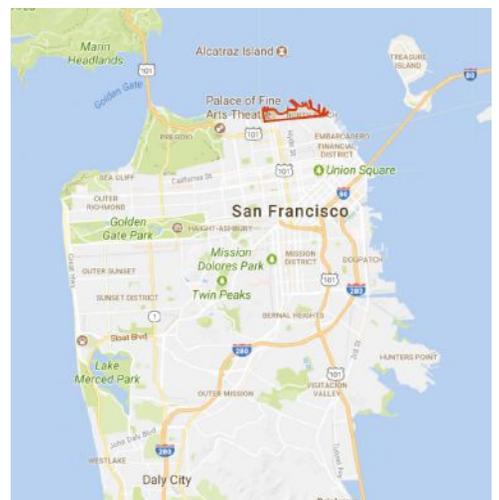
WHAT TO SEE & DO

The cheery ringing of the cable car bells; the sights, sounds and smells along busy Jefferson St.; the renovated historic red brick factories; the steaming street-side pots of Dungeness crab — all help make Fisherman's Wharf the city's top-rated tourist attraction year after year.

- Take a stroll along **PIER 39**. The repurposed wooden finger-pier is now festooned with restaurants, souvenir shops, street performers and attractions such as **Aquarium of the Bay** and **The Flyer**.
- The 150-foot-tall **SkyStar Observation Wheel** grants riders a breathtaking bird's-eye view of the bay, the **Golden Gate Bridge**, and the city below.
- **The Blue & Gold Fleet** runs sightseeing tours from PIER 39. **The Red and White Fleet** operates from Pier 43½. Tours of **Alcatraz** and **Angel Island** are popular draws, as are the historic ships anchored at the Hyde Street Pier. Water taxis are also available for on-demand, point-to-point service to locations around the Bay.
- Enjoy fresh seafood at a number of restaurants including **Scoma's**, **The Franciscan Crab Restaurant** and **Fog Harbor Fish House**. The one-time chocolate factory **Ghirardelli Square** is now a handsome shopping and dining complex where you can still get amazing sundaes.



Biking near Fisherman's Wharf





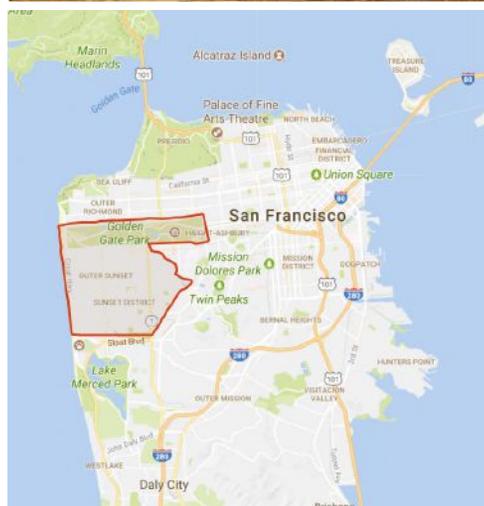
GOLDEN GATE PARK/SUNSET



WHAT TO SEE & DO

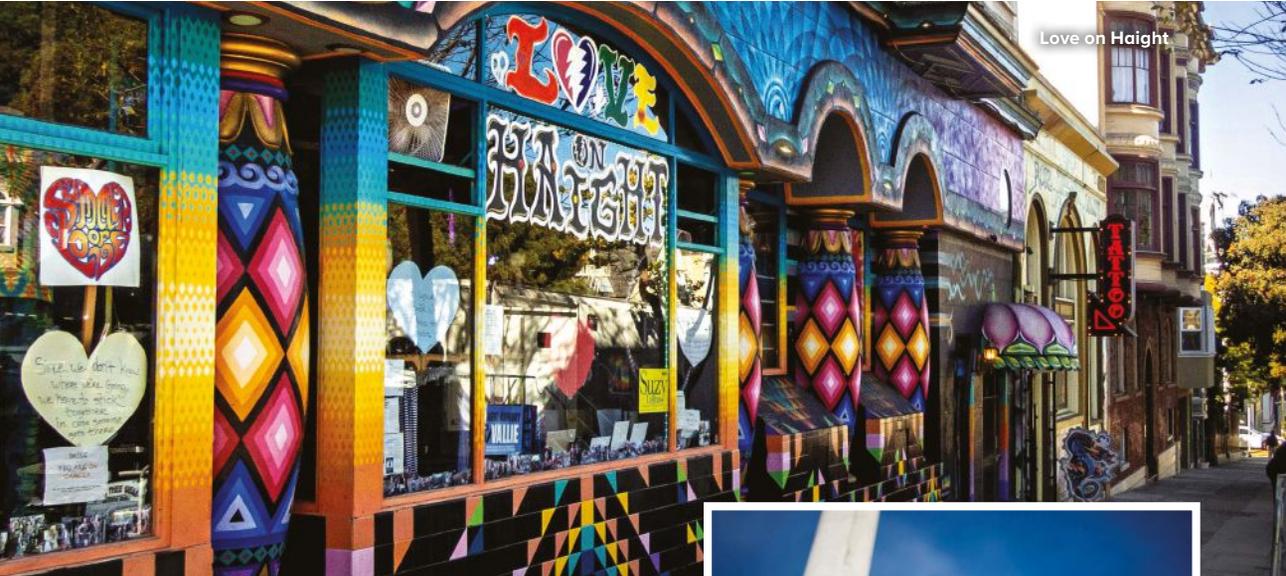
Golden Gate Park, a 1,017-acre green rectangle on the city's west side, is a destination that merits a full day of exploration. The adjacent Sunset District features a long, wide beach with spectacular views of the Pacific Ocean.

- In the eastern end of the park is the **Koret Children's Quarter**, with its restored 1914 carousel.
- Farther west, two important museums flank the Music Concourse: the **de Young Museum**, in its compelling contemporary home, and the **California Academy of Sciences**, which includes a planetarium, aquarium, rainforest and more under one plant-covered roof.
- Green thumbs should head to the **San Francisco Botanical Garden** and the historic **Conservatory of Flowers**. Or, enjoy a cup of matcha and light snacks in the tranquil **Japanese Tea Garden**.
- The **National AIDS Memorial Grove** is dedicated to the millions of lives AIDS has affected. This beautiful, peaceful space is open for picnics and regularly hosts performing arts events and weddings.
- On the park's south side is the **Sunset District**. You'll find great restaurants, cozy bars, and cute shops along its major thoroughfares, including Ninth Ave., Irving St. and Judah St.





HAIGHT-ASHBURY

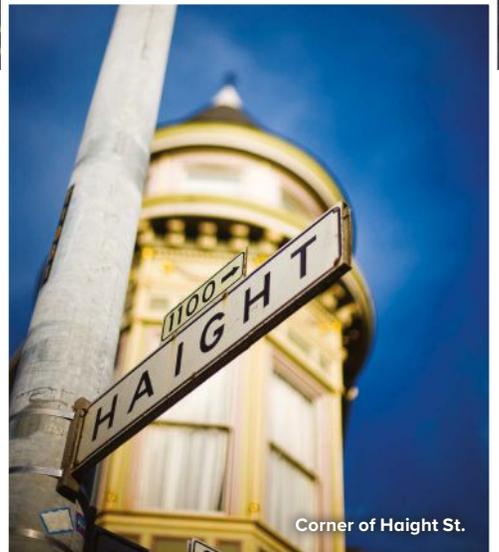


Love on Haight

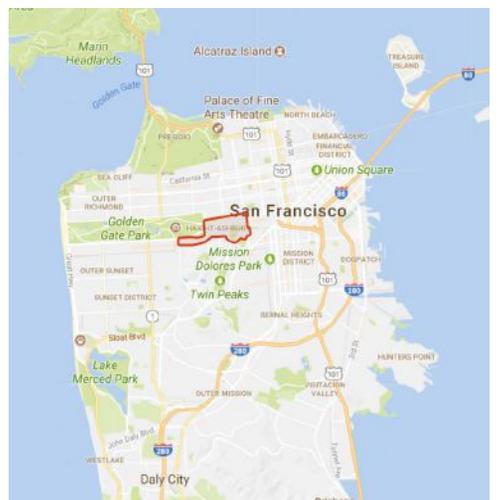
WHAT TO SEE & DO

On the corner of Haight and Ashbury streets sits a beacon that calls to all who visit San Francisco: a street sign marking the heart of the neighborhood where 1960s flower power blossomed. These days, colorful Victorian houses brighten the hillsides, and the streets are filled with restaurants and boutiques.

- Flamboyant clothing shops, piercing and tattoo parlors, and long-loved stores such as **Love on Haight** mix with hip restaurants and boutiques along Upper Haight.
- Downhill on Haight St., alternative bars, consignment stores and music shops with old vinyl records hold forth. Drop in at the **Haight Street Art Center**, a first-of-its-kind poster print shop and gallery that supports a collective of poster artists.
- The former Grateful Dead house at 710 Ashbury St. is a perennial attraction, as is the former Jefferson Airplane house at 2400 Fulton St. (Note: These are private residences.)
- Discover more of the neighborhood's colorful history on the **Haight-Ashbury Flower Power Walking Tour**, stroll along guided by **Wild SF Walking Tours**, or get an immersive experience aboard the **Magic Bus**.
- The iconic Victorian houses known as the **Painted Ladies** are nearby, too — a postcard-worthy photo opportunity.



Corner of Haight St.





JAPANTOWN



Sushi Restaurant in Japantown

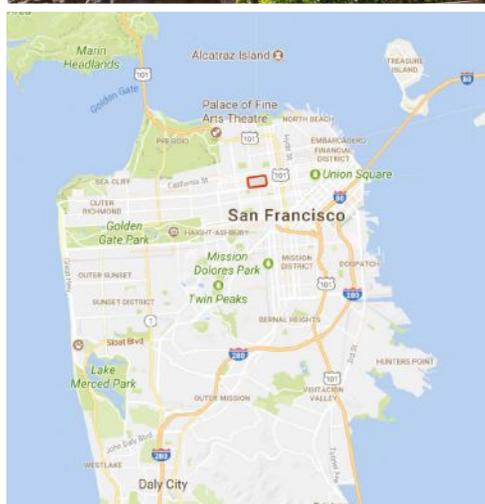


Peace Pagoda

WHAT TO SEE & DO

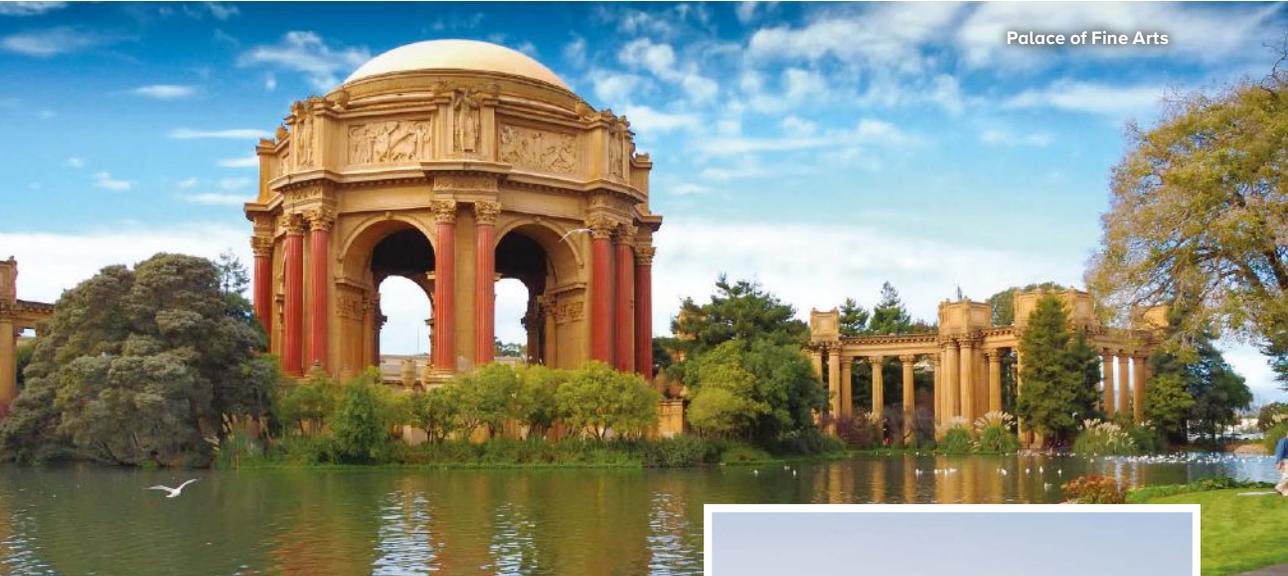
San Francisco's Japantown is the oldest of only three remaining Japantowns in the United States. Look for the bright red banners adorned with cherry blossoms and the Peace Pagoda on Geary Blvd. between Laguna and Fillmore streets.

- **The Japan Center**, a shopping complex on the north side of Geary Blvd., is anchored at either end by the Hotel Kabuki and AMC Kabuki cinema.
- The **Kabuki Springs & Spa** offers Japanese-style bathing followed by another relaxing import from Japan: Shiatsu massage.
- Cultural menu offerings range from sushi; ramen; manju; matcha, a green tea beverage; and shabu-shabu, a meat-and-vegetable combo simmered in a tableside hot pot.
- A great place to visit any time, Japantown offers a number of festivals throughout the year, including the **Northern California Cherry Blossom Festival**; "Kodomo No Hi" or Children's Day in May; and the **Nihonmachi Street Fair** in August.





MARINA/ PACIFIC HEIGHTS

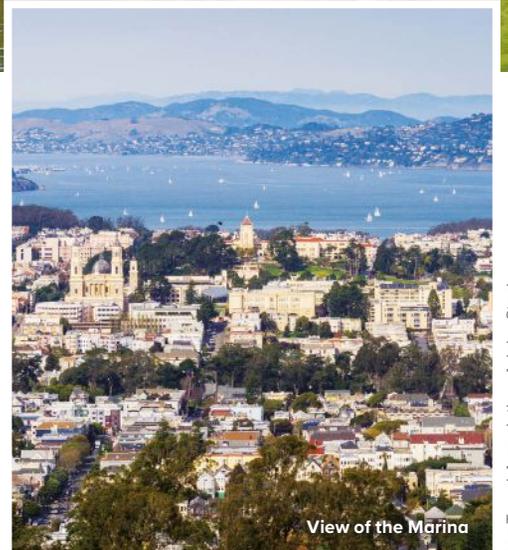


Palace of Fine Arts

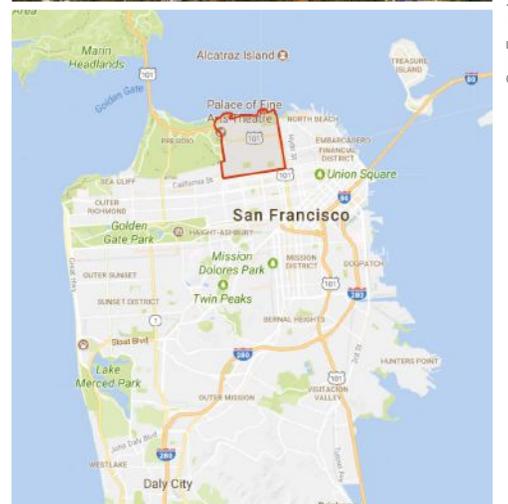
WHAT TO SEE & DO

Along the city's northern shore lies the Marina District, an area that's continually evolved throughout its history, from ocean dunes to exposition grounds to a fishing haven to a quaint residential neighborhood.

- Enjoy a sunny afternoon stroll down Union St. past many boutiques, spas and restaurants housed in beautifully restored Victorian buildings. **Marina Green**, ringed by bobbing boats and serenaded by foghorns, is picturesque.
- An Instagram favorite is the **Palace of Fine Arts**. Its arresting Greco-Roman style rotunda and majestic colonnades never fail to impress visitors and the site is favored by many wedding photographers.
- For some of the city's best views, climb the steps on Fillmore or Lyon streets to Pacific Heights, which rests atop a ridge south of the Marina.
- **Fort Mason Center for Arts & Culture**, a converted military base, is home to arts organizations and food truck gatherings.
- Reserve a table at the Michelin-starred **Atelier Crenn** for a superb prix fixe menu that changes with the seasons. For Mediterranean fare, head to the local favorite **Terzo**. On Chestnut St., you'll find everything from artisanal ice cream to great pizza. Be sure to grab a slice at **Delarosa**.



View of the Marina





MISSION DISTRICT



Mission District Murals

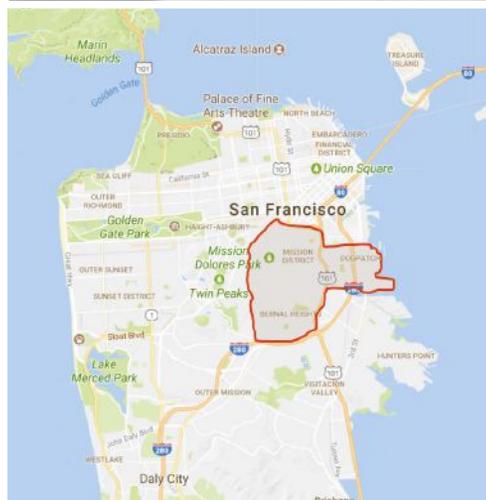


Mission Dolores

WHAT TO SEE & DO

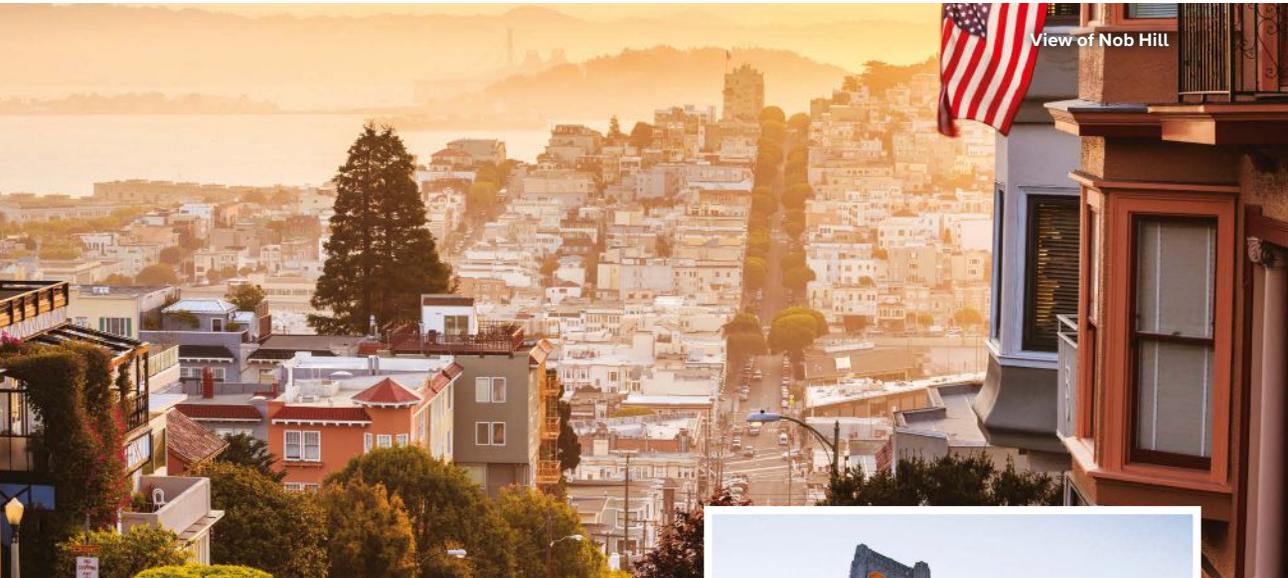
The Mission District is one of San Francisco's most of-the-moment neighborhoods, packed with trend-setting boutiques, restaurants and more. But its namesake is one of the city's oldest icons, the 18th-century Mission Dolores.

- **Mission St.** is the neighborhood's main drag and home to a variety of restaurants and shops. **Valencia St.** is ground zero for cafés, bars and clothing and accessory shops.
- Be sure to visit **Mission Dolores**, built in 1776. For recent history, check out the Mission's celebrated outdoor murals in places like **Balmy Alley** or on the façade of the **Women's Building**. **Dolores Park** is a popular green space that offers a perfect picnic location, people-watching and spectacular skyline views.
- No visit would be complete without a Mission-style burrito. Choose from local favorites like **La Taqueria**, **La Cumbre** and **El Farolito**.
- Burritos are just the beginning of Mission eats. **Venga Empanadas** is known for its stuffed pastries, **Lolinda** features delectable Argentine-style cuts from the grill and Michelin-starred **San How Won** offers delicious Korean cooking that uses the best ingredients and meticulous techniques, with real BBQ cooked over proper charcoal.
- For drinks, check out **Curio** to grab a cocktail before a show at The Chapel, or try **Trick Dog**, a can't-miss watering hole that's appeared on too many "best of" lists to count.





NOB HILL

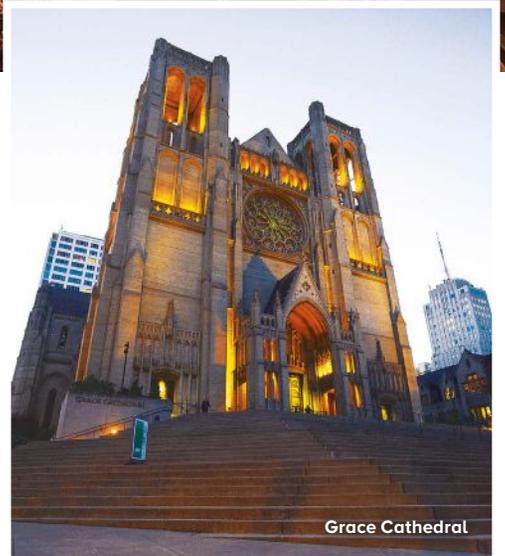


View of Nob Hill

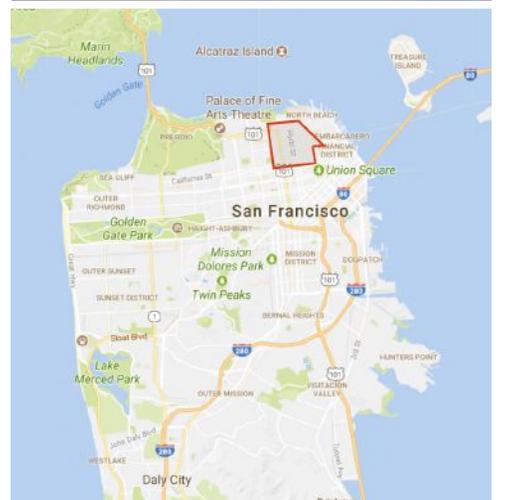
WHAT TO SEE & DO

Those little cable cars that climb halfway to the stars in Tony Bennett's enduring song, "I Left My Heart in San Francisco," are climbing Nob Hill. Hundreds of feet above the city, this classic neighborhood offers famed hotels, buzzy restaurants, landmark architecture and stunning views.

- Learn the history of San Francisco's iconic vehicles at the **San Francisco Cable Car Museum** at Washington and Mason streets.
- French Gothic-style **Grace Cathedral** fronts the west side of **Huntington Park**, a refuge for parents and kids, dog walkers and lovers of green space, while the **Fairmont Hotel** rises to the east.
- To the north of Nob Hill lies **Russian Hill**, where you'll find icons like **Lombard St.**, a.k.a. "the World's Crookedest Street," along with pockets of restaurants and boutiques on charming, tree-lined streets.
- **Top of the Mark** at the InterContinental Mark Hopkins has long been a San Francisco favorite thanks to its panoramic, top-floor views. The **Tonga Room** in the Fairmont Hotel is a legendary tiki bar with an indoor rainstorm that completes the atmosphere. Other Nob Hill notables include **Parallel 37** and **Aurea**.

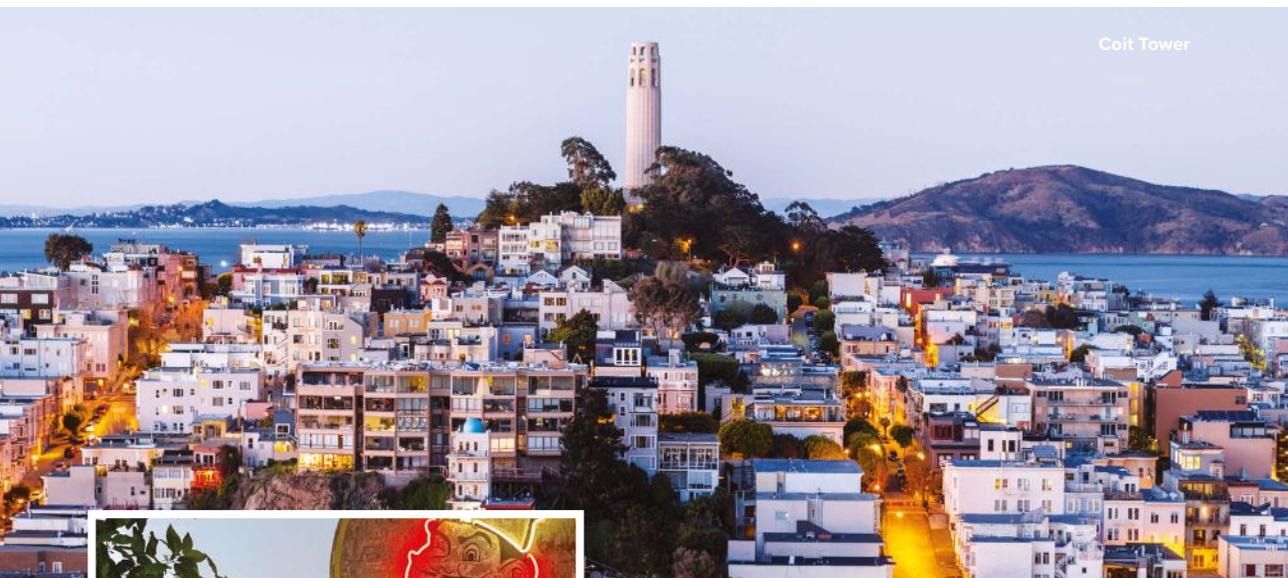


Grace Cathedral

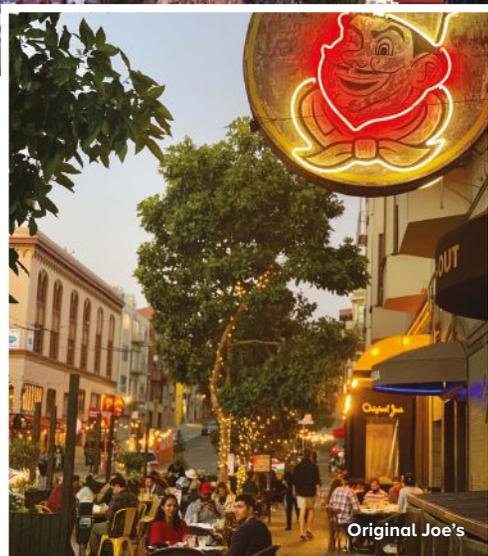




NORTH BEACH



Coit Tower

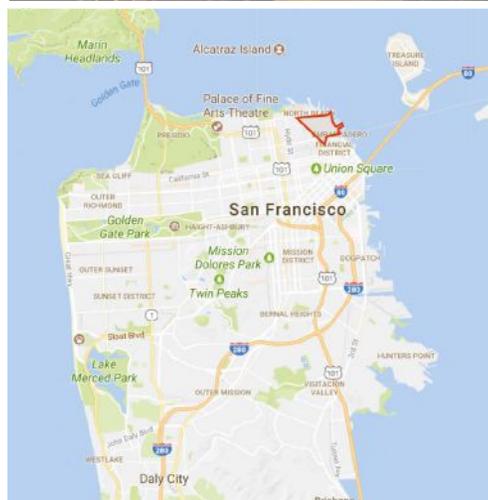


Original Joe's

WHAT TO SEE & DO

It might come as a surprise that North Beach doesn't have an actual beach. It does, however, have a vibrant and strong Italian American community that for generations has seeded the neighborhood with fantastic restaurants and cafés. Old Italy, memories of Kerouac, and waterfront bohemianism meet classic eateries in this lively neighborhood.

- On the east side of **Washington Square**, vintage wooden houses climb Telegraph Hill, crowned by **Coit Tower**. Built in the 1930s, it's decorated inside with murals depicting scenes from California's history.
- **Grant Ave.** is rich with one-of-a-kind shops, while **Broadway** is lined with music clubs, restaurants and bars. The Beat Generation is showcased in **City Lights** bookstore on Columbus Ave.
- Look up to see "**Language of the Birds**" at Broadway and Columbus Ave. These illuminated books flying overhead are a permanent public art installation by Brian Goggin and Dorka Keehn.
- Get an award-winning pizza at **Tony's Pizza Napoletana** or tuck into **Café Zoetrope** for a wide selection of Italian and California wines. **Firenze By Night** serves classic Italian dishes from antipasti to decadent desserts. **Original Joe's** is a neighborhood staple that's been serving San Francisco for more than 100 years. To get a guided taste of the neighborhood, try **Local Tastes of the City Tours**.





RICHMOND/ PRESIDIO

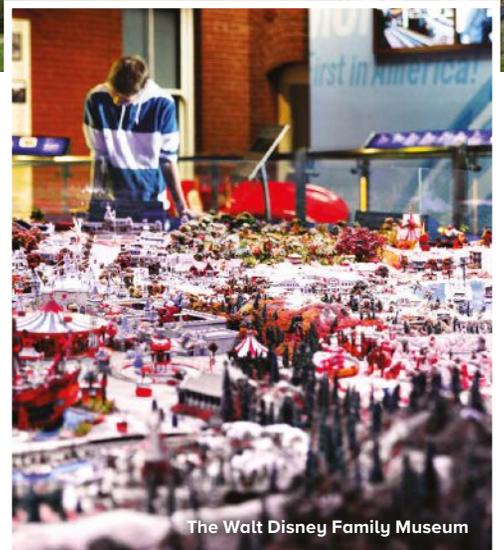


The Presidio

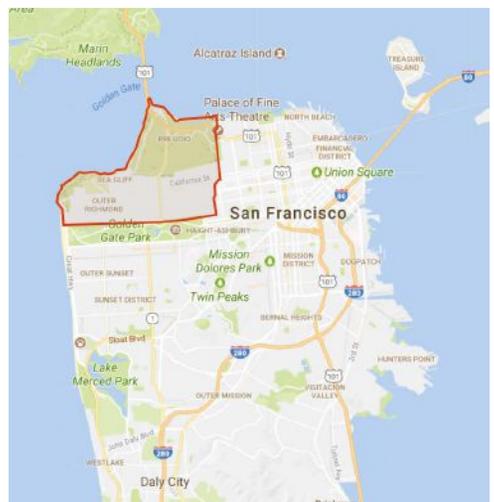
WHAT TO SEE & DO

The Presidio, with its towering eucalyptus trees, is a 2.8-square-mile former military base reborn as part of the Golden Gate National Recreation Area. The Richmond District hosts a major art museum, a city park and San Francisco's de facto second Chinatown on Clement St.

- The refurbished red brick military buildings at the **Presidio** are now restaurants, hotels and attractions, including **The Walt Disney Family Museum**, a must-see for Disney devotees and kids of all ages.
- Of special note are **Andy Goldsworthy's natural art installations**: "Tree Fall," "Wood Line" and "Spire". A fourth, "Earth Wall", is inside the **Presidio Officers' Club**, which also houses exhibits tracing the Presidio's history.
- **The Inn at the Presidio** is a LEED®-certified hotel right in the park. The **Presidio Visitor Center** is the launching pad for park adventures, with its engaging exhibits and knowledgeable staff.
- The Outer Richmond showcases the **Legion of Honor** museum, plus **Lands End** and **Lincoln Park** for hiking, golf and glorious views.
- Dining highlights in the Presidio include **Presidio Social Club** and **Sessions**. The Richmond, with a variety of dim sum, Korean and Thai restaurants, is also home to some of the city's best places for wallet-friendly and delicious eats. **Cinderella Bakery & Cafe** offers filling Russian treats that won't empty your wallet, and **Dragon Beaux's** reasonable prices make it the go-to dim sum destination for large groups.



The Walt Disney Family Museum





SOMA/YERBA BUENA



Yerba Buena Center for the Arts

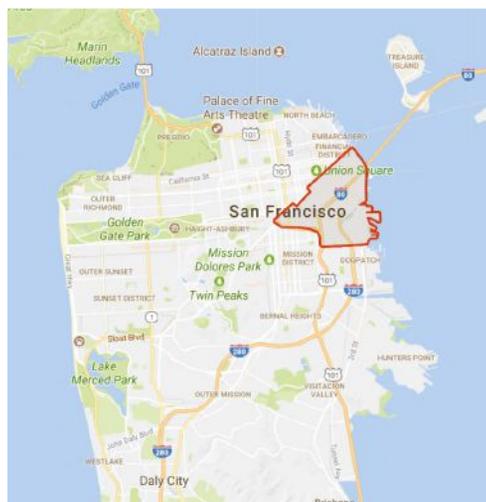


California Historical Society

WHAT TO SEE & DO

The South of Market neighborhood (a.k.a. “SoMa”) is stacked with major institutions on or close to Market and Mission streets.

- Here you'll find **The Moscone Center**, the city's premier convention venue, alongside the **Yerba Buena Center for the Arts** and **Yerba Buena Gardens**.
- Nearby are cutting-edge museums including the **Museum of the African Diaspora**, **Contemporary Jewish Museum**, **California Historical Society Museum**, **Children's Creativity Museum** and **San Francisco Museum of Modern Art (SFMOMA)**.
- First-rate food is available at Michelin-starred **Luce** in the InterContinental Hotel; **Barcha**, which offers a modern twist on Mediterranean and Middle Eastern flavors; or **Alexander's Steakhouse**, where you'll find American fare with Japanese influences.
- The San Francisco Giants' bayside baseball stadium, **Oracle Park**, and adjacent jogging paths provide more ways to enjoy scenic views of the bay.
- SoMa is home to lots of luxe accommodations. **The Four Seasons**, **W Hotels**, **St. Regis** and **Hotel VIA** all have properties in this neighborhood.





TREASURE ISLAND

Downtown Skyline View from Treasure Island



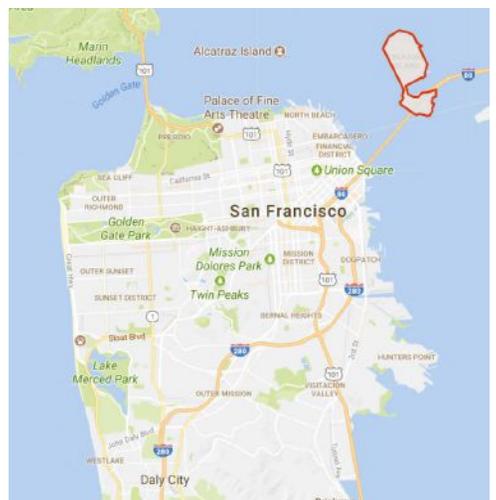
WHAT TO SEE & DO

When it comes to reasons to visit Treasure Island, first and foremost, go for the view. San Francisco's entire northern waterfront from bridge to bridge is picture-perfect here. The island is also home to public art, flea markets and festivals throughout the year.

- The island hosts numerous major public events throughout the year, including the **San Francisco International Dragon Boat Festival**.
- Want to take home a treasure of your own? On the last weekend of every month, the dog-friendly **Treasure Island Flea** (TreasureFest) hosts more than 400 Bay Area vendors and artists offering handmade items, vintage finds, antiques and more.
- **Mersea** is a container-based (think of large shipping containers) restaurant and bar near the **Great Lawn** offering burgers, ceviche, fish and chips, soft-serve ice cream and more.



Mersea





UNION SQUARE



Union Square Plaza

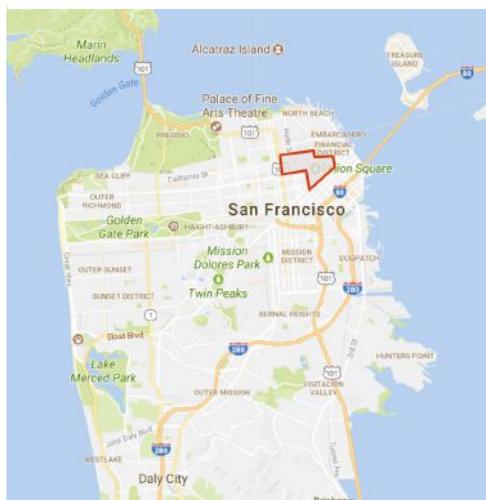


The Westin St. Francis Hotel

WHAT TO SEE & DO

In a town full of great shopping, Union Square is the neighborhood with the most abundant retail therapy, not to mention fine hotels, great meals and green spaces to sit outside and enjoy San Francisco's temperate climate.

- Virtually every brand in fashion is on or near the 2.6-acre square, a landmark park in the heart of the downtown shopping and hotel district.
- The **Grand Hyatt** and **Taj Campton Place** hotels are just off the square on the Stockton St. side, along with a cluster of upscale boutiques. On the Powell St. side, the **Westin St. Francis Hotel** holds pride of place.
- Nearby are the **Marines Memorial Theatre**, the **Curran** and **A.C.T.'s Toni Rembe Theater**, intimate spaces where you can catch terrific performances.
- **Sears Fine Foods** on Powell St. is a local legend. Founded in 1938 and known for its world-famous Swedish pancakes, this old-school eatery on the west side of the square has given generations of diners a tasty start to their day.



Choose Your Own FAMILY ADVENTURE

Whether your crew prefers playing in the great outdoors, learning about science and natural history or braving adrenaline-pumping rides, San Francisco has tons of activities that make choosing your own family adventure a fun experience itself!

*Start
Here!*

**WHICH AGE GROUP BEST DESCRIBES
YOUR CREW?**

**Energetic Kids
UNDER 12**

OR

**Tricky-to-Impress
TEENAGERS**

**WHICH IS A TYPICAL WEEKEND
ACTIVITY FOR YOUR FAMILY?**

Movie Night

THE WALT DISNEY FAMILY MUSEUM

Nestled in the historic Presidio, The Walt Disney Family Museum is a magical place for kids—and for kids at heart. Interactive exhibits and early drawings and animations inspire both creativity and nostalgia.

DIY Science Kit

EXPLORATORIUM

Stimulate curiosity with more than 650 interactive exhibits at the Exploratorium, located at Pier 15 along the Embarcadero. Kids can step into a simulated tornado to learn how the weather phenomenon works, play with magnetic sand and more.

Art Project

THE CHILDREN'S CREATIVITY MUSEUM

Exercise the entire family's imagination at the Children's Creativity Museum in SoMa with workshops and exhibits in multimedia art and technology. Kids and parents can even work together on writing code that programs a robot to navigate a maze and play music.

Create!



*Click
Me!*



California Academy of Sciences

WHICH EXTRACURRICULAR ACTIVITY BEST SUITS YOUR TEEN?

Video Games

PIER 39

Introduce your teens to vintage arcade games and enjoy thrilling attractions together at PIER 39. See the resident sea lions who mysteriously took over the pier's docks after the 1989 earthquake, and marvel at magicians, jugglers, comedians and more.

Science Fairs

THE CALIFORNIA ACADEMY OF SCIENCES

Only in San Francisco can you explore an aquarium, planetarium, and rainforest all in one day – and all under one (living!) roof. At the California Academy of Sciences, study the intricacies of a coral reef, meet resident animals, explore the depths of a rainforest and more!

Playdate at the Park

GOLDEN GATE PARK

Stretching from Haight-Ashbury to the Pacific Ocean, the 1,000-acre park offers open space, museums and family-friendly attractions. Teens will appreciate the Instagram-worthy shots at the picturesque Japanese Tea Garden and the panoramic views from the Hamon Observation Tower at the de Young Museum.



PIER 39 Sea Lion



Japanese Tea Garden



10 THINGS TO DO

For \$10 or Less

Traveling on a budget can be tricky, but luckily San Francisco has many free (or almost free) things to see and do that'll up the fun-factor without breaking the bank.

Here are 10 of our favorites.

1 CABLE CARS

Take a ride on San Francisco's iconic cable cars, the National Historic Landmark that moves, for just \$8. Then, stop by the one-of-a-kind San Francisco Cable Car Museum to learn about their inner workings. In the historic Cable Car Barn & Powerhouse, the site where the cable system has operated since 1907, you can see the actual cable winding machinery as it reels 11 miles of steel at a steady pace. Antique cable cars are also on display, including the first one dating from 1873. Museum admission is free.

2 AWESOME BLOSSOMS

With more than 9,000 plants from around the world showcased across 55 acres, opportunity for exploration abounds at the San Francisco Botanical Garden in Golden Gate Park. If you want to stop and smell the roses (or the orchids, lilies and irises), head to the Conservatory of Flowers in the northeast corner of the park. Tickets for the Botanical Garden are \$10 on weekdays and admission is free on the second Tuesday of the month. Admission to the Conservatory of Flowers is \$10 on weekdays for adults and free on the first Tuesday of every month.



Conservatory of Flowers

3 FREE FESTIVALS

Throughout summer and fall, San Francisco's cultural calendar is packed with events – many of which are free. The Stern Grove Festival hosts concerts every Sunday from mid-June to mid-August and the Hardly Strictly Bluegrass Festival, a free weekend of bluegrass, Americana and other traditional music styles, happens every October.

4 MURALS GALORE

With more than 1,000 murals across the city, San Francisco's public art displays expand beyond museum walls. The Mission District is the epicenter; visit Balmy Alley and Clarion Alley, which have been canvases for public art and social change since the 1970s. Coit Tower is home to famed murals completed during the 1930s as part of the first New Deal program for artists. The murals at the Rincon Annex Post Office were painted by artist Anton Refregier around the end of World War II and depict a stylized (and some say overly radical) history of San Francisco. Diego Rivera murals are located near the Embarcadero at The City Club and near Fisherman's Wharf at San Francisco Art Institute. City Guides offers free tours of many mural locations throughout the year.

5 THE PRESIDIO

With nearly 1,500 acres of land, The Presidio has miles of hiking and biking trails to explore. For an easy orientation of the park with a rewarding view, start at the Lombard Gate and follow the two-mile (3.2km) Presidio Promenade Trail to the foot of the Golden Gate Bridge. Bring along a picnic lunch, relax and people watch at Crissy Field, then follow Mason St. east toward the Palace of Fine Arts. Observe this architectural beauty that was originally built for the 1915 Panama Pacific International Exposition.



6 SEA LIONS AT PIER 39

Visit some of San Francisco's most playful (and boisterous) residents, the sea lions of PIER 39. Having arrived shortly after the Loma Prieta earthquake in 1989 looking for food and protection from predators, groups of sea lions continue to call the K Dock at PIER 39 home. Time your visit with one of the four free daily education programs provided by the adjacent Sea Lion Center.

7 FUN AND ARCADE GAMES

Take a trip back in time at the Musée Mécanique near Fisherman's Wharf. Admission is free to this antique arcade; games range in price from a penny to a dollar. Arm wrestle a robot or be serenaded by a mechanical barbershop quartet – for spare change!

8 GOLDEN GATE BRIDGE

As one of the most photographed structures in the world, the Golden Gate Bridge also provides great views of the city as you cross. If you're driving across the bridge, there is a toll (electronic); however, crossing the iconic landmark is free to cyclists and pedestrians. In addition to your camera, bring a jacket because it can get chilly out there, even in the summer. Wander down to Fort Point at the Presidio for more great views of the bridge.

9 LOCAL TOURS

Explore the city by foot with San Francisco City Guides. These free historical and architectural walking tours are led by local volunteers with profound knowledge of and love for the city. Choose from 80 unique tours that cover everything from building designs and art to history, culture and more. Private tours are also available. In Chinatown, find out how fortune cookies are made at the Golden Gate Fortune Cookie Factory and, at the end of the free tour, receive a sample.

10 SAN FRANCISCO MUSEUM OF MODERN ART (SFMOMA)

Take advantage of the 45,000-square-foot ground floor galleries at the San Francisco Museum of Modern Art (SFMOMA). Entrance via the Roman steps off Howard St. is free to the public. Admission to the entire museum for visitors 18 and younger is also free.



176 SPEAKERS
COMPLETE DARKNESS
AUDIUM
LIVE SPATIALIZATION OF SOUND
SINCE 1967

AUDIUM AUDIUM

THURS, FRI, SAT
 1616 BUSH ST. SAN FRANCISCO
 @audiumsf audium.org
 (415) 771-1616

DOWN TO THE LAST DETAIL

The right space and simple touches make all the difference
SanRafael.EmbassySuites.com

EMBASSY SUITES
 by Hilton™
 San Rafael Marin County

SAN FRANCISCO

Parks

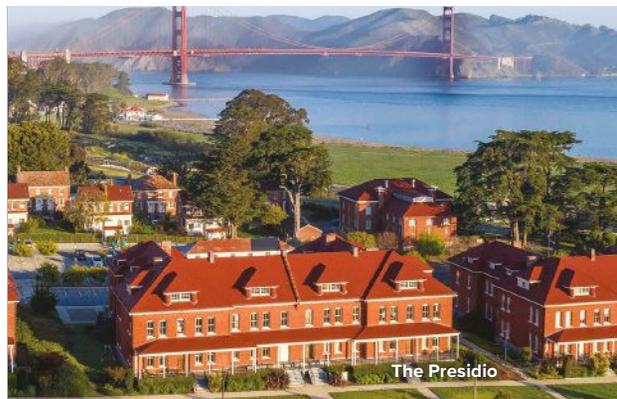
Hundreds of parks in San Francisco offer no shortage of ways to enjoy the outdoors and the city's spectacular views. Here are a few of the most popular parks to play, picnic and relax in when you visit.

ALAMO SQUARE PARK

In addition to being the location of the famous Painted Ladies, Alamo Square Park has lots to offer. While you're taking photos of those lovely Victorian homes, enjoy the views of downtown, too. Grassy lawns and beautiful flowerbeds make the park excellent for picnicking or just taking a break from sightseeing. Playgrounds, tennis courts and walking trails offer further recreation and exploration.

THE PRESIDIO

For some of the best views in the city, visit San Francisco's historic Presidio. Adjacent to the Golden Gate Bridge, the former military outpost has been repurposed as public land with a wide variety of things to see and do. Check out the Presidio's Visitor Center to orient yourself with the area and learn about its history. Miles of hiking and biking trails throughout the park allow for active exploration of its green space and views. Visit Fort Point for an up close and personal look at the Golden Gate Bridge's complex and impressive structure. Crissy Field and Baker Beach provide ample space for a picnic as well as knockout views of the bridge.



Alamo Square Park

MISSION DOLORES PARK

At the heart of the Mission District, Mission Dolores Park is the perfect place to enjoy the scenery and people-watch. The southern half of the park offers great views of the Mission District, downtown and San Francisco Bay. Wide expanses of grass make the park popular with dog owners, and the playground makes it a favorite hangout for families. Keep your eyes peeled for the San Francisco Mime Troupe. They've been performing in the park during summer months since 1959.

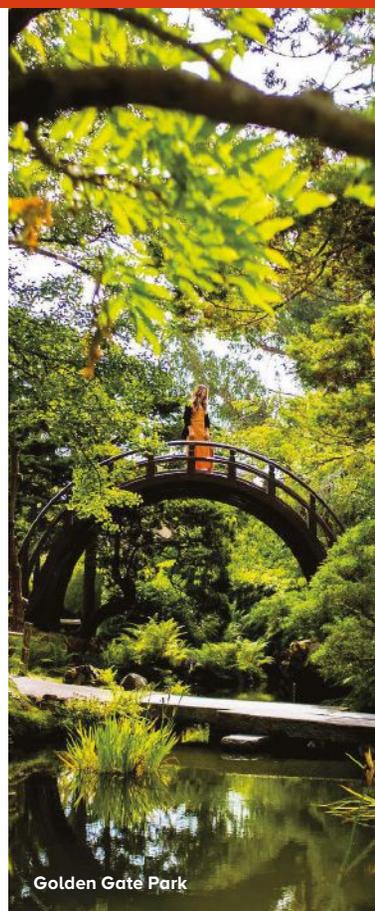
SALESFORCE PARK

Located on the roof of the Salesforce Transit Center in the heart of the SoMa neighborhood, this lush 5.4-acre (2.1-hectare) park is a true urban oasis. Visitors can access the park by escalator, elevator or the most exciting way: a gondola ride from ground level. In addition to a

half-mile (.8 km) walking trail that includes gardens with flora and fauna from around the world, the park has a children's play area and amphitheater where yoga classes, concerts and movie nights are regularly hosted.

GOLDEN GATE PARK

More than 7,000 kinds of plants fill the more than 1,000 acres that make up Golden Gate Park. Be sure to check out the world-class museums located inside the park: the de Young Museum and the California Academy of Sciences. The Japanese Tea Garden is also not to be missed with its beautiful torii (gates) and pagodas, as well as a picturesque moon bridge and a 1.5-ton Buddha on display.



Golden Gate Park

Getty Images (3); @dianebeitegraymond; @rifonphung.; @best_sf_daily_moment



Salesforce Park

Angel Island Immigration Station

Walk in the footsteps of history. Learn more at www.aiisf.org/visit

5 SCENIC AND SURPRISING BAY AREA HIKES



Lands End

The Bay Area is brimming with so much natural beauty that it's virtually impossible to go wrong when choosing a hiking trail. To help you narrow it down, we've gathered five hikes that stand out for particularly jaw-dropping scenery and a few unexpected delights.

1 LANDS END, GOLDEN GATE NATIONAL RECREATION AREA (SAN FRANCISCO)

More than 250 hiking trails crisscross the Golden Gate National Recreation Area. If you only have time for one, opt for the Coastal Trail. This route winds through a cypress forest and along the 200-foot-high cliffs that guard the entrance to San Francisco Bay. A small detour will take you to the Lands End Labyrinth, originally created in 2004 by artist Eduardo Aguilera. Stop here for a moment of quiet reflection and to take in the stunning sight of the Golden Gate Bridge to the east.

2 MUSSEL ROCK PARK NATURE PRESERVE (DALY CITY)

Prepare to be bowled over by the views at Mussel Rock Park. The endless expanse of ocean and rugged cliffs are just the beginning. Hike from the bluff down to the water, where you can check out tide pools before setting out. To the north, there's walkable beach for the entire nine miles it takes to reach the historic Camera Obscura museum. To the south, there's a man-made rock arch where the trail ends. Mussel Park is also home to several paragliding launch points, and watching others fly is quite a thrill (even if you prefer to stay grounded).

3 ALAMERE FALLS, POINT REYES NATIONAL SEASHORE (MARIN)

This 13-mile journey takes some dedication, but the unforgettable sight of Alamere Falls crashing over a 30-foot cliff onto the beach below is worth the effort. Beware that this trail isn't for the faint of heart. Aside from the distance, you'll gain 1,442 feet of elevation, and there's real danger near the edge of the cliff. Steer clear of the edge, and on the beach, keep in mind that rocks can tumble down at any time. There are three trailheads where you can park and launch your expedition: Bear Valley, Palomarin and Five Brooks.

4 MISSION PEAK (SOUTH BAY)

Mission Peak is popular for its panoramic views of the Bay Area, but that's not the only reason to make the climb. When you reach the 2,517-foot summit, an unusual sight awaits in the form of a six-foot steel sculpture with sighting tubes that point to a variety of distant landmarks. The artist who designed the monument intended it as a statement about environmental issues. Choose from three different trails to get there: the Hidden Valley Trail and the Peak Meadow Trail take you up the mountain's western face, while the Mission Peak Trail climbs the northern face.

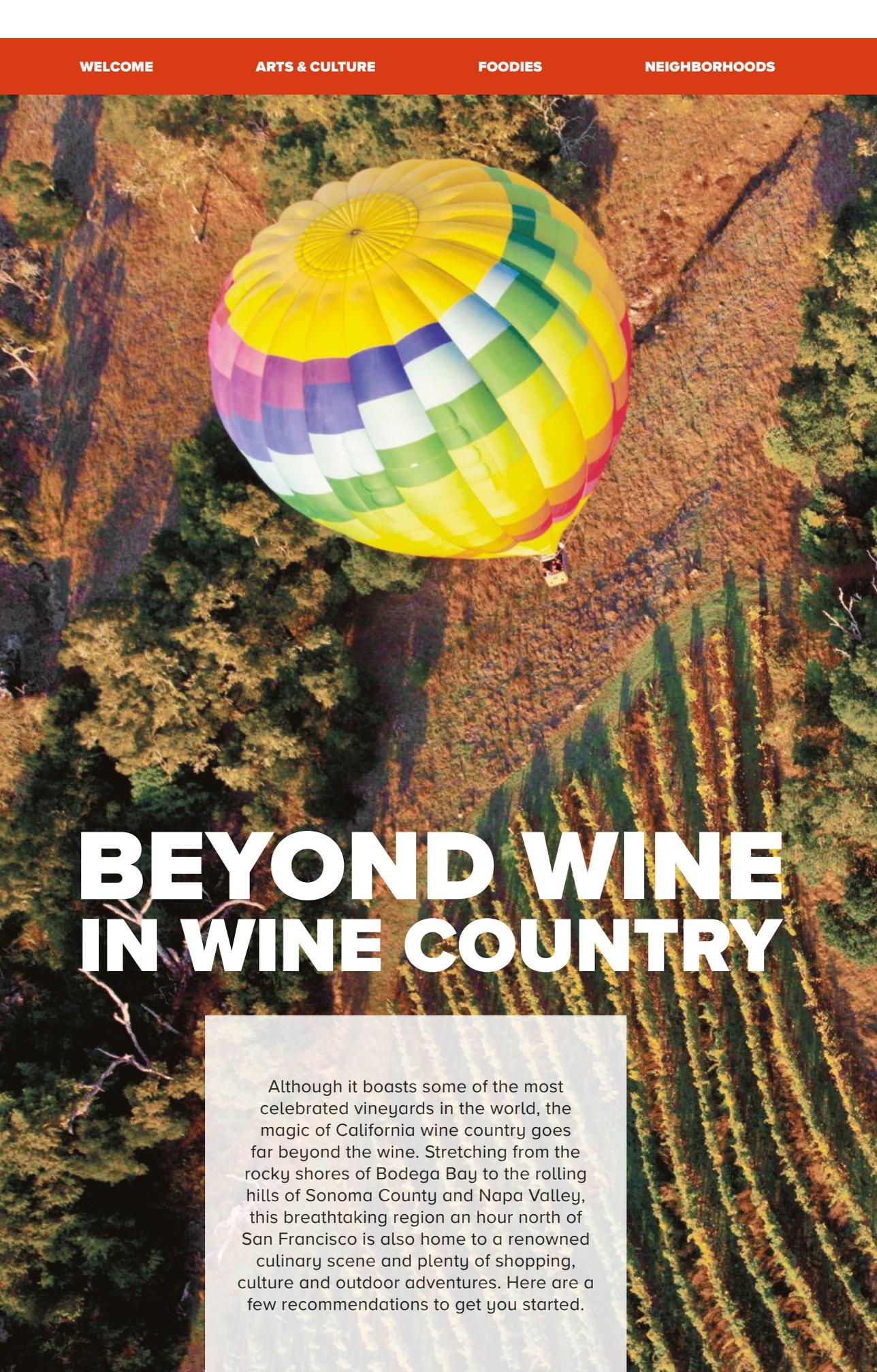
5 KIRBY COVE (MARIN)

Not all trails take you up hills and mountains. In the case of Kirby Cove, your hike starts with a steep descent where you'll pass by eucalyptus, pine and cypress trees. When you reach the end, you will find yourself on a cozy beach. Marvel at the postcard-worthy views of San Francisco Bay and the Golden Gate Bridge while gentle waves lap at your toes. Kirby Cove became popular with adventurers in search of a secret rope swing that was once located in the area. Unfortunately, the swing has been removed, but that doesn't make Kirby Cove any less spectacular.



Unsplash/ Cedric Letsch

View of Golden Gate Bridge

A vibrant hot air balloon with a patchwork of yellow, green, blue, and purple panels floats in the sky. Below it, a lush vineyard with rows of grapevines stretches across rolling hills. The landscape is a mix of green and golden-brown, suggesting a late autumn or early spring setting. The overall scene is peaceful and scenic, capturing the essence of wine country.

BEYOND WINE IN WINE COUNTRY

Although it boasts some of the most celebrated vineyards in the world, the magic of California wine country goes far beyond the wine. Stretching from the rocky shores of Bodega Bay to the rolling hills of Sonoma County and Napa Valley, this breathtaking region an hour north of San Francisco is also home to a renowned culinary scene and plenty of shopping, culture and outdoor adventures. Here are a few recommendations to get you started.

OUTDOOR ACTIVITIES

The mild climate, easy access to the beach and several state parks make Napa and Sonoma ideal for outdoor lovers. A scenic drive will deliver you to the Russian River region of Sonoma County. Enjoy hiking on redwood-lined trails, camping, canoeing and rafting on the river's gentle waters. If you prefer two-wheel transport, flat roads and gorgeous scenery make biking a memorable excursion, and you'll find charming towns and plenty of wineries to visit along the way. Bike rentals are available in towns including St. Helena, Yountville, Healdsburg and Sebastopol. For an unforgettable experience, float in a hot air balloon over the lush wineries of the Napa Valley.

SPAS & WELLNESS

Built on natural hot springs, Fairmont Sonoma Mission Inn & Spa delivers the quintessential spa experience — dry sauna, private baths and two mineral soaking pools — while Forestville's Farmhouse Inn has made local produce harvested on-site the cornerstone of their spa treatments. Spa luxury meets wine country extravagance at Auberge du Soleil, where temperate springs overlook vineyards and the resort's own olive grove. Treatments include floral oils from the garden and a refreshing grapeseed scrub. Between pampering sessions, treat yourself to a plethora of wellness experiences

in Sonoma County, including yoga hikes at Sugarloaf Ridge Park in Kenwood or paddleboard yoga on the serene Russian River with Rubicon Adventures. Tucked into redwood forest hills, Ratna Ling Retreat Center offers both private and organized wellness retreats and luxurious cottage accommodations.

FESTIVALS

With gorgeous surroundings and rich culture, Napa and Sonoma attract an exciting array of annual celebrations. Napa's famed, three-day BottleRock music festival draws top musical acts from Mumford and Sons to Cypress Hill. If you prefer craft brews, Sonoma County is home to an annual beerfest each June called The Good One. The Napa Valley Film Festival includes film screenings and hosts celebrities from all over the world each November, and the Sonoma International Film Festival in March features more than 100 curated film selections.



SHOPPING

Shopping is a popular pastime in wine country. In St. Helena, one-of-a-kind shops line Highway 29. In Napa, the Napa Premium Outlets offer great savings on luxury brands such as Coach and Michael Kors. In Sonoma County, check out Santa Rosa's Fourth Street area, which is home to locally-owned shops, or drop by Railroad Square for a mix of antique shops and restaurants. Oxbow Public Market in Napa is a marvelous source for artisan cheeses, breads, produce and local olive oil.

DINING

Napa and Sonoma are epicenters for fine dining and have a wealth of Michelin-starred and Bib Gourmand award-winning eateries. You'll need reservations well in advance to secure a table, but the experiences are unforgettable. To sample local flavors in Sonoma County, head to The Girl and The Fig in downtown Sonoma, where you'll find artful uses of cheeses, meats, fruits and veggies, all produced nearby. Or, grab a table at La Salette for modern takes on Portuguese cuisine. If you love to cook, try a class at the Culinary Institute of America at Greystone for a day of delicious learning.



Towering Trees

Northern California's wine country is one of the few places on Earth where you can experience the incredible feeling of standing in a redwood forest. These are the tallest trees in the world, growing as high as 350 feet and surviving upward of 2,000 years, making them some of Earth's oldest inhabitants. Many redwood forests were chopped down for lumber during the Gold Rush and relatively few groves remain. The Armstrong Redwoods State Natural Reserve in Sonoma County offers 805 acres of trails, campgrounds and much more. Visiting, hiking and picnicking in these magical forests is a singular experience for visitors. Save the Redwoods offers insider information, park maps and travel guides.



San Francisco
International
Airport



You've Arrived!

At SFO, your San Francisco experience starts right when you step into our terminals. Gorgeous art. Local dining. Great shops. World-class museum exhibits. And even special surprises like yoga rooms and our SkyTerrace outdoor observation deck.

Orion 2020, Spencer Finch (b. 1962), suspended sculpture with LED lamps
Collection of the City and County of San Francisco

flysfo.com/welcome

DAY TRIP

TO *Mount Diablo*

Cross the Bay Bridge and drive just one hour east to Danville to visit striking Mt. Diablo, clocking in just shy of 4,000 feet high. Whether you're seeking adrenaline-pumping adventure or a quiet respite, Mt. Diablo State Park is an ideal spot to spend a day away from the city.

DRIVE



Take in the scenery of the Tri-Valley as you climb 11 miles to the summit of Mt. Diablo along a winding (but paved) road. The drive up takes approximately 45 minutes and it is recommended that you drive all the way to the top first, and then stop to enjoy the views at convenient turnoffs only on your way back down. The road is a popular endeavor for cyclists, so it's important to drive carefully while sharing the road. A parking fee is required per vehicle, which can be paid in cash or by credit card at the entrance located about one third of the way up the mountain.

HIKE



Prefer to see the mountain on foot? Summit trails to the top of Mt. Diablo are very steep and should only be traversed by those with experience on intermediate to difficult trails with high elevation gains. For more casual hiking, check out Mary Bowerman Interpretive Trail near the summit. This one-mile trail offers expansive views and low elevation gain. Grab a map while you're at the Visitor Center for more hiking options throughout the state park.

LEARN



Mt. Diablo's history is in some ways a mystery, and the Summit Visitor Center is a great place to learn about it. Visitors can watch a video illustration of the geological forces that formed the mountain and observe a diorama of the park's ecosystem. The exterior walls of the Visitor Center's observation deck feature shells and aquatic fossils from when Mt. Diablo rose out of the water as a result of tension between tectonic plates – some of which date back as far as 190 million years!

PICNIC



On your way back down the mountain, why not enjoy the scenery a little longer with a picnic? Several stops along the road offer picnic areas, including Juniper Campground (pictured), Lookout Point and Livermore Valley Overlook. If it's a clear day, see if you can spot Mount St. Helena or Suisun Bay in the distance. Maple Nook and Bridal Nook picnic areas are nestled in the mountain's alcoves and offer shade from magnificent oak trees.

Getty Images (6)

REFUEL



Hartz Ave. in downtown Danville is lined with restaurants, coffee shops and plenty of shopping – all you need to refuel before heading back to San Francisco!

LOOKING FOR MORE OUTDOOR ADVENTURE?

Explore nearby Tri-Valley for hiking and biking trails that cater to all levels of experience and comfort. Multiple golf courses in the area offer beautiful backdrops and Tri-Valley's Livermore Valley is a great place to stroll through lush vineyards and taste the bounty of the region.

DISCOVER YOSEMITE: TOURS FROM SAN FRANCISCO

Located just 140 miles east of San Francisco, a trip to Yosemite National Park is a must. It's open 365 days a year and boasts some of the best scenery, hiking trails and towering waterfalls anywhere in the world. While day trips to Yosemite are popular, staying overnight gives you a chance to truly explore the park. Even better, getting there is a breeze with these convenient tours that depart from San Francisco.

EXTRANOMICAL TOURS

Extranomical Tours specializes in small group tours for independent travelers who don't want the everyday tour experience. Their Yosemite and Giant Sequoias one-day tour features storytelling by a trained guide and a special stop for a short hike into a grove of old growth sequoias. Extranomical Tours also offers seasonal two-, three-, four-, and five-day tours to Yosemite from San Francisco that include accommodations in the Yosemite Valley Lodge or in a hostel located about an hour outside of Yosemite Valley. Transportation is in 15-person vans or mid-sized buses that pick up guests from select San Francisco hotels. Park admission is included, but you should plan to buy your own lunch and snacks.

GRAY LINE TOURS

Gray Line San Francisco offers several dozen tours from San Francisco in their fleet of luxury coaches, including the 14-hour Yosemite National Park Day Tour. This tour includes entrance to the park and commentary from the driver, as well as a period of free time at the Yosemite Valley Visitors Center, where hiking trails, bike rentals and other amenities are located. Guests are picked up in the morning from select San Francisco hotels or meet up with the tour at its Union Square departure point. Food and beverages are not included.

INCREDIBLE ADVENTURES

A certified San Francisco Green Business, Incredible Adventures runs one- to four-day tours to Yosemite National Park that utilize their private fleet of bio-diesel powered

mini-coach buses. They offer different options for visiting Yosemite, including a single-day, 15-hour adventure that includes a guided tour of Yosemite Valley and three hours of free time for independent exploration. Other options include a Yosemite and Giant Sequoias single-day tour, a three-day Yosemite Escape camping tour and the Yosemite Hotel Tour, which includes a night's stay in the historic Yosemite Valley Lodge.

O.A.R.S. CALIFORNIA RAFTING

With Class IV and V rapids, a tour down the 18-mile Tuolumne River, named one of the "Seven Whitewater Wonders of the World," near Yosemite is not for the faint of heart. Choose from 1-, 2- and 3-day rafting trips down the secluded river canyon. For overnight trips, guests can camp, hike, swim, and explore creeks and waterfalls when they make it to dry land.

SKYLINE SIGHTSEEING TOURS

Although more famous for their one- or two-day hop-on, hop-off double-decker bus tours that allow visitors to explore San Francisco, Skyline Sightseeing also runs day tours from the city to Yosemite National Park. The 15-hour tour includes pickup from your hotel in a luxury climate-controlled coach, transportation to the park, entrance to Yosemite itself and a narrated tour of Yosemite Valley's most famous landmarks and attractions. Audio tours in a variety of different languages are available for those who would like them. Food and drink are not provided.



GATEWAY SAN FRANCISCO VISITOR RESOURCES BEYOND THE CITY

Monterey

If your trip will extend beyond the city, here is a list of helpful resources for visitors in search of planning information, local recommendations and more.

EAST

CALAVERAS VISITORS BUREAU
gocalaveras.com 753 N. Main St.,
P.O. Box 637, Angels Camp 95222,
209-736-0049

**GOLD COUNTRY
VISITORS ASSOCIATION**
visitgoldcountry.com 200 Wool St.,
Folsom 95630, 916-985-2698

LAKE TAHOE VISITORS AUTHORITY
tahoesouth.com 4144 Lake Tahoe Blvd.,
South Lake Tahoe 96150, 530-541-5255

MAMMOTH LAKES TOURISM
visitmammoth.com 2520 Main St., P.O. Box
48, Mammoth Lakes, 93546, 888-466-2666

**VALLEJO CONVENTION
& VISITORS BUREAU**
visitvallejo.com 289 Mare Island Way,
Vallejo 94590-5806, 707-642-3653

VISIT BERKELEY
visitberkeley.com 2030 Addison St.,
Ste. 102, Berkeley 94704, 510-549-7040

VISIT CONCORD
visitconcordca.com 2151 Salvio St., Suite T,
Concord, 94520, 925-685-1182

VISIT FAIRFIELD
visitfairfieldca.com 1000 Webster St.,
First Fl., Ste. A, Fairfield, 94533,
877-793-7386

VISIT FRESNO COUNTY
visitfresnocounty.org 1180 E. Shaw Ave.,
Ste. 201, Fresno, 93710, 559-981-5500

VISIT OAKLAND
visitoakland.com 481 Water St.,
Oakland 94607, 510-839-9000

VISIT RICHMOND CA
rcoc.com 229 Tewksbury, Ste. B,
Richmond 94801, 510-237-1403

VISIT SACRAMENTO
visitsacramento.com 1608 I St., Sacramento
95814, 916-808-7777 or 800-292-2334

VISIT STOCKTON
visitstockton.org 125 Bridge Pl., Second Fl.,
Stockton 95202, 209-938-1555 or
877-778-6258

VISIT TRI-VALLEY
visittrivalley.com 5075 Hopyard, Ste. 240,
Pleasanton 94588, 925-846-8910

VISIT TUOLUMNE COUNTY
visittuolumne.com 193 S. Washington St.,
Sonora 95370, 209-533-4420 or
800-446-1333

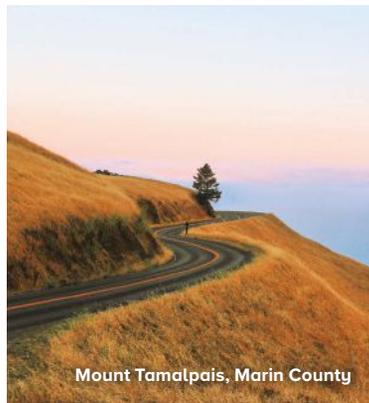
VISIT VACAVILLE
visitvacaville.com 1671 E. Monte Vista Ave.
Ste. N-110, Vacaville 95688, 707-450-0500

**YOSEMITE/MARIPOSA COUNTY
TOURISM BUREAU**
yosemite.com P.O. Box 967,
Mariposa 95338, 209-742-4567

NORTH

DESTINATION TIBURON
destinationtiburon.org 1505 Tiburon Blvd.,
Tiburon 94920, 415-435-2298

**HUMBOLDT COUNTY
VISITORS BUREAU**
visitredwoods.com 322 First St., Eureka
95501, 800-356-3482



Mount Tamalpais, Marin County

MARIN CONVENTION & VISITORS BUREAU
visitmarin.org 1 Mitchell Blvd., Ste. B,
 San Rafael 94903, 415-925-2060

PETALUMA VISITORS PROGRAM
visitaluma.com 210 Lakeville St.,
 Petaluma 94952, 707-769-0429

PLACER COUNTY VISITOR'S BUREAU
visitplacer.com 1103 High St., Ste. 150,
 Auburn 95603, 530-887-2111 or
 866-752-2371

SAUSALITO CHAMBER OF COMMERCE
sausalito.org 22 El Portal,
 Sausalito 94965, 415-331-7262

SAVE THE REDWOODS LEAGUE
savetheredwoods.org 111 Sutter St., 11th Fl.,
 San Francisco 94104, 888-836-0005

SHASTA CASCADE WONDERLAND ASSOCIATION
shastacascade.com 1699 Hwy. 273,
 Anderson 96007, 530-365-7500

SONOMA COUNTY TOURISM
sonomacounty.com 400 Aviation Blvd.,
 Ste. 500, Santa Rosa 95403, 707-522-5800

SONOMA VALLEY VISITORS BUREAU
sonomavalley.com 453 First St. E.,
 Sonoma 95476, 866-996-1090

VISIT MENDOCINO COUNTY
visitmendocino.com 105 W. Clay St.,
 Ukiah 95482, 707-964-9010 or
 866-466-3636

VISIT NAPA VALLEY
visitnapavalley.com
 1300 First St, Napa 94559, 855-847-6272

YOUNTVILLE CHAMBER OF COMMERCE & VISITOR INFORMATION CENTER
yountville.com 6484 Washington St., Ste. F,
 Yountville 94599, 707-944-0904

SOUTH

CALIFORNIA'S CENTRAL COAST – THE ORIGINAL ROAD TRIP
centralcoast-tourism.com

CARMEL CHAMBER OF COMMERCE & VISITOR CENTER
carmelcalifornia.org Ocean Avenue,
 P.O. Box 4444, Carmel 93921,
 831-624-2522

MONTEREY COUNTY CONVENTION & VISITORS BUREAU
seemonterey.com 419 Webster St., Suite
 100, Monterey 93940, 888-221-1010

SAN MATEO COUNTY – SILICON VALLEY CONVENTION & VISITORS BUREAU
smccvb.com 111 Anza Blvd., Ste. 410,
 Burlingame 94010, 650-348-7600

TEAM SAN JOSE
sanjose.org 408 S Almaden Blvd.,
 San Jose 95110, 408-792-4511 or
 800-SAN-JOSE (726-5673)

VISIT HALF MOON BAY
visithalfmoonbay.org 235 Main St.,
 Half Moon Bay 94019, 650-726-8380

VISIT SANTA CLARA
santaclara.org 5001 Great America
 Parkway, Santa Clara 95054

VISIT SANTA CRUZ COUNTY
santacruz.org 303 Water St., Ste. 100,
 Santa Cruz 95060, 831-425-1234



Visiting the Redwoods



Your connection to
San Francisco

RideCCRail.com
 Your Train. Your Way.



Napa Valley



Mount Diablo, Contra Costa County



THE ULTIMATE GUIDE TO SFO

San Francisco International Airport is your gateway to adventure, both in the Bay Area and beyond. One of the most innovative airports in the nation, SFO features top-notch dining, curated displays of aviation history, a rare opportunity to step outside, and more. Here are a few great reasons why SFO deserves to be your favorite airport.

LOCAL DINING

Let SFO be the spot where you get your first (or last) authentic taste of San Francisco. There are a number of “only in San Francisco” treats you can find in the airport. A group of celebrated local chefs teamed up to open Manufactory Food Hall in the airport’s International Terminal, offering food made from seasonal ingredients sourced from local farms, ranches and fisheries.



FRESH AIR

You’ve probably noticed in your travels that once you’re in the airport, your next chance to be outside will be at your destination. Not so at SFO, where airport engineers have built an outdoor terrace with lounge chairs, landscaping, and sculpture. This roomy space is a great way to stretch your legs and enjoy the sight of the Bay Area’s rolling hills and creeping fog. Located at the International Terminal.



WORLD-CLASS EXHIBITS

San Francisco’s great museums are not limited to the city. SFO is the country’s only airport with a museum program accredited by the American Association of Museums. World-class exhibits of photography, historical artifacts, sculpture and popular culture can be found throughout the terminals. To find out what’s on view, visit sfomuseum.org.



TRANSPORTATION

It’s easy to travel between SFO and downtown San Francisco. The most economical method is BART, which costs \$9.65 from the airport to Powell St. and takes about 35 minutes. BART is easily accessed from any terminal by riding SFO’s free AirTrain to the Garage G/BART Station stop. Taxis are readily available from the roadway center islands on the Arrivals/Baggage Claim Level of all terminals. The cost is approximately \$45-\$60 to the Union Square area, depending on traffic. To get to areas outside the city, there are shuttles, vans and privately operated buses departing from center island transportation zones on the Arrivals/Baggage Claim Level. Companies such as Lyft and Uber also provide transportation.

SFO offers ad-free, one-click Wi-Fi throughout the airport. Look for the **#SFO_FREE_WIFI** network, launch your browser and click “Accept the Terms” for four hours of free internet access. Need more time? Just log in again!



THE WALL STREET JOURNAL



USA TODAY



FOOD & WINE



AIRPORTS COUNCIL INTL



THE WALL STREET JOURNAL



US GREEN BUILDING COUNCIL



GRAND HYATT AT SFO - HOTELS.COM



AIRPORTS COUNCIL INTL



FAST COMPANY



AFAR TRAVELERS' AWARDS



SKYTRAX AWARDS



AIRPORTS COUNCIL INTL

Enjoy an award winning welcome at SFO. For more information visit FlySFO.com/SFTravel

