

San Francisco

OFFICIAL TRAVEL PLANNER'S GUIDE 2023

sftravel.com

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Visitors stroll through Chinatown
Photographed by
San Francisco Travel Association

UNITED



Change your flight. Keep your change.

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PIER 39



Where San Francisco Meets the Bay to Play

Located on San Francisco's historic waterfront, PIER 39 charms visitors with an unforgettable taste of the Bay. Iconic local dishes from our 12 full-service restaurants; 50+ specialty shops; 20+ attractions including our world-famous sea lions; and breathtaking views of San Francisco, Alcatraz and the Golden Gate Bridge make PIER 39 the place where SF meets the Bay to play.

For a truly memorable time, plan a private event at PIER 39. With options from complete or partial buyouts to custom packages, our event team will work with you to design a unique experience for you and your guests.



Dine



Views



Events

THE EMBARCADERO @ BEACH STREET ★ 415.981.PIER ★ PIER39.COM



Pier 27 • Pier 29 • Pier 35
VENUES FOR THE IMAGINATION

To book your next event contact the Metro Events team at info@metroevents.com or call 415-298-1913



San Francisco Bay



SERVICES FOR TRAVEL PLANNERS

STAFF ASSISTANCE

For assistance on any aspect of travel trade development, please contact:
Tourism Department

SAN FRANCISCO TRAVEL ASSOCIATION

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San Francisco, CA 94111, USA
+1-415-227-2693 / Fax: +1-415-227-2668
travel-trade@sftravel.com
sftravel.com

Note: International callers should dial +1 before dialing.

LEAD SERVICES

We can connect you to more than 700 suppliers in the San Francisco Bay Area. Find the right suppliers for your FIT or group programs, including hotels, restaurants, transportation and ground operators.

DESTINATION INFORMATION

A wide variety of reference materials are available, including information on itinerary planning, family activities, incentive ideas, and outdoor recreation. We also offer a **specialized newsletter** for travel professionals. San Francisco Travel can provide up-to-the-minute information on local public health measures to ensure a safe and enjoyable visit.

FAMILIARIZATION TOURS

We can help coordinate a fam tour so that your staff or preferred clients can experience the charm of San Francisco. Arrangements may include accommodations, sightseeing and group services.

ARTS AND CULTURAL ACTIVITY PLANNING

We can assist with suggestions on event planning, what to see and how to purchase group tickets. Listings of galleries, exhibitions and performance dates are also available, as well as referrals for private performances, backstage and docent tours.

SAN FRANCISCO ONLINE

San Francisco Travel's website (sftravel.com) has information whenever you need it, including a special section just for the travel trade.

INTERNATIONAL REPRESENTATION

San Francisco Travel has a global presence. For a complete list of our international representation, visit sftravel.com or contact travel-trade@sftravel.com.

How Can We Help?

I NEED TO FIND A PLACE TO EAT AFTER OUR EVENING TOUR. CAN YOU HELP ME?

Whether you're looking for a group meal, transportation from San Francisco International Airport, or anything else to heighten your San Francisco experience, we can help. We can also assist with information on hotels and activities, net rates and full receptive proposals. Once we know your requirements, we can send out an appropriate lead to our members and they will respond directly to you. We are a one-stop resource, and it's all free!

HOW CAN I DEVELOP NEW ITINERARIES FOR MY CLIENTS?

We can assist with the planning of classic and customized itineraries for FIT packages, group programs, special interest or technical tours and have sample itineraries available. For the incentive market, we have developed a dossier of site-specific activities, premium experiences for top performers and exclusive behind-the-scenes activities for groups, as well as theme ideas and venue profiles.

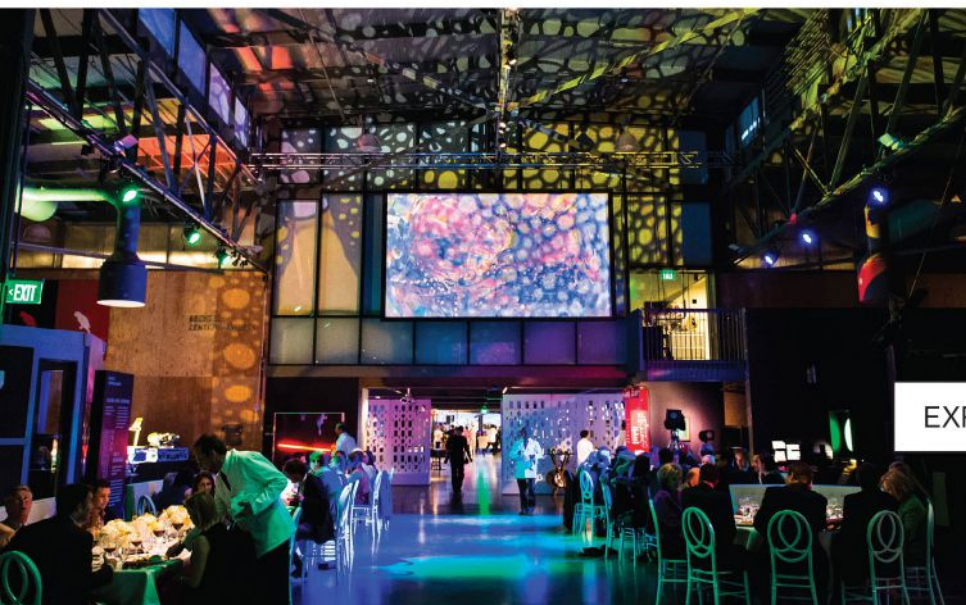
I'M LOOKING FOR AN ORGANIZED TOUR THAT SHOWCASES THE HIDDEN GEMS OF SAN FRANCISCO. WHAT'S NEW?

Our Tourism team can recommend one of the many new and unique tours for 2023. From shuttles that offer access to the city's many microbreweries to off-the-beaten-path walking tours, there are tours to match every interest.



We have events down to a science.

The Exploratorium is an unforgettable venue for everything from intimate gatherings to large events. With spectacular views of both city and Bay—plus access to hundreds of exhibits—the Exploratorium's waterfront home offers an exciting, imaginative setting for just about anything you can dream up.

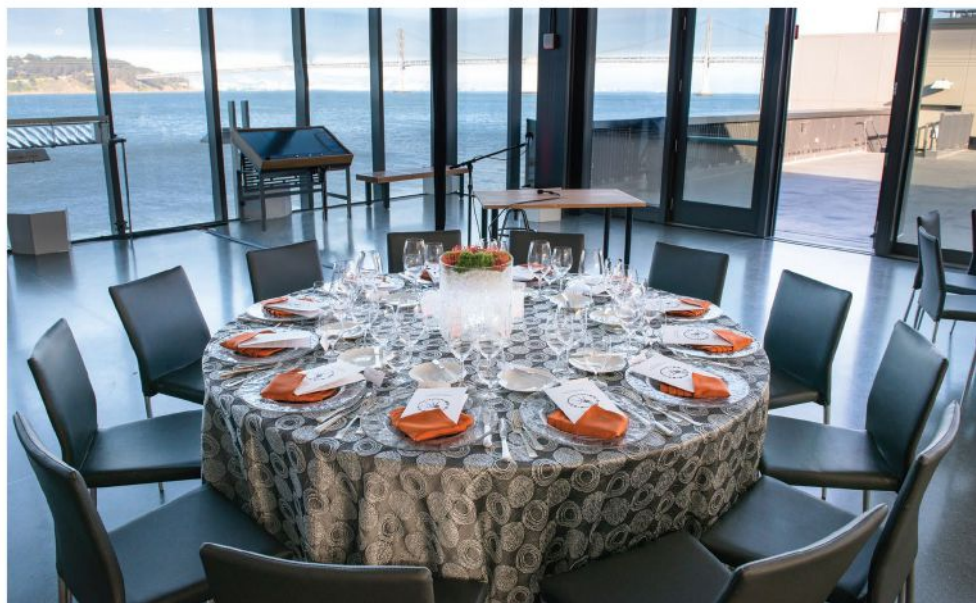


EXPLORATORIUM.EDU/RENTALS

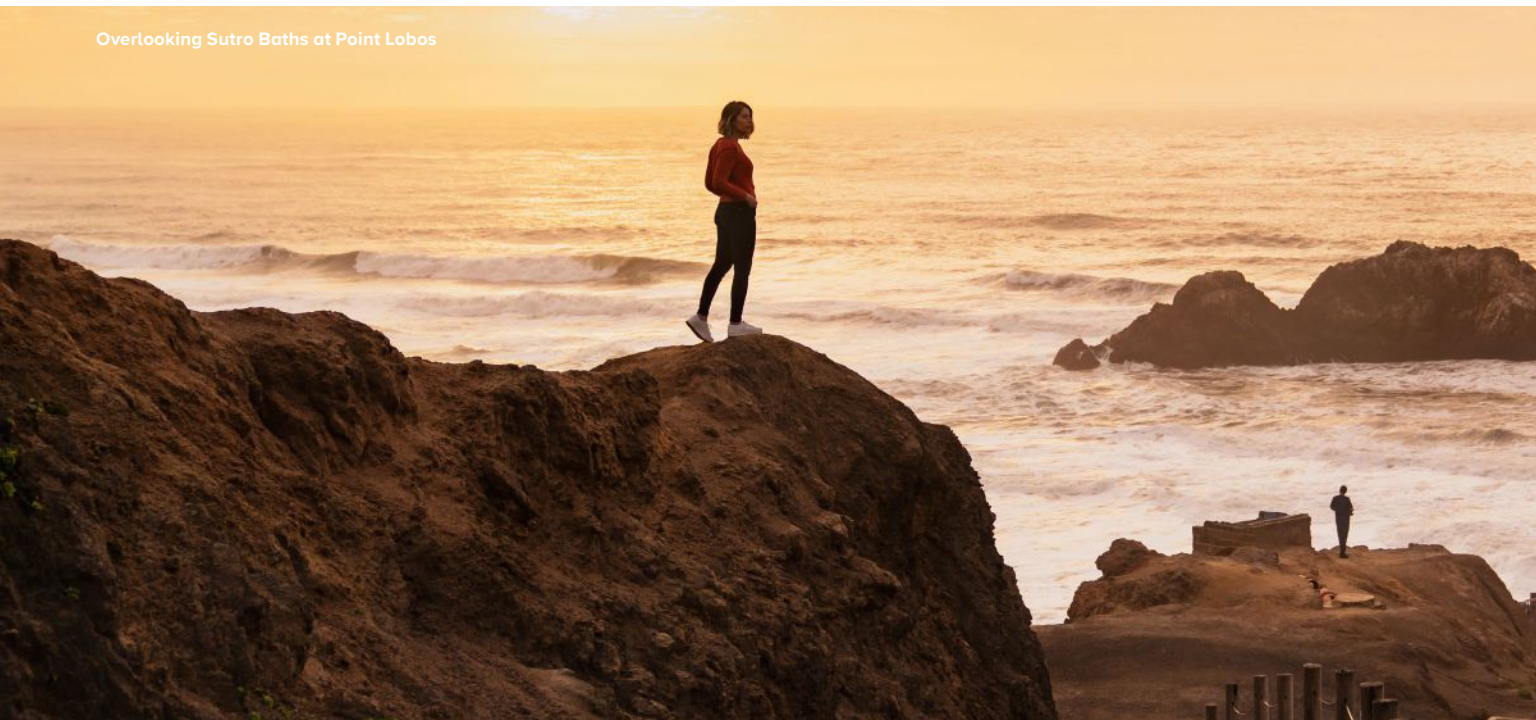
events@exploratorium.edu
415.528.4500



PIER 15, SAN FRANCISCO



Overlooking Sutro Baths at Point Lobos



SAN FRANCISCO FAQs

YOUR QUESTIONS ABOUT SAN FRANCISCO. ANSWERED.

HOW BIG IS SAN FRANCISCO?

Surrounded on three sides by the Pacific Ocean and San Francisco Bay, San Francisco's compact 49 square miles (127 sq. km) crowd the tip of the San Francisco Peninsula. The hub of the Bay Area, San Francisco has a population of nearly 900,000 and welcomes millions of annual visitors, conventioners and business travelers.

DOES SAN FRANCISCO EVER HAVE SHORTS-AND-T-SHIRT WEATHER?

San Francisco is blessed with a temperate marine climate and enjoys mild weather year-round. Temperatures seldom rise above 70° F (21° C) or fall below 40° F (5° C). San Francisco weather can change by the hour, so the best things visitors can do are to pack layers and have a light jacket or coat handy for cool evenings.

WHAT ARE THE TAX RATES?

Sales tax is 8.5 percent. Hotel fees in San Francisco include 14 percent occupancy tax and a 1.0625–2.25 percent Tourism Improvement District (TID) and Moscone Expansion District (MED) assessment (depending on the location of the property).

WHAT PHONE NUMBERS ARE IMPORTANT TO HAVE ON HAND?

Emergency Service (for police, fire, ambulance; no area code required) 911

California Road Conditions 800-427-7623 (U.S. only)

San Francisco International Airport Ground Transportation .. 800-435-9736 (U.S. only)

Transit Service Information511 (Bay Area)
or888-500-INFO (4636)

City Services.....311 (Bay Area)
or.....415-701-2311
or415-701-2323 (TTY)

City Services numbers connect customers with highly trained customer service representatives ready to help with non-emergency matters, 24 hours a day, seven days a week, 365 days a year.

WHAT'S EXPECTED WHEN IT COMES TO TIPPING/GRATUITIES?

Restaurant service is not included in restaurant checks, although some are adopting this custom. The average tip is 15–18 percent of the total check. A standard tip is sometimes included for groups of six or more. A San Francisco health initiative has impacted costs at local restaurants

MODERN SPACE. THE LATEST TECHNOLOGY. PERFECT SAN FRANCISCO LOCATION.

RENT THE SFJAZZ CENTER

Located in central Hayes Valley, The SFJAZZ Center is one of San Francisco's most exciting event venues. Featuring a dynamic and flexible state-of-the-art auditorium, stylish lobbies, a second, smaller performance space, break-out rooms, and the latest and fastest streaming technologies, the SFJAZZ Center is your perfect venue for hosting and recording conferences, meetings, receptions and performances.



SFJAZZ

RENTALS AT SFJAZZ CENTER

201 Franklin Street, San Francisco, CA 94102
Rentals@SFJAZZ.org • 415.283.0335 • SFJAZZ.org/Rentals

and diners may encounter an additional charge related to this. Taxis' average tip is 15 percent of the fare. Airport and hotel baggage handlers' average tip is \$1 per bag, one-way.

CAN MY CLIENTS SMOKE IN PUBLIC PLACES?

In the state of California, it is illegal to smoke tobacco products in any public gathering space including parks, restaurants and bars, stores and office buildings.

WHAT ARE THE RESTRICTIONS ON MARIJUANA USE?

Marijuana remains classified as a Schedule I drug under the federal Controlled Substances Act, and its purchase, possession, distribution, or use within California may be unlawful under federal law. Recreational use has been legalized in the state of California; however, there are a number of rules and regulations governing usage. For additional resources, visit sftravel.com and search "marijuana."

WHERE CAN I FIND INFORMATION ON ACCESSIBILITY IN THE CITY?

Contact Access Northern California at accessnca.org.

MUNI ACCESSIBLE SERVICES PROGRAM

One S. Van Ness Ave., San Francisco, CA 94103.
311 (within San Francisco), 415-701-2311 (outside Bay Area) or 415-701-4485, 415-701-2323 (TTY)

HOW CAN VISITORS ENSURE THEY HAVE A SAFE EXPERIENCE?

San Francisco is a very walkable, approachable and safe city. While visiting any city, travelers should take a few precautions. Safety tips are available online at sftravel.com.

Promotional Materials

JUST CLICK TO DOWNLOAD

Many of the promotional items San Francisco Travel offers are available online in the Travel Trade section of the website at sftravel.com/travel-trade.

VISITOR'S GUIDE

The *San Francisco Traveler* is our exclusive guide to San Francisco and the Bay Area. The award-winning guide features "what's fresh" in San Francisco, a calendar of events, neighborhood coverage, and more.

SAN FRANCISCO VIDEOS

Promotional videos are available from San Francisco Travel, including our brand anthem, pieces on San Francisco's cultural institutions, its annual festivals and events, and its diversity, as well as a variety of short videos on numerous locations.

IMAGES AND B-ROLL

San Francisco Travel can also provide high-resolution images and b-roll footage of San Francisco for immediate download from San Francisco Travel's website. Information is available at sftravel.com/media.

MEDIA RESOURCES

Fact sheets and background stories on San Francisco and the surrounding Bay Area are available at sftravel.com/media.



Golden Gate Bridge



SIGHTSEEING, SAN FRANCISCO-STYLE

THE FABLED STREETS OF SAN FRANCISCO OFFER MANY EXCITING SIGHTSEEING POSSIBILITIES. WHETHER YOU'RE WORKING ON AN ITINERARY FOR FOODIES, FAMILIES OR ART LOVERS, HERE ARE A FEW IDEAS FOR MEMORABLE EXCURSIONS IN THE CITY BY THE BAY.

A DAY OF ARTS & CULTURE

MORNING

No trip to San Francisco would be complete without a visit to the **San Francisco Museum of Modern Art (SFMOMA)**. Visitors will enjoy modern and contemporary artworks, six art-filled terraces, a sculptural staircase and a see-through bridge beneath its famous oculus.

AFTERNOON

Walk a block and a half west to grab lunch at **Delarosa**. Their thin-crust pizzas and tasty meatballs are perfect for sharing as you discuss what inspired you. If time permits, the **California Historical Society**, **Contemporary Jewish Museum** and **Museum of the African Diaspora** are all in close proximity.

EVENING

Programming at **Yerba Buena Center for the Arts (YBCA)**, located opposite SFMOMA, often includes evening performances. Alternately, take in a performance at one of the city's many theaters. The **San Francisco War Memorial and Performing Arts Center** features opera, symphony classics and ballet. **BroadwaySF** brings popular musicals to the Orpheum and Golden Gate theaters. The **American Conservatory Theater** is known for its innovative stage works, while the **New Conservatory Theater Company** welcomes premieres of dramas, comedies, and musicals.



Yerba Buena Center for the Arts Exterior



Marufuku Ramen



California Academy of Sciences



The Presidio

FOODIES FEAST FOR A DAY

MORNING

Jump-start a culinary adventure at the **Ferry Building Marketplace**. The restored historic structure is home to artisan producers, specialty shops, local favorites and restaurants. For breakfast, visitors can enjoy fresh baked pastries at **Mariposa Baking Company**, artisanal coffee at **Blue Bottle** or the renowned brunch at **Boulette's Larder**.

AFTERNOON

Foodies can dig deeper into San Francisco's local specialties with a **guided food tour**. Check out one of the tantalizing trips offered by Avital Food Tours, Local Tastes of the City Tours or SF On Tap to eat around various neighborhoods. Edible Excursions visits several tempting locations in Japantown, including Benkyodo Confections, one of the neighborhood's oldest businesses. To get a taste of Chinatown's delicacies, try All About Chinatown Tours or Wok Wiz Chinatown Tours. Or, plan a stop at China Live, an all-in-one marketplace and food emporium dedicated to Chinese cuisine.

EVENING

For some nighttime revelry, head to **21st Amendment Brewery**, **Barrel Head Brewhouse** or **Anchor Public Taps** for an ample variety of local craft brews. To sample the hard stuff, **Hotaling & Co.** on Potrero Hill is the place to go.

A DAY OF FAMILY FUN

MORNING

Families can start their day in Golden Gate Park at the **California Academy of Sciences**. This massive, one-of-a-kind institution houses an aquarium, planetarium, natural history museum and four-story tropical rainforest all under one living roof that's covered by 1.7 million native plants. Their Academy Café and The Terrace restaurant feature plenty of kid-friendly options, so lunch can be enjoyed without leaving the museum.

AFTERNOON

The Presidio features a 40,000-square-foot museum celebrating the life, art and imagination of famed animator Walt Disney. The **Walt Disney Family Museum** includes a 13-foot model of Disneyland and a "Fantasia"-themed theater that screens Disney classics six days a week. In the late afternoon, families can head to the **Exploratorium**. Located on Pier 15, this unique museum blends interactive activities and thought-provoking exhibits.

EVENING

At **PIER 39**, families will enjoy watching the popular colony of sea lions and stunning waterfront views at sunset. There are also dozens of shops, restaurants and attractions, including the **Aquarium of the Bay**. Older kids will love the nearby **San Francisco Dungeon** with its thrilling drop ride and interactive storytelling.

A DAY IN THE GREAT OUTDOORS

MORNING

Start with a morning bird-watching expedition in the **Presidio**. Hundreds of migrating species use the Presidio for nesting, including Allen hummingbirds and belted kingfishers. **El Polín Spring** and **Crissy Field** are two other great places to spot feathered friends. Afterward, find a picnic spot with a view for lunch. Crissy Field's East Beach and West Bluff have picnic tables and grills, as does Baker Beach.

AFTERNOON

Golden Gate Park offers endless options for outdoor fun, with miles of green lawns, lakes, 7,000 kinds of plants and even a Japanese Tea Garden. A guided segway tour from **Electric Tour Company** makes it easy to see a lot of the park in a short amount of time. They offer tours ranging from one-and-a-half to three hours and include some of the park's hidden gems, such as the Shakespeare Garden, Strawberry Hill, the Lily Pond and much more.

EVENING

Ocean Beach is a classic California beach that stretches along the west side of the city. Its dreamy views make it the ideal place to watch the sun dip in into the Pacific. It's chilly there most of the year, but a bonfire and s'mores make it much more cozy.

Exciting Arts & Culture Events in 2023

KEHINDE WILEY

"Kehinde Wiley: An Archaeology of Silence" showcases both the largest and smallest works by the artist, using scale to give a heroic status to the depicted figures. This series, a U.S. premiere, marks a significant change in Wiley's work. These artworks were created during the height of the pandemic with the residents, staff, and friends of his residency program in Senegal.

de Young Museum
Mar. 18 – Oct. 15, 2023

MINNESOTA STREET PROJECT

Minnesota Street Project will feature exciting shows and events, including the return of the San Francisco Art Book Fair, exhibitions at over a dozen art galleries and non-profit organizations, and special pop-up shows like a mail art exhibition by Creativity Explored.

www.minnesotastreetproject.com

"EL ULTIMO SUEÑO DE FRIDA Y DIEGO"

In 1957, three years after her passing, ailing Diego Rivera wishes to see his wife, Frida Kahlo, one last time on the Day of the Dead. His wish is granted, and he embarks on a journey through the underworld. Experience this bold tale of longing and liberation in a groundbreaking new opera composed by the Bay Area's own Lena Frank and written by Pulitzer Prize winner Nilo Cruz.

San Francisco Opera
June 2023

SAN FRANCISCO ARTS COMMISSION CENTRAL SUBWAY

The Arts Commission oversaw the selection and implementation of a dynamic public art program for the city's newest subway stations, featuring ten permanent location-based artworks. Participating artists include Clare Rojas, Yumei Hou, Jim Campbell, Leslie Shows, and Roxy Paine.

Central Subway, between Chinatown and SoMa

LA TANIA SOLAZ

This world premiere multimedia flamenco experience is co-produced by La Tania and the Presidio Theatre. Featuring dancers Melissa Cruz, Cristina Hall, La Tania, and Mizuho Sato under the direction of choreographer Adrián Arias, the piece is inspired by the ancient Temple of Debod, which was saved from floods in Nubia and rebuilt in Madrid. Composer José Luis de la Paz plays the guitar and is accompanied by singer José Cortés and oud player Gary Haggerty.

July 21-23, 2023

MICE* ITINERARIES

Whether you're planning an incentive trip for a small group of top earners, a mid-sized self-contained meeting or any other type of event, here are a few suggestions to get you inspired. If you don't find what you're looking for here, tap into San Francisco Travel's Venue Search Tool and Virtual Site Visits to help you find just the right locations and activities to give your attendees an unforgettable experience.

* Meetings, Incentives, Conferences and Events

SMALL INCENTIVE GROUP

Bring together top teams from around the world with ease thanks to SFO's exceptional international airlift.

WHERE TO STAY:

Celebrate your team's success with a luxurious getaway. Reward incentive winners with a stay in upscale **Nob Hill**, a neighborhood rich with history and stunning views. Or, choose a hotel in **Union Square**, a hub of stylish shopping and outdoor cafés.

WHERE TO EAT:

Treat your group to the bounty of award-winning restaurants that make San Francisco a culinary paradise. A private dinner at a **Michelin-starred restaurant** like Angler is sure to be memorable, while artistry infuses every element of the immersive tasting experience at Michelin three-starred Atelier Crenn.

WHAT TO DO:

San Francisco is ideally situated for a **variety of luxurious excursions**. During warmer months, book a catamaran tour for your group to get breathtaking views of the skyline and icons like Alcatraz and the Golden Gate Bridge. Then, host a lunch in Sausalito before making the return trip. Or, charter a helicopter or limo to nearby Napa Valley and Sonoma County for a day of wine tasting and exquisite dining.



MEDICAL/PHARMA MEETING

San Francisco's leadership in science and technology is sure to inspire medical professionals.

WHERE TO STAY:

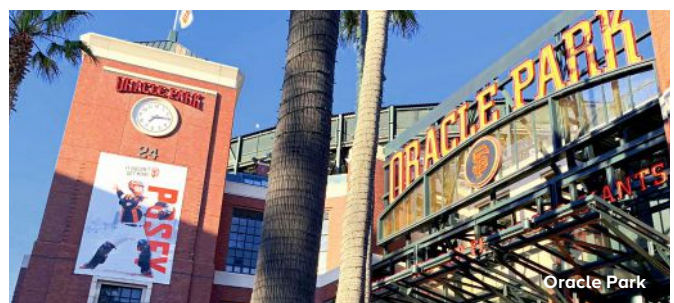
The **South of Market (SoMa)** neighborhood features many of the city's biggest attractions, exceptional dining and meeting-friendly hotels. The San Francisco Museum of Modern Art (SFMOMA), The Moscone Center, Yerba Buena Gardens and Oracle Park (home of the San Francisco Giants) are all within walking distance. Choose from a variety of accommodations including the elegant St. Regis Hotel San Francisco, the legendary Palace Hotel and the tech-savvy Hotel VIA.

WHERE TO MEET:

Host a thought-provoking summit at the 12,500-square-foot **Mission Bay Conference Center** at UCSF. Handily located on the campus of one of the preeminent research hospitals in the world, this event epicenter provides top-notch catering, state-of-the-art technology and stimulating amenities for every purpose. **UCSF/SFGH Orthopaedic Trauma Institute** also offers smaller rooms for training, meetings and educational courses at their Mission Bay campus.

WHERE TO EAT:

For a smaller group in search of one of the city's **top dining experiences**, book a private room at Sessions at the Presidio. Capacities range from 24 in the Presidio Room to 60 in the Skywalker Room at the Letterman Digital Arts Center. Larger groups who would appreciate panoramic views will be impressed by Cityscape Lounge at Hilton San Francisco Union Square. Or, settle in for the elegant and visually enchanting prix fixe menu at Omakase, where the fish is handpicked by seasoned experts and flown straight from Tokyo three times a week.



WHERE TO STAY BY NEIGHBORHOOD

While it's easy to travel from one neighborhood to another in San Francisco, the ability to step outside of your hotel and be right where you want to be saves precious time for more priceless experiences. Here are hotel recommendations for some of San Francisco's most notable neighborhoods, as well as a few top choices for a trip just beyond the city.

CIVIC CENTER/HAYES VALLEY

The Civic Center and Hayes Valley neighborhoods offer a combination of classic and cutting-edge, complete with architectural gems, historical landmarks and top-notch dining and shopping. Centrally located on Market St. is the elegant Hotel Whitcomb, boasting stunning décor and lots of historic character. The BEI San Francisco offers beds that tuck away to transform living space into working space.

EMBARCADERO

If you want waterfront views, the Embarcadero is the place to stay. The 1 Hotel San Francisco is a short walk to some of the best restaurants in San Francisco. The Hyatt Regency San Francisco offers stunning views both inside and out; its lobby is the largest of any hotel in the world!

FISHERMAN'S WHARF

One of San Francisco's most popular and iconic neighborhoods, Fisherman's Wharf is located along the northern waterfront and is home to a wide variety of shops, as well as the popular Anchorage Square and PIER 39. The Argonaut Hotel, Hotel Zoe and San Francisco Marriott Fisherman's Wharf are comfortable options close to all of the action.

NOB HILL

A classy neighborhood right in the heart of the city, Nob Hill offers excellent luxury hotels. One of the most popular is The InterContinental Mark Hopkins San Francisco, which features the legendary Top of the Mark sky lounge with its scenic panorama of the city and bay. The city's only AAA Five-Diamond hotel, The Ritz-Carlton, San Francisco is located in a stately building on Stockton St. and is home to globally-inspired restaurant Parallel 37.

NORTH BEACH

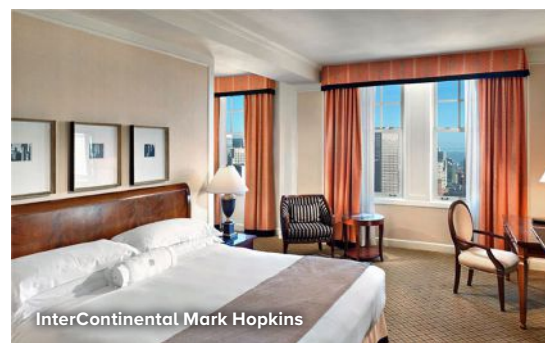
If you're looking for a more casual neighborhood, North Beach is a strong option. Within walking distance of both Chinatown and Fisherman's Wharf, North Beach offers a relaxed atmosphere, as well as a thriving "Little Italy." For an affordable place to stay with boutique charm, try Hotel Bohème's centrally located accommodations with retro '50s décor.

SOMA

The SoMa neighborhood is located South of Market (hence the name) and is arguably the cultural hub of San Francisco. Many of San Francisco's popular museums are located in SoMa, along with restaurants and chic nightclubs. There are numerous boutique hotel options, including the hip and modern Hotel VIA and fashion-forward Hotel Zelos. The Clancy, with its Seven Square Taproom and Lounge, recently received AAA's Four-Diamond Rating.

UNION SQUARE

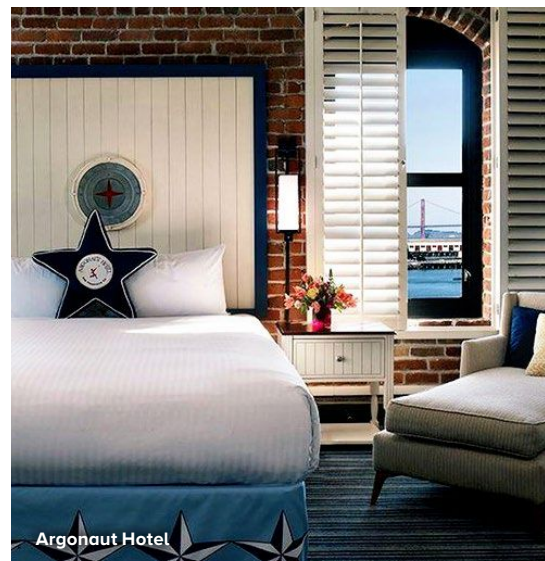
From the public plaza that gave the neighborhood its name to the countless theaters, restaurants and shops radiating outward, Union Square is the place to go if you want to quite literally be in the middle of it all. There are dozens of excellent hotels to choose from in Union Square; a couple of great options are Hotel Nikko and Grand Hyatt San Francisco.



InterContinental Mark Hopkins



Hotel Zelos



Argonaut Hotel

Hotels Beyond San Francisco

There are many excellent accommodations within just a short drive of the city.

If you're headed north to wine country, the Napa Valley Marriott Hotel & Spa is centrally located and features a resort-style swimming pool and full-service spa. The nearby Napa River Inn is an upscale boutique hotel overlooking the scenic Napa River.

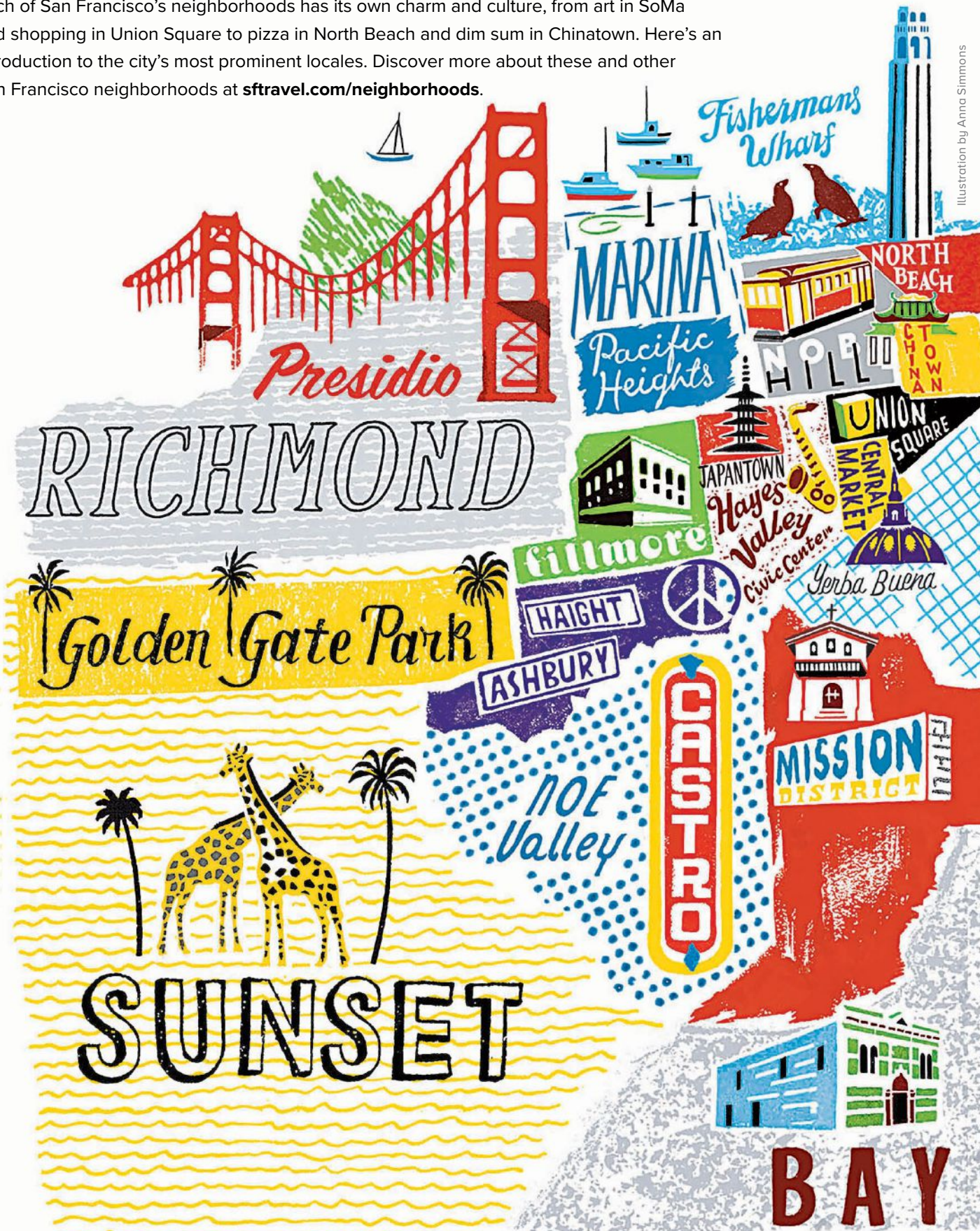
Head farther north to Fort Bragg in Mendocino County for a stay at the Inn at Newport Ranch and enjoy oceanfront accommodations with proximity to sandy beaches, redwood forests and 20 miles of private trails.

If you're traveling south, the retro-chic Dream Inn is located on Santa Cruz's historic boardwalk within walking distance to surfing, beach sunsets and restaurants with fresh seafood.

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 sftravel.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.



Alamo Square



POINTS OF INTEREST

EXPLORE MORE OF SAN FRANCISCO BY GETTING TO KNOW THE GENERAL GEOGRAPHY, DISTINCTIVE NEIGHBORHOODS AND MAJOR POINTS OF INTEREST.

The following section provides details on many of the city's attractions, neighborhoods and other notable places. Armed with this, you'll be ready to build incredible itineraries for every interest. Be advised that any festivals and special events mentioned are subject to change, and your best bet is to confirm directly with organizers and vendors.

ALAMO SQUARE

Corner of Hayes and Steiner streets.

One of the most photographed locations in San Francisco, Alamo Square's famous "postcard row" is indeed a visual treat. A tight, escalating formation of Victorian houses is backdropped by downtown skyscrapers, and the grassy square makes for an ideal midday break.

service to the 740-acre island, the largest in San Francisco Bay, is available from Fisherman's Wharf, Tiburon and Alameda/Oakland; service is limited during the winter. Bike rentals, audio-enhanced historic tram tours, Segway tours, café, picnic and camping facilities are available. Dogs, skateboards and scooters are not permitted.

ALCATRAZ ISLAND

San Francisco Bay, 415-981-ROCK (7625) for reservations.

A mile and a half (2.4 km) from Fisherman's Wharf, Alcatraz (the name means "pelican" in Spanish) was the site of the first lighthouse built on the Pacific Coast, and then a federal prison for notorious convicts such as Al Capone. Now it is one of the city's most popular attractions (advance reservations are strongly recommended). Tours include a self-guided walk through the main cell blocks, a video presentation and audio tours narrated by former guards and inmates. Multilingual tours are available upon request.

AQUATIC PARK

Foot of Polk St.

At the west end of Fisherman's Wharf, this bayside park encompasses a quarter-mile stretch of beach, the Maritime Museum and a protected part of the bay where dedicated swimmers brave chilly waters.

ANGEL ISLAND STATE PARK

San Francisco Bay, 415-435-5390 for information.

Often referred to as the "Ellis Island of the West," the Angel Island Immigration Station originally opened on Jan. 21, 1910, and closed in 1940 after a fire destroyed the administration building. During that time, more than one million individuals were processed through the center, including an estimated 175,000 Chinese immigrants and 150,000 Japanese immigrants. The Immigration Station was designated as a National Historic Landmark in 1997. Ferry



Alcatraz Island



Cable Car

CABLE CARS

San Francisco is the only place in the world where people can ride on a National Historic Landmark. Refurbished in 1984, they operate much as they did on Aug. 2, 1873, when Andrew S. Hallidie guided the first car down Clay St. Today's fleet totals 40; the adult fare is \$8. A ride on a cable car and a visit to the free Cable Car Museum are the best way to understand the system, its mechanics and worldwide popularity.

CANDLESTICK POINT

From Highway 101, take Candlestick Park exit and follow the shoreline to the Candlestick Point State Recreation Area.

Visitors can enjoy panoramic views of the bay, the East Bay hills, the San Bruno Mountains and relax in the peaceful park itself. Its location on the western shoreline of San Francisco Bay provides a variety of recreational opportunities such as windsurfing, fishing, bird watching, walking and hiking. The trails, group picnic sites and fishing piers at this urban park offer access to open space and outdoor activities.

CASTRO DISTRICT

Market and Castro streets.

Steep streets and brightly painted Victorian houses give this "Gay Mecca" that distinct, San Francisco look. Landmarks include the Castro Theatre built in 1922; Harvey Milk Plaza, dedicated to one of the first openly gay elected officials in the U.S.; and Pink Triangle Park, a memorial to 15,000 LGBTQ Holocaust victims. The GLBT History Museum on 18th St. collects, preserves and promotes an active knowledge of the history, art and culture of sexually diverse communities. The Rainbow Honor Walk honors pioneers and icons of the LGBTQ movement. The San Francisco Lesbian, Gay, Bisexual and Transgender Community Center is on nearby Market St. Each June, the SF Pride Parade draws more than 500,000 participants and spectators.



Castro Crosswalk

CHINA BEACH

28th Ave. and Sea Cliff, between Lincoln Park and the Presidio.

This former campground for Chinese fishermen is nestled between Lands End and Baker Beach. The 600-foot (183-meter) beach is a great spot for shoreline walks, sunbathing and picnicking. It offers sweeping views of the Marin Headlands and Golden Gate Bridge and when the tide is low, you can walk to Baker Beach, finding sea creatures like starfish, anemones and mussels along the way. Swimming is not permitted.

CHINATOWN

Grant Ave. between Bush St. and Columbus Ave. and adjacent streets.

San Francisco's Chinatown is one of the largest in the U.S., offering an array of authentic shops, restaurants, food markets, temples, venerable institutions and museums, including the Chinese Historical Society of America and the Chinese Culture Center. Pagoda-style roofs and decorative balconies dominate the architecture, and street lamps are dragon-entwined. Grant Ave., the district's main street, is a spectacle during the annual Chinese New Year and Autumn Moon Festival celebrations.

CIVIC CENTER

Van Ness, Market and Golden Gate triangle.

A monumental assembly of federal, state and city buildings, San Francisco's Civic Center is among the most impressive in the United States. The magnificent City Hall is crowned by a dome taller than the U.S. Capitol. Tours of City Hall are conducted on a regular basis. For information, call 415-554-6139. Louise M. Davies Symphony Hall, the War Memorial Veterans Building, the War Memorial Opera House, Bill Graham Civic Auditorium, SFJAZZ Center, the Asian Art Museum, the Main Library and other institutions are all nearby.

CRISSY FIELD

Shoreline of the Presidio southeast of the Golden Gate Bridge.

This is a favorite spot to stroll, sit and sip a cup of freshly brewed coffee. Blue herons, native plants and an expanse of wild, wind-swept shoreline provide a great escape. The Crissy Field Center, a partnership of the Golden Gate National Parks Conservancy and the National Park Service, provides a variety of programs, services and amenities for visitors including walks, workshops and events.

THE EMBARCADERO

Southeast of Fisherman's Wharf.

The Embarcadero is where miles of deep-water piers shelter ships of all flags. It's also home to the Exploratorium, which features more than 650 interactive exhibits. The Port of San Francisco operates the cruise ship terminal at Pier 27. Here, too, at the foot of Market St., is the Ferry Building, a vibrant public space housing high-end retailers, a food hall, restaurants and a farmers' market. The Ferry Building is also the terminal for ferries to Marin County, Vallejo, Oakland, South San Francisco and Alameda. Historic streetcars offer easy access to the area as well.

FILLMORE STREET

Fillmore St. south of Broadway.

Near Pacific Heights are a number of intimate cafés and restaurants, as well as a concentration of upscale stores. The 2000–2200 blocks of Fillmore offer shoppers a smorgasbord of boutiques with vintage clothing, used books, records, costumes and the next-to-new. The Juneteenth Celebration is an outdoor event held each June to celebrate Black culture. The Fillmore District (Fillmore St. between Geary Blvd. and Eddy St.) is home to clubs and restaurants.

THE FINANCIAL DISTRICT

North of Market St., from Kearny St. to the Embarcadero.

San Francisco's bustling downtown is a center of commerce and architectural innovation. The carnelian marble-covered, 779-foot-high

(237 meters) Bank of America building at 555 California St.; the unique, 853-foot-high (258 meters) Transamerica Pyramid at 600 Montgomery St.; and the 724-foot-high (219 meters) 345 California St. are landmarks of the city's skyline. Recent additions include the Salesforce Tower, which at 1,070 feet (326 meters) is now the city's tallest building, and the Salesforce Transit Center, which includes a Grand Hall entrance, gondola and rooftop public park.

FISHERMAN'S WHARF

Jefferson and Taylor streets, extending east and west along the waterfront.

Fishing boats, seafood stalls, steaming crab cauldrons and seafood restaurants. That's how you know you're at world-famous Fisherman's Wharf. Souvenir shops, museums and attractions augment the atmosphere. The Blessing of the Fishing Fleet occurs on the first Sunday in October and the crab season extends from mid-November to June. Two cable car lines terminate in the area, with sightseeing boat tours leaving from Piers 39, 41 and 43. Cruises to Alcatraz Island depart from Pier 33. Many bus lines and the historic streetcars serve the area.



Salesforce Park



Boats Docked at Fisherman's Wharf

Iconic Experiences

ALCATRAZ ISLAND • CABLE CARS
FISHERMAN'S WHARF • PAINTED LADIES
GOLDEN GATE BRIDGE
TELEGRAPH HILL/COIT TOWER

FORT MASON

Upper Fort Mason, Bay and Franklin streets (GGNRA Headquarters and San Francisco International Hostel), 415-771-7277. Fort Mason Center for Arts & Culture, Buchanan St. and Marina Blvd., 415-345-7500.

Fort Mason, a former military installation, is the headquarters for the Golden Gate National Recreation Area (GGNRA). Information and maps on all GGNRA programs and facilities are available at Park Headquarters, Building 201, upper Fort Mason. A 156-bed hostel is located nearby. The Fort Mason Center for Arts & Culture's Festival Pavilion, located in lower Fort Mason, is used frequently for large exhibitions, fairs, and more. Information on events is available at the main office, Landmark Building A, Fort Mason Center.

FORT POINT NATIONAL HISTORIC SITE

Reached via Lincoln Blvd. to Long Ave., 415-556-1693.

Designated as a National Historic Site in 1970, this much-photographed landmark at the base of the south end of the Golden Gate Bridge was constructed between 1853 and 1861. The three-tiered structure surrounds a large courtyard built to accommodate 126 cannon mounts and 500 soldiers. Films chronicling the history of the fort and the building of the Golden Gate Bridge are shown daily. Free guided tours and cannon demonstrations are also available.

GOLDEN GATE BRIDGE

Spanning the entrance to San Francisco Bay. Once called "the bridge that couldn't be built," today it's one of the seven wonders of the modern world. This magnificent span, perhaps San Francisco's most famous landmark, opened in 1937 after a four-year struggle against relentless winds, fog, rock and treacherous tides. It links the city with Marin County and the Redwood Empire beyond. You can walk, bike, bus or drive across. The south end of the bridge includes a welcome center and more. There is no more manual cash collection; toll payment by FasTrak or Pay-by-Plate. For details, visit goldengate.org/tolls.

GOLDEN GATE NATIONAL RECREATION AREA

In 1972, the United States Congress created a vast recreation area in San Francisco and Marin counties to protect coastal lands from development and to provide an urban park for the heavily populated San Francisco area. This is the Golden Gate National Recreation Area (GGNRA). Few urban shorelines contain this diversity: islands, redwood forests, a former federal prison, ocean beaches, retired military

installations and historic points of interest. Across the Golden Gate Bridge, the GGNRA encompasses vast areas of undeveloped lands in the Marin Headlands, as well as wildlife sanctuaries, picnic facilities and miles of trails. Just beyond the GGNRA's northern boundary is the 67,000-acre (27,114 hectares) Point Reyes National Seashore. To the south, 4,700 acres (1,900 hectares) in San Mateo County include Sweeney Ridge where, in 1769, the first Europeans saw San Francisco Bay. Maps and information on GGNRA activities are available from Park Headquarters, Building 201, Fort Mason, Bay and Franklin streets, 415-561-4700, or the Marin Headlands Visitor Center, 415-331-1540.



Dutch Windmill, Golden Gate Park

GOLDEN GATE PARK

From Stanyan St. to the Pacific Ocean, between Fulton St. and Lincoln Blvd., 415-831-2700. These magnificent 1,017 acres (412 hectares) were once an open expanse of dunes. Developed in 1871, Golden Gate Park is among the largest man-made parks in the world. Amid countless trees and 7,000 kinds of plants are paddock fields with bison, lakes for rowing, play areas and varied attractions including the de Young Museum, California Academy of Sciences, Japanese Tea Garden, Conservatory of Flowers, San Francisco Botanical Garden, National AIDS Memorial Grove, Sharon Art Studio and the restored 1912 carousel in Children's Playground. Nearby, NoPa (short for "north of the Panhandle") offers excellent dining options.

GRACE CATHEDRAL

1100 California St., 415-749-6300.

The seat of the Episcopal bishop of California, the cathedral is one of the finest examples of Gothic architecture and the third-largest Episcopal cathedral in the United States. At the east entrance are exact replicas of the Ghiberti doors of the Florence Baptistry.

HAIGHT-ASHBURY

Haight and Ashbury streets near Golden Gate Park Panhandle.

More than 50 years later, the Summer of Love lives on mainly in stores; vintage clothing, books and records are abundant along Haight St., the neighborhood's busiest stretch. Places of interest include 710 Ashbury St., once home to the legendary band the Grateful Dead; 112 Lyon St., where famous singer Janis Joplin lived (Note: these are private residences); Buena Vista Park, with its views of the city; and, for architectural highlights, Masonic Ave., Piedmont and Delmar streets.



Piedmont Boutique, Haight-Ashbury

HAYES VALLEY

Hayes St., west of Civic Center.

Hayes Valley boasts galleries, antique shops, restaurants and book nooks. Patricia's Green, at Hayes and Octavia streets, is a neighborhood favorite with rotating temporary art installations, including some Burning Man favorites.

JACKSON SQUARE

Jackson St. from Montgomery St. to Battery, extending one block north and south.

An authentic reminder of the rowdy Barbary Coast and Gold Rush era, Jackson Square has handsome 19th-century buildings that serve as showrooms for interior decorators, antiques and art dealers. Chic specialty shops and restaurants add to the charm.

JAPANESE TEA GARDEN

75 Hagiwara Tea Garden Dr., 415-831-2700.

Created in 1894 as a Japanese village for the California Mid-Winter Exposition, this four-acre exhibit (1.6 hectares) is one of the city's most beloved treasures. It includes a tea house, pagoda, Buddha, torii gates and several small pools, streams and bridges. Cherry blossoms, azaleas and flowering shrubs enhance its tranquil beauty. The 9,000-pound Peace Lantern was presented by Japanese children in 1953 as a symbol of friendship.



Japanese Tea Garden

JAPANTOWN

Geary, Fillmore, Sutter and Laguna streets.

Travelers can visit Japan just 1.1 miles (1.8 km) west of downtown. Nihonmachi, as Japantown is known to the city's residents of Japanese descent, is one of only three in the United States. The Japan Center is a five-acre complex of shops, restaurants, sushi bars, movie theaters, galleries and Japanese baths. The Peace Plaza, crowned by a five-tier pagoda, is the main setting for such celebrations as the annual Cherry Blossom Festival (April), Nihonmachi Street Fair (August) and several smaller festivals.

LAKE MERCED

Southwest corner of the city. Adjacent to the San Francisco Zoo & Gardens and TPC Harding Park Golf Course, Lake Merced is a favorite place for fun and relaxation. Once an ocean lagoon before it was separated by sand dunes, the lake is now fed by freshwater springs. It offers the only trout fishing in San Francisco and is also popular for boating and sailing.



Lincoln Park

LINCOLN PARK

West of the Presidio, bisected by El Camino del Mar. Main entrance at Clement St. and 34th Ave. These 270 acres (109 hectares) of green space provide an impressive view of the Golden Gate Bridge. Two-hundred-foot cliffs (61 meters) enhance the grandeur. The Legion of Honor's art collection, the Holocaust memorial and the Lincoln Park Municipal Golf Course are the principal attractions.

LITTLE SAIGON

Lower Larkin St. Just beyond the Asian Art Museum's front door at Larkin St., the area from McAllister to O'Farrell streets has been designated Little Saigon. Some 250 Vietnamese-owned businesses are concentrated in this area and the nearby Tenderloin. For budget-friendly meals, this is a good fit, from banh mi (tasty sandwiches on baguettes) to pho (rice noodle soup).

MARINA GREEN

Shoreline of the Bay, from Webster to Scott streets. This broad waterfront lawn developed on the site of the 1915 Panama-Pacific International Exposition provides a restful place to view the boats sailing out from San Francisco's Yacht Harbor or participating in weekend regattas. Get excellent views of the Golden Gate Bridge as well. Runners consider this one of the best spots for daily workouts.

MISSION BAY

Third St., south of Mission Creek Channel. Easily reached by Muni Metro, Mission Bay has rapidly grown into a bustling waterfront neighborhood. Featuring the renown University of California - San Francisco Mission Bay medical campus and the Chase Center, home to the Golden State Warriors, this neighborhood is the latest must-see for visitors.

MISSION DISTRICT

South of Market St. between Potrero Ave. and Sanchez St. Mission St., the main thoroughfare in the district, once linked the Mission San Francisco de Asis (Mission Dolores) to the bay. Boasting one of the best climates in the city, the Mission has always been a bustling community. Mission Dolores Park is a favorite people-watching and picnic spot. Valencia St. has become a hotbed of new restaurants and shopping. Cinco de Mayo and Carnaval occur in May.

MISSION DOLORES

16th and Dolores streets, 415-621-8203. Founded in 1776, Mission San Francisco de Asis is the sixth of 21 missions established by the Franciscan Fathers in California. Moorish, Mission and Corinthian styles combine in the church, the oldest intact structure in San Francisco; the altar and decorations are from Spain and Mexico. Alongside is a garden and cemetery where many pioneers are buried.

NOB HILL

California and Mason streets and adjacent blocks. Once a fashionable residential district for silver kings and railroad barons, known colloquially as "nabobs," Nob Hill is now home to elegant hotels, apartments and restaurants. Views from atop the InterContinental Mark Hopkins and Fairmont hotels offer magnificent panoramas of San Francisco. Grace Cathedral, Huntington Park, the exclusive Pacific Union Club and the Masonic enhance the lure of this locale.

Breathtaking Views
ALAMO SQUARE • CHINA BEACH
CRISSY FIELD • FORT POINT
LINCOLN PARK
MARINA GREEN • OCEAN BEACH
TELEGRAPH HILL/COIT TOWER
TREASURE ISLAND • TWIN PEAKS

NOE VALLEY

West of Dolores St. between 22nd and 30th streets. The heart of Noe Valley, San Francisco's "village within the city," is 24th St. This colorful and pedestrian-friendly thoroughfare boasts an array of trendy boutiques, comfortable pubs, outdoor cafes and restaurants. Visitors can explore retailers selling imported cheeses, gelato, herbs and oils, hard-to-find magazines, and coffee beans and teas from around the world.

NORTH BEACH

North of Broadway and east of Columbus Ave. There's no beach like North Beach — in fact, there's no beach at all. The area's name comes from the 1850s, when a finger of the bay extended inland and the neighborhood was a sunny shore. Today, it encompasses one of San Francisco's busiest nightlife areas with cabarets, jazz, cappuccino houses, offbeat bistros and established restaurants. All around are the vibrant accents of the city's inhabitants of Italian descent. Delicatessens are filled with enticing appetizers: provolone, prosciutto, focaccia and on and on. Washington Square is an ideal spot for a picnic lunch.



Mission Dolores Park Playground

OCEAN BEACH

Along Great Highway at the western edge of San Francisco.

On the westernmost edge of the city is an area of sand and surf that has long been a favorite with tourists and sunset watchers. Swimming and wading at this beach are strongly discouraged because of strong currents and frigid waters. Seal Rocks are small, stony islands just offshore at the foot of Point Lobos Ave.; except for a few loners, most of the sea lions have departed for cozier quarters at PIER 39.

OLD ST. MARY'S CATHEDRAL

660 California St. at Grant Ave.; 415-986-4388.

Old St. Mary's is the city's first cathedral. Erected in 1854, it is diagonally across from St. Mary's Square, where a statue of Dr. Sun Yat-sen, by sculptor Beniamino Bufano, presides.

ORACLE PARK

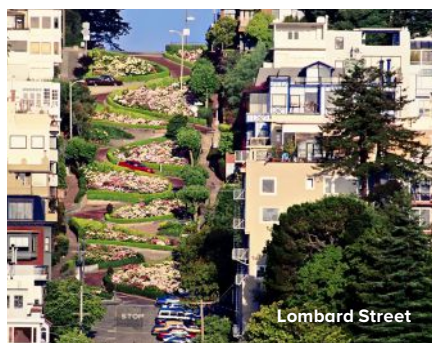
24 Willie Mays Plaza, Third and King streets.

Home to the San Francisco Giants, this award-winning waterfront ballpark offers behind-the-scenes tours year-round and local favorites such as crab dishes and Mission-style burritos at concession stalls during home games.

PALACE OF FINE ARTS

Baker St. on the eastern edge of The Presidio.

Built for the 1915 Panama-Pacific International Exposition, The Palace of Fine Arts was created to showcase works of art. Now, the soaring central rotunda, which was inspired by Greek and Roman architecture, is what visitors come to see.



Lombard Street

PORTSMOUTH SQUARE

Kearny St. between Clay and Washington streets.

Commander John B. Montgomery disembarked from the sloop *Portsmouth* to raise the U.S. flag on this spot on July 9, 1846, claiming possession of San Francisco (then Yerba Buena). California's first public schoolhouse stood here, Black pioneer William A. Leidesdorff opened the city's first hotel (City Hotel) at the corner of Clay and Kearny streets, and a monument to Robert Louis Stevenson was erected in 1897. Now, it's the heart of Chinatown and is a popular gathering place for neighborhood residents.

POTRERO HILL

16th St. to Cesar Chavez between U.S. 101 and I-280.

Within the city's "sunbelt," Potrero Hill takes advantage of its sunny outlook with outdoor film series and numerous sidewalk cafés. It is also one of the few areas to survive the 1906 earthquake and fire. One of 12 historic districts in the city, the neighboring area known as



Dogpatch is home to several excellent bars and restaurants, as well as the Museum of Craft and Design.

THE PRESIDIO OF SAN FRANCISCO

Northwest corner of San Francisco; main gate at Lombard and Lyon streets.

Founded in 1776, the Presidio served as a military garrison under the flags of Spain, Mexico and the U.S. before it became a national park in 1994. Its long history is reflected in many ways: 17th century cannons, a diversity of architectural styles, and a forest planted in the 1880s. Within the boundaries of this 1,480-acre (599 hectares) preserve are the Walt Disney Family Museum, the Presidio Officers' Club, San Francisco National Military Cemetery and Fort Point. The Presidio is part of the Golden Gate National Recreation Area.

RICHMOND DISTRICT

West of Arguello Blvd., between the Presidio and Golden Gate Park.

In the Richmond, it's possible to shop in a Russian grocery, sip a beer in an Irish pub and have dinner in a Chinese restaurant, all within walking distance of one another. On Geary Blvd., Russian bakeries offering piroshki stand alongside Greek delis and kosher meat markets. With an estimated 35 percent of the city's Chinese-Americans residing in the area, Chinese food markets, restaurants and dim sum parlors are abundant, particularly along Clement St.

RUSSIAN HILL

Between Nob Hill and Fisherman's Wharf.

Country-like lanes and panoramic views of San Francisco Bay lace beautiful Russian Hill. It takes its name from the Russian sea otter and seal hunters who were active in California waters in the early 1800s. Today, it is one of San Francisco's most prestigious addresses. It's also home to Lombard St., known as "the crookedest street in the world," with eight hairpin turns in the single block between Hyde and Leavenworth streets.

SACRAMENTO STREET

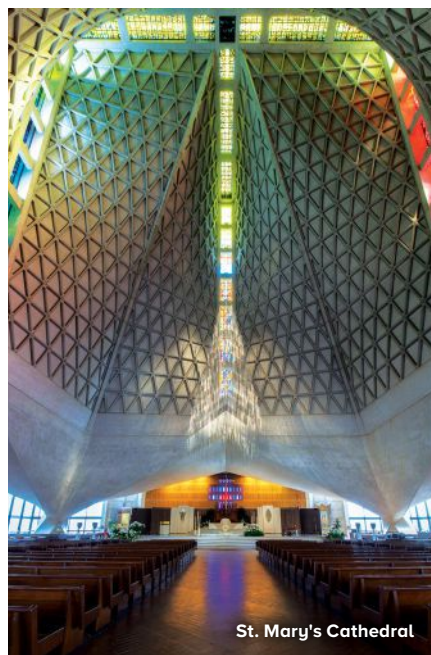
Sacramento St. between Broderick and Spruce streets.

Many of the shops, galleries and boutiques along this browsable stretch occupy turn-of-the-century buildings. Interspersed among apparel, antique, art, gift and home furnishing outlets are coffeehouses, snack bars and a movie theater.

ST. MARY'S CATHEDRAL

Geary and Gough streets (Cathedral Hill), 415-567-2020.

St. Mary's, an edifice of striking contemporary design (not to be confused with Old St. Mary's in Chinatown), is one of the city's architectural glories. Its exterior is Italian travertine, approached via spacious brick plazas. Inside, stained-glass windows divide the ceiling and extend down the four sides of the cathedral to create a multicolored cruciform.



St. Mary's Cathedral



Palace of Fine Arts

SAN FRANCISCO PERFORMING ARTS CENTER

Van Ness Ave. between Grove and McAllister streets, 415-552-8338 (tour information).

The San Francisco Performing Arts Center encompasses Louise M. Davies Symphony Hall, the War Memorial Opera House and the Veterans Building, and is one of the largest performing arts centers in the U.S. The War Memorial Opera House (3,126 seats) is the home of the San Francisco Opera and the San Francisco Ballet, and hosts major opera, dance and performing arts groups. Louise M. Davies Symphony Hall (2,739 seats), home of the San Francisco Symphony, hosts all types of musical performances. Herbst Theatre (892 seats), on the ground floor of the War Memorial Veterans Building, is suitable for both theatrical and musical offerings. Tours available.

SAN FRANCISCO-OAKLAND BAY BRIDGE

Opened six months before the Golden Gate Bridge, the Bay Bridge has connected the city with Oakland and the East Bay since 1936. This incredible structure, one of the longest steel bridges in the world, spans eight miles (13.3 km) across the bay via Yerba Buena Island.

In 2013, a \$6.4 billion construction project was completed, replacing the east span of the bridge with the world's largest self-anchored suspension span. "The Bay Lights," a glittering 25,000 LED-light installation, was added to commemorate the bridge's 75th anniversary. In 2013, the western span of the bridge was named the Willie L. Brown, Jr. Bridge in honor of San Francisco's first Black mayor. Auto toll collected westbound only.

SIGMUND STERN GROVE

Sloat Blvd. and 19th Ave.

Music among the trees is the lure of this restful glen. During summer Sunday afternoons, this natural amphitheater, sheltered by eucalyptus, redwood and fir trees, becomes "Nature's Music Box" and is the setting for free performances from opera to hip-hop. Concert schedule subject to change.

SOUTH BEACH

Eastern waterfront south of Ferry Building.

This mixed-use waterfront neighborhood has plenty to observe and explore. Among the most prominent landmarks in the area is Oracle Park, home of the San Francisco Giants, at 24 Willie Mays Plaza. Kayak tours from South Beach Harbor and a 700-slip marina encourage bay adventures.

SOUTH OF MARKET (SOMA)

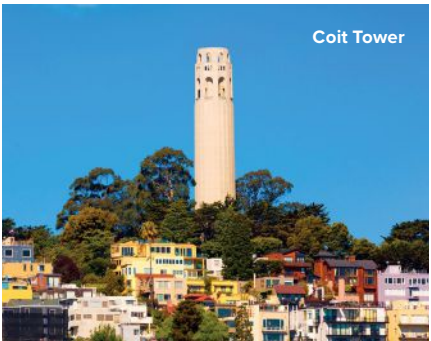
South of Market St. and north of Division St.

SoMa includes two square miles of nightclubs, fashionable restaurants, experimental theaters and galleries. Major points of interest in this area include the San Francisco Museum of Modern Art (SFMOMA), Yerba Buena Center for the Arts, The Moscone Center, Children's Creativity Museum, the Contemporary Jewish Museum and Metreon.

SUNSET DISTRICT

Southwest corner of the city, south of Golden Gate Park and north of Sloat Blvd.

The same vision that transformed Golden Gate Park into a green oasis influenced the transformation of the Sunset in the early 1900s. There are some serious coffeehouses to take the chill off after a stroll along Ocean Beach, and La Playa Park, a sliver of green between Kirkham and Judah streets right on the edge of the Pacific, is a good spot to relax and watch coastal swells.



Coit Tower

TELEGRAPH HILL/COIT TOWER

Northeast corner of the city, reached via Lombard St., 415-362-0808.

Overlooking the bay, Telegraph Hill is a reminder of San Francisco's history. Its name stems from earlier days, when a semaphore was used to signal the town below to the approach of ships through the Golden Gate. At the summit of Telegraph Hill is Coit Tower, built in 1933. It is the legacy of Lillie Hitchcock Coit, who left a \$125,000 bequest to San Francisco "for the purpose of adding beauty to the city which I have always loved." The ground floor lobby is adorned with a series of fresco murals by some 30 local artists, depicting life in 1930s San Francisco. Guided docent tours are available. An elevator to its 210-foot-high observation platform operates daily. Because of heavy traffic, public transit is strongly recommended for access; on weekends, parking near the tower may be limited to residents only.



San Francisco-Oakland Bay Bridge

THE TENDERLOIN

Between Union Square and Civic Center, north of Market St.

Thousands of immigrants from Laos, Cambodia and Vietnam have given this 20-square-block district new life. Sermons on social justice blend with rockin' choir music on Sundays at Glide Memorial Church on Ellis St., symbolizing the neighborhood's resurgence. The Tenderloin Museum, a crop of new art galleries, some 200 restaurants and cafés point to an upbeat feeling.

TREASURE ISLAND

East of San Francisco via the San Francisco-Oakland Bay Bridge.

Treasure Island was created for the 1939 Golden Gate International Exposition to celebrate the completion of both the Golden Gate and San Francisco-Oakland Bay bridges. Its location offers spectacular views of San Francisco's skyline. Popular events on the island include a monthly flea market and major concerts.

TWIN PEAKS

Center of the city reached via Twin Peaks Blvd.

Noted for their sweeping vistas and 360-degree views of the entire Bay Area, these two towering hills have an elevation of about 920 feet (280 meters) and are located near the geographic center of the city. The surrounding 65-acre park (26 hectares) is popular with hikers, sightseers and photographers.

UNION SQUARE

Two blocks on either side of Union Square bordered by Geary, Powell, Post and Stockton streets.

A hub for both shopping and local transportation, Union Square is among the city's most popular destinations. Within sight of the towering monument to Admiral George Dewey at the center of the square, visitors will find landmark hotels, flagship stores, top theaters, renowned art galleries and more. Hallidie Plaza at the foot of Powell St. is where BART and Muni service converge with the city's famous cable cars.

UNION STREET/COW HOLLOW

Union St. between Russian Hill and The Presidio.

Discover charming Victorians and colorful courtyards filled with more than 200 very special shops. This 10-block area attracts an international clientele, as well as city residents. Union St. features the latest fashions for men and women, custom-designed jewelry and crafts, children's shops and an eclectic mix of galleries. Savor the taste of San Francisco's renowned cuisine at a sidewalk café or one of many restaurants offering international and California cuisine.

WESTERN ADDITION

Embracing four historic districts — Webster St., Bush St., Cottage Row and Alamo Square.

Renowned for Victorian architecture, the Western Addition is one of the city's most diverse areas. A thriving Japanese-American community and the African-American Art & Culture Complex on Fulton St. reflect the neighborhood's rich and varied heritage. A platform for the discussion of issues and trends affecting the Black community, the center also houses the San Francisco African-American Historical & Cultural Society, an art gallery and a theater. The area is known for a number of historic Black churches.

WEST PORTAL

North of Portola Dr. near Sloat Blvd.

Like many of San Francisco's residential neighborhoods, West Portal has a cozy character. "Detached homes," something of a rarity in San Francisco, are popular in the nearby residential areas. The tree-lined sidewalks of St. Francis Wood, Forest Hill and Balboa Terrace are perfect for a "stretch-the-legs" stroll. Along West Portal Ave., you'll find toy and gift shops and restaurants of all persuasions.



YERBA BUENA GARDENS

Blocks bordered by Third, Fourth, Folsom and Mission streets.

Yerba Buena Gardens encompasses 87 acres (35 hectares) of downtown development, including the city's recently expanded convention facility, The Moscone Center. Numerous museums and galleries are headquartered here, including the San Francisco Museum of Modern Art (SFMOMA) and the Yerba Buena Center for the Arts' visual arts and theater buildings, a sculpture court and garden. The center overlooks a park with cafés, an outdoor performance area and a walk-through waterfall leading to a memorial to Dr. Martin Luther King Jr. The Rooftop at Yerba Buena Gardens features an ice skating rink, bowling lanes, carousel and the Children's Creativity Museum, an interdisciplinary arts center for young people.

49 MILE SCENIC DRIVE

This planned tour throughout San Francisco exposes you to all the sights. Follow the seagull signs for a scenic circuit that includes some of the city's most popular visitor attractions and unique neighborhoods. Allow a minimum of three to four hours.

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Martin Luther King Jr. Memorial, Yerba Buena Gardens



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.

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.

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.

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 2023

The following events are held on an annual basis. All dates and locations are subject to change/cancellation 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.

This is a partial list of events; for a complete list and more details, visit sftravel.com or contact Media Relations, media-relations@sftravel.com.

JANUARY

SAN FRANCISCO SKETCHFEST
Various locations
sfsketchfest.com

DR. MARTIN LUTHER KING, JR. CELEBRATION
Yerba Buena Gardens, 415-857-0515
norcamlkfoundation.org

BAY AREA BREW FESTIVAL
Fort Mason Center
bayareabrewfestival.com

SAN FRANCISCO BALLET OPENING GALA
San Francisco City Hall and War Memorial Opera House
415-865-2000
sfballet.org

NOIR CITY: SAN FRANCISCO FILM NOIR FESTIVAL
Castro Theatre
noircity.com

FEBRUARY

CHINESE NEW YEAR PARADE AND CELEBRATION
Chinatown, 415-982-3000
chineseparade.com

SAN FRANCISCO BEER WEEK
Various locations
sfbeerweek.org

SAN FRANCISCO INDEPENDENT FILM FESTIVAL
Various locations, 415-662-3378
sfindie.com

SAN FRANCISCO CHRONICLE WINE COMPETITION
Fort Mason Center
winejudging.com

TULIPMANIA
PIER 39, 415-705-5500
pier39.com

PACIFIC ORCHID EXPOSITION
Hall of Flowers, Golden Gate Park
orchidsanfrancisco.org

NOISE POP
Various locations, 415-375-3370
noisepop.com

MARCH

SAN FRANCISCO INTERNATIONAL CHOCOLATE SALON
Various locations
sfchocolatesalon.com

INTERNATIONAL OCEAN FILM FESTIVAL
Cowell Theater, Fort Mason Center
415-561-6251
intloceanfilmfest.org

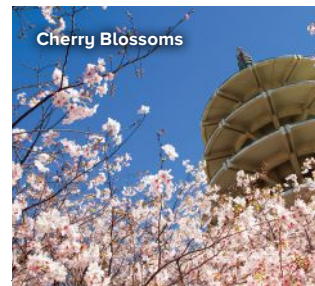
ST. PATRICK'S DAY PARADE
Second and Market streets to Civic Center
stpatricksday-sf.com

APRIL

OPENING DAY – SAN FRANCISCO GIANTS
Oracle Park, 415-972-2000
sfgiants.com

SAN FRANCISCO INTERNATIONAL FILM FESTIVAL (SFIFF)
Various locations, 415-561-5000
sffilm.org

CHERRY BLOSSOM FESTIVAL
Japantown, 415-563-2313
sfcherryblossom.org



BAY AREA NATIONAL DANCE WEEK
Various locations, 415-920-9181
dancersgroup.org/badw

EARTH DAY
Civic Center Plaza
facebook.com/earthdaysf

MAY

BAY TO BREAKERS
Financial District
capstoneraces.com/bay-to-breakers



HOW WEIRD STREET FAIRE
Howard and Second streets
howweird.org

CAAMFEST, CELEBRATING ASIAN AMERICAN FILM, MUSIC AND FOOD
Various locations, 415-863-0814
caamedia.org

SFMADE WEEK
Various locations
sfmade.org

CARNAVAL
Mission District, 415-206-0577
carnavalsanfrancisco.org

JUNE

ESCAPE FROM ALCATRAZ TRIATHLON
San Francisco Bay
escapealcatraztri.com

UNION STREET MUSIC FESTIVAL
Union St. between Gough and Steiner streets
unionfestival.com

JUNETEENTH PARADE AND FESTIVAL
Fillmore District
sanfranciscojuneenth.com

FRAMELINE, SAN FRANCISCO INTERNATIONAL LGBTQ FILM FESTIVAL
Various locations, 415-703-8650
frameline.org



SAN FRANCISCO PRIDE CELEBRATION & PARADE
Embarcadero to Civic Center, Market St., 415-864-0831
sfpride.org

STERN GROVE FESTIVAL
Stern Grove, 19th Ave. and Sloat Blvd.
415-252-6252
sterngrove.org

JULY

FOURTH OF JULY WATERFRONT FESTIVAL
PIER 39, 415-705-5500
pier39.com



Chinese New Year Parade and Celebration

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

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

The Embarcadero
thesfmarathon.com

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 in 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 IN THE PARK

Robin Williams Meadow, Golden Gate Park
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
sffallshow.org

NOVEMBER

EMBARCADERO CENTER BUILDING LIGHTING CEREMONY

Justin Herman Plaza
Embarcadero Center
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

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 NUTCRACKER

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

Napa Valley



BEYOND SAN FRANCISCO

SAN FRANCISCO OFFERS MEETING SPACE, ATTRACTIONS AND ENTERTAINMENT, BUT TRIPS BEYOND THE CITY INCLUDE MANY MORE WORLD-FAMOUS DESTINATIONS WITHIN A RELATIVELY SHORT DRIVE. IF YOU WANT A FUN DAY TRIP FOR ATTENDEES OR A NEW SETTING NOT TOO FAR AWAY, SAN FRANCISCO TRAVEL'S TEAM CAN HELP YOU WITH PLANNING AND BOOKING BEYOND THE CITY, TOO.

NORTH

SAUSALITO/MARIN

On the north side of the Golden Gate Bridge, Marin County's parks and trails offer stunning views of the bridge and city skyline. There's more natural beauty in Muir Woods (make parking and shuttle reservations up to 90 days in advance by phone or at gomuirwoods.com) and the Point Reyes National Seashore. Communities like Sausalito and Tiburon are ideal for a team outing and feature charming Main Streets with fine dining, shopping and waterfront views.

NAPA VALLEY

The destination that practically invented wine country in America is replete with luxurious experiences to enjoy before, during or after your meeting. Napa Valley has more than 400 wineries, as well as locavore-friendly restaurants and some of the world's best chefs — all just a short drive north of the city.

SONOMA COUNTY

Stretching from the rocky coast of Bodega Bay to the redwood forests of Guerneville and the rolling hills of wine country, Sonoma County offers a variety of settings. With its premium wine, farm-to-table dining, organic farms and orchards, breweries and distilleries, and artisan cheese producers (be sure to check out the California Cheese Trail), this scenic destination represents some of the best of Northern California.

SHASTA CASCADE

This must-see destination for nature lovers features indoor and outdoor venues within the beautiful landscape of Lake Shasta and the towering 14,000-foot-tall Mt. Shasta. It also provides many opportunities for teambuilding activities, including camping, hiking, skiing, fishing, rafting, snowboarding, mountaineering and more.

Karen Wibbs, Adobe Stock

EAST

EAST BAY

The East Bay is full of diverse culture and trendsetting restaurants. Notable locales include Oakland, with its flourishing creative community and buzzy dining scene; Berkeley, the destination that invented farm-to-table cuisine and home to one of the world’s leading universities; and the Mt. Diablo region, which boasts great weather year-round and features the thriving Livermore wine region and popular Tri-Valley Ice Cream Trail.

SACRAMENTO

In California’s rapidly growing state capital, visit Downtown Commons (DOCO), a popular shopping and entertainment area that includes the Golden 1 Center, home to the NBA’s Sacramento Kings. Parts of the city still have an Old West ambiance, and Old Sacramento offers restored 19th-century saloons and shops. En route via I-80, Yolo County offers verdant farmlands, bike trails, historic towns and cultural activities, many of them centered at the University of California-Davis.

GOLD COUNTRY

California’s Gold Country, which includes Tuolumne County, is one of the most direct routes to Yosemite National Park and the spectacular High Sierra. Jamestown, Sonora, Columbia and other historic towns are the perfect complement to days of hiking, biking, water sports and much more.

LAKE TAHOE

Nestled on the border of California and Nevada, Lake Tahoe is the largest alpine lake in North America. With its crystal-clear waters, snowcapped mountains, and thrilling outdoor activities, it’s an unforgettable destination for any event.

YOSEMITE

Getting away to natural surroundings clears minds and brings fresh perspectives. Yosemite, located just three hours from San Francisco, is an inspiring destination with iconic natural landmarks and a variety of meeting venues. Between meetings, attendees can experience hiking, rock climbing, mountain biking, skiing and rafting, as well as famous sights like Yosemite Falls and the granite cliffs known as El Capitan.

SOUTH

BEACH COMMUNITIES

Discover a wealth of corporate retreat venues and coastal meeting spaces just a short drive down scenic Highway 1 (Pacific Coast Highway). The beach communities south of San Francisco feature unique attractions, as well as a charming mix of surf shops, fishing stands and restaurants with a view. Attendees can watch surfers conquer the legendary swells at Half Moon Bay or ride the wooden rollercoaster on the historic Santa Cruz Boardwalk.

MONTEREY COUNTY

One of California’s most beautiful areas, Monterey County is perfect for gatherings of all sizes. The iconic seaside location offers a variety of activities: Monterey Bay Aquarium, rounds of golf at internationally renowned courses like Pebble Beach and Spyglass Hill, world-class dining and wine country.

SILICON VALLEY

Headquarters for some of the world’s largest high-tech corporations and a hub of future-forward ideas, Silicon Valley is a natural choice for innovative gatherings. In San Jose, attendees will find fun museums, unique dining, historic sites and natural beauty. Nearby Santa Clara features the Intel Museum and Levi’s® Stadium (home of the San Francisco 49ers), perfect locations for a team outing.

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TRANSPORTATION BASICS

SAN FRANCISCO IS EASY TO GET TO FROM PRACTICALLY ANYWHERE, THANKS TO SAN FRANCISCO INTERNATIONAL AIRPORT AND ITS WEB OF CONNECTIVITY IN THE AIR AND ON THE GROUND.

GETTING TO AND FROM SFO

BAY AREA RAPID TRANSIT (BART)

BART is a fast, inexpensive way to get from SFO to San Francisco. To get to BART at SFO, take the free SFO AirTrain. Just follow the signs to AirTrain when you deplane or from Baggage Claim. Travelers can take the Red or Blue AirTrain line to the Garage G/BART station in the International Terminal and purchase a ticket from dedicated ticket machines.

A one-way BART ticket to downtown San Francisco costs \$9.65 and \$19.30 (RT), plus a surcharge for a new Clipper card. A Clipper card purchase is necessary to ride.

After you have your card, hop on the BART train going to San Francisco/Antioch to get downtown and beyond.

SFO trains arrive/depart three to four times per hour until 11:50 p.m. daily. The ride to downtown San Francisco takes about 30 minutes. BART services begin at 4 a.m. on weekdays, 6 a.m. on Saturdays, and 8 a.m. on Sundays.

For more information, visit bart.gov.

RIDE SHARING

With app-based services, including Lyft and Uber, travelers can arrange via smartphone to ride with drivers using their personal vehicles. These services pick up on the roof of the center garage for domestic terminals and the Departures/Ticketing level of the international terminal. Fares and travel times vary according to demand and traffic, but it typically takes 30 minutes and costs upward of \$40 to get from SFO to the city.

SHARED VAN & SHUTTLE SERVICE

Several shared-ride vans provide service from SFO. The one-way rate to the city center is approximately \$17. In the Domestic Terminals, shuttles pick up passengers curbside on the Arrivals Level. In the International Terminal, passenger pick-up is on the Arrivals Level roadway center island.

TAXIS & LIMOUSINES

SFO is served by a number of taxi and limousine companies. Taxis depart from islands on the lower level outside the Arrivals/Baggage Claim area in all terminals. Taxi coordinators work from 7 a.m. until 1 a.m. All cabs are metered. The travel time to popular drop-off points is usually around 30 minutes (depending on traffic) and fares range from \$46–\$66. For a limousine, arrange service in advance with your company of choice or upon arrival via the Lodging, Transportation and Attraction Boards, which provide free phone connections to participating limousine operators and are located on the Arrivals/Baggage Claim Level of all terminals.

SAMTRANS BUSES

The San Mateo County Transit Agency (SamTrans) runs public buses between SFO and the downtown Salesforce Transit Center on the 292, 397 and 398 lines for \$2–\$5 one-way for adults.

ALTERNATE AIRPORTS

Both the Oakland International Airport (OAK) and the San Jose Airport (SJC) offer several transportation options to San Francisco, including BART from OAK and CalTrain commuter rail from SJC, as well as taxis, shuttles, ride sharing, limousines, rental cars and more.

GETTING AROUND SAN FRANCISCO

MUNI

Muni is San Francisco's bus and Metro system that runs throughout the city. Muni buses remain above ground while Muni Metro sometimes goes underground. Bus stops come in many forms: bus shelters, yellow paint on street poles and white paint on streets. Metro stops can be found on an island in the middle of the street and in stations. You can purchase tickets and passes in advance with the MuniMobile app.

CABLE CARS & STREET CARS

Cable cars and street cars are San Francisco's historical public transit. Cable cars are located downtown and run on three lines; Powell-Hyde, Powell-Mason and California St. The F-Line streetcar runs up and down Market St. and all the way to Fisherman's Wharf. Travelers can purchase tickets in advance at multiple locations or using the MuniMobile app.

TAXI

As is customary in most U.S. cities, visitors may hail a taxi directly or use an app like Flywheel.

CLIPPER CARD

The Clipper Card is an easy way to use public transportation throughout San Francisco. Purchasing this pre-loaded card gives you access to BART, Muni buses, Muni Metro and cable cars. Cards can be bought at multiple locations and refilled at Muni/BART stations.

San Francisco International Airport



SAN FRANCISCO AIRPORT AMENITIES

IT ONLY MAKES SENSE THAT A CITY LIKE SAN FRANCISCO WOULD HAVE AN AIRPORT WITH NEARLY AS MANY OPTIONS FOR DINING AND CULTURE AS THE CITY ITSELF. FRESH SEAFOOD WHILE WAITING FOR YOUR FLIGHT? CHECK. AN ART MUSEUM? YUP. FREE WI-FI? OF COURSE! HERE ARE A FEW GREAT REASONS WHY SFO DESERVES TO BE YOUR FAVORITE AIRPORT.

GETTING TO AND FROM SFO

Public transportation is the best bet for getting back and forth from SFO. Refer to "Transportation Basics" for detailed information about the options.

WHAT TO EXPECT

San Francisco International Airport (SFO) has been leading the way in a return to safe travel. When visitors arrive at the airport, they can expect to encounter hundreds of hand sanitizer stations, thousands of easy-to-read physical distancing markers, and clear plastic barriers at points of necessary face-to-face interaction.

For the very latest on what to expect during your travels, visit sftravel.com.

LOCAL BITES, ART AND RELAXATION

It would take months or even years to sample all the amazing restaurants in San Francisco, so we'll forgive you for not making it to all of them during your stay. Luckily, SFO provides unique-to-San Francisco dining experiences like fresh local seafood or mini hot dogs at Gott's Roadside, ordering a fresh-brewed cup of java at Roasting Plant Coffee or finding artisanal foods at the Napa Farms Market.

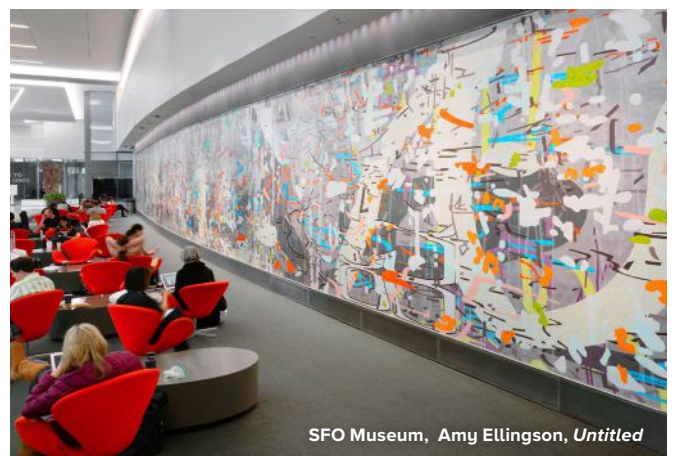
San Francisco International Airport is the first airport in the country to be accredited by the American Alliance of Museums. While you're waiting to board, check out some of the photography and sculpture exhibits scattered throughout the airport. sfomuseum.com

Take the edge off before liftoff at one of SFO's Recompose areas (located just after the security checkpoints), yoga rooms or calming interactive displays. Check out more options, like spa services, at flysfo.com/shop-dine-relax.

STAY CONNECTED: SFO offers one-click, ad-free, free Wi-Fi. Look for the #SFO_FREE_WIFI network, launch your browser and click "Accept the Terms" for two hours of free Internet access. Log in again if you need more time.



Sky Terrace Observation Deck

SFO Museum, Amy Ellingson, *Untitled*



SAN FRANCISCO TRAVEL ASSOCIATION

One Front Street, Suite 2900

San Francisco, CA 94111

415.974.6900

sftravel.com