

San Francisco TRAVELER

A GUIDE FOR VISITORS

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An underwater scene with various fish swimming over a rocky reef covered in green algae and purple sea urchins. The water is a deep blue-green color.

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Dear Visitor,

Looking forward to your trip to San Francisco? We certainly hope so. Our team here at San Francisco Travel has a few tips for you to make the most of your visit.

BEFORE YOU ARRIVE

- Visit our website, sftravel.com. You'll find some of the best hotel rates and be able to purchase tickets for local attractions.
- Read *San Francisco Traveler* from cover to cover. You'll discover everything from neighborhood profiles to tips on exploring beyond San Francisco.
- Check out San Francisco International Airport at flysfo.com. The Bay Area's largest airport connects nonstop with 88 U.S. cities and 51 international destinations.

WHEN YOU ARRIVE

- Stop by one of our official Visitor Information Centers. There are three: one at 749 Howard St. as part of the newly renovated Moscone Center, one on the Cellar level of Macy's Union Square and one in Chinatown. You can also visit us at the California Welcome Center at PIER 39.

AFTER YOU VISIT

- Tell all of your friends about your wonderful experience here.
- Stay up to date on all things San Francisco by following us on Facebook, Twitter, and Instagram (@onlyinsf). Subscribe to our newsletters at sftravel.com/subscribe.
- Start planning your next visit.

Best wishes for an unforgettable visit!



JOE D'ALESSANDRO
President & CEO
San Francisco Travel



Our Strategic Partners *Welcome You*



A scenic view of the Golden Gate Bridge in San Francisco, California, spanning the Golden Gate Strait. The bridge's iconic orange-red towers and suspension cables are prominent against a clear blue sky with wispy clouds. The water is a deep blue, and the surrounding hills are covered in green grass. In the foreground, a grassy hillside slopes down towards the bridge.

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More.

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San Francisco

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ON THE COVER

Surfing by the Golden Gate Bridge
Photographed by Peter Yan/San Francisco Travel Association



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FAQS

Q 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 buses, streetcars, 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" on page 62.

Q 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.

Q 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.

Q What's the best neighborhood for Mexican food? Italian? Ramen?

That's a cinch: Mission District for Mexican food, North Beach for Italian, and Japantown for ramen. But San Francisco's neighborhoods are known for offering a huge diversity of flavors, so consider trying something new tonight—maybe Moroccan?

FIND LOCAL EXPERTS

AT THE VISITOR INFORMATION CENTER (VIC)

San Francisco's official Visitor Information Centers (VIC) assist more than 400,000 visitors each year. Our multilingual staff curates the San Francisco experience, providing one-on-one service to visitors from around the world. The San Francisco Travel Association has three official Visitor Information Centers and a partner location at the California Welcome Center at PIER 39.* All feature free Wi-Fi and unique SFMade gifts.

SAN FRANCISCO VISITOR INFORMATION CENTER @ THE MOSCONE CENTER

749 Howard St.
415-391-2000
vvic1@sfrtravel.com

Hours:
9 a.m. – 5 p.m. Monday-Friday
9 a.m. – 3 p.m. weekends and holidays

Closed on Thanksgiving, Christmas and New Year's holidays. Hours may be extended during major conventions at The Moscone Center.

SAN FRANCISCO VISITOR INFORMATION CENTER @ MACY'S UNION SQUARE

170 O'Farrell St.; Cellar Level

Hours:
10 a.m. – 9 p.m. Monday-Saturday
11 a.m. – 7 p.m. Sunday

Expanded hours seasonally and on certain sale days.

***Services may vary by location.**

CALIFORNIA WELCOME CENTER @ PIER 39

Building B, Level 2

Hours:
9 a.m. – 7 p.m. daily

Closed Thanksgiving and Christmas.

CHINATOWN VISITOR INFORMATION CENTER

625 Kearny St.

Hours:
9 a.m. – 5 p.m. daily

Closed Thanksgiving and Christmas.

Our Multilingual Staff Can Assist You With:

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- Guides
- Hotel Reservations
- Muni Passes (public transit)
- Attraction Passes
- Excursions Beyond San Francisco

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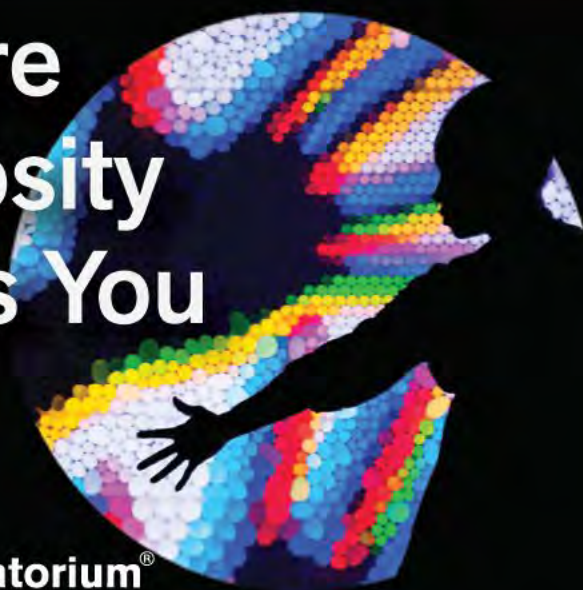
Get the most out of your visit to San Francisco with a Hornblower dining cruise. Whether it's a lavish champagne brunch, an elegant dinner, or a unique happy hour with friends, each cruise features the scenery that makes the Bay Area so famous.

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PIER 15, SAN FRANCISCO

EXPLORATORIUM.EDU/VISIT



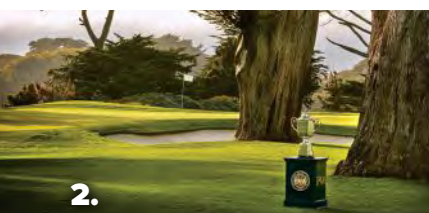
#1 Museum
in San Francisco

WHAT'S NEW IN SAN FRANCISCO

It's hard to pick just a few new things to see, do and eat in San Francisco. Nevertheless, we'll try. Be sure to keep in touch with us on Instagram, Twitter and Facebook for the latest. Here's what's new and different for 2020.



1.



2.



3.



5.

1

This year, San Francisco will commemorate the arrival of some of its most famous residents:

the sea lions of PIER 39. These boisterous animals first began hauling out at the PIER following the Loma Prieta earthquake. Now, some 30 years later, visitors will be able to participate in educational and creative activities to celebrate our favorite flippered friends.

3

San Francisco's Golden Gate Park will celebrate its 150th anniversary in 2020 with a nearly

year-long series of celebrations. Home to museums, monuments and protected wildlife, and host to some of San Francisco's most treasured annual events, the 1,000-plus acre Golden Gate Park stretches from the legendary Haight-Ashbury neighborhood to the Pacific Ocean.

4

2020 marks the 50th anniversary of San Francisco Pride.

Long considered to be the epicenter of LGBTQ culture and the modern fight for equality, San Francisco will be pulling out all the stops for this year's celebrations. Expect plenty of revelry during Pride Month in June, as well as during LGBT History Month in October.

2

It's going to be a great year for golf in San Francisco. TPC Harding Park near

San Francisco's Lake Merced will host the 2020 PGA Championship, May 11-17. This will be the first time a PGA Championship will be held in San Francisco, and only the second time a municipal course will host the competition. Tickets are expected to sell quickly.

5

San Francisco's creative culture is second-to-none. The city is full of arts institutions with global reputations. This year, the Asian Art Museum will cut the ribbon on a 13,000-square-foot expansion, creating more space for its prized collection of artifacts that spans 6,000 years of history.



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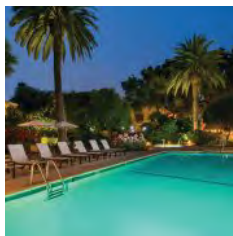
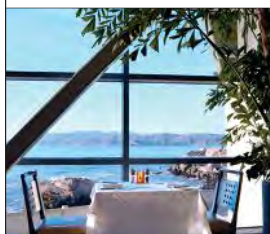
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Most Shareable PHOTO SPOTS

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.

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 other vantage points. Crissy Field, a former military airfield south of the bridge, offers gorgeous views, as well as spots for picnicking. Or, head to Fort Point to snap a photo that will really make jaws drop.

2. 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.

3. The Museum of Ice Cream

This bright, colorful museum was literally designed with Instagram in mind. A rotating display of dessert-themed exhibitions—from cookie carousels to a giant pool of sprinkles—are sure to garner lots of likes.



4. The Painted Ladies of Alamo Square

These fanciful Victorian houses at Hayes and Steiner streets are easily one of 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.



WANT TO SHARE YOUR GORGEOUS SHOTS WITH US? Tag your photos with #AlwaysSF on Instagram.

1-10: @roamingtina; San Francisco Travel Association; @sanfranciscoway; @gracieandbutler; @3rd_eye_aperture; @lionaphung; @355kai; @3ymmevlu; @katindille; @corey_sit_photography

4



5. Alcatraz Ferry

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



5

6. Golden Gate Park

From the Japanese Tea Garden to the Conservatory of Flowers, this world-famous park (celebrating its 150th birthday in 2020) 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 and soak up the 360-degree views from the observation deck.



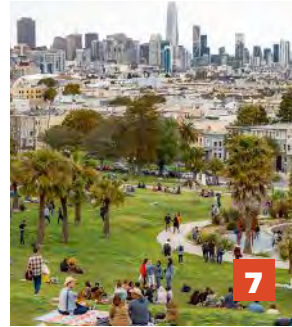
6

7. Mission Dolores Park

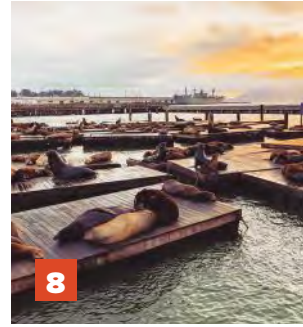
Snap a shot of palm trees, sloping hills, and the San Francisco skyline—not to mention some eye-catching locals—at the top of this park. On your way there, stroll through the Mission District to observe hundreds of vibrant murals.

8. PIER 39

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



7



8

9. Palace of Fine Arts

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

10. Chinatown

The oldest and largest Chinatown in the United States, this historic neighborhood has no shortage of photogenic storefronts and temples—not to mention lots of tasty food to sample while you walk around.



9



10

NEIGHBORHOOD STROLLS

Dynamic neighborhoods, diverse streetscapes and mild year-round temperatures make San Francisco a pedestrian-friendly playground. Before you tackle the city's famous hills, acquaint yourself with a few appealing corners of its scenic, walkable communities.



Couple Walking,
Alamo Square



Cable Car,
California St.



Castro Theatre



de Young Museum

The Richmond/Golden Gate Park

San Francisco celebrates the 150th birthday of Golden Gate Park in 2020, making this an ideal time to explore the gardens, groves and grassy hills stretched across the park's 1,017 acres. Several noteworthy attractions are also located here, including the Conservatory of Flowers, Japanese Tea Garden, National AIDS Memorial Grove and two standout facilities focused on art and nature.

- Start your adventure in the ninth-floor observation tower of the **de Young Museum**, where 360-degree city and ocean views provide a stunning sense of place. Downstairs, this engaging institution showcases paintings, sculptures and textiles by American and international artists.
- Across a tree- and fountain-filled oval called the Music Concourse, the **California Academy of Arts and Sciences** tucks an aquarium, planetarium and natural history museum under one wildflower-topped living roof. Save time for the four-story rainforest dome that's occupied by 250 butterflies and birds.
- Pick up picnic supplies at **Arguello Market**, a block beyond the park's northern border, or continue up Arguello St. to Clement St. Here, neighborhood dining

options range from spicy noodles and curries at **Burma Superstar** to elaborate cakes, tarts and cookies at **Schubert's Bakery**. The cozy confectionery has been making San Francisco sweeter since 1911.

- Browse the Richmond's independent shops and boutiques. **Green Apple Books**, a beloved source of new and used literature, non-fiction, children's stories, travel guides, magazines and more spills across two Clement St. storefronts. **Foggy Notion** features jewelry, home goods and gifts, with a focus on handmade and eco-friendly items.



Castro Crosswalk



Victorian Houses in the Castro



Spark Social SF



Chase Center

The Castro

Fifty years after San Francisco's first Pride celebration, San Francisco's Castro district sustains strong spiritual and historical connections to the LGBTQ rights movement. Cultural sites, bars and shops celebrate LGBTQ culture in this dynamic neighborhood that welcomes visitors of all stripes.

- From Castro and Market streets, where rainbow flags fly above **Harvey Milk Plaza**, follow the Rainbow Honor Walk's bronze sidewalk plaques commemorating LGBTQ pioneers, including astronaut Sally Ride and poet Allen Ginsberg.
- After pausing at Milk's former home and camera shop near Castro and 18th streets, step into the **GLBT Historical Society Museum** to view multimedia exhibitions that explore diversity and social justice.
- Detour down 18th St. to fuel up on almond croissants and coffee at **Les Marais Bakery**, a family-owned café with French roots and three San Francisco locations.
- Check the marquee for movie times at the **Castro Theatre**, which plays current films and sing-along screenings of classic flicks—complete with live Wurlitzer organ music. A few doors away, **Cliff's Variety** carries hardware, toys, craft supplies and California souvenirs in every color of the rainbow.
- Complete your Castro experience with a pint at **Hi Tops**, a gay sports bar with pub bites. Or, you can dance the night away at **The Café**, which is right down the block and newly renovated.

Dogpatch/Mission Bay

Anchored by the new Chase Center, home to the Golden State Warriors, Mission Bay and the neighboring Dogpatch neighborhood appeal to sports fans, cultural travelers and culinary connoisseurs alike.

- Mini-golf greens inspired by San Francisco's past and present border the food trucks and fire pits of **Spark Social SF**, an outdoor dining destination and beer garden just blocks from Chase Center.
- Follow the San Francisco Bay Trail south from Chase Center to **The Ramp**, a salty seafood and burger joint with a waterfront patio and live music on weekends. For a more serene stop, pint-sized **Glena's** serves summery cocktails and tacos topped with tofu, grilled rock cod or pork shoulder, pineapple and salsa verde.
- Fresh off its 15th anniversary, the nearby **Museum of Craft and Design** spotlights contemporary artists, architects, designers and makers through innovative exhibitions that examine the intersection of craft, design and culture.
- Up the block at **Daily Driver**, staffers practice the craft of bagel-making. Locals top their favorite hand-rolled, wood-fired selections with cream cheese and cultured butter churned in the on-site creamery.
- House-crafted ales are the draw at neighboring **Magnolia Dogpatch**. Across the street at **Third Rail**, try any one of their outrageous whiskey cocktails paired with some of their signature jerky.

SAN FRANCISCO'S MUST-SEE MUSEUMS

With world-class aquariums, interactive exhibits, nightlife events and some of the country's most diverse art 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.



California Academy of Sciences

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. A recent expansion, creating an additional 13,000 square feet of exhibition space, is scheduled for completion in Spring 2020.

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 bookstore 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.

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 an interactive museum for all ages and boasts more than 650 hands-on 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.

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, and 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 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 hands-on 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 grand façade inspired by the waters and fog of the 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.



San Francisco Museum of Modern Art (SFMOMA)

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 animation, including Mickey Mouse. Housed in a historic building in the Presidio, it features contemporary 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.

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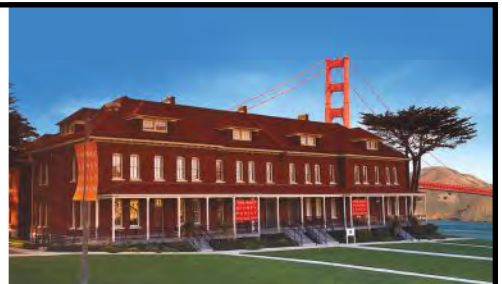
WHERE ART & INNOVATION CREATE INSPIRATION

THE WALT
DISNEY
FAMILY
MUSEUM

104 Montgomery Street
In The Presidio
San Francisco, CA

WALTDISNEY.ORG

Photograph courtesy of The Walt Disney Company © Disney The Walt Disney Family Museum* Disney Enterprises, Inc. 1 © 2020 The Walt Disney Family Museum The Walt Disney Family Museum is not affiliated with Disney Enterprises, Inc.



"Dream" sculpture
comissioned by
Yerba Buena Center
for the Arts.

FIVE THINGS WITH ARTIST ANA TERESA FERNANDEZ



San Francisco is well-known as a welcoming place for artists. For artist Ana Teresa Fernandez, a graduate of the San Francisco Art Institute, it's become a second home. Her work explores politics, activism and intersectionality through performance, video, paintings and installations, and she's been featured both locally and around the world. Ana Teresa also frequently partners with nonprofits and art organizations to help improve communities. Read on for her recommendations for experiencing San Francisco.

FAVORITE NEIGHBORHOOD FOR OBSERVING PUBLIC ART:

Being an artist in San Francisco, I'm constantly finding hidden gems of public art, small and large. The Mission is a nest for many murals and hand-painted signs, especially folkloric ones, with made-up words like "Washateria" (laundromat). The Women's Building has a façade depicting colorful revolutionary women. I really enjoy the unexpected public expressions in every neighborhood. There was a graffiti piece located under a freeway in the Bayshore that featured the word "dream" repeated over and over. I learned much later that it was an homage to the street artist Dream, who fought to keep peace among gangs and used art as a way of teaching youngsters. This inspired me to create a 70'x 15' "DREAM" sculpture, to echo louder an invitation to the city to dream.

GO-TO SPOT FOR INSPIRATION:

Recently, I have been working on a collaboration with the non-profit Creativity Explored, a space where artists with developmental disabilities create and share their work with the community. Working with these artists has been such an inspiration. Not only do they show up every day with joy and kindness, they work with an unfiltered and raw approach to simply create. There is a courage and fearlessness to just be themselves that is so contagious, and it's something I have tried to harness in my own studio and working relationships.

FAVORITE VIEW IN SAN FRANCISCO:

I am incredibly lucky that my favorite view is from my apartment on the Great Highway, staring out at the Pacific Ocean. I love watching the constant change of the waves, swell, light, colors and weather. It is a great reminder of how magical and ever-changing nature is, and how urgent it is that we protect it. I also get to experience the colorful and surreal sunsets every evening that Karl (the fog, such a constant visitor that he has a name in San Francisco) will allow.

FAVORITE OUTDOOR ACTIVITY:

Surfing. This has truly changed my relationship with San Francisco. It has become my psychological rinse and shower. Just being in the ocean provides a different perspective on the city and a way to clear my head. I try to surf every day, even if it's freezing and the waves are wild. I tell people that art helped me find meaning in my life, but surfing has kept me from drowning in the art world.

FAVORITE PLACE TO SEE A LIVE PERFORMANCE:

Yerba Buena Center for the Arts (YBCA). I have been following LINES Ballet at YBCA for almost 15 years. LINES is a hybrid of dancing that has pushed my own understanding of the body's ability to incorporate movements inspired by animals, currents in nature and art forms from all over the world. Alonzo King, the choreographer, collaborates with other artists and groups to create the performances. I first saw the Shaolin Monks perform in 2004 and I've been every season since!

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SAN FRANCISCO AFTER DARK

San Francisco at night is just as vibrant as during the day—maybe even more so. The nightlife scene is an impressive mix of innovation, friendliness and inclusivity. If you're looking to explore the city after hours, head to one (or all) of these neighborhoods.



WHERE TO GO FOR COCKTAILS

Union Square

Head to Union Square for skillfully mixed cocktails and hard-to-find small batch spirits. **Swig** is a fun two-story bar where you'll find contemporary twists on classic drinks. Travel back to the 1920s at **Bourbon & Branch**, a speakeasy that riffs on the Prohibition era when alcohol was outlawed.

At the iconic **Lizzie's Starlight**, located on the 21st floor of the Sir Francis Drake Hotel, you can take in the bird's-eye view or settle into a plush booth for some good old-fashioned people-watching. Running with a crowd? Order a tasty spiked punch bowl for sharing.



WHERE TO GO DANCING

SoMa

Dense with dance clubs, SoMa is one of the hottest spots for an unforgettable evening. Get your fill of electronic and house music at **Halcyon SF**, an early 1900s brick warehouse with plenty of room to dance the night away. **VERSO** is a more intimate space where DJs spin into the wee hours, playing trance, hip-hop, throwbacks, EDM or Top 40 depending on the night.

Head to **The Grand** for lavish VIP table service and two stories of dance floors.



WHERE TO GRAB A GLASS OF WINE

Embarcadero/ Financial District

If you prefer to sit back and relax, this neighborhood has some great spots to savor a glass of wine.

The Barrel Room offers more than 50 wines by the glass and flight, with a lounge open late. The wines at **The Hidden Vine** span the globe and fill an extensive menu. If you're in the mood for bubbles, visit **The Barbarossa Lounge** and choose something sparkly from the generous champagne menu. Serious wine drinkers should head to

Press Club, a retro-modern wine bar that offers rare magnums by the glass.



WHERE TO HAVE DINNER BEFORE GOING OUT

Mission District

The Mission District is a veritable foodie's paradise, where all kinds of cuisines are perfected with a welcoming, unfussy vibe.

Dine at the Michelin star-winning **Commonwealth** for modern American fare and an eclectic wine list. **Central**

Kitchen offers a daily changing menu inspired by the bounty of locally-sourced ingredients. For a steak dinner, try the lively Argentinean steakhouse

Lolinda, where Latin American flavors combine with California sensibilities. With two full bars, it's also a great place to meet up for drinks if you have time to kill before a concert or play.





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sftravel.com

SPECIAL EVENTS 2020

The following events are held on an annual basis. All dates and locations are subject to change and should be confirmed with sponsors before making travel plans. For a complete list and details, visit sftravel.com.

JANUARY

Dr. Martin Luther King Jr. Celebration
Yerba Buena Gardens
norcalmlkfoundation.org

San Francisco Sketchfest
Various locations
sfsketchfest.com

Golden Gate Kennel Club Dog Show
The Cow Palace, Daly City, 415-404-4111
goldengatekennelclub.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 Independent Film Festival
Various locations, 415-820-3907
sfindie.com

San Francisco Chronicle Wine Competition
Fort Mason Center
winejudging.com

Tulipmania
PIER 39, 415-705-5500
pier39.com/tulipmania

San Francisco Beer Week
Various locations
sfbeerweek.org

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 at Fort Mason Center
415-561-6251
oceanfilmfest.org

St. Patrick's Day Parade
Second and Market streets to Civic Center
facebook.com/saintpatricksdaysf



APRIL

Opening Day – San Francisco Giants
Oracle Park, 415-972-2000
sfgiants.com

San Francisco International Beer Festival
Fort Mason Center
sfbeerfest.com

Rock 'n' Roll San Francisco Half Marathon
Golden Gate Bridge
runrocknroll.com/san-francisco

San Francisco International Film Festival (SFIFF)
Various locations, 415-561-5000
sffs.org

Cherry Blossom Festival
Japantown, 415-563-2313
sfcherryblossom.org

Bay Area National Dance Week
Various locations, 415-920-9181
bayareandw.org

Earth Day
Civic Center Plaza
earthdaystreetfest.org

MAY

How Weird Street Faire
Howard and Second streets
howweird.org

Cinco de Mayo
Valencia St. between 21st and 24th streets
mncsf.org/sfcincodemayo

CAAMFest, celebrating Asian-American film, music and food
Various locations, 415-863-0814
caamedia.org

SFMade Week
Various locations
sfmade.org

Uncorked – The San Francisco Wine Festival
Ghirardelli Square and on Beach St. between Larkin and Polk streets
415-775-5500
uncorkedwinefestivals.com

Bay to Breakers
Embarcadero, 415-231-3130
baytobreakers.com

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

Alcatraz Challenge
San Francisco Bay
alcatrazchallenge.tricalifornia.com

JUNE

Union Street Music Festival
Union St. between Gough and Steiner streets, 800-310-6563
sresproductions.com/events

North Beach Festival
Washington Square
sresproductions.com/events

Haight-Ashbury Street Fair
Haight St. between Masonic and Stanyan streets
haightashburystreetfair.org

Juneteenth Parade and Festival
Fillmore District
sfjuneteenth.com

Frameline, San Francisco International LGBTQ Film Festival
Various locations, 415-703-8650
frameline.org

San Francisco Pride Celebration Parade
Market St., 415-864-0831
sfpride.org

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

San Francisco Opera in the Park
Robin Williams Meadow, Golden Gate Park 415-864-3330
sfopera.com

JULY

Fourth of July Waterfront Festival
PIER 39, 415-705-5500
pier39.com



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SPECIAL EVENTS 2020

(CONT'D)

Fillmore Street Jazz Festival

Fillmore St. between Jackson and Eddy streets
fillmorejazzfestival.com

Salsa Festival on The Fillmore

Fillmore St.
salsaonfillmore.com

Ethnic Dance Festival

Various locations, 415-474-3914
worldartswest.org

San Francisco Jewish Film Festival

Various locations
415-621-0556 (info)
866-558-4253 (tickets)
jfi.org

Renegade Craft Fair

Fort Mason Center
renegadecraft.com/san-francisco

San Francisco Marathon, Half Marathon, 5K Run/Walk

The Embarcadero
888-958-6668, ext. 1
thesfmarathon.com

AUGUST

ACC Craft Show

Fort Mason Center
800-836-3470
craftcouncil.org

Nihonmachi Street Fair

Japantown and Japan Center 415-771-9861
nihonmachistreetfair.org

Jerry Day

Jerry Garcia Amphitheater, McLaren Park
jerryday.org

Outside Lands Music & Arts Festival

Golden Gate Park
sfoutsidelands.com

Eat Drink SF

The Midway
eatdrink-sf.com

Bay Area Brew Festival

Pier 35
bayareabrewfestival.com

The Giant Race

Oracle Park, 415-972-1881
thegiantrace.com

SEPTEMBER

Sausalito Art Festival

Sausalito, 415-332-3555
sausalitoartfestival.org

Architecture and the City

Citywide, 415-874-2620
archandcity.org

San Francisco Fringe Festival

Various locations
415-931-1094 (info)
415-673-3847 (tickets)
sffringe.org

San Francisco Symphony's 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
415-775-5500
ghirardellisq.com

San Francisco Opera's Opening Gala

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

Autumn Moon Festival

Grant Ave.
moonfestival.org

Sausalito Floating Homes Tour

Sausalito, 415-332-1916
floatinghomes.org

Folsom Street Fair

Folsom St. between Eighth and 13th streets,
415-777-3247
folsomstreetfair.com

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oktoberfestbythebay.com

OCTOBER

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., 415-841-1824
castrostreetfair.org

Litquake

Various locations
litquake.org

San Francisco Italian Heritage Parade and Festival

Fisherman's Wharf and North Beach
415-703-9888
sfcolumnbusday.org

ArtSpan/SF Open Studios

Various locations, 415-861-9838
artspan.org

Grand National Rodeo, Horse Show and Stock Show

Cow Palace, Daly City, 415-404-4111
grandnationalrodeo.com

San Francisco Fall Antiques Show

Fort Mason Center, 415-989-9019
sfas.org

NOVEMBER

Embarcadero Center Building Lighting Ceremony

Embarcadero Plaza, 800-733-6318
embarcaderocenter.com

Illuminate SF

Citywide, 415-391-2000
illuminatestf.com

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
visitionsquaresf.com or
macys.com/believe

Ghirardelli Square Tree Lighting Ceremony

Ghirardelli Square, 415-775-5500
ghirardellisq.com

DECEMBER

PAC-12 Football Championship Game

Levi's Stadium, Santa Clara
408-579-4449
pac-12.com

Union Street Fantasy of Lights

Union St. between Van Ness Ave. and Steiner St., 800-310-6563
sresproductions.com or unionstreetsf.com

Light the Menorah

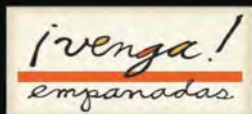
Ghirardelli Square
415-775-5500
ghirardellisq.com

San Francisco Ballet presents "The Nutcracker"

War Memorial Opera House
415-865-2000 (tickets)
sfballet.org

Foster Farms Bowl

Levi's Stadium, Santa Clara
fosterfarmsbowl.com



443 Valencia St

between 15th & 16th | 415.552.5895

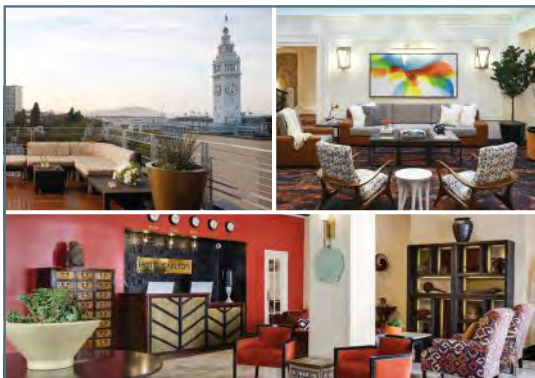
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415.673.0242



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 truck 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 Alioto's, which first began selling the stew on the docks back in 1925. 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.



Unsplash (2)

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. Taqueria La Cumbre claims to be the birthplace, but you can't go wrong at El Farolito, La Taqueria or dozens of other Mission kitchens, either.

WARM UP WITH AN IRISH COFFEE.

It may have originated in 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 Café 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 café serves up to 2,000 of them every day!

DINE ON DIM SUM.

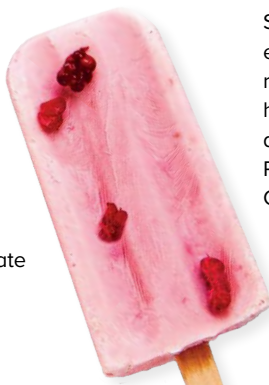
Among the many cultural gifts brought to San Francisco by Chinese immigrants is dim sum, an assortment of bite-sized pastries and dumplings served on carts and traditionally eaten for breakfast. Chinatown is ground zero for dim sum any time of day, with a bevy of sit-down and takeout spots lining the 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.

TASTE AMERICA'S FIRST CRAFT BEER.

Fun fact: America's OG craft beer, Anchor Steam, was first brewed here way back in the mid-1800s, fermented on rooftops and cooled by foggy night air. Taste it and other Anchor Brewing classics on a behind-the-scenes tour at Anchor Public Taps. Not a beer drinker? Opt for Anchor Brewing's distilling arm, Hotaling & Co., to sip Junipero Gin, Nikka Whiskey and other award-winning spirits.

TREAT YOURSELF TO INCREDIBLE ICE CREAM.

Thanks in part to the Museum of Ice Cream (and its much-Instagrammed sprinkle pool), San Francisco has become a hotspot for the cool treat. Other 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.



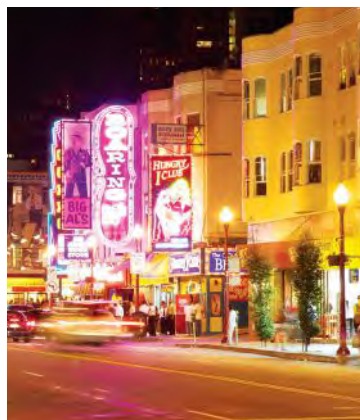
TRY SOME OF EVERYTHING AT LOCAL FOOD HALLS.

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 Kin Khao. 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.



SOCIAL POLL: FAVORITE SPOT FOR BARHOPPING

We asked Instagram fans: What's your favorite spot for barhopping?



@rmoen1 • Follow
San Francisco, California

@rmoen1 All of North Beach!



@yasminebythebay • Follow
San Francisco, California

@yasminebythebay Fort Mason Center for both The Interval and The Radhaus! I also like to start at Local Edition on Kearny St. and then head north.



@chuck.deez • Follow
San Francisco, California

@chuck.deez I love Nob Hill, there are great places on Pine and Leavenworth streets.

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FIVE THINGS WITH CHEFS STUART BRIOZA & NICOLE KRASINSKI OF STATE BIRD PROVISIONS



Chef proprietors and Bay Area natives Stuart Brioza and Nicole Krasinski combined the hardiness and adaptability of California's state bird, the California quail, and the act of providing delicious food and drink to create their Fillmore District restaurant, State Bird Provisions (1529 Fillmore St.) and its family-style sister restaurant, The Progress (1525 Fillmore St.). Like San Francisco itself, their cuisine is eclectic and constantly evolving in nature. Here, Stuart and Nicole share five recommendations for savoring your time in the city.

FAVORITE ONLY-IN-SAN FRANCISCO DELICACY:

From April through October, we have an abundant local anchovy season. There's one fisherman who catches anchovies in the bay and then sells them right at Pier 43. These tasty little fish come directly to restaurants from the water and are served on menus all over the city, including both State Bird Provisions and The Progress.

FAVORITE LOCAL SPOT FOR A GREAT COCKTAIL:

Although it's not a bar, we love the simple margaritas and extensive Mezcal list at Nopalito (306 Broderick St. and 1224 Ninth Ave.). They also make a great Michelada (a spicy mix of beer, tomato juice, lime and jalapeño), which is the perfect mid-day drink on a day off, especially after a bike ride through Golden Gate Park.

FAVORITE ANNUAL EVENT IN SAN FRANCISCO:

La Cocina Street Food Festival remains one of the best places to sample and support the diverse culinary talents the Bay Area has to offer. They celebrated their 10th anniversary in 2019, and each year they amp it up and add new ways to experience the event. *(Editor's note: La Cocina's festival occurs in early October in the Dogpatch neighborhood. Learn more at lacocinasf.org.)*

WHERE YOU'D HAVE YOUR LAST MEAL IN SAN FRANCISCO:

Michelle Polzine's 20th Century Café (198 Gough St.) is a gem in the city. We dream about her pierogi, strudel and perfect fruit galettes. Her everything bagels with smoked salmon are our favorite to-go snack for airplane travel, or frankly, any road trip in the car.

WHAT EVERY VISITOR SHOULD DO AT LEAST ONCE:

Visit Lands End. The sweeping views of the bay and the Golden Gate Bridge are not to be missed and the rocky beach hike feels like a quintessential San Francisco pilgrimage. We do it at least once a month and then grab cinnamon toast and espresso at Trouble Coffee (4033 Judah St.) post-hike.



State Bird Provisions Dining Room



WHERE TO DRINK:

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.

Cocktail Champs

TRICK DOG

3010 20th St.

This Mission District fave has won a gamut of awards, including a spot on the World's 50 Best Bars list. The uber-creative, ever-changing drink menu—with themes ranging from Chinese takeout to tattoo art—snagged the World's Best Cocktail Menu prize at the 2017 Spirited Awards.

REDWOOD ROOM

495 Geary St.

Between the "liquid art" cocktails and sumptuous, Phillip Starcke-designed 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.

PACIFIC COCKTAIL HAVEN

580 Sutter St.

In a sea of great bars, Pacific Cocktail Haven is an island unto itself. Barmaster Kevin Diedrich's creations feature quirky ingredients like miso and roasted corn togarashi. That ingenuity landed PCH on Esquire's 27 Best Bars in America 2019.

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 mates.

Medal-Worthy Breweries

BARREL HEAD BREWHOUSE

1785 Fulton St.

This brewery recently won big at the World Beer Cup, nabbing a bronze for its Brother Harker 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.

21ST AMENDMENT

563 Second 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.

THIRSTYBEAR BREWING COMPANY

661 Howard St.

San Francisco's first certified organic brewery had a lot to celebrate at the 2019 Good Foods Awards, where their Shipwreck Strong Ale was a big winner. Head to their Yerba Buena brewpub to sample a variety of sustainable beers and bar snacks.

MAGNOLIA BREWING

1398 Haight St.;
2505 Third 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.

BARTLETT HALL

242 O'Farrell St.

Fresh off 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.

Adobe Stock

VISITOR INFORMATION



STOP BY OUR VISITOR INFORMATION CENTERS FOR:

- Guides, maps and brochures
- Tour and attraction passes
- Tips on public transit
- Cable car tickets
- Trip planning assistance
- Hotel and restaurant reservations



**FOUR
LOCATIONS**

The Moscone Center
749 Howard St.

Chinatown
625 Kearny St.

California Welcome Center @ PIER 39
Building B, Level 2

Macy's Union Square
170 O'Farrell St.

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, unique 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 a concentration of performance venues like the Orpheum and Golden Gate theaters.

CHINATOWN

This storied neighborhood is North America's first and oldest 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 historic seaport 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.

FISHERMAN'S WHARF

One of the city's most popular attractions. Here you can "escape" to Alcatraz or set sail on the 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.

HAIGHT-ASHBURY

The Summer of Love is immortalized in Haight-Ashbury's vintage clothing, book and record stores. Nearby Alamo Square's row 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, izikayas and Benkyodo, which has supplied the city with handmade rice confections since 1906.

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 and the center of its Latino culture has hip restaurants, music venues, boutiques and the city's largest concentration of murals.

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 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, cultural attractions and terrific dining. In the Richmond, visit the historic Cliff House for unbeatable views.

SOMA/YERBA BUENA

This neighborhood has one of the densest concentrations of museums, nightclubs and Oracle Park, home of the San Francisco Giants.

SUNSET/ GOLDEN GATE PARK

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.

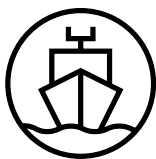
TREASURE ISLAND

Views of downtown San Francisco, urban wineries 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 Geary Theater and the Curran, among others.





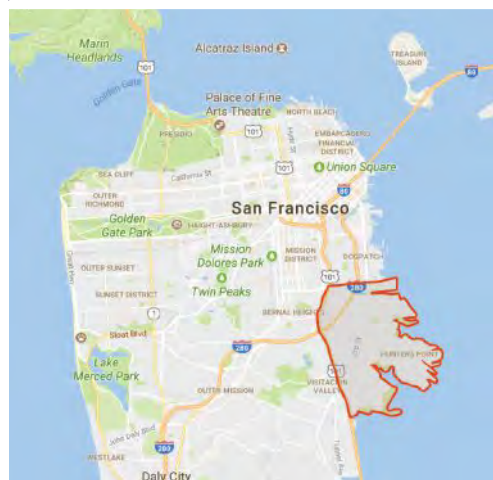
BAYVIEW

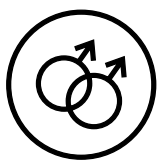


WHAT TO SEE & DO

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 African-American 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.





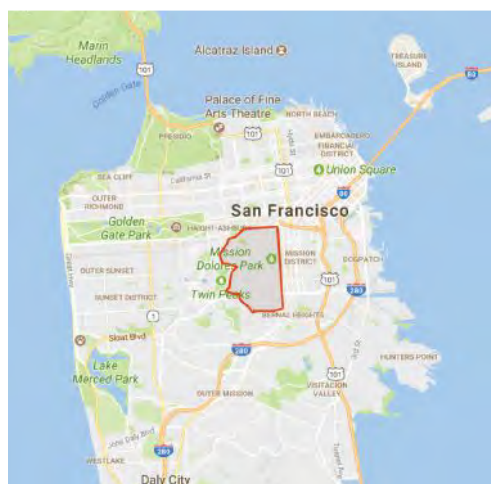
CASTRO/ NOE VALLEY

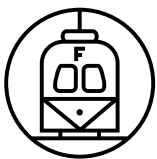


WHAT TO SEE & DO

Regardless of your sexual orientation, no trip to San Francisco would be complete without a visit to the 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.

- Start your tour on the Castro's eponymous main drag and visit the **Castro Theatre**, an ornate movie palace with a Mighty Wurlitzer-playing organist who performs before every show. On your way out, take note of the golden plaques that make up the **Rainbow Honor Walk**, paying tribute to LGBTQ pioneers.
- 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.
- 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.





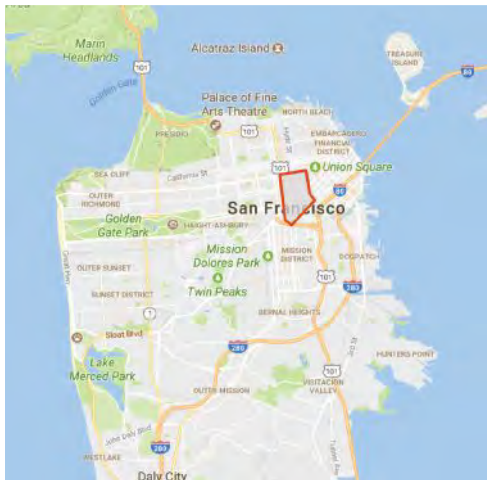
CENTRAL MARKET



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 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.
- At the intersection of Eighth and Market streets, look for 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.
- Tuck into the **Pineapple Bistro and Bar** at The Alise hotel for a quick bite and pre-show drink.



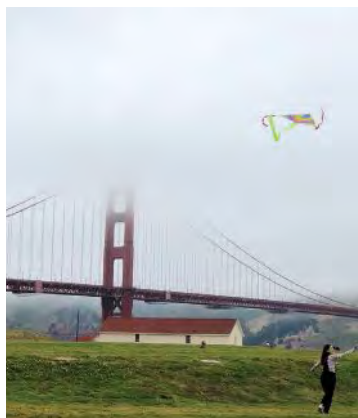


SOCIAL POLL:

FAVORITE CLOUDY DAY ACTIVITY

We asked Instagram fans: What's your favorite cloudy day activity in San Francisco?

San Francisco Travel Association/@ateepatino



@hagolibros • Follow
San Francisco, California

@hagolibros Visit San Francisco Museum of Modern Art (SFMOMA).



@wcoasty • Follow
San Francisco, California

@wcoasty I like to walk the Golden Gate Bridge and watch the fog slowly move up and surround everything.



@marilyndalton • Follow
San Francisco, California

@marilyndalton Ride the Market St. streetcar and stop for coffee or a glass of wine along the way.

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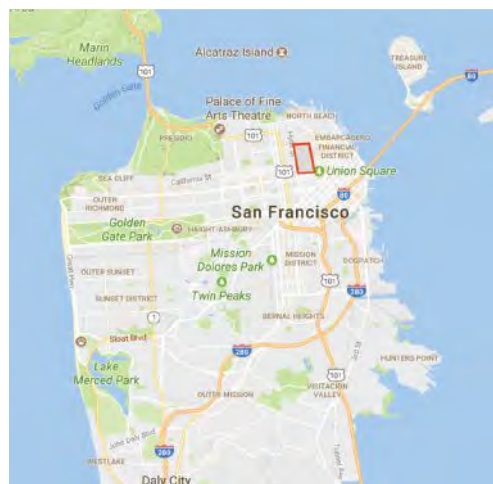
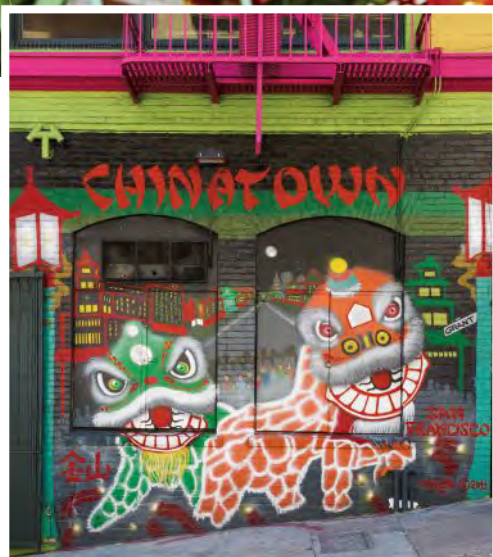
CHINATOWN

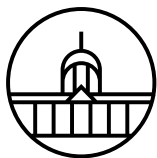


WHAT TO SEE & DO

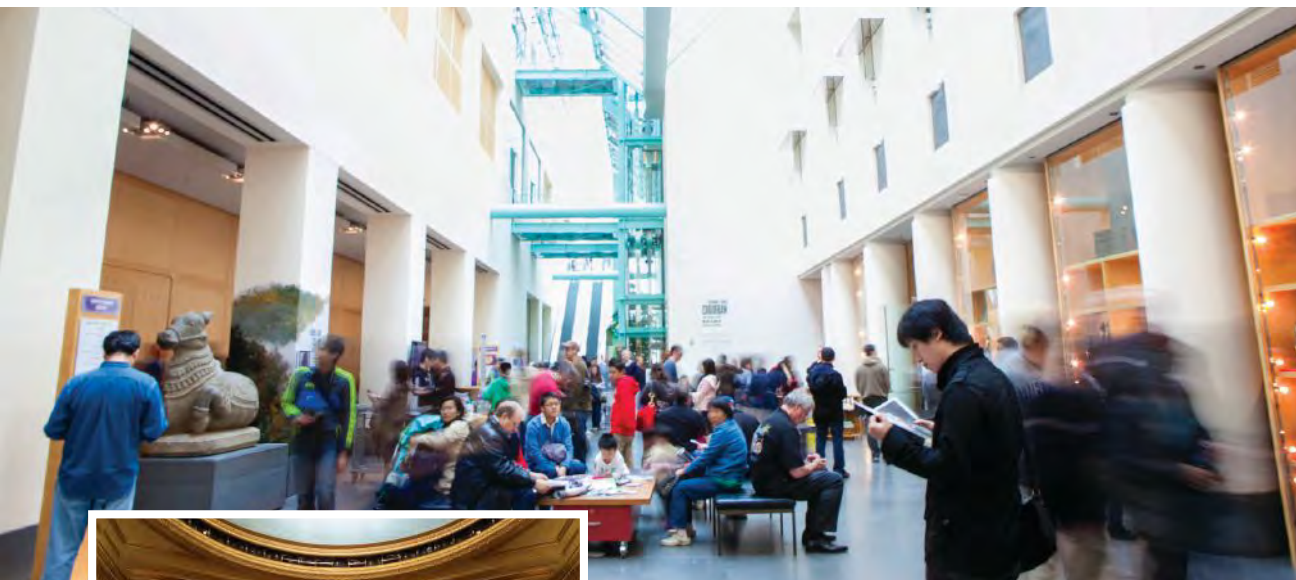
San Francisco's Chinatown, North America's first and largest, is located next to North Beach and adjacent to the Financial District. With its pagoda-style architecture, ornate lamp posts, exotic menus and other distinctive elements, a stop here can feel more like a trip abroad than a neighborhood stroll.

- Stroll past markets heaped with vegetables, ducks, herbs and other goods to get a taste of China without leaving California.
- 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.





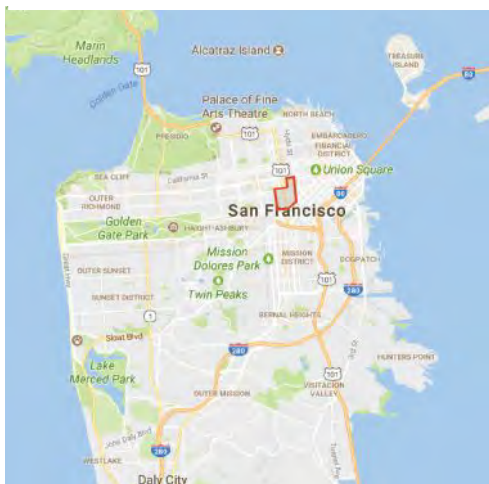
CIVIC CENTER/ HAYES VALLEY

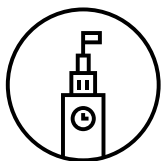


WHAT TO SEE & DO

One of the city's central 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** glitters on Franklin St. The **African American Art & Culture Complex** is just a few blocks west on Fulton St.
- Try the tasting menu of California-inspired cuisine at **Rich Table**. For Brazilian fare, step into **Espetus Brazilian Steak House** and experience the art of grilling as once practiced by 18th century gauchos. Head to **Rambler** inside of Hotel Zeppelin for pre-show craft cocktails and small bites.





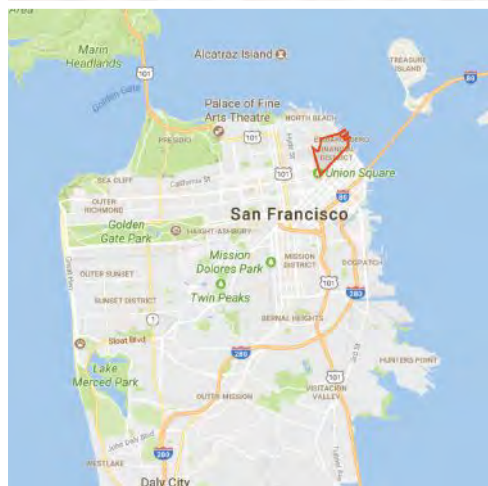
EMBARCADERO/ FINANCIAL DISTRICT



WHAT TO SEE & DO

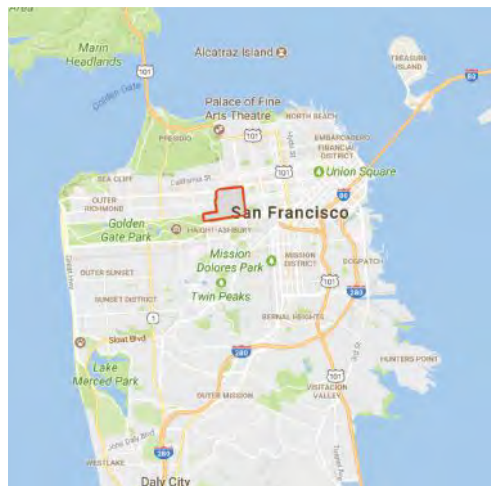
The Embarcadero — the city's east-facing waterfront, with its finger piers and glistening views of San Francisco Bay — is where San Francisco had its first growth spurt, thanks to the California Gold Rush of 1849.

- Eminently walkable, the Embarcadero is also the ideal vantage point to view “**The Bay Lights**,” the world’s largest LED light sculpture.
- **The Exploratorium** on Pier 15 is one of the city’s favorite destinations for families.
- 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.
- The San Francisco Giants’ bayside baseball stadium, **Oracle Park**, and adjacent jogging paths provide more ways to enjoy scenic views of the bay. Or get an engaging, free look at history at the **Wells Fargo History Museum**.
- Hungry? You’re in luck. Try the iconic sourdough purveyor **Boudin**, award-winning eatery **The Slanted Door** or the Michelin-starred **Michael Mina**. Grab a sweet treat at **Humphry Slocombe Ice Cream’s** location inside the Ferry Building.
- Area hotels include the **Hyatt Regency**, **Hotel Vitale**, **Le Meridien**, the **Palace Hotel** and **Hilton San Francisco Financial District**.





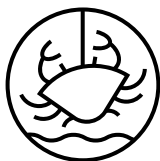
FILLMORE



WHAT TO SEE & DO

Fillmore St., linking the Western Addition in the south to Pacific Heights in the north, is the dynamic axis of what locals call “The Fillmore.” A hub for San Francisco’s music scene, the area has a rich musical history.

- On the south side of Geary Blvd., the legendary 1960s music emporium, **The Fillmore**, continues to rock with top-name performances.
- 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 also 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).
- Upper Fillmore is one of the city’s top destinations for shopping. Find chic vintage shops alongside big fashion names like **Rothy’s** and **Alice + Olivia**.
- Go casual with some delicious California-style pizza at **Pizzeria Delfina** or splurge on a decadent dinner at the acclaimed **SPQR**. Then, finish your evening in the Fillmore with a nightcap at **The Snug**.



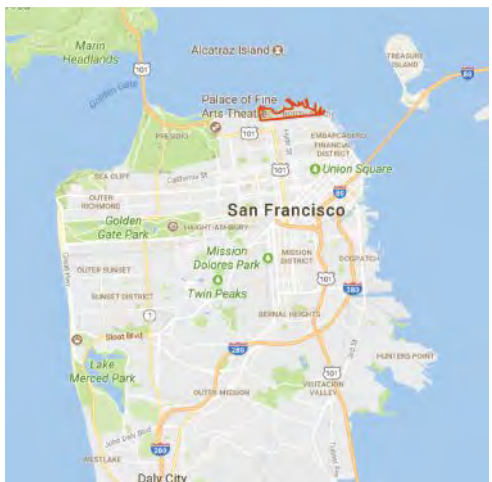
FISHERMAN'S WHARF



WHAT TO SEE & DO

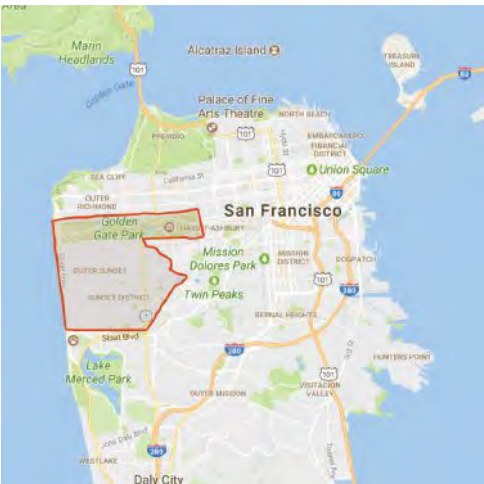
The cheery ringing of the cable car bells; the sights, sounds and smells along busy Jefferson St.; the renovated historic red brick factories; the steaming street-side pots of Dungeness crab — all help make Fisherman's Wharf the city's top-rated tourist attraction year after year.

- 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**.
- **Madame Tussauds** and the **San Francisco Dungeon** are nearby. Be sure to check out their "Escape Alcatraz" thrill ride.
- **The Blue & Gold Fleet** runs sightseeing tours from PIER 39. **The Red and White Fleet** operates from Pier 43 ½. 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.





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, with its blocks of charming shops. Find local art including prints and California-themed tote bags at **3 Fish Studios**.



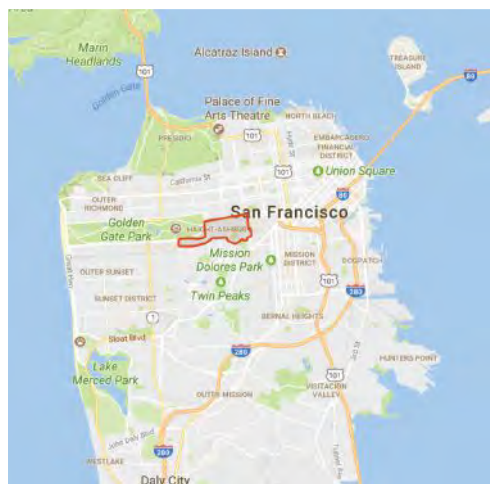
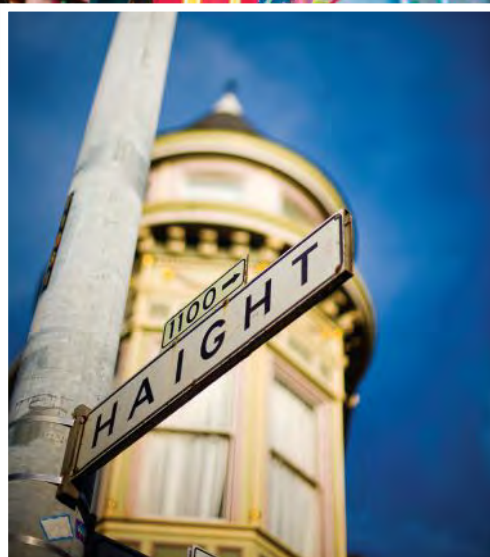
HAIGHT-ASHBURY

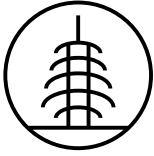


WHAT TO SEE & DO

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.





JAPANTOWN

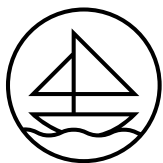


WHAT TO SEE & DO

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 both ends by the Hotel Kabuki and AMC Kabuki cinema. Drop by **Pika Pika**, a photo booth heaven, to snap a unique souvenir.
- 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, a rice confection still being hand-made by family-owned Benkyodo; 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.





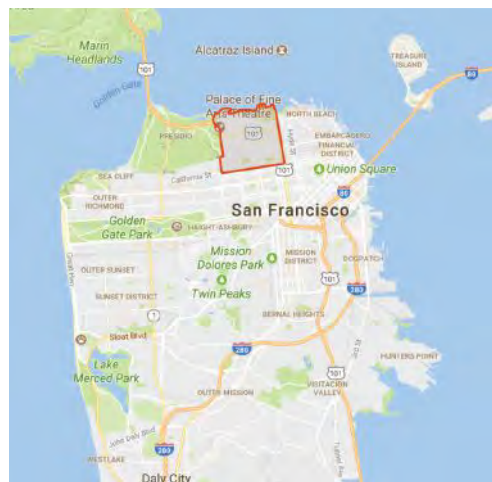
MARINA/ PACIFIC HEIGHTS



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 to the south of the Marina.
- **Fort Mason Center for Arts & Culture**, a converted military base, is home to arts organizations and **Off the Grid**, a regular food truck gathering.
- 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**.





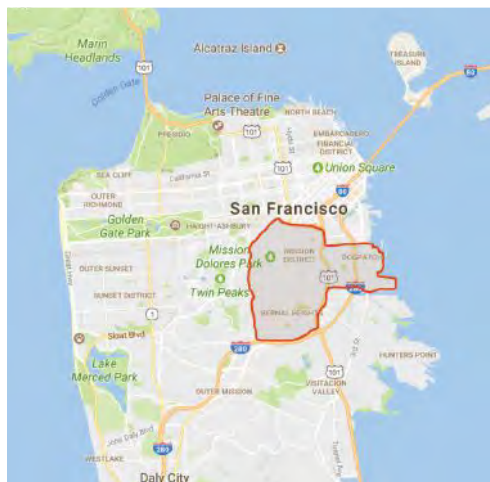
MISSION DISTRICT

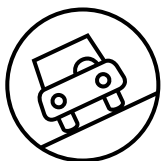


WHAT TO SEE & DO

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 **Central Kitchen** offers standout locally sourced plates served family-style.
- 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.





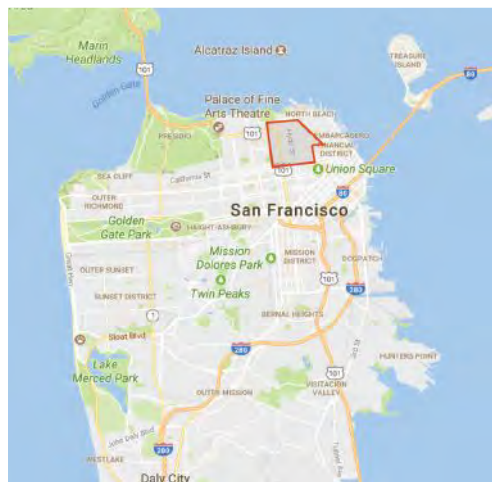
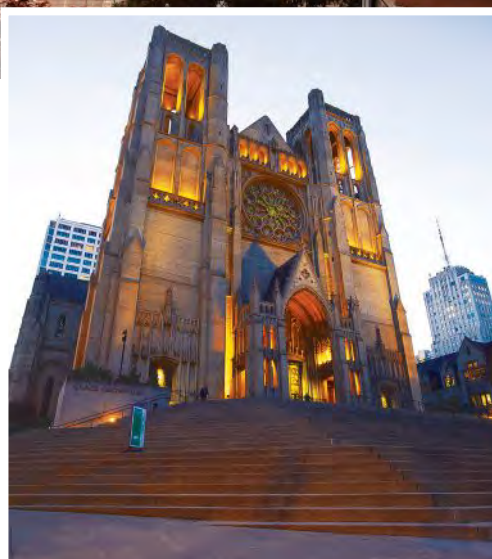
NOB HILL



WHAT TO SEE & DO

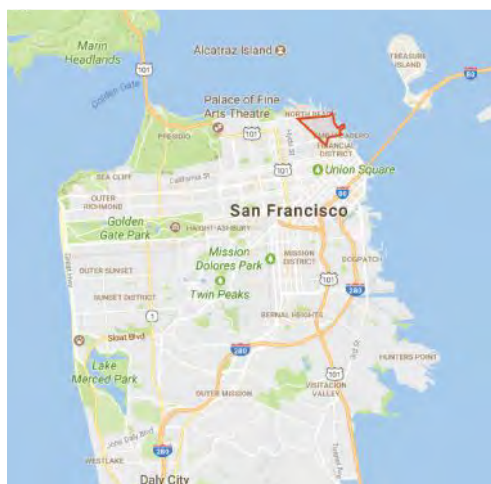
Those little cable cars that climb halfway to the stars in Tony Bennett's enduring song, "I Left My Heart in San Francisco," are climbing Nob Hill. Hundreds of feet above the city, this classic neighborhood offers famed hotels, buzzy restaurants, landmark architecture and stunning views.

- 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**, **Aurea** and the **Big 4 Restaurant**, to name a few.





NORTH BEACH



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 of-the-moment 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. **È Tutto Qua** dishes up fresh, handmade pasta and 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**.



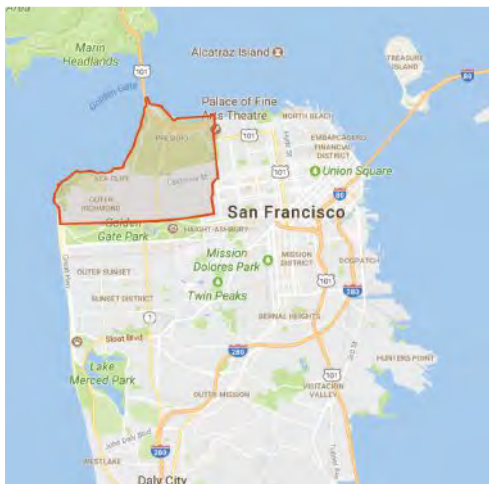
RICHMOND/ PRESIDIO

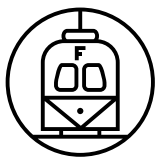


WHAT TO SEE & DO

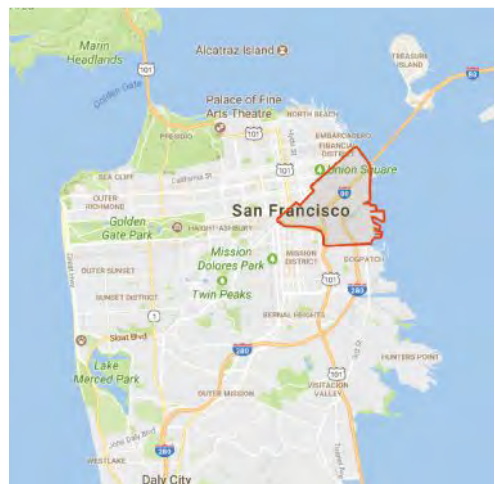
The Presidio, with its towering eucalyptus trees, is a 2.8-square-mile former military base reborn as part of the Golden Gate National Recreation Area. The Richmond District hosts a major art museum, a city park and San Francisco's de facto second Chinatown on Clement St.

- The refurbished red brick military buildings at the Presidio are now restaurants, hotels, and attractions, including **The Walt Disney Family Museum**.
- Of special note are **Andy Goldsworthy's 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.
- Places to eat in this area are plentiful. The Presidio features **Arguello**, **The Commissary**, **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.





SOMA/YERBA BUENA



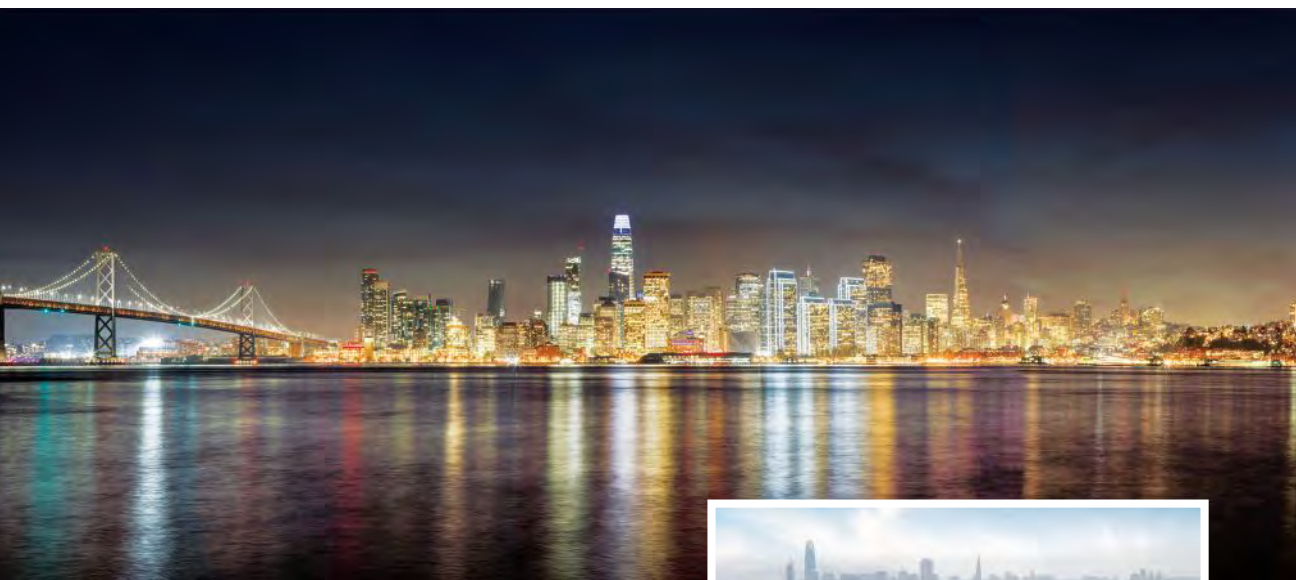
WHAT TO SEE & DO

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 **Verba Buena Center for the Arts** and **Verba 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.
- It’s always tea time at **Samovar Tea Lounge** overlooking Verba Buena Gardens. For something more casual, head to the **TableTop Tap House** or **ThirstyBear Brewing Company**.
- SoMa is home to lots of luxe accommodations. The **Four Seasons**, **W Hotels**, **St. Regis**, **Virgin Hotels** and **Hotel VIA** all have properties in this neighborhood.



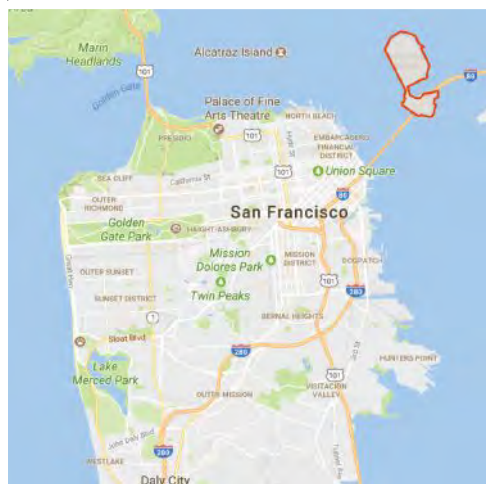
TREASURE ISLAND



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.

- Treasure Island is at the forefront of the urban winery phenomenon, with tasting rooms, tours and wine-themed events. Check out **The Winery SF** and **Treasure Island Wines**.
- The island hosts numerous major public events throughout the year, including the **San Francisco International Dragon Boat Festival**. On the last weekend of every month, the dog-friendly **Treasure Island Flea** is teeming with local vendors, artists 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.



San Francisco Travel Association (2)



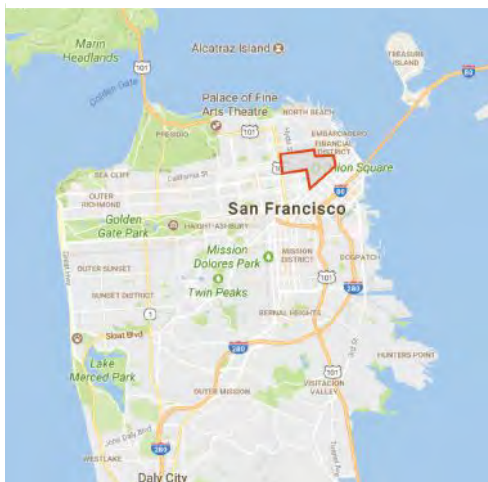
UNION SQUARE



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 name 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. **Macy's** (also home to a **Visitor Information Center**), **Neiman Marcus** and **Tiffany & Co.** are just a few.
- 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. South of Market St. at the foot of Powell St., the **Westfield San Francisco Centre** is home to **Bloomingdale's** and **Nordstrom**.
- Nearby are the **Marines Memorial Theatre**, the **Curran** and **A.C.T.'s Geary Theater**. Don't miss "Harry Potter and the Cursed Child at the Curran" through May 17, 2020.
- **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 by the cable car tracks on the west side of the square has given generations of diners a tasty start to their day.
- The **Museum of Ice Cream** provides fun and cheer with its ever-changing experiences and displays. Slide into a sprinkle pool, and, of course, taste some ice cream.



TOP 10 FUN ACTIVITIES FOR FAMILIES

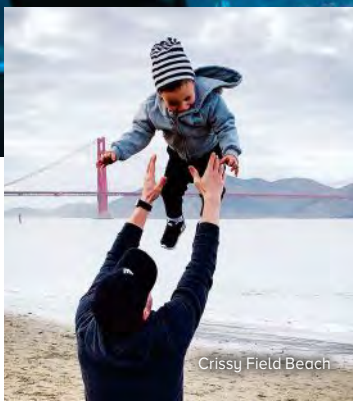
Whether your crew prefers playing in the great outdoors, learning about science or braving adrenaline-pumping rides, San Francisco has tons of activities to make your trip fun-filled and memorable. Here are 10 of our favorite family-friendly things to do.

1 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. While the younger crowd enjoys videos, listening stations and other interactive exhibits, parents will appreciate the nostalgia of seeing early drawings and animations of their favorite Disney characters.

2 EXPLORATORIUM

Kids' curiosity will be ignited as they check out more than 650 hands-on exhibits at the Exploratorium, at Pier 15 along the Embarcadero. Step inside a kid-friendly tornado to find out how the weather phenomenon works, play with sand that reveals invisible magnetic fields, and watch the dissection of a cow's eye to understand how our own eyes help us see. With zero no-touch signs and Explainers at every exhibit ready to answer questions, the Exploratorium unabashedly encourages discovery, creativity and, of course, exploration.



3 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. The California Academy of Sciences inspires curiosity about the natural world with opportunities to study the intricacies of a coral reef, meet resident animals (including Claude the albino alligator), explore the depths of a rainforest and gaze at the galaxy.

4 GOLDEN GATE PARK

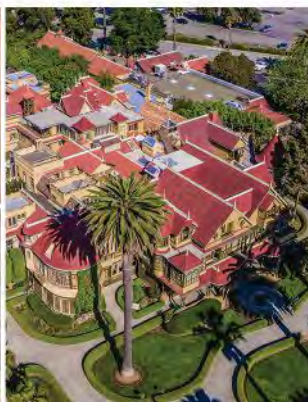
Parks and green spaces are quite abundant in San Francisco, but the grandest of them all is Golden Gate Park, which easily warrants a full day of exploration. Stretching from Haight-Ashbury to the Pacific Ocean, the 1,000-acre park offers open space, museums and family-friendly attractions like The Koret Children's Quarter, which features a merry-go-round and playground. Bring a picnic and let the kids run off some energy in the grassy meadows, then check out a resident herd of bison cared for by the San Francisco Zoo & Gardens.



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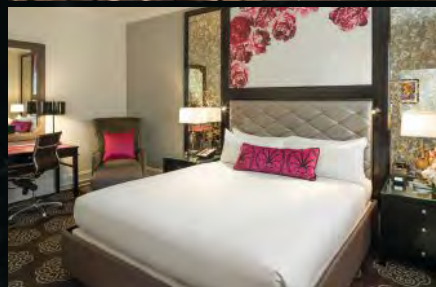
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5 PIER 39

No family vacation is complete without a visit to PIER 39 on Fisherman's Wharf. 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. The Flyer attraction will take your family on a bird's-eye tour of San Francisco's iconic landmarks. Other activities include Aquarium of the Bay, Players Sports Grill & Arcade, Museum of 3D Illusions, Magowan's Infinite Mirror Maze, the San Francisco Carousel, a classic caricature stand and Frequent Flyers (think bungee cords plus a giant trampoline).



6 BAY CRUISE AND WATER TAXIS

Climb aboard a Bay Cruise to get up close and personal with the city skyline, the Bay Bridge and Alcatraz Island. Or take a ride on the Blue & Gold Fleet or Red and White Fleet for a smooth voyage under the iconic Golden Gate Bridge. However you choose to stretch your sea legs, make sure everyone in the family keeps their eyes peeled for sea life while on the water.

7 THE CHILDREN'S CREATIVITY MUSEUM

Exercise the entire family's imagination at the Children's Creativity Museum in SoMa. Children can express their creativity through multi-media art and technology at workshops and hands-on exhibits in various labs

and studios throughout the museum. At the Wonder Workshop in the Tech Lab, kids can write code that programs a robot to navigate a maze and play music.

8 HISTORIC STREETCARS

Have an aspiring conductor or engineer on your hands? Take a ride on one of the city's historic streetcars. The cars run above ground on Market St. between the Castro and Fisherman's Wharf. Make sure you also visit the San Francisco Railway Museum, where your mini conductor can learn about the history of the fleet of streetcars.

9 THE BAY AREA DISCOVERY MUSEUM

Little ones can let their imaginations run wild at the Bay Area Discovery Museum in Sausalito. Located on 7.5 acres of National Park land at the foot of the Golden Gate Bridge, the facility includes seven indoor and outdoor spaces that offer thoughtfully designed exhibits and activities for children six months to 10 years old.



10 CHINATOWN

Soak up the bright colors and fascinating façades of the largest Chinatown outside of Asia, as well as the oldest Chinatown in North America. Explore the golden dragons and emerald roofs of Grant Ave. and Stockton St., then follow the scent of fresh fortune cookies to the famed Fortune Cookie Factory on Ross Alley to witness first-hand how the fortune actually makes it into the cookie. Start your day before 9 a.m. to take advantage of calmer streets and opt for a baby carrier instead of a stroller if possible.



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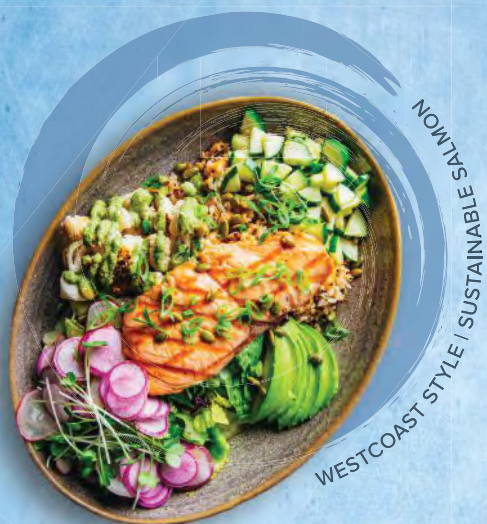
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PLACES WITH PRIDE

San Francisco is home to one of the world's largest Pride celebrations each June, when the whole city explodes into a rainbow burst of music, dancing and excitement. To top it off, 2020 marks the 50th anniversary of San Francisco Pride, giving us all the more reason to party. Here are a just a few places where you can experience local LGBTQ culture, community and history year-round.

ASIA SF

Located at 201 Ninth St., this favorite spot combines restaurant, lounge and dance club elements to celebrate diversity. Since 1998, its world-famous transgender stars, the Ladies of Asia SF, have been the focal point, and their talent has made it a must-have San Francisco experience.

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.

GOLDEN GATE PARK/AIDS MEMORIAL GROVE

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

HARVEY'S

Named after the late "Mayor of Castro Street," Harvey Milk, Harvey's Restaurant and Bar (500 Castro St.) offers drinks, food, comedy and more. The building was previously home to the Elephant Walk bar, which played an important role as an accepting and safe place for the gay community. It was reopened as Harvey's in 1996, dedicated to honoring Milk's legacy.

50TH ANNUAL SAN FRANCISCO PRIDE: GENERATIONS OF HOPE

June 27-28, 2020

San Francisco Pride is one of the oldest and largest LGBTQ celebrations in the world, and the massive annual parade down Market St. is the main highlight. Expect more than 200 parade contingents and floats representing a huge range of causes and beliefs. The parade kicks off Sunday, June 28, 2020 at 10:30 a.m. at Market and Beale streets and ends at Eighth St. near Civic Center.

NEW CONSERVATORY THEATRE CENTER

This not-for-profit theatre company (25 Van Ness Ave.) has been in operation for more than 30 years, producing theater experiences for youth, artists and the queer and allied communities. Offerings this year include the Tony Award-winning musical "Fun Home."

BRANDS GALORE

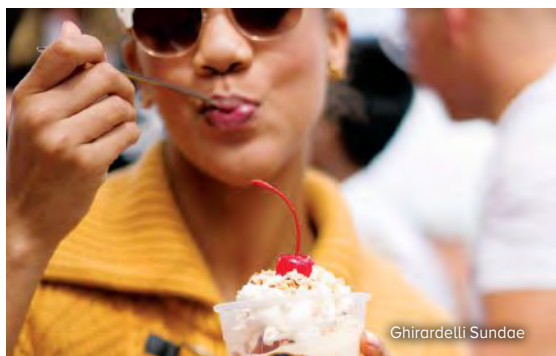
In addition to quaint neighborhood retail districts and one-of-a-kind boutiques, San Francisco is also home to major brand-name stores and luxury shopping experiences.



UNION SQUARE

This historic park is the heart of San Francisco's downtown shopping and hotel district. Everything is within walking distance and set against the backdrop of some of San Francisco's most iconic landmarks, including the cable cars, Chinatown and Nob Hill.

Virtually every top fashion label in the world has set up shop in and around Union Square. Its extensive collection of luxury retailers includes the flagship Macy's store on O'Farrell St. (including an official Visitor Information Center), Neiman Marcus, Saks Fifth Avenue, Tiffany & Co. and Louis Vuitton.



Take a walk down the charming alleyways for more hidden treasures. Maiden Lane, a pedestrian-only street from 11 a.m. to 6 p.m., features outdoor cafés and upscale retailers such as Chanel and Marc Jacobs. Head south on Powell St. to reach Uniqlo and browse stylish, colorful essentials. For fancy classics, Brooks Brothers Group offers clothing, sportswear, accessories and shoes. Explore 50,000 books spread over three floors at locally owned Alexander Book Store.



WESTFIELD SAN FRANCISCO CENTRE

A two-block walk from Union Square, this massive indoor mall offers a mix of acclaimed brands and local treats. It's home to more than 200 shops and restaurants, including the second-largest Nordstrom in the U.S., the West Coast's flagship Bloomingdale's, Levi's, and the made-in-America-focused Makers Market. Finish the day with a spa treatment or movie on Level Five, or head back down to Level Four for the mall's signature happy hour under its breathtaking glass dome ceiling.



OUTLETS NEAR SAN FRANCISCO

Just a short drive from San Francisco are some of the West Coast's premier outlet malls, where you can find great discount prices on top brands.

NORTH

Combine wine country sightseeing with a visit to Premium Outlets in Napa or Petaluma. The enticing list of brand names include Coach, Cole Haan, Banana Republic and Michael Kors.

EAST

East of the city, swing by the San Francisco Premium Outlets in Livermore. With 180 stores across 185,000 square feet, it's the largest outdoor outlet center in California. Go deal-hunting at The Bloomingdale's Outlet Store, Tory Burch, Versace, Jimmy Choo and more.

SOUTH

A southbound visit to Monterey means a stop at Premium Outlets in Gilroy, where you can look for bargains from Ann Taylor, BCBG Max Azria, Calvin Klein, Disney Store Outlet, DKNY, J. Crew, Le Creuset, Levi's and Lululemon Athletica.



SHOPPING ADVENTURES

San Francisco offers an amazing array of shopping – everything from luxury retailers to unique boutiques devoted to cutting-edge fashion. Here are some made-in-San Francisco favorites where you can find that special memento of your visit to the City by the Bay.



LOCAL ART

Bring home a piece of uniquely California art from **3 Fish Studios** (4541 Irving St.). This vibrant gallery in the Outer Sunset showcases local artists, as well as the shop owners themselves. Husband and wife duo Annie Galvin and Eric Rewitzer work in a variety of media and are inspired by, among many other things, the diversity of the California culture and landscape. Pick up a postcard set to write home or a colorful tote bag to hold your treasures.

San Francisco has a wealth of world-class museums, and their gift shops are a great place to find

creative offerings by local makers. A Golden Gate Bridge Fog Globe at the **San Francisco Museum of Modern Art (SFMOMA)** (151 Third St.) makes a great keepsake, as does a unique steel display of the San Francisco skyline from **The Museum of Craft and Design** (2569 Third St.).

At **Creativity Explored** (3245 16th St.) in the Mission, you'll find an inspiring gallery and studio where artists with developmental disabilities create and sell their work. Choose from outstanding art pieces in many forms, including prints, ceramics, textiles and more.

CLOTHING & ACCESSORIES

San Francisco-based handmade jewelry designer **Colleen Mauer** specializes in modern, handcrafted, artisan, wire-wrapped and mixed-metal jewelry. Find the perfect set of earrings that will always remind you of your time in the city at the Colleen Mauer Designs production studio and showroom (1406 Valencia St., Ste. B).

Supporting the local active and outdoor lifestyles, **San Franpsycho** (1248 Ninth St.) creates soft, comfortable and easy to wear apparel that is quintessentially San Francisco. Pick up a San Franpsycho beanie to pair with

your layers and keep warm when temperatures drop.

Need an extra carry-on for all your souvenirs? Shop practical, well-designed, eco-friendly messenger bags, backpacks, totes and more at **Timbuk2** (587 Shotwell St. and 506 Hayes St.). In 1989, the company's founder, Rob Honeycutt, a freewheeling bike messenger at the time, created the Classic Messenger Bag with functionality and utility in mind. Thirty years later, Timbuk2 products are built to last using sustainably sourced materials.

HOME DÉCOR

Stemming from her desire to bring home scents from childhood vacations, Catherine LaSasso created **Scents of San Francisco**,

books, home-décor items and the star of the show: ethically sourced skulls and stuffed wildlife.

Handcrafted in Sausalito, **Heath Ceramics** (2900 18th St.) has been designing, making and selling timeless goods since 1948. Everything is etched by hand and from memory, making each piece truly unique. Select new dinnerware for your kitchen or be inspired by their tile collection made from American soil.

FOOD

Experience the sweet taste of San Francisco at your kitchen table with preserves from **Maison de Monaco**. Growing up in France, Coco Guilhem learned to make preserves and brought her recipes

Dandelion Chocolate (2600 16th St.) takes pride in creating small batch chocolates, bean-to-bar.

Take a guided tour at the factory in the Mission before deciding which exceptional chocolates to bring home (if they make it that far!).

DRINK

Established in San Francisco during the Gold Rush, **Anchor Brewing** lead a brewing revolution to become America's first craft brewery. Tour the brewery (1705 Mariposa St.) and taste some of their favorites before deciding which six pack to take home.

Did you know San Francisco was once considered wine country? Before the 1906 earthquake and Prohibition, more than 100 cellars



a line of candles that showcases aromas of the city's iconic neighborhoods. Clary sage and lemon will remind you of walking through the historic Presidio, while orange and ginger will have you daydreaming about a stroll through Chinatown. Find them at local shops, including **Foggy Notion** (124 Clement St.), the **de Young Museum gift shop** (50 Hagiwara Tea Garden Dr.) and **SF Mercantile** (1698 Haight St.)

Nature lovers will happily get lost in **Paxton Gate** (824 Valencia St.). This fascinating shop offers vintage and antique architectural elements,

along when she moved to San Francisco. Find these small-batch preserves at local retailers, including Village Market in the Ferry Building Marketplace.

Known for tasty chicharrones, **4505 Meats** is a must for carnivores. Having started the business out of his home, chef and butcher Ryan Farr has expanded 4505 to a meat shop and two burger and barbeque restaurants. Find a bag of their mouthwatering snacks at many local markets, or grab one of their signature cookbooks.

and production facilities called San Francisco home. **Tank18 Winery** (1345 Howard St.) in SoMa offers an urban wine tasting experience with wine flights and a light menu. Visit the tasting room to learn about their varietals and purchase a bottle (or case) to enjoy at home.

Make sure to stop at one of **Four Barrel Coffee's** three shops. Their team travels the globe to bring great beans home to San Francisco, where they lovingly roast, brew and serve the best coffees in the world. Grab a mug as a souvenir along with bags of their finest roasts.



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 the city'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—admission is free! In the historic Cable Car Barn & Powerhouse, the site where the cable system has operated since 1907, see the actual cable winding machinery as it reels 11 miles of steel at a heady pace.

2 AWESOME BLOSSOMS

With more than 9,000 plants from around the world showcased across 55 acres, natural beauty abounds at the San Francisco Botanical Garden in Golden Gate Park. Tickets are \$9 and admission is free on the second Tuesday of the month. Or stop and

smell the roses (or the orchids, lilies and irises) at the Conservatory of Flowers in the northeast corner of the park. Admission is \$9 for adults and free on the first Tuesday of every month.

3 FREE FESTIVALS

San Francisco's cultural calendar is packed with events — many of which are free. Music fans will love the People in Plazas mini concerts, where local performers share their talents, July-October. 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 and Americana, happens every October. If you prefer theater, check out Free Shakespeare in the Park in early September at the Presidio.

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; Balmy Alley and Clarion Alley have been canvases for public art since the 1970s. Coit Tower houses famed murals completed during the 1930s. The murals at the Rincon Annex Post Office were painted by artist Anton Refregier around the end of World War II, depicting a stylized history of San Francisco. Diego Rivera murals are located near the Embarcadero at 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

San Francisco's historic Presidio boasts 1,491 acres of land and some of the best vistas in the city. Adjacent to the Golden Gate Bridge, the former military outpost was repurposed as public land with many budget-friendly things to do. Check out the Presidio's Visitor Center to orient yourself and learn about its history, or get a more in-depth look at the Presidio Officer's Club (admission is free). The Presidio also has numerous scenic trails and perfect picnic spots, including Baker Beach and Crissy Field.

6

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, even in the summer.

7

LOCAL TOURS

Get a behind-the-scenes look at how some notable local products are made. You'll likely score some free samples along the way, too. Explore the delicious history of sourdough bread in San Francisco with a museum and bakery tour at Boudin. Guided tours are \$5 per person or free to tour at your leisure. In Chinatown, see how fortune cookies are made at the Golden Gate Fortune Cookie Factory. The free tour ends with a sweet sample.

8

MARITIME NATIONAL HISTORICAL PARK

Dive into San Francisco's seafaring history on a trip to Fisherman's Wharf and the Maritime National Historical Park. The park's historic ships include 19th century vessels like the square-rigger *Balchutha*, and an early steamboat,



San Francisco Murals

Eureka, among others. Self-guided tours of the ships cost \$10 for adults and are free for kids ages 15 and younger.

9

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!

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.



Golden Gate Bridge

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.

BEYOND SAN FRANCISCO,
SONOMA VALLEY
IS CELEBRATED
AS NORTHERN
CALIFORNIA'S PREMIER
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Just 45 miles north of the Golden Gate Bridge, Sonoma Valley offers premium wine experiences, culinary discoveries, unique small towns, open spaces and the perfect places to spend a few days exploring. Our **winery map** on the reverse side will guide you through your wine tasting adventure.



100+ WINERIES

Sonoma Valley is the perfect spot for those new to wine tasting as well as seasoned wine collectors. With more than 100 wineries – from striking castles and garden chateaus to modern lounges and Mediterranean-style villas – Sonoma Valley offers a unique wine tasting experience for everyone. Sonoma Valley's rolling vineyards are nestled between two mountain ranges offering exquisite beauty. Tasting experiences include walkable tasting rooms, as well as working wineries with vineyard tours and intimate sit-down experiences in salons with a knowledgeable guide. Some wineries have picnic areas that encourage lingering over a shared bottle, others offer wine caves and still others are found in the quaint small towns in the valley.



Bartholomew Estate Winery's certified organic estate vineyards with their long and distinguished history are perfectly located to produce exceptional Sonoma Valley wines. The beautiful Estate, nestled within 375-acre Bartholomew Park and only seven blocks from Sonoma Plaza, invites you to revel in the magnificent grounds and natural beauty. Rent a bike in town and ride over to taste their distinctive wines in the tasting room, or, on the lovely Oak Knoll, enjoy wines by the glass as you explore the art gallery, take a vineyard tour or trail ride and hike Bartholomew Park's 3+ miles of trails. Picnic with friends and family with your favorite bottle, all while enjoying glorious views of the birthplace of Sonoma viticulture. Dogs on leash welcome! Open daily 11 a.m. - 4:30 p.m. bartholomewestate.com



Founded in 1973, **Chateau St. Jean** is the quintessential Sonoma winery. As a leader of single vineyard designate wines, Chateau St. Jean rose to prominence in 1999 as the first Sonoma winery to be awarded the prestigious "Wine of the Year" award from Wine Spectator for its 1996 Cinq Cépages Bordeaux-style red blend. Guests are welcome to enjoy reserve tastings or gourmet wine and food pairings inside the 1920s chateau. Experience a more relaxed setting in the main tasting room or stroll the formal gardens. For those more adventurous, book the Unlock the Chateau – a unique winery escape room – with a group of friends. Open daily. chateaustjean.com

FARM-FRESH RESTAURANTS

Like San Francisco's famous food-scene, Sonoma Valley is known for the "farm-to-table" ethos. This ethos has never been just a trend in this region, but rather an ongoing way of life. Sonoma Valley's chefs are surrounded by some of the best agricultural areas in the country, which is reflected in their menus. Olives, tomatoes, citrus, vegetables and herbs are all grown nearby and available at the year-round farmers markets. Lamb, beef, duck and pork from nearby farms join locally caught seafood on restaurants' menus. Sonoma Valley's dining ranges from Michelin-rated hot spots to corner stores selling tacos on freshly made tortillas. Dine in an elegant hotel, romantic corner café, picturesque patio or a country roadhouse with spectacular views of vineyards and mountains.



the girl & the fig has been a culinary highlight of Sonoma since 1997. Located on the northwest corner of the historic Sonoma Plaza, the restaurant boasts memorable French-inspired, farm-to-table fare, showcasing Sonoma Valley's finest produce, meats, and wines. With their classic antique bar, unique aperitifs and cocktails, award-winning Rhône-inspired wine list, seasonal menus, friendly staff, and outdoor garden patio seating, you can capture some of the best of Sonoma in a single meal. thegirlandthefig.com

STAY OVERNIGHT

The best way to discover wine country is to spend a night. Sonoma Valley's options include cozy bed and breakfasts, wine country bungalows, luxury inns or chic hotels offering guests world-class amenities. Stay within walking distance of the historic Sonoma Plaza, or take in a vineyard view from a country inn. Relax and be pampered with a hot springs luxury spa treatment using local products.



Since 1958, the **El Pueblo Inn**, a family-owned hotel, has been a favorite of visitors to Sonoma's Wine Country. Located just minutes from the Sonoma Plaza shopping and dining, El Pueblo Inn is your home base for exploring the Sonoma Valley. Come enjoy the gracious rooms, attractive grounds, and attentive service - all of which have been awarded a three-diamond rating from AAA. Enjoy the heated pool and whirlpool spa, lounge by the fire in their cozy lobby, or stroll the beautiful gardens. El Pueblo Inn looks forward to welcoming you as family. elpuebloinn.com



Located just two blocks from the restaurants, cafés and boutique shopping of the historic Sonoma Plaza, **Inn at Sonoma** is the perfect destination for a Wine Country visit. This TripAdvisor top-ranked hotel features 27 well-appointed guestrooms featuring a queen, king or two queen beds, fireplace, flat panel television and most have a private deck. Guests enjoy a sumptuous complimentary breakfast, afternoon wine and hors d'oeuvres and freshly baked cookies. The inn offers guests the use of bikes for a beautiful ride along the bike trails with countless wineries. innatsonoma.com

A family-owned hotel, the **Sonoma Valley Inn** is the perfect expression of the friendly, hometown warmth that defines Sonoma. After a day of exploring your favorite wine tasting rooms, just minutes from the hotel, and steps from the Sonoma Plaza, you'll find everything you need to relax. From Jacuzzi Suites to pet-friendly garden patio rooms, our accommodations will take you away from it all. Lounge in the garden, unwind in the hot tub and new steam room, or take a dip in the heated saltwater pool. During the evening, savor a glass of wine around an outdoor firepit or by your room's wood-burning fireplace. sonomavalleyinn.com

**LET US PLAN YOUR
WINE COUNTRY EXPERIENCE**

SONOMAVALLEY.COM

EXPLORE SONOMA VALLEY

Sonoma Valley has more than 13,000 acres of state and regional parks for hiking, biking and enjoying the serene beauty of wine country. Take a tour on foot or horseback and view ancient redwoods, the home of famous author Jack London, and hiking trails through vineyards and mountainsides. Grab a picnic with local cheeses, charcuterie and Sonoma wine, and enjoy the solace of wine country.

MEET in Sonoma Valley. An excellent place for group meetings. With a walkable historic downtown, modern meeting facilities, team-building activities and excellent off-site venues, Sonoma is the perfect spot for a wedding, corporate event or incentive group.

SHOP in boutique and specialty shops for unique and authentic goods. Wander through chic and quaint stores brimming with clothing and luxury goods, home furnishings, kitchenware, jewelry, custom leather goods and gifts, prized arts, olive oils, cheese and much more.

Take a high-flying adventure! Nestled off the coast of Northern California and deep in the Redwood forest, **Sonoma Canopy Tours** is completely unlike anything you've ever experienced. With two unique courses, each a two-and-a-half hour guided eco tour that include multiple zip lines, sky bridges, a majestic spiral staircase and a rappel to the forest floor, you will be immersed in the unparalleled beauty of the world-famous California Coastal Redwoods. This is a way to experience nature that you never imagined. From panoramic forest views to thrillingly deep ravines, it's an adrenaline rush like no other — right in the heart of Sonoma County and 30 minutes west of Santa Rosa. Reservations required. SonomaCanopyTours.com



Experience **Transcendence's BROADWAY UNDER THE STARS** in Jack London State Historic Park. This award-winning series of Broadway-inspired concerts and musicals brings accomplished Broadway performers to Sonoma's Wine Country. Each evening begins with two hours of pre-show picnicking alongside the park's sprawling vineyards. You'll enjoy pours from numerous Sonoma wineries, food from local vendors, and pre-show musicians. The picnic is followed by a spectacular performance on the most beautiful stage in Wine Country, weaving favorite Broadway and popular songs into a one-of-a-kind experience. Join us for what the Huffington Post raved as "...the most unforgettable night of my summer." bestnightever.org 877.424.1414



There's an extra something special about a **SONOMA VALLEY WEDDING**. With a nickname like the Valley of the Moon, you'll be adorned in romance for your special day. Gather your nearest and dearest among the vineyards and estates, at picturesque hotels, inside a charmingly rustic barn, or simply take it outside under twinkling lights that may just be the stars above. You'll find a venue that's perfect for your big day.

Few places wield the historic beauty, cultural purpose and resources of Sonoma Valley. Fine arts abound across Sonoma's galleries and museums, while live music flows through local restaurants and wineries... Browse the events calendar for upcoming things to do.





For more than 35 years, **Benziger Family Winery** has farmed its 85-acre ranch on Sonoma Mountain. Committed to Biodynamic Farming, the highest form of organic certification, the Benziger Estate is a polyculture of vineyards, an insectary, gardens, sheep and cattle pastures, wetlands and ponds. Tours are offered daily, inviting guests out into the vineyards to explore firsthand. The Biodynamic Tram Tour provides an overview of the farming approach and winemaking process. The Tribute Tour is an opportunity for the knowledgeable wine lover to get a more in-depth look at the Estate, including a barrel tasting in our wine cave and finishing with a Seated Tasting of Biodynamic Estate wines. Benziger Family Winery is ready to welcome you and is open daily. Visit **Benziger.com** for details.

At the gateway of Sonoma Valley, three unique venues combine the beauty and bounty of Sonoma Valley. Enjoy tastings of Rhone-style varietals and zinfandels at **Cline Family Cellars**, fresh, award-winning extra virgin olive oils and balsamic vinegars at **The Olive Press**, and Italian-style wines and varietals at **Jacuzzi Family Vineyards**. Enjoy complimentary tours of the winery grounds and California Missions Museum at Cline; discover the inventions and rich history of the Jacuzzi family while sampling unique Italian varietals; and browse our special gift packages, spa products, olive oils and vinegars in the Olive Press's artisan boutique. **clinecellars.com** | **jacuzziwines.com** | **theolivepress.com**



Representing more than 150 years of winemaking history in Sonoma Valley, **Valley of the Moon Winery** (at the Madrone Estate) is the oldest operating winery in Glen Ellen. Our winemaker crafts exceptional small-lot, estate-driven wines from renowned Sonoma County vineyards. Their wine portfolio spans from refreshing whites, such as Chardonnay and Sauvignon Blanc, to heartier, bold reds, such as Estate Old Vine Zinfandel, Estate Petite Sirah, and Cabernet Sauvignon. With a sunny patio and bocce court set amidst 100 year-old vines, Valley of the Moon provides the ideal setting for a day in Sonoma. 707-939-4510 **valleyofthemoonwinery.com**.



For more than 28 years, **Pure Luxury Transportation** has been the premier transportation leader throughout Sonoma, Napa Valley and San Francisco. Let us provide your transportation! Pure Luxury combines uncompromising attention to detail and the best chauffeurs in wine country so you can sit back, relax and experience pure perfection! Pure Luxury Transportation proudly partners with amazing Sonoma Valley wineries to create a selection of unforgettable wine tours. Each member of our team is focused on ensuring every detail is flawless. With one of the largest chauffeured fleets in California, we always have the perfect combination of luxury and utility for any size group or occasion. **pureluxury.com**



Sonoma Valley

CALIFORNIA



[SONOMAVALLEY.COM](https://sonomavalley.com)



SONOMA VALLEY WINE MAP 100+ WINERIES





HOW CAN WE HELP?

We love what we do, and that's anything to help offer a fresh perspective on Sonoma Valley—swing by one of our two visitor centers or give us a call!

SONOMAVALLEY.COM

1-866-996-1090

Historic Plaza 453 First Street East, Sonoma

Cornerstone Sonoma 23570 Arnold Drive (Hwy. 121), Sonoma

FEATURED SONOMA VALLEY BUSINESSES:

Bartholomew Estate Winery

1000 Vineyard Lane, Sonoma
bartholomewestate.com
707-509-0540

Benziger Family Winery

1883 London Ranch Road, Glen Ellen
benziger.com
707-935-3000

Chateau St. Jean

8555 Sonoma Hwy., Kenwood
chateaustjean.com
707-257-5784

El Pueblo Inn

896 West Napa Street, Sonoma
elpuebloinn.com
707-996-3651

Inn at Sonoma

630 Broadway, Sonoma
innatsonoma.com
707-939-1340

Jacuzzi Family Vineyards, Cline Cellars & The Olive Press

24724 Arnold Drive, Sonoma
jacuzziwines.com | 707-931-7575
theolivepress.com | 800-965-4839
clinecellars.com | 707-940-4030

Pure Luxury Transportation

pureluxury.com
800-626-5466

Sonoma Canopy Tours

6250 Bohemian Highway, Occidental
sonomacanopytours.com
888-494-7868

Sonoma Valley Inn

550 Second Street West, Sonoma
sonomavalleyinn.com
707-938-9200

the girl & the fig

110 West Spain Street, Sonoma
thegirlandthefig.com
707-938-3634

Transcendence Theatre Company

2400 London Ranch Road, Glen Ellen
bestnightever.org
877-424-1414

Valley of the Moon Winery

777 Madrone Road, Glen Ellen
valleyofthemoonwinery.com
707-939-4500



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 Napa Valley.

SPAS

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. Finally, Calistoga Spa Hot Springs is world-famous for its traditional volcanic ash mud baths.

FESTIVALS

With gorgeous surroundings and rich culture, Napa and Sonoma attract an exciting array of annual celebrations. Napa Valley's Culinary Crawl in February is a food and wine walking tour among downtown Napa's finest culinary destinations. In May, experience the first taste of summer at Napa's famed, three-day BottleRock music festival, which 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. Although the region might best be known for its grape varietals, you can celebrate local apple farming at the Gravenstein Apple Fair in August or the Sebastopol Apple Blossom Festival in April. 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 St. area, which is home to locally-owned shops, or drop by Railroad Square for a mix of antique shops and restaurants. In Healdsburg, SHED is a must-visit for specialty ingredients and kitchenware. 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 at the Restaurant at Meadowood or the legendary French Laundry, 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.

& REFRESH & RELAX

BEYOND SAN FRANCISCO

There's so much to see and do in San Francisco, you'd be forgiven for wanting some time in your trip to take a break. What better way to unwind than by visiting a restorative hot spring or spa? Northern California has plenty of them. Some are naturally untamed; others are part of luxurious resorts. Whatever your style, relaxation is waiting for you within a day's drive of the city.

CALISTOGA MOTOR LODGE AND SPA

1880 Lincoln Ave.,
Calistoga

Venture into wine country for some peace and fun at Calistoga Motor Lodge and Spa, which boasts fire pits, indoor whirlpools and hot mineral springs. To explore a bit more of the region, rent a bike and go for a ride through the beautiful landscape.

CALISTOGA SPA HOT SPRINGS

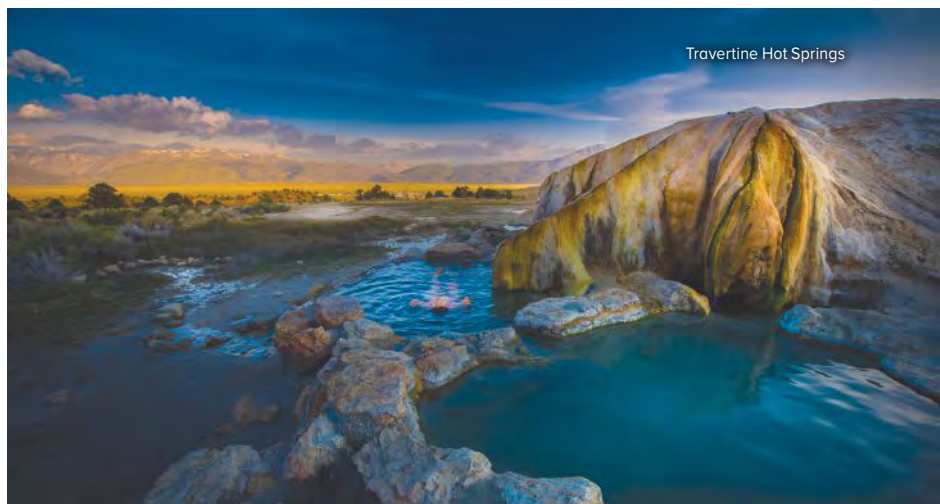
1006 Washington St.,
Calistoga

Relax like royalty at Calistoga Spa Hot Springs, located in Upper Napa Valley. The resort has mineral pools, massage services, renovated guest rooms and a fitness studio, and regularly offers special packages that include spa services and wine tasting tours.

INDIAN SPRINGS RESORT AND SPA

1712 Lincoln Ave.,
Calistoga

Soak away at one of Napa Valley's most popular resorts. Lodgings here extend across 17 acres and include cottages, bungalows, and Mission Revival-style buildings. As one of California's original spas, Indian Springs offers mineral waters, mud baths, and



Travertine Hot Springs

special treatments that will truly transport you.

SHIBUI GARDENS

19 Tamalpais Ave.,
San Anselmo

Rest up at this rustic spa sanctuary. From body scrubs that detox the skin to salt stone massages and yoga sessions, it's the perfect place to restore your body, mind and soul. Located in nearby Marin County, Shibui Gardens makes for an easy day trip from San Francisco.

SORENSEN'S RESORT

14255 Hwy. 88,
Hope Valley

For real adventure, head to Sorensen's Resort south of Lake Tahoe, an all-season resort that provides the quintessential

High Sierra experience. The property offers access to skiing, hiking, fishing and cycling, as well as mineral hot springs to soak in after a day of activity. Stay in a cottage, log cabin or modern mountain home.

STEEP RAVINE HOT SPRINGS

Marin Tidal Hot Springs
off Hwy. 1, Stinson Beach

Ready to get steamy? Then make a trip to Steep Ravine Hot Springs. Located in Marin County, only 21 miles from the city, the springs are only accessible for about two hours each day during low tide. As you sit in the mineral pool, enjoy the views of the Pacific Ocean.

TRAVERTINE HOT SPRINGS

Off Route 395 and Jack Sawyer Rd., Bridgeport

Travertine Hot Springs is a natural hot spring in Eastern Sierra where you'll find picturesque mineral formations and unobstructed views of the Sierra Mountains. The nearby park provides space to camp for the night, or you can sleep in the cabins at Mono Hot Springs.



Relaxing at Northern California Spa

Getty Images; Auberge du Soleil

EXPLORE OAKLAND & EAST BAY

From the thriving food scene to the diverse landscape, the East Bay offers countless reasons to extend your adventures beyond San Francisco's city limits. Expand your horizons with experiences across the Bay Bridge in Tri-Valley, Berkeley and Oakland.



TRI-VALLEY

Just 35 minutes east of San Francisco and graced with views of the surrounding golden hills, Tri-Valley is full of events, restaurants, wineries and shops. You can see the region's three valleys (hence the name) and four cities (Pleasanton, Livermore, Dublin and Danville) after a hike to the top of towering **Mt. Diablo**.

With more than 55 wineries in close proximity, it's easy to make a day of tasting local wines and traversing the countryside. One must-visit is Livermore's **Wente Vineyards**, the oldest family-run winery in the United States. Beer lovers will want to raise a glass (or several) along the **Tri-Valley Beer Trail**, which includes more than 20 microbreweries where you can sample flights, learn about food pairings and chat with brewmasters.

Craving sweets instead? Allow the **Tri-Valley Ice Cream Trail** to guide you to 14 different local ice cream parlors around the region. Even better: when you collect five stamps on your Ice Cream Tasting Passport, Visit Tri-Valley will donate \$5 to the Valley Humane Society.



BERKELEY

Free speech and flower power are forever in Berkeley's DNA, but the city has evolved into a modern cultural hub. It's home to the park-like **UC Berkeley** campus, as well as renowned visual and performing arts centers, restaurants and outdoor recreation.

The **Berkeley Art Museum and Pacific Film Archive (BAMPFA)** makes for a fun field trip. It's only one block from the BART station, after a 21-minute ride from San Francisco on the Richmond line. Opened in 2016, BAMPFA gives you a taste of the eccentric spirit that thrives in the Bay Area. At the heart of it all is the museum's collection of 19,000 works of art, dating from 3,000 B.C. to the present. The Pacific Film Archive is as vast as the art collection. Two on-site theaters screen more than 400 films a year.

Extend your trip into the evening on Friday and Saturday nights, when BAMPFA keeps the galleries open until 9 p.m. Afterward, stroll over to **Tupper & Reed** for a nightcap. The stylish bilevel bar and lounge is known for its delicious craft cocktails.



OAKLAND

Dynamic and diverse, Oakland is a destination in its own right. You'll find art, architecture, music, restaurants and bars to rival those of its sister city across the bay.

Head to **Jack London Square** to sample offerings from some of Oakland's top culinary talent. Grab expertly brewed java at **Blue Bottle Coffee** or pizza served around an outdoor fire pit at **Forge**. Don't miss **plank**, a one-of-a-kind entertainment venue and restaurant with bowling lanes, a beer garden and a patio overlooking the bay.

Work off some calories on a walk around **Lake Merritt**. Clocking in at 3.4 miles, the perimeter makes for a gorgeous stroll. Or take a walk on the wild side at the award-winning **Oakland Zoo**, home to more than 660 critters.

For an indoor excursion, spend a few hours at the **Oakland Museum of California**. OMCA brings together collections of art, history and science under one roof. Stop by Friday Nights at OMCA from 5 to 9 p.m. for a family-friendly night market, featuring Off the Grid food trucks, music and more.

VISIT FRESNO COUNTY

FRESNO/CLOVIS CONVENTION & VISITORS BUREAU



**FRESNO COUNTY IS CALIFORNIA'S ONLY
METROPOLITAN HUB CENTERED BETWEEN
THREE NATIONAL PARKS.**

DOWNTOWN FRESNO

Downtown Fresno is newly revitalized, and home to the William Saroyan Theatre, the historic Fulton Street and the vibrant Mural District.



BLOSSOM TRAIL & FRUIT TRAIL

Take yourself through the gorgeous orchards of the Fresno County Blossom Trail, or marvel at the plethora of fruits that the valley grows at the Fresno County Fruit Trail.



FORESTIERE UNDERGROUND GARDENS

Travel underground through a subterranean home with patios, grottos and passageways all created by handmade tools at the historic Forestiere Underground Gardens.



SHINZEN JAPANESE FRIENDSHIP GARDEN




Experience the majesty of the Sakura blossom or Japanese maple trees at the Shinzen Japanese Friendship Garden.



ART HOP

Fresno County is home to a thriving art scene that you can experience every first and third Thursday during ArtHop.

VisitFresnoCounty.org
800-788-0836

@VisitFresnoCounty  
@GoFresnoCounty 

SEQUOIA & KINGS CANYON NATIONAL PARKS

Walk amongst the famous giant sequoia trees at Sequoia National Park and then visit one of the nation's deepest canyons at Kings Canyon National Park.



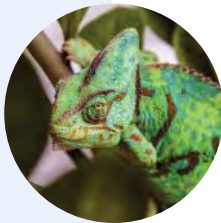
CHUKCHANSI PARK

Home to the Triple-A Baseball's Fresno Grizzlies, sports fans can enjoy a thrilling game and kickback at the Fresno Social Sports Bar, while kids can enjoy the new Splash Park.



THE DISCOVERY CENTER

The Discovery Center is an interactive wonderland where science and nature blend to nurture scientific imagination and creative curiosity.



FRESNO CHAFFEE ZOO

Get wild and walk with kangaroos, explore the African plains where rhinos wander and dive underwater with sea lions at the Fresno Chaffee Zoo.



LAKE OF FRESNO COUNTY

Dive into one of the superabundant lakes in Fresno County. Visit Huntington, Shaver, or Millerton Lake to water ski, canoe, kayak or hike around the surrounding areas.



FARM-TO-NATION PRODUCE

Visit one of the many markets like Circle K Ranch, Enzo's Table or Simonian Farms, selling fresh fruits and vegetables, along with a variety of locally produced goods.



TOWER DISTRICT

Fresno County's historic Tower District is home to the iconic Tower Theatre, as well as an endless array of independent shops and restaurants.



FRESNO COUNTY IS HOME TO THE BLOSSOM TRAIL, FORESTIERE UNDERGROUND GARDENS, WINERIES AND BOTTOMLESS FARM-TO-FORK CUISINE. OFFERING MORE THAN 10,000 HOTEL ROOMS, FRESNO COUNTY CAN BE REACHED IN APPROXIMATELY THREE HOURS BY CAR FROM SAN FRANCISCO, LOS ANGELES, OR MONTEREY AND TWO HOURS BY CAR TO YOSEMITE NATIONAL PARK.

SCHOOL HOUSE RESTAURANT & TAVERN

Dine inside of a nearly-100-year-old brick schoolhouse and admire its rustic charm, while tasting an exquisite award-winning meal prepared with locally-sourced seasonal ingredients.



FARMERS MARKETS

Experience the farm-to-fork scene first-hand at one of Fresno County's Farmers Markets. Each market offers locally grown produce from farmers living in the area.



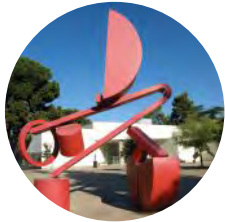
WINE & BREW

Sip some of Fresno County's award-winning wines and brews produced in the Central Valley. Experience Fresno County Wine Journey as well as Madera Wine Trail, or the Downtown Ale Trail.



MUSEUMS

Fresno County is home to several museums that showcase its diversity of culture, including the Fresno Art Museum, Arte Americas, and the African American Historical and Cultural Museum.



OLD TOWN CLOVIS

Discover one-of-a-kind antique stores, locally owned shops and farm-to-table restaurants as you walk along the streets of Old Town Clovis.



STOP ONE



PACIFICA

Get an early start and head south from San Francisco. When I-280 and Highway One split, you'll start tracing the coastline. Soon, you'll happen upon the laidback city of Pacifica, which is a great spot to stretch your legs, grab a coffee and watch local surfers take on some epic waves at Pacifica State Beach.

STOP TWO



HALF MOON BAY

Continue south from Pacifica to Half Moon Bay, a beloved artists' haven with an adorable historic downtown. Browse the quaint shops, galleries and eateries along Main St., and then check out the views at Half Moon Bay State Beach, a sweeping sandy stretch below the bluffs and dunes.

STOP THREE



PESCADERO STATE BEACH

As you continue down Highway One, make a pit-stop to take in the gorgeous panorama at Pescadero State Beach, a mile-long shoreline with sandy coves, wildflowers, rocky cliffs and tide pools.

DAY TRIP TO Santa Cruz

Ready for a road trip? The journey down the coast on Highway One from San Francisco to Santa Cruz is one of the most iconic and scenic drives you'll find anywhere. The route takes less than two hours without stops, but we suggest you meander a bit and enjoy the adventure.

STOP FOUR



AÑO NUEVO STATE BEACH

Before you reach Santa Cruz, take time for a wildlife-spotting visit to Año Nuevo State Park. This natural preserve has been established to protect one of the world's largest mainland breeding colonies of elephant seals, along with many other critters, such as otters, California sea lions, coyotes, cormorants and more.

STOP FIVE



SANTA CRUZ

Delightfully mellow Santa Cruz offers dozens of fun things to see and do, as well as a great variety of delicious eats. Take a stroll along the Santa Cruz Beach Boardwalk to soak up the retro carnival atmosphere of arcade games, cotton candy, corn dogs, classic roller coasters and a postcard-worthy historic carousel. You can also take a boat tour from the wharf or explore the shops and restaurants downtown along the main drag of Pacific Ave.

RENTING A CAR IN SAN FRANCISCO

Rentalcars.com is the world's largest car rental booking service, making it easy to find the perfect car for your trip. Find out how they can help you book a car for any San Francisco road trip you might take.





You're Invited
for Year-Round Yosemite
Explorations, Gold Country
Discoveries & High
Sierra Adventures all in
One Incredible Nearby
Destination.

Columbia State Historic Park



Yosemite National Park
Evergreen Lodge at Yosemite



Dodge Ridge Ski Resort

Call or go online to order your FREE
Tuolumne County Vacation Planner today.

VisitTuolumne.com ★ 800-446-1333



adventure awaits, get going!



You Are Here.



GO WILD. STAY GROUNDED.

From rolling hills to trails winding through a
vibrant countryside, Vacaville, California takes
you back to a simpler time that elevates
the mind and the spirit.

Visit
Vacaville

Explore More at VisitVacaville.com

A Day at Mt Tamalpais
is harder to forget than it is
to pronounce.

Marin
visitMarin.org



GATEWAY SAN FRANCISCO

VISITOR RESOURCES BEYOND THE CITY

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 1192 S. Main St.
P.O. Box 637, Angels Camp 95222
209-736-0049.

FAIRFIELD CONFERENCE & VISITORS BUREAU

visitfairfieldca.com 1000 Webster St.
First Floor, Ste. A, Fairfield, 94533
707-399-2445.

FRESNO/CLOVIS CONVENTION & VISITORS BUREAU

playfresno.org 1180 E Shaw Ave, Ste. 201
Fresno, 93710, 559-981-5500 or
800-788-0836.

GOLD COUNTRY VISITORS ASSOCIATION

calgold.org 200 Wool St., Folsom 95630
916-985-2698.

LAKE TAHOE VISITORS AUTHORITY

tahoesouth.com 3066 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
760-934-2712 or 888-466-2666.

TUOLUMNE COUNTY VISITORS BUREAU/ YOSEMITE GOLD COUNTRY

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

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 2280 Diamond Blvd.
Ste. 200, Concord, 94520, 844-342-2568.

VISIT OAKLAND

visitoakland.org 481 Water St., Oakland
94607, 510-839-9000.

VISIT RICHMOND CA

visitrichmondca.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 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

townoftiburon.org 1505 Tiburon Blvd.
Tiburon 94920, 415-435-7373.

HUMBOLDT COUNTY CONVENTION & VISITORS BUREAU

redwoods.info 322 First St., Eureka 95501
800-346-3482.

MARIN CONVENTION & VISITORS BUREAU

visitmarin.org Marin Film Resource Office
1 Mitchell Blvd., Ste. B, San Rafael 94903
415-925-2060.

PETALUMA VISITORS PROGRAM

visitpetaluma.com Historic Depot Building
210 Lakeville St., Hwy. 116, Petaluma 94952
707-769-0429.

PLACER COUNTY

visitplacer.com 1103 High St., Auburn 95603
530-887-2111 or 866-752-2371.

SAUSALITO CHAMBER OF COMMERCE

sausalito.org 1913 Bridgeway, Sausalito
94965, 415-331-7262.

SAVE THE REDWOODS LEAGUE

savetheredwoods.org 111 Sutter St., 11th Fl.
San Francisco 94104, 415-362-2352.

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, 707-996-1090.

VISIT MENDOCINO COUNTY, INC.

visitmendocino.com 345 N. Franklin St.
Fort Bragg 95437, 707-964-9010.

VISIT NAPA VALLEY

visitnapavalley.com 600 Main St., Napa
94559, 855-333-6272 (lodging),
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 San Carlos between
Fifth and Sixth Streets, P.O. Box 4444, Carmel
93921, 831-624-2522.

A photograph of a vineyard with rows of grapevines. In the foreground, a large bunch of dark grapes hangs from a vine. In the background, a man in a plaid shirt and a woman are standing and talking, while another man in a cap and jacket is harvesting grapes. The scene is set in a sunny vineyard with a dirt path and fallen leaves.

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MONTEREY COUNTY CONVENTION & VISITORS BUREAU

seemonterey.com 401 Camino El Estero
Monterey 93940, 888-221-1010.

SAN MATEO COUNTY – SILICON VALLEY CONVENTION & VISITORS BUREAU

visitsanmateocounty.com 111 Anza Blvd.
Ste. 410, Burlingame 94010, 650-348-7600.

SANTA CLARA CONVENTION & VISITORS BUREAU

santaclara.org 1850 Warburton Ave.
Santa Clara 95050, 408-244-9660 or
800-272-6822.

TEAM SAN JOSE

sanjose.org 408 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 CRUZ COUNTY

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



Mount Tamalpais



Visiting the Redwoods

flickr.com/Don De Bold; San Francisco Travel Association (2)



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- Crescent City: 368 589
- Eureka: 283 453
- Redwood Empire: 318 512
- Mendocino: 156 250
- Ukiah: 115 184
- Santa Rosa: 58 93
- Sonoma: 52 83
- Davis: 74 119
- San Francisco: 88 141
- San Jose: 51 87
- Santa Cruz: 74 118
- Monterey: 130 208
- Carmel: 140 224
- Big Sur: 161 258
- San Simeon: 198 317
- Fresno: 184 294
- Kings Canyon and Sequoia National Parks: 270 432
- Bishop: 359 574
- Death Valley National Park: 525 840
- Barstow: 423 677
- Palm Springs: 509 814
- San Diego: 508 813
- Anaheim/Disneyland: 430 688
- Los Angeles: 389 622
- Santa Barbara: 346 554
- Solvang: 307 491
- Merced: 129 206
- Stockton: 83 153
- Sonoma: 134 216
- Chico: 246 394
- Red Bluff: 186 299
- Redding: 217 347
- Mt Shasta: 276 444
- Shasta-Trinity National Forest: 266 428
- Lake Tahoe: 209 334
- Reno: 230 374
- Yosemite National Park: 185 296

Distances to Other Cities:

- To Las Vegas: 574 918
- To Phoenix: 750 1200

NORTH		
Calistoga	1.5 hours	75/122
Clear Lake/Lake County	2.5 hours	120/200
Larkspur	30 minutes	15/24
Mendocino/Ft. Bragg	4 hours	156/251
Muir Woods	30 minutes	15/24
Mt. Tamalpais	1.25 hours	25/40
Petaluma	1 hour	38/61
Point Reyes	1 hour	38/61
Napa/Sonoma Wine Country	1 hour	50/80
Sausalito	20 minutes	8/13
Tiburon	30 minutes	16/26
Vallejo	45 minutes	25/40
EAST		
Berkeley/University of California	25 minutes	12/19
Davis	1.5 hours	73/118
Gold Country	3 hours	131/211
Lake Tahoe	4 hours	209/333
Las Vegas	12 hours	574/918
Nevada City	3 hours	151/243
Oakland/Downtown	20 minutes	10/16
Oakland International Airport	30 minutes	16/26
Pleasanton	45 minutes	39/62
Reno	4.5 hours	230/374
Sacramento/State Capital	1-1.5 hours	88/143
Sequoia National Park	7 hours	270/432
Sonora	2.5 hours	134/216
Yosemite National Park	4 hours	185/296
SOUTH		
Anaheim/Disneyland	8 hours	430/688
Carmel/Monterey	2.5 hours	133/214
Half Moon Bay/Pillar Point	35 minutes	25/40
Los Angeles	11 hours	437/703 coast
	8 hours	389/622 inland
Mineta San Jose		
International Airport	1 hour	50/80
San Diego	9 hours	508/813 inland
	13 hours	555/888 coast
San Francisco		
International Airport	25 minutes	14/23
San Jose	1 hour	50/80
San Simeon/Hearst Castle	4 hours	198/317
Santa Clara	45 minutes	35/56
Santa Cruz	2 hours	74/119
Stanford University/Palo Alto	1 hour	33/53

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The map shows the San Francisco Bay Area with Stockton marked as a red dot. A white arrow points from the text 'LOCATED 70 MILES EAST OF THE CITY!' to Stockton. Major highways (101, 80, 4, 580, 5, 120, 50) and landmarks (Sacramento, Tahoe, Yosemite) are labeled.

LOCAL DINING

Taste San Francisco's famous sourdough from Boudin Bakery or a scoop of ice cream at Three Twins. These are just a couple of the "only in San Francisco" treats you'll find in the airport. Four 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.



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.



THE ULTIMATE GUIDE TO SFO

Fresh seafood while waiting for your flight? Check. An art museum? Yep. Yoga studios? You bet. A piano-playing pig? Of course! Here are a few great reasons why SFO deserves to be your favorite airport.

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!

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 get your first (or last) look at 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. Discover world-class exhibits including photography, historical artifacts, sculpture and popular culture. Don't miss the Video Arts Room, where you can view works by contemporary artists and filmmakers, or the Aviation Museum & Library; both are located in the International Terminal. To find out what's on view, visit flysfo.com/museum.



THE WAG BRIGADE

Don't be surprised to see a few adorable animal friends in the terminal. To help reduce the stress of traveling, SFO has partnered with the SF SPCA to bring trained therapy dogs and a spotted pig named LiLou to the airport, available for petting and photo ops every day. You may even be lucky enough to catch one of LiLou's piano performances!

San Francisco International Airport (4)



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San Francisco Streets by Night

TRANSIT ROUTES

Curvy streets, hidden alleyways and lots of hills – that’s what San Francisco is known for. But believe it or not, San Francisco is an easy place to get around, whether you’re on a bus, streetcar or your own feet. If you opt for public transit, here are a few suggestions on how to get to some major points of interest from our flagship Visitor Information Center at The Moscone Center.



VISITOR INFORMATION CENTER

**749 Howard St.
San Francisco, CA 94103**

Adult bus, streetcar and Muni Metro fares are \$3. Youth (5-17 years), seniors (65+ years), and individuals with disabilities pay \$1.50. Children under 4 years ride for free. One-way cable car tickets cost \$8 for anyone five and over. Muni Passports are available at the Visitor Information Center for one day (\$24), three days (\$36), and seven days (\$47), and are valid for unlimited rides on the Muni vehicles mentioned above.

ALAMO SQUARE Catch the 5 or 21 Muni bus at the corner of Market and Powell streets. Take the 5 westbound to the corner of McAllister and Fillmore streets, or the 21 westbound to the corner of Hayes and Steiner streets. Both buses also continue on to Golden Gate Park. Points of Interest: Painted Ladies.

CABLE CAR Walk north on Fourth St. Take a left on Market St., then a right on Powell St. Board any cable car at the Powell St. Cable Car Turnaround. Both the Powell-Hyde and the Powell-Mason lines take you to Fisherman’s Wharf and Ghirardelli Square.

CASTRO Walk north on Fourth St. to Market St. and head into any of the BART/Muni underground stations. Be sure you enter the Muni side of the station. Take outbound Muni Metro K, L or M lines to the Castro Station. Or, take the historic F streetcar in the center of Market St. to Castro St.

CHINATOWN Walk five blocks northeast on Third St. to Grant Ave. Walk north on Grant Ave. to the Chinatown Gate at Bush St. Or, take Muni bus 30 or 45 at Third and Howard streets or the northbound cable car to Chinatown. Points of Interest: Chinese Cultural Center and Chinese Historical Society.

CIVIC CENTER/HAYES VALLEY Take Muni bus 5R, 7X or 31 westbound on Market St. or any outbound Muni Metro underground to Civic Center Station. Points of Interest: SFJAZZ Center, Asian Art Museum, and City Hall.

CLIFF HOUSE/SEAL ROCKS/LANDS END

Walk north on Third St. toward Market St. to the corner of Geary and Kearny streets to catch Muni bus 38 (destination - Lands End/48th Ave.). Or, take Muni bus 38R to the end of the line and walk down Point Lobos Ave.

COIT TOWER/TELEGRAPH HILL/NORTH BEACH Take Muni bus 8, 8BX, 30 or 45 northwest from Third and Howard streets to Columbus Ave. and Green St., then head east on Green St. Take a left on Varennes St., and then a right on Filbert St. to Coit Tower.

EXPLORATORIUM Ride the eastbound historic F streetcar on Market St. to the Embarcadero and Green St. Station.

FERRY BUILDING/EMBARCADERO CENTER Ride the eastbound historic F streetcar on Market St. or take the 6, 9, 21 or 31 Muni bus to the Ferry Building. You can also ride any Muni Metro line inbound to Embarcadero Station.

FISHERMAN'S WHARF Ride the Powell-Hyde or Powell-Mason cable cars from Powell and Market streets, the eastbound historic F streetcar on Market St., or Muni bus 8X, 8BX, or 30 from Kearny and Market streets to North Point St. Points of Interest: PIER 39, Aquarium of the Bay, Alcatraz (from Pier 33).

FORT MASON Ride Muni bus 30 from Third and Howard streets to Chestnut and Laguna streets. Walk north on Laguna St. to reach Fort Mason.

GOLDEN GATE BRIDGE/FORT POINT Ride Muni bus 38 or 38R from Geary and Kearny streets to Park Presidio Blvd.; transfer to Muni bus 28. To cross the Golden Gate Bridge (weekends only), take Muni bus 76X (Marin Headlands Express) from Powell and Sutter streets.

GOLDEN GATE PARK Take a westbound 5 or 5R Muni bus from Market and Grant streets to Fulton and Arguello streets and walk into the park, or take the Muni Metro N line outbound to Irving St. and Ninth Ave. and walk into the park. Points of Interest: Japanese Tea Garden, San Francisco Botanical Garden, California Academy of Sciences, de Young Museum.

HAIGHT-ASHBURY Ride Muni bus 6 or 7 from Market and Stockton streets to Haight and Clayton streets.

JAPAN CENTER/JAPANTOWN Board Muni bus 38 or 38R at Geary and Kearny streets and ride to Geary and Laguna streets.

LEGION OF HONOR/LINCOLN PARK Ride Muni bus 38 or 38R on Geary St. to 33rd Ave. Walk north on 34th Ave. to park entrance (a short walk), or transfer to northbound Muni bus 18 on 33rd Ave. and ride to the end of the line.

LOMBARD STREET/RUSSIAN HILL Ride the Powell-Hyde cable car from Powell St. to Lombard St., or Muni bus 45 from Third and Howard streets to Union and Leavenworth streets. Walk north on Leavenworth St. to Lombard St.

MISSION DISTRICT/MISSION DOLORES Take Muni bus 12, 14, 14R or 27 westbound on Mission St. to 16th St. or beyond. From any Market St. BART station, travel southbound to 16th or 24th streets. To reach Mission Dolores, ride the outbound Muni Metro J line to Church and 16th streets, and walk one block east on 16th St.

NOB HILL/GRACE CATHEDRAL/THE MASONIC

Ride any cable car on Powell St. or California St., or Muni bus 27 from Fifth and Howard streets to Leavenworth and California streets.

ORACLE PARK Muni buses 10, 30, 47 and the Muni Metro N and T lines provide service to the ballpark. From Fisherman's Wharf, use the E streetcar.

PALACE OF FINE ARTS/MARINA GREEN Ride Muni bus 45 from Third and Howard streets to Lyon and Greenwich streets. Then walk north on Lyon St.

SAN FRANCISCO ZOO & GARDENS Ride the outbound Muni Metro L line to the last stop.

TWIN PEAKS Ride the outbound Muni Metro K, L or M line to Forest Hill Station. Across the street from the station, take Muni bus 36. Get off at Marview Way and Skyview Way. Walk up Marview Way to Farview Court. Turn right on unmarked footpath and walk to the overlook. Or, ride the outbound Muni Metro K, L or M line to Church Station and exit on the north side of Market St. and take the Muni 37 bus (destination Twin Peaks). Get off at 74 Crestline Dr. and cross the street to an unmarked footpath to the overlook.

UNION STREET Take Muni bus 45 from Third and Howard streets to Octavia St. and beyond.

YERBA BUENA/CENTER FOR THE ARTS

Walk down Howard St. to Third St. and make a left. The entrance to the Gardens and the Center for the Arts will be on the left-hand side of the street.



WELCOME TO SAN FRANCISCO

Whether this is your first visit or you just can't get enough of it, San Francisco has something exciting in store for everyone.

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©San Francisco Travel Association/Con Balcioglu

San Francisco Skyline at Dusk



San Francisco Museum of Modern Art (SFMOMA)



Fisherman's Wharf



PIER 39



Aerial View of the Golden Gate Bridge

Clockwise from top left: Instagram/@marcuscarnera_; Peter Yan; San Francisco Travel Association(2)



The Slanted Door Restaurant



Alcatraz Island

Nader Khouri, Adobe Stock

Victorian Houses



The Conservatory of Flowers

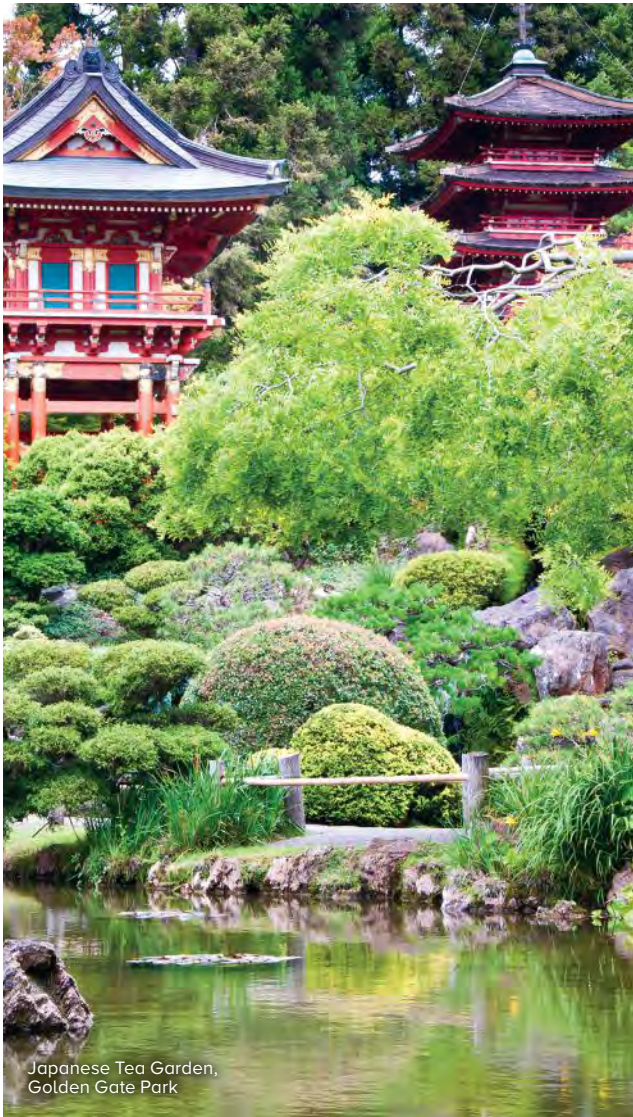




Dungeness Crab



Cable Car



Japanese Tea Garden,
Golden Gate Park



SF Pride Parade

Nader Khouri (3); Adobe Stock

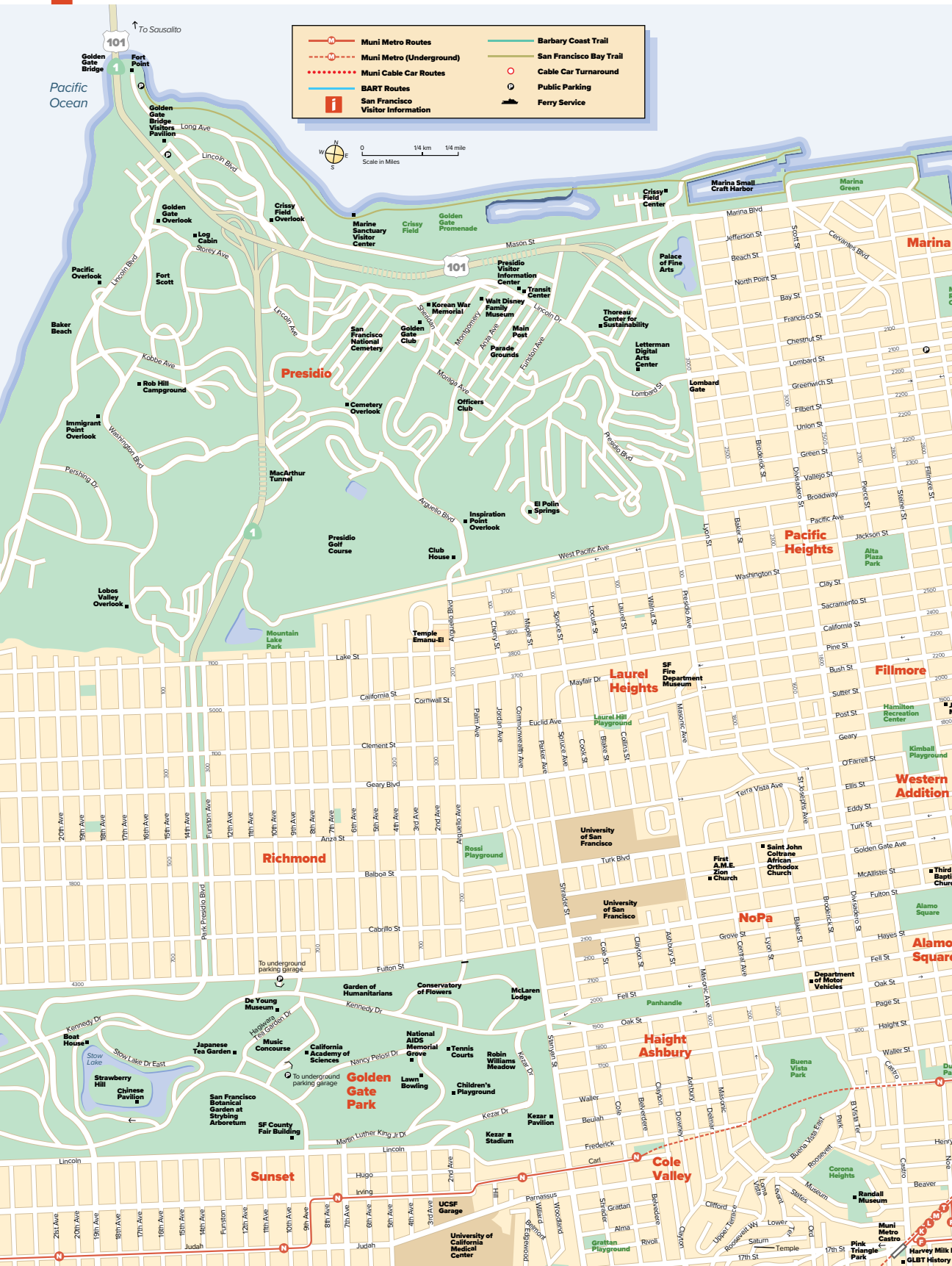
SAN FRANCISCO

THE CITY BY THE BAY

Discover San Francisco's neighborhoods and find maps of individual districts by visiting sftravel.com/neighborhoods.



GETTING AROUND



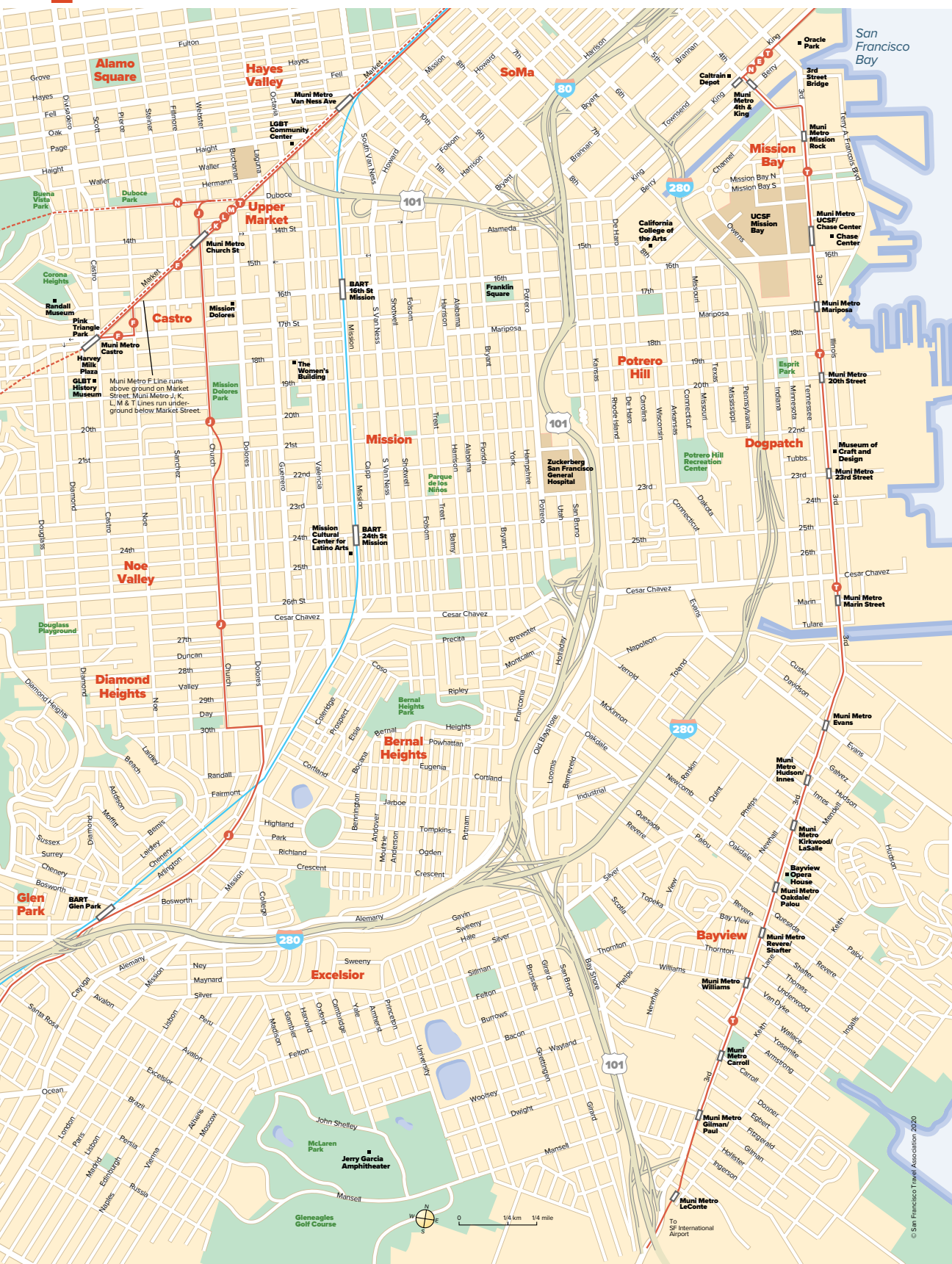


Barbary Coast Trail
A 3.8 mile (6 km) self-guided walking tour that passes more than 40 historic landmarks from the Old Mint at Fifth and Mission streets to Aquatic Park. The route is marked by 170 bronze medallions and arrows embedded in the sidewalk. Each end of the trail is connected by the Powell-Hyde cable car line.

Note:
Public transit is recommended to access Coit Tower because of heavy traffic.
On weekends, Coit Tower may be limited to residents only.

Bay Trail
This shoreline walking and biking trail begins at Oracle Park and goes through Marina Green, the Presidio and across the Golden Gate Bridge to Sausalito and Tiburon.

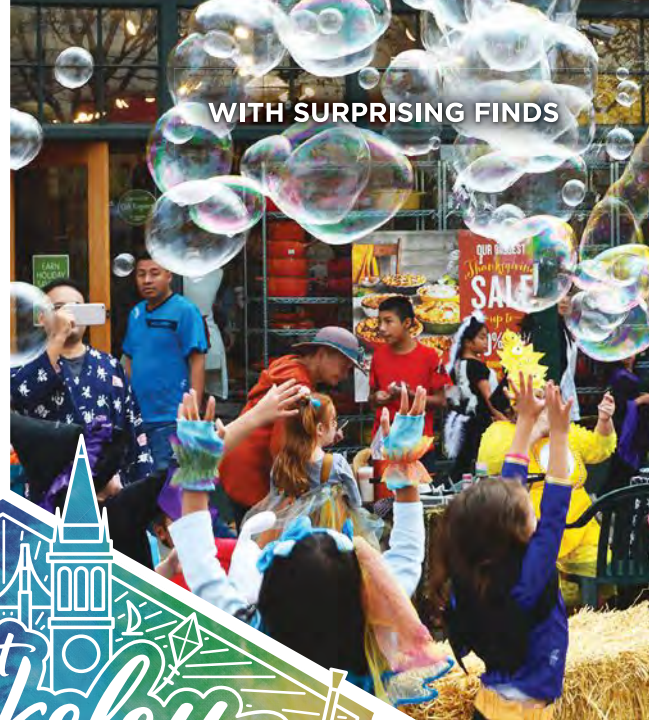
GETTING AROUND



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AND ENDLESS ENTERTAINMENT



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