

San Francisco TRAVELER

— A GUIDE FOR VISITORS —

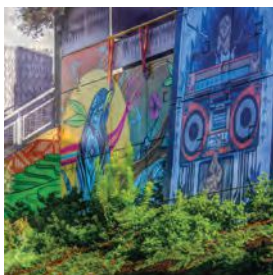
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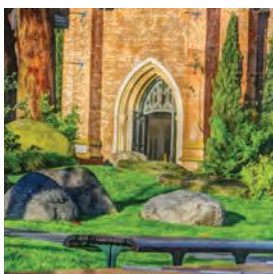
Relax



Reflect



Rejuvenate



Remember



The Cultural **Soul** of San Francisco





A Serene Oasis in the Heart of the City



Lush floral displays and room to roam — Yerba Buena Gardens is a leafy haven in the center of the city. From butterfly gardens and fragrant wisteria to majestic redwoods, magnolias and crepe myrtles, this urban retreat reflects the diverse flora of Northern California.

The Conservancy Garden Walk is one of the best ways to soak it all up. The tour highlights the gardens' history, art and more every Wednesday and Saturday.

Look for other programs throughout the year, including concerts and kid-friendly dance-alongs.



yerbabuenagardens.org



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On the cover:
Photo by @snapndee

Tinker, touch, test, experiment, notice, play!



expl  ratorium®

A beloved San Francisco museum for all ages.
700+ interactive exhibits on science, art, and
human perception. Huge views. Infinite curiosity!
See you at the Exploratorium—inside historic
Pier 15 on the Embarcadero.



Rated #1 Museum in SF*

PLAN YOUR VISIT → EXPLORATORIUM.EDU

*At time of printing



The Painted Ladies

Welcome to **SAN FRANCISCO**

On behalf of San Franciscans from every corner of the city, I'm so pleased that you've chosen to visit this incredible, exciting, and welcoming place that we're so lucky to call our home.

San Francisco isn't just a city; it's a feeling, an idea, a spark. It's where belief takes root, whether you're here to find yourself or to experience something that defies explanation.

It's the birthplace of ideas that have changed the world: from the Beat poets of North Beach to the revolutionaries of the Summer of Love, from the tech pioneers of Silicon Valley to the chefs redefining cuisine in our world-renowned restaurants. When you step into this city, you're stepping into a place that inspires you to believe in what's possible.

It's a city that literally must be seen to be believed. From rolling fog and towering redwoods to breathtaking architecture and self-driving cars, San Francisco is full of wonders, both natural and man-made, that stir something inside of you.

When I think of San Francisco, I think of a city on the rise. We've faced our challenges and come back stronger, a testament to the resilience and ingenuity of its people and communities. San Franciscans are the original disruptors; the innovative thinkers who reinvent themselves, their culture, and their city over and over again. It's what has kept San Francisco at the forefront of music, art, technology, fashion, food, and more. The only thing we love more than making something new is sharing it with the world.

As you explore our fantastic city, remember this: San Francisco isn't just a place to visit. It's a place to experience and to carry with you long after you leave.

Because once you've been here, you'll always Believe in San Francisco.

Anna Marie Presutti
President & CEO
San Francisco
Travel Association



Getty Images

New & Trending

San Francisco is always buzzing, but here are five things to be excited about right now.

SPORTS FEVER

The world is figuring out what we've known forever: San Francisco is a great place to be a sports fan. Gear up for must-see sporting events in 2026, including **Super Bowl LX** (February) and the **FIFA World Cup™** (June). Expect plenty of excitement in women's sports, with another great year of play ahead for the WNBA's **Golden State Valkyries** and the NWSL's **Bay FC**.

TRY OUT TECH

Whether you're checking in with **LUMA Hotel's** robot staff members, gazing at digital art installations at **Salesforce Tower** or hailing an autonomous **Waymo** car, you'll get a glimpse into the future while visiting the world's top tech hub.

COFFEE CULTURE

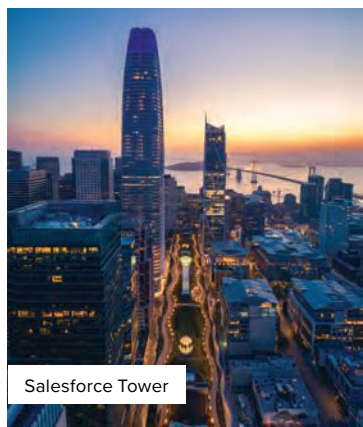
WalletHub recently called San Francisco the best coffee city in America. Taste the next wave of java at hot spots like **Kopiku**, brewing up Indonesian coffee, and **Outset**, serving coffee drinks flavored with fruity ingredients like Thai durian and toasted banana.

GO GREEN

Two newly opened parks give visitors even more natural beauty to enjoy. **China Basin Park** in the Mission Rock neighborhood overlooks Oracle Park and links to the 350-mile Bay Trail, while **Panorama Park** at Yerba Buena Island boasts 360-degree city views, crowned with a sculpture by Japanese artist Hiroshi Sugimoto.

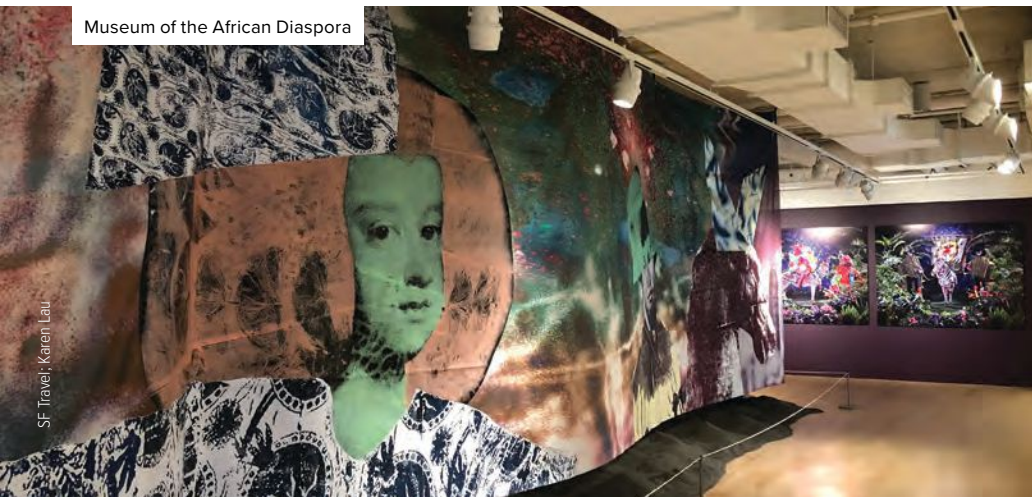
MOAD TURNS 20

San Francisco's **Museum of the African Diaspora**, an affiliate of the Smithsonian's groundbreaking **National Museum of African American History and Culture**, will be ready to welcome the public after its 2025 renovation.



Salesforce Tower

Museum of the African Diaspora



A woman with long brown hair, wearing a purple sleeveless dress, is seen from behind, walking away from the viewer through a brick archway. The archway is part of a brick wall and is heavily adorned with climbing roses in shades of yellow, orange, and pink. To the left of the archway, there is a large, ornate metal sculpture of a birdcage. The path is paved with dark bricks. In the background, through the archway, a lush garden with green hedges, pink flowers, and tall trees is visible under bright sunlight.

filoli

Historic House, Garden, & More

Explore Filoli's Historic House, stroll through the 16 acres of formal Gardens, visit the Lamchin Interpretive Center, hike through the redwoods of California's natural lands, and more. Located just 30 minutes south of San Francisco, Filoli is the perfect day trip to find inspiration in every season.



Open Daily | 10am – 5pm
filoli.org | 650.364.8300

86 Cañada Road, Woodside, CA 94062



Beauty, Nature & Culture Bloom at Filoli



Discover a jewel of the Bay Area at Filoli, one of the finest country estates of the 20th century. From the Georgian Revival-style mansion to the vibrant gardens and natural landscapes, beauty surrounds you at every turn.

Learn about the region's original inhabitants, the Ramaytush Ohlone people, at the new Lamchin Interpretive Center.

With a year-round calendar of guided tours and cultural events, there's always a new reason to visit. Filoli is a perfect day trip in any season, just 30 minutes from San Francisco.

filoli

650-364-8300
filoli.org



San Francisco's **GREATEST HITS**



Golden Gate Bridge

Practically synonymous with San Francisco, these legendary attractions are not to be missed.

GOLDEN GATE BRIDGE

Stretching 1.7 miles across the San Francisco Bay, the Golden Gate Bridge is, by far, one of the most iconic landmarks in the world.

How to do it: Walk it, bike it or hop on a bus tour.

Unique experience: See “the bridge that couldn’t be built” from above on a helicopter or sea-plane tour.

ALCATRAZ

Now one of the city’s most popular attractions, this former prison once housed notorious convicts like Al Capone and George “Machine Gun” Kelly.

How to do it: Ferry to the island with Alcatraz City Cruises (tours depart from Pier 33 every half hour throughout the day).

Unique experience: Visit off-limits areas and hear lesser-known tales on the spooky Night Tour.

FISHERMAN’S WHARF

Sunning sea lions, the cheerful clang of cable cars and steaming pots of Dungeness crab are just a few of the sights, sounds and bites found at Fisherman’s Wharf.

How to do it: Eat your way around the neighborhood at restaurants like Cioppino’s and Fog Harbor Fish House.

Unique experience: Get a gull’s-eye view from the 15-story SkyStar Observation Wheel.



Alcatraz

CABLE CARS

The world's last manually operated cable-car system has whisked visitors up and down San Francisco's sloping streets since 1873.

How to do it: Simply climb aboard and ride!

Unique experience: Learn all about the cars' history and what keeps them running at the free Cable Car Museum.

LOMBARD STREET

Dubbed the "Crookedest Street in the World," Lombard's hairpin curves, Victorian homes and beautiful gardens attract visitors from across the globe.

How to do it: Walk the one-block section from the top of the hill at Hyde Street to Leavenworth Street (stick to sidewalks, please).

Unique experience: Visit at sunset for the most epic photo op from the bottom of the hill.



Lombard Street

COIT TOWER

Perched high on Telegraph Hill, Coit Tower is a defining landmark of the city's skyline and offers panoramic views from the top.

How to do it: Take a guided tour to learn about the building's history and New Deal-era murals.

Unique experience: Check out Telegraph Hill's flock of 200+ wild parrots!

PAINTED LADIES

These pastel-hued homes, standing shoulder-to-shoulder on Steiner Street, have been featured in many movies and TV shows set in San Francisco — most famously, "Full House."

How to do it: Grab local provisions and have a picnic in Alamo Square Park, just across the street.

Unique experience: Take an architectural tour with San Francisco City Guides.

Lesser-Known Gems

Been there, done that?
These off-the-beaten-path icons are sure to delight.



Palace of Fine Arts

If you love...

Alcatraz Angel Island
Cable Cars F Line Streetcar
Lombard Street Twin Peaks
Golden Gate Bridge Fog Bridge at the Exploratorium

Check out...

If you love...

Coit Tower Palace of Fine Arts
Fisherman's Wharf The Embarcadero
Painted Ladies Haight-Ashbury

Check out...



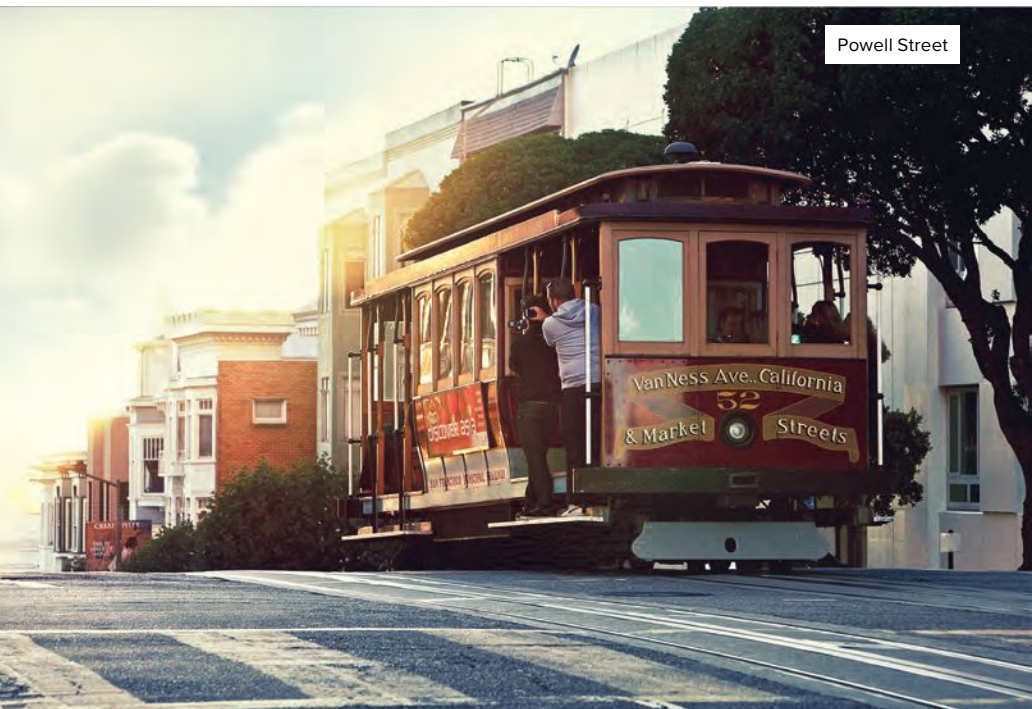
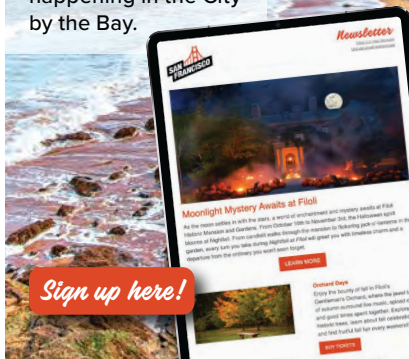
Your connection to
San Francisco



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Your Train. Your Way.

San Francisco Gems Straight to Your Inbox

Sign up for our newsletter and be the first to know about upcoming events, special deals and everything else happening in the City by the Bay.



Powell Street



Only-in-SF FESTIVALS & EVENTS

Bay to Breakers

Looking for a good excuse to visit? Join the party at these gatherings that show off San Francisco's colorful and creative personality.

SF SKETCHFEST | JANUARY

Get ready for a serious case of the giggles at this 18-day laugh-a-thon featuring top voices in comedy, from up-and-comers to legendary headliners.

LUNAR NEW YEAR | FEBRUARY

The city's vibrant Chinese, Vietnamese and Korean communities ring in the New Year with a host of majestic happenings around town.

BRING YOUR OWN BIG WHEEL RACE | APRIL

Unleash your inner kiddo at this event, where several hundred tricycle racers zoom down our hilly streets.

BAY TO BREAKERS | MAY

Put on your wackiest costume and join the funnest footrace of the year! Run, jog or dance your way to the finish line, where you'll be met with raucous revelry.

CARNIVAL SF | MAY

The Mission District sizzles with the sights and sounds of our Latin American, Caribbean and



SF Pride

Afrodiasporic communities during this two-day festival featuring music, dancing, art and delicious food.

SF PRIDE | JUNE

Experience one of the world's oldest and largest Pride celebrations, with a monthlong calendar of rollicking events.

FOLSOM STREET FAIR | SEPTEMBER

Born from an act of defiance by the city's LGBTQ+ community, this carnival of kink has grown into the largest leather event in the world.

SAN FRANCISCO FLEET WEEK | OCTOBER

Honoring men and women of the U.S. military, Fleet

Week includes a parade of ships, live music and a high-flying air show by the Blue Angels.

LITQUAKE | OCTOBER

More than 400 authors and thousands of bookworms descend on San Francisco for this 16-day page-turning party.



to check out
the full San Francisco
event calendar.

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Long lines become coastlines
Skylines fade to tree lines
Glasses are filled with fine wines
And Life Opens Up

SonomaCounty.com



Savor SAN FRANCISCO

Top talent, diverse influences and a rich, natural bounty intersect in San Francisco to create one of the most delicious melting pots in the world. Here's where to get a taste of the city's dynamic food culture — from mainstays and local favorites to newcomers pushing boundaries.

LOCAL & SEASONAL

The modern notion of farm-to-table eating originated in the Bay Area. Surrounded by Northern California's robust supply of fresh produce and food purveyors, chefs have plenty to work with in the kitchen.

THE CLASSIC With a menu that changes nightly and features ingredients from its partner farm, **Quince** boasts three MICHELIN stars and a Green Star for its sustainability efforts.

LOCAL FAVORITE Neighborhood spot **Nopa** specializes in organic, wood-fired cuisine using a long list of locally sourced ingredients.

UP-AND-COMING STEM **Kitchen + Garden** pulls from its on-site garden to create a flavorful menu of Californian-Mediterranean fare.

AWARD-WINNING CHEFS

Thanks to some of the most esteemed restaurants and chefs on the planet, mind-blowing meals are a daily occurrence in San Francisco.

THE CLASSIC Corey Lee's **Benu** was the city's first restaurant to earn three MICHELIN stars; **San Ho Won**, Lee's Korean-barbecue follow-up, has earned one star.

LOCAL FAVORITE Spouses Evan and Sarah Rich serve up shareable dishes and top-notch hospitality at **Rich Table**, which has earned multiple James Beard Award nominations since opening in 2012.

UP-AND-COMING Within a year of debuting her Malaysian restaurant, **Azalina's**, chef Azalina Eusope earned a 2024 James Beard Award nomination for Best Chef: California.



Atelier Crenn

UNIQUE & INVENTIVE

Innovation, experimentation and excellence among culinary professionals have contributed to the city's reputation for bucket-list dining.

THE CLASSIC Artistry is on the plate through modern French cuisine at **Atelier Crenn**, while sister establishment **Bar Crenn** is known for its avant-garde cocktail program.

LOCAL FAVORITE Once a pop-up experience, **Lazy Bear** has evolved into a permanent restaurant with a convivial atmosphere and an extensive tasting menu.

UP-AND-COMING Putting a modern spin on classic Cantonese fare, the chefs at **Four Kings** also infuse nostalgia into the space with vintage posters and a Cantopop playlist.

FRESH SEAFOOD

Feasting on Dungeness crab, cioppino and clam chowder is a San Francisco tradition. Here's where to find the freshest seafood beyond Fisherman's Wharf.

THE CLASSIC With a history dating back more than a century, **Tadich Grill** is considered the oldest restaurant in California. Its menu overflows with oysters Rockefeller, fried sand dabs and more.

LOCAL FAVORITE Take in views of the Bay Bridge while dining on a selection of sustainably harvested seafood at **Waterfront Restaurant**, including king salmon and parmesan-crusted Alaskan halibut.

UP-AND-COMING Order po'boys, tacos and baskets filled with fresh catch of the day at **Hook Fish Co.**, a counter-service eatery with a fish market focused on responsible sourcing.

DIM SUM

San Francisco's Chinese immigrants introduced dim sum to America. More than 100 years later, this is still the best place to eat bite-sized dumplings, small plates and pastries that are often served on carts.

THE CLASSIC **Hang Ah Tea Room**, the oldest dim sum restaurant in the U.S., is tucked into an alleyway in Chinatown where it serves creamy egg custard buns, chili wontons and other delicious morsels.

LOCAL FAVORITE Select from more than 100 rotating dishes at **Yank Sing**'s two bustling locations, known for their speedy service, wheeled carts and traditional offerings.

UP-AND-COMING Check out **Dumpling Home** and its newer counterpart, **Dumpling Story**, to slurp piping-hot variations of soup dumplings.

FAVORITE FOODIE 'HOODS

Spend a day eating your way around these corners of the city known for their exceptional dining.

Mission District: Don't miss the iconic burritos and Mexican food in this neighborhood, which boasts one of the city's buzziest culinary scenes.

North Beach: Feast on classic Italian fare and sip martinis, said to be invented here.

Richmond: Discover local favorites from dozens of food cultures, including Thai, Burmese, Korean and Cantonese.

Japantown: Noodle shops are plentiful, alongside newer hot spots recognized in the MICHELIN Guide.

Ferry Building: This landmark and marketplace has a little bit of everything and hosts a farmers market three times a week.

Mission Bay: Hit up the food trucks at Spark Social SF before a basketball game or concert at the Chase Center.



La Taqueria

Nader Khouri

Mix IT UP

A host of renowned mixologists and brewmasters call San Francisco home. Whether you prefer cocktails, beers or both, raise a glass at these award-winning watering holes around the city.

Cocktail Champs

PACIFIC COCKTAIL HAVEN

550 Sutter St.

Named one of North America's 50 Best Bars for 2025 by 50 Best, this spot creates seriously sippable drinks inspired by Asian-Pacific ingredients.

ABV

3174 16th St.

Named Best Neighborhood Bar of 2023 by Liquor.com, ABV stands out for its welcoming bartenders and creative menu of cocktails organized by spirit.

MOONGATE LOUNGE

28 Waverly Pl.

This lunar-themed listening lounge turned up on the 2023 list of Esquire's Best Bars in America.

DAWN CLUB

10 Annie St.

Live jazz and whiskey-forward cocktails make Dawn Club one of the 22 Best Bars in San Francisco, according to Condé Nast Traveler.

SMUGGLER'S COVE

650 Gough St.

Side up to the pirate-themed bar to find out why this iconic tiki spot has earned accolades, such as being named one of the 13 Most Influential Bars of the 21st Century by Liquor.com.

Medal-Worthy Breweries

BARTLETT HALL

242 O'Farrell St.

Snagging a silver at the 2025 World Beer Cup and myriad other wins over the years, Bartlett Hall has cemented its spot in San Francisco's beer hall of fame.

BAREBOTTLE BREWING CO.

1525 Cortland Ave.

With four locations across the Bay Area, Barebottle has brought home gold from the Great American Beer Fest four times.

BLACK HAMMER BREWING COMPANY

544 Bryant St.

This multi-award winner in the SoMa neighborhood specializes in gluten-removed beers in a variety of styles.



Smuggler's Cove

SAN FRANCISCO NEIGHBORHOODS

Each of our neighborhoods tells a distinct story — of diverse cultures, unique flavors and constant reinvention. Here's an introduction to the city's most prominent locales.





to discover
more local
spots.



Anna Simmons

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BAYVIEW



Known as the sunniest corner of San Francisco, Bayview is filled with can't-miss restaurants, eclectic sights and a growing creative community.

SEE & DO —

Walk the trails at **Candlestick Point State Recreation Area** for beautiful bay views and abundant wildlife. You'll see plenty of soaring ospreys and shorebirds at **Heron's Head Park**. Nature lovers will appreciate educational exhibits and the kid-friendly Nature Exploration Area at the park's **EcoCenter**. Release your inner artist at a glassblowing or flameworking class at **Public Glass**, or find reusable supplies and inspiration for your next project at **SCRAP**, a materials depot for creatives. See a theatrical performance or attend a musical event at the



Bayview

beautifully restored **Bayview Opera House**.

EAT & DRINK —

Soothe your hunger with international comfort food at **Old Skool Cafe**, a nonprofit supper club run by local youth. Savor soul food peppered with love at **Gumbo Social**, whose hearty bowls draw foodies from around the Bay Area. Fun is always on tap at **Laughing Monk Brewing**, where you can sip house-brewed suds ranging from golden lagers to hazy IPAs over stacks of board games. For decadent

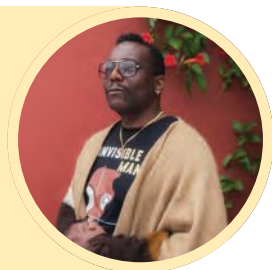
seafood, try the Angry Shrimp Linguine with chili pepper or the mussel- and prawn-loaded Fisherman's Risotto at **The Old Clam House**, a local institution with a long history.



Candlestick Point SRA

Neighborhood Voice

For talented musician and lifelong neighborhood resident **Martin Luther McCoy**, Bayview is the heart of the city. "This community has had a history of activation. It's a rebellious spirit that thrives here. A pioneering energy has always been part of the soil." **✚ Find Your Heart**





CASTRO/ NOE VALLEY



Rainbow flags fly high and proud in the Castro, San Francisco's world-famous LGBTQ+ neighborhood. Next door in Noe Valley, you'll find hints of the Castro's fun flair blended with hipster vibes and ornate Victorian houses.

SEE & DO

Each June, the Castro is ground zero for **SF Pride**. Celebrate queer culture year-round at the **GLBT Historical Society Museum**, or stroll the **Rainbow Honor Walk** to uncover its more than 40 commemorative bronze plaques. Stretch your legs on a hike up to **Twin Peaks**, where stunning 360-degree views of San Francisco await. For a neighborhood trek that's equal parts fun

and educational, hit the pavement with **Cruisin' the Castro Walking Tours**.

EAT & DRINK

Dine on Mediterranean mussels and sweet baguette French toast in a garden oasis at **Fable**. Creative Californian cuisine has made **Frances** one of San Francisco's top restaurants *du jour*. Indulge in decadent treats at **Hot Cookie**, famous for its suggestively shaped cookie pops. Next door is **Twin Peaks Tavern**, a historic



Hot Cookie

gay bar where you can sip martinis, chat with friends and people-watch through the famed picture windows. Known for its signature cioppino, **Anchor Oyster Bar** is a longstanding seafood restaurant that's loved by locals.

WHERE TO STAY

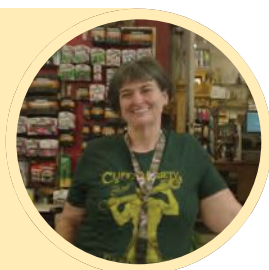
Set in the heart of the Castro District, **Hotel Castro** is a short walk from exciting bars, clubs and restaurants.



The Castro

Neighborhood Voice

For **Terry Asten Bennett**, Castro native and owner of **Cliff's Variety**, it's clear why the Castro is the heart of the city. "The Castro is a place where people come to celebrate, to mourn, to protest and to be who they are. And it's a safe place to do those things." **✚ Find Your Heart**





CHINATOWN



This storied neighborhood is North America's first and largest Chinatown, featuring colorful pagoda roofs, dragon lampposts, acclaimed dining and one-of-a-kind shops.



Chinatown

SEE & DO

Learn about the community's incredible history at the **Chinese Historical Society of America** and the **Chinese Culture Center of San Francisco** — both offering in-depth exhibitions. Browse the flying treasures on display (and for sale) at the **Chinatown Kite Shop**, and see how one of San Francisco's famous food inventions is made at the **Golden Gate Fortune Cookie Factory**. To gain deeper insights, learn about neighborhood life on a walk with **All About Chinatown Tours**.

EAT & DRINK

Sample an array of food and drinks at the award-winning **China Live**. On the hunt for delicious dim sum? **Begoni Bistro** is a standout in a sea of great options. Enjoy the tongue-tlingling flavors of authentic Szechuan cuisine at **Z & Y Restaurant**. You'll find plenty to nom on at **Great Eastern Restaurant**, from beef chow mein to bouncy bean cakes. Try a modern take on Chinese banquet fare at **Mister Jiu's**, the brainchild of acclaimed chef Brandon Jew. Can't decide? Taste a bit of everything with **Wok Wiz Tours**.

WHERE TO STAY

The tranquil **Orchard Garden Hotel**, located near the Dragon Gate, is one of your best bets in Chinatown proper. Look to nearby neighborhoods for more great stays, like **The Jay** (Financial District), **Hotel Bohème** (North Beach) or **Stanford Court Hotel** (Nob Hill).



Chinese Culture Center

Neighborhood Voice

Sisters **Cynthia and Jennifer Huie** couldn't say no to the opportunity to open their shop, **On Waverly**, in Chinatown, a vibrant heart of the city. "We really wanted to create a place that the community felt comfortable being in, as well as a place that drew new visitors." **+ Find Your Heart**





CIVIC CENTER/ HAYES VALLEY



One of the city's hubs for culture, this area is home to stately concert halls, renowned museums and public plazas.



San Francisco Opera

SEE & DO —

Soak up some of that culture by seeing the **San Francisco Opera** or **San Francisco Ballet** perform at the ornate **War Memorial Opera House**. Across the street at **Davies Symphony Hall**, the **San Francisco Symphony** presents beloved programs like "Film with Live Orchestra," where the musicians play along during screenings of popular movies. For a different tempo, the **SFJAZZ Center** has something on tap nearly every night of the week. Before the shows, take a walk along **Hayes Street** — nominated by Time Out as one of the coolest streets in the world

— for boutiques, locally designed jewelry and eco-friendly fashion.

EAT & DRINK —

What would a cool street be without great places to eat? Expect a twist on French fare at **Absinthe Brasserie & Bar**, which feels like a romantic Paris outpost. The roasted chicken is rightfully famous at **Zuni Café**, which combines European recipes with local ingredients. Skip a meal before dining at **Espetus Churrascaria**,

where unending grilled meats are served tableside, or stock up on tacos at Mexican stalwart **Papito**.

WHERE TO STAY —

The location can't be beat at **Inn at the Opera**, a charmer with large rooms and suites typically unheard of in big cities. A rooftop terrace, wine happy hours and free **Asian Art Museum** tickets are heralded amenities at **BEI San Francisco**. Look for other hotels in neighboring Mid-Market or Union Square.



Absinthe Brasserie & Bar



DOGPATCH/ MISSION DISTRICT



The Mission District is the heart of San Francisco's Latin community. Nearby Dogpatch, once a bustling shipyard, is a neighborhood on the rise.

SEE & DO —

Built in 1791, **Mission Dolores** is the oldest building in San Francisco. Attend a church service or reflect in the rose garden to soak up the history of this landmark. Pick up treats at **Tartine Bakery** en route to lively **Dolores Park** for a picnic with breathtaking views. The striking murals of **Balmy Alley** and **Clarion Alley** are also worth a look. If you love hunting for local treasures, **Mission** and **Valencia streets** are teeming with unique shops.



Dolores Park

In Dogpatch, **Crane Cove Park** offers 7 acres of nature with bay access for kayakers.

EAT & DRINK —

No visit would be complete without a Mission-style burrito. Choose from local favorites like **La Taqueria**, **La Cumbre** and **El Farolito**. Feast on Jalisco-Californian cuisine at **Lolo** and savory stuffed pastries at **Venga Empanadas**.

Find MICHELIN-recommended eats at **Ernest** and **San Ho Won**. Prepare to be delighted by **Foreign Cinema**, whose Cali-Mediterranean

cuisine is enhanced by alfresco movie screenings. And don't skip **Humphry Slocombe's** famed ice cream flavors for dessert. The Mission is also home to some of the city's trendiest bars, including **Trick Dog** and **True Laurel** — both ideal for a drink before a concert at **The Chapel**, a mortuary turned music venue.

WHERE TO STAY —

Step back in time at the **Inn San Francisco** or find sanctuary at **1906 Mission**, steps from charming coffee shops and restaurants.

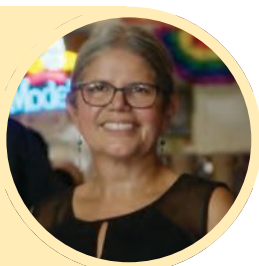


True Laurel

Neighborhood Voice

"Without the Mission, San Francisco would not have its heart," says second-generation restaurant owner **Amparo Vigil**. "It would lose its color. It would lose its life." Get a taste of the Mission — in more ways than one — at her family restaurant, **Puerto Alegre**, located on the busy and buzzy Valencia Street.

✚ Find Your Heart





EMBARCADERO/ FINANCIAL DISTRICT



From captains of the high seas to captains of industry, the Embarcadero has often been where people first began their San Francisco journey.

SEE & DO ———○

Start yours by hopping on the historic **F Line streetcar**, which stops at several attractions on the waterfront. The **Exploratorium**, a hands-on science museum, is one of the best destinations for families. Nearby, the iconic **Ferry Building Marketplace** is a foodie's paradise, stocked with wine bars, innovative restaurants and a farmers market. You also can catch a ferry to **Treasure Island** or **Sausalito** here. Look for some of the city's iconic public art, including "**Cupid's Span**," a giant

bow and arrow stuck in the ground of **Rincon Park**.

EAT & DRINK ———○

Inside the Ferry Building, **Señor Sisig** taps into Filipino dishes, like slow-roasted sweet pork and adobo rice, packed into a burrito or taco. A James Beard America's Classics winner, **Gott's Roadside** elevates dishes like burgers and fish tacos with local ingredients. **Hog Island Oyster Co.** sources their raw bar from a nearby sustainable farm; watch shuckers work their magic on a bushel while you wait. Outside the Ferry Building, facing the Bay Bridge,

Angler's views are topped only by its MICHELIN-starred seafood. At the venerable **Sam's Grill & Seafood Restaurant**, you'll find a menu of fresh catches ranging from crab to bay shrimp cocktail.

WHERE TO STAY ———○

Many hotels offer gorgeous morning views of the bay. **The Hyatt Regency**, **The Clancy**, **Four Seasons Hotel San Francisco at Embarcadero** and **Hilton San Francisco Financial District** all deliver if you book things just right.



Hog Island Oyster Co.



FILLMORE



Steeped in important cultural history as a hub for the city's Black community and a place where famed musicians built their reputations, the Fillmore is still a destination for live music, shopping and fine dining.

SEE & DO —

A legendary 1960s music emporium that continues to rock with big-time performances, **The Fillmore** is a must-visit venue. The neighborhood is also rich with jazz notes, which you can soak up at clubs like the **Boom Boom Room** or at the **Fillmore Jazz Festival**, the largest free jazz fest on the West Coast. Make your way to a few stops along the **African American Freedom Trail**, including the Fillmore's four historic churches, before taking in galleries, exhibitions and live performances at the **African American Art & Culture Complex**.

Nearby on Fillmore Street, you'll find eclectic and oh-

so-San Francisco boutiques and vintage shops along with big-name fashions, all clustered conveniently together.

EAT & DRINK —

Go casual with some delicious California-style pies at **Pizzeria Delfina**, or splurge on dinner at the acclaimed **SPQR**, **State Bird Provisions** or **The Progress**. You also can't miss with Ethiopian fare like spicy-lentil sambussa and doro wat chicken stew at **Sheba Piano Lounge**. Finish with a nightcap at **Harry's Bar** or **The Snug**; the **Fancy Schmancy**



State Bird Provisions

Highball makes for a memorable end to the day.

WHERE TO STAY —

The family-owned **Grove Inn** is close to all the Fillmore's favorite spots and has tales to tell, having been built during the gold rush in 1865 (and updated a few times since then). Or there's **Hotel Kabuki** in nearby Japantown, which has a serene garden to relax in.



African American Art & Culture Complex



FISHERMAN'S WHARF



Follow the scent of fresh-baked sourdough bread and steaming seafood to Fisherman's Wharf, one of San Francisco's liveliest and most iconic neighborhoods.

SEE & DO

Weave through specialty shops, street performers and restaurants at the bustling **PIER 39**. At its edge is **Aquarium of the Bay**, which is home to more than 24,000 types of sea life. Seeking a little thrill? Climb aboard one of the **SkyStar Observation Wheel**'s enclosed gondolas and ascend 150 feet. Set sail to **Alcatraz Island** with the Blue & Gold Fleet at PIER 39, or see the city's breathtaking bridges with the Red and White Fleet at Pier 43 ½. Just steps away is the **Cartoon Art Museum**, where ever-changing exhibits explore the artistry and impact of cartoons and comics.

EAT & DRINK

In the heart of the wharf is **Scoma's**, a family-owned restaurant famous for serving "pier-to-plate" seafood like tender Dungeness crab and steamed Manila clams. Find dishes ranging from braised pork taquitos to deep-dish pizza and oysters at **Ghirardelli Square**, a former chocolate factory turned food hall. On nearby Hyde Street, grab a velvety

Irish coffee, the signature beverage of **The Buena Vista Cafe**. PIER 39's **Boudin Bakery** boasts fluffy sourdough bowls filled to the brim with New England-style clam chowder.

WHERE TO STAY

Rest your head at **Argonaut**, a boutique stay located in the landmark Haslett Warehouse building. Cherish waterfront sunrises at **Hotel Zephyr** and **Hotel Zoe Fisherman's Wharf**, or cozy up at the **Kimpton Alton Hotel**,



Boudin Bakery

whose rich jewel tones give depth to white oak walls. The **San Francisco Marriott Fisherman's Wharf** offers upscale convenience, while **Hotel Caza**'s playful atmosphere is ideal for families.



SkyStar Observation Wheel



GOLDEN GATE PARK/SUNSET

Nature and culture collide in San Francisco's largest urban park, while the Sunset District offers cute shops, cozy restaurants, sandy beaches and laid-back surfer vibes.



Japanese Tea Garden,
Golden Gate Park

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 park's pedestrian- and bike-friendly lanes wind past exquisite gardens, pastoral scenes and some of the city's most popular attractions, including the **de Young Museum**, the **California Academy of Sciences** and the **Gardens of Golden Gate Park**.

South of the park, marvel at majestic animals at the **San Francisco Zoo** before

catching a tangerine-colored sunset from unspoiled **Ocean Beach**.

EAT & DRINK —

What's a seaside neighborhood without great seafood? Drizzle habanero-carrot hot sauce over your fish tacos or ceviche from **Hook Fish Co.**, two blocks off Ocean Beach. Just down the street, **Palm City** is a wine bar that serves excellent sandwiches and snacks, like a shrimp-salad hoagie crowned with a layer of salt-and-vinegar potato chips. **Yuanbao**

Jiaozi is sure to satisfy any dumpling cravings.

Fiorella Sunset is your spot for elevated Italian, while **New Eritrea Restaurant** tops soft injera with berbere-spiced curries.

WHERE TO STAY —

If you're coming for the surf culture, **SeaScape Inn** is a short distance from Ocean Beach. Otherwise, the neighborhood has plenty of short-term rentals to pick from.



HAIGHT-ASHBURY



The corner of Haight and Ashbury streets marks the heart of the neighborhood where 1960s flower power blossomed. That hippie legacy lives on in the colorful boutiques and Victorian houses that brighten the hillsides.



Haight-Ashbury

SEE & DO

Some say the neighborhood is best experienced while wearing tie-dye. Stop by **Love On Haight**, **Piedmont Boutique** and other quirky shops for handmade clothing and jewelry. Sift through vinyl and catch a live show at the world's largest independent record store, **Amoeba Music**. Stroll past

the **Painted Ladies**, a row of pastel Queen Anne-style homes that has become one of the most iconic sights in San Francisco. Take a print-making class or explore poster art exhibits at the **Haight Street Art Center** before embarking on a **Magic Bus** tour or **Flower Power Walking Tour** of the area.

EAT & DRINK

Unwind with a crisp Irish whiskey at **Danny Coyle's** or grab a classic cocktail at **Aub Zam Zam**, a historic bar with a Persian theme. **Noc Noc**, Lower Haight's self-proclaimed most unusual bar, highlights specialty sours, ciders and sakes. Savor fried plantains, tostones and Cubano sandwiches at **Parada 22**, or enjoy burgers, brunch and plenty of plant-based options at **Magnolia Brewing**, a gastropub tucked into a century-old pharmacy.

WHERE TO STAY

Stanyan Park Hotel's turn-of-the-20th-century architecture can't be missed. Short-term rentals around the neighborhood allow you to live like a local during your stay.

Neighborhood Voice

Stocked with accessories, games and an encyclopedic inventory of tie-dyed garments for all ages, sizes and seasons, **Love On Haight** is one of the brightest spots in the neighborhood. It's true of its decor and it's true of its staff, who greet every tour bus that turns the corner of Haight and Masonic streets with enthusiasm. "It's definitely my duty as the keeper of this magical corner to continue what is the heart and soul of San Francisco," says shop owner and San Francisco native **Sunshine Powers**, "which is acceptance, love, understanding and having a good time." **➤ Find Your Heart**





JAPANTOWN

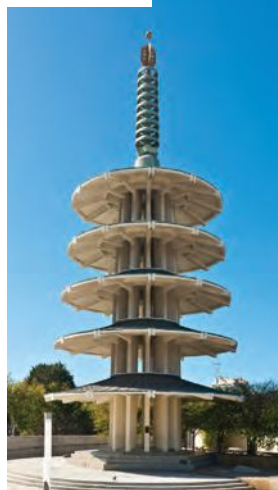


The oldest of only three remaining Japantowns in the country, this next-door neighbor to the Fillmore is packed with cultural and culinary delights.

SEE & DO

The five-tiered **Peace Pagoda** towers over **Peace Plaza**, which plays host to community celebrations throughout the year, including the **Northern California Cherry Blossom**

Peace Pagoda



Festival in April and the **Nihonmachi Street Fair** in August. Get a crash course in Japanese culture at the **Japan Center**, a shopping mall bursting with restaurants, tea shops and stores selling everything from authentic kimonos to bonsai. **Kabuki Springs & Spa** offers Japanese-style bathing followed by another relaxing import from Japan: shiatsu massage.

EAT & DRINK

Japantown's cultural menu ranges from Japanese staples like sushi, ramen, manjū and shabu-shabu to Thai, Korean and more. If a steaming bowl of noodles sounds good, **Hinodeya Ramen**, **Marufuku Ramen** and **Udon Mugizo** are all great bets. The signature dish at **Daeho Kalbijjim & Beef Soup** is braised beef

ribs smothered with cheese — a Korean delicacy. Snag a coveted reservation for one of **Yuji's** nine seats for a masterful 12-course meal featuring bites like A5 wagyu, sea urchin and rare fish imported from Japan. And you can't visit Japantown without nibbling a slice of coffee crunch cake from **Yasukochi's Sweet Shop**.

WHERE TO STAY

The hip **Hotel Kabuki** fits in perfectly with its environment and has its own MICHELIN-starred restaurant, **Nari**. The art-filled **Neighbourgood Sutter Mansion** gives visitors the experience of living in a gorgeously appointed, authentic San Francisco Victorian home.

Neighborhood Voice

"San Francisco is a city of innovation," says **Masao Kuribara**, owner of **Hinodeya Ramen**. "So, I took up the challenge and I opened the first dashi ramen restaurant in the United States." Discover why Masao believes Japantown to be the heart of the city. **+ Find Your Heart**



William Fawcett fotoVoyager.com; Estevan Padilla



MARINA/PACIFIC HEIGHTS



From the posh plateau of Pacific Heights to the bayside Marina Green, these neighborhoods offer views, upscale experiences and a restored “palace” from 1915.

SEE & DO

Enjoy a sunny afternoon stroll down **Union Street** past many boutiques, spas and restaurants housed in beautifully restored 19th-century buildings. **Marina Green**, ringed by bobbing boats and serenaded by foghorns, is a picturesque place to relax. Nearby **Fort Mason Center for Arts & Culture**, a converted military base, is home to art galleries and food truck gatherings. An Instagram favorite is the **Palace of Fine Arts**. Its grand Greco-Roman-style rotunda and majestic colonnades never fail to impress visitors. For some of the city's best vistas, climb the steps on **Fillmore** or **Lyon streets** to



Marina

Pacific Heights, which rests atop a ridge south of the Marina.

EAT & DRINK

Reserve a table at the three-MICHELIN-starred **Atelier Crenn** for a superb prix fixe menu that changes with the seasons. Another must-eat is **B. Patisserie**,

whose sweet viennoiserie and savory tartines have earned raves. For Mediterranean fare, **Terzo** is a neighborhood favorite. On bustling Chestnut Street, you'll find everything from rustic Italian at **Delarosa** to modern Mexican at **Tacolicious** to one of the city's finest burgers at **Causwells**.

WHERE TO STAY

The local lodging options are as quaint as the neighborhood itself. The sophisticated **Hotel Drisco** sits atop Pacific Heights and offers stunning views from virtually every window. **Laurel Inn**, a boutique hotel, has well-appointed guest rooms designed to feel like apartments.



Palace of Fine Arts



MID-MARKET



This booming neighborhood is a combination of high-tech offices, arts groups, retail and restaurants.

SEE & DO

Major Broadway productions brought to town by BroadwaySF are featured on the stages of the **Golden Gate** and **Orpheum** theaters. Directly across from UN Plaza is the American Conservatory Theater's dynamic and intimate **Strand Theater**. A block away, the **International Art Museum of America** houses an eclectic collection of both classical and modern art. **The Warfield** hosts a number of concerts and

performances. On the neighborhood's north edge, the Tenderloin is home to **GLIDE Memorial Church**, experimental theater companies and jazz and blues clubs.

EAT & DRINK

Mint Plaza is the hub of dining in Mid-Market. Clink glasses at **54 Mint**, a cucina serving Roman specialties for lunch, dinner and Sunday brunch. **Burma Love** is a perfect entrée to Burmese cuisine, while **Tú Lan** dishes out authentic

Vietnamese staples.

Montesacro Pinseria makes a good pre- or post-theater meal.

WHERE TO STAY

Trendy boutique hotels are the flavor here. **Timbri Hotel San Francisco** is known for its stellar views and rooftop bar/restaurant, **Rise Over Run**. The flatiron-style **San Francisco Proper** offers Kelly Wearstler-designed rooms and another superb rooftop perch, **Charmaine's**.





NOB HILL



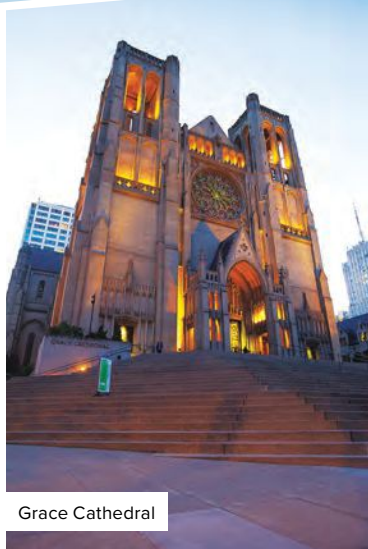
Those little cable cars that climb halfway to the stars in Tony Bennett's "I Left My Heart in San Francisco" are climbing Nob Hill. This classic neighborhood offers famed hotels, landmark architecture and million-dollar views.

SEE & DO —

Explore the neighborhood via cable car, then learn about the history of these world-famous vehicles at the **Cable Car Museum**. In nearby Russian Hill, take a winding walk down **Lombard Street**, famed for its hairpin turns. The Gothic-style **Grace Cathedral** presides over **Huntington Park**, a refuge for families, dog walkers and lovers of green space. In the evening, catch a concert or comedy show at **The Masonic**, which regularly welcomes national headliners to its stage.

EAT & DRINK —

Tiki culture began in San Francisco and one of the earliest bars to embrace it, the **Tonga Room & Hurricane Bar**, still slings cocktails amid the backdrop of an indoor rainstorm. Keep up the tropical theme at **Liholiho Yacht Club**, whose modern Hawaiian menu makes for an adventurous night out. Indulge in buttermilk fried chicken and grilled lamb at the family-owned **Aliment**, or sample scrumptious wood-fired pizzas on the patio at **Del Popolo**. The Italian cuisine at **Acquerello**, with its two MICHELIN stars, always satisfies for a special occasion.



Grace Cathedral

WHERE TO STAY —

If you stay at the luxurious **InterContinental Mark Hopkins**, take the elevator up to **Top of the Mark** cocktail lounge for one of the city's most iconic views. Live like a celeb at the **Fairmont San Francisco**, whose rooms have been graced by Elton John and the Rolling Stones. Or snuggle up at the sumptuous, British-themed **White Swan Inn**.



Tonga Room & Hurricane Bar



NORTH BEACH



You won't find a beach in this lively neighborhood, but you will find echoes of Kerouac and fantastic restaurants, courtesy of San Francisco's Italian American community.



Original Joe's

And **Golden Boy**, serving "San Francilian" pizza by the slice or pan, is a popular late-night spot. Still hungry? Book a walk with **Local Tastes of the City Tours**.

WHERE TO STAY

For a quaint getaway in the middle of it all, **Hotel Bohème** and **Washington Square Inn** are fantastic options. Or, try something different at **Green Tortoise Hostel**, which offers shared dorms and private rooms along with a large common area and kitchen.

SEE & DO

Head up Telegraph Hill to tour **Coit Tower**, a 1930s landmark with prized skyline views. **City Lights** bookstore showcases the Beat Generation, who made North Beach their stomping ground in the 1940s and '50s. While away some hours on **Grant Avenue**, rich with one-of-a-kind vintage shops. When the sun goes down, the music clubs of Broadway light up, including **Keys Jazz Bistro** and **The Speakeasy**.

For one of the more unique experiences in town, catch an acrobatic ode to San Francisco at **Club Fugazi**.

EAT & DRINK

It's all about Italian food in North Beach. **Original Joe's** has been a red-sauce staple for more than 75 years, while **Tony's Pizza Napoletana** imports many of its ingredients directly from Naples. Some argue that **Sotto Mare** has the best cioppino in the city.



Club Fugazi

Neighborhood Voice

Where can you find the heart of the city in North Beach? According to artist **Jeremy Fish**, the answer is **Caffe Trieste**, the oldest espresso bar on the West Coast. "It has a very timeless quality to it. And it just has this energy that is irreplaceable." **✚ Find Your Heart**



Emma K. Morris; Club Fugazi; Estevan Padilla



RICHMOND/ PRESIDIO



The Presidio is a former military base reborn as part of the Golden Gate National Recreation Area. The Richmond District houses a major art museum and one of San Francisco's top foodie streets.

SEE & DO

Soak up the city's history at **Fort Point**, located at the foot of the **Golden Gate Bridge**. Nearby **Baker Beach** is where many locals go to sunbathe. Spend a day in the Outer Richmond to enjoy windswept hiking trails at **Lands End**, fine art at the **Legion of Honor** or a round of golf at **Lincoln Park Golf Course**. Close by is one of the city's most Insta-worthy locales: the **Lincoln Park Steps**, a wide staircase adorned with a colorful tile mosaic.

EAT & DRINK

Clement Street in the Richmond District is San Francisco's de facto second Chinatown, and you'll find some of the city's best Chinese food at



Presidio

Good Luck Dim Sum and **Dragon Beaux** (on nearby Geary Street). More culinary treasures are found at **Pearl 6101**, where the chicory caesar is a neighborhood favorite, and **Cinderella Bakery & Café**, which has served meat-filled piroshki and other Russian staples since 1953. Locals line up at **Arsicault Bakery** for flaky chocolate croissants and creamy Parisian flan — and we must say they're worth the wait.

WHERE TO STAY

Relaxation is on the agenda at **Inn at the Presidio** and **Lodge at the Presidio**, both a short stroll to green spaces like **Crissy Field** and **Tunnel Tops**. Take advantage of the many short-term rentals to really make yourself at home in the neighborhood.

Neighborhood Voice

Sydney Peterson is the general manager of the **4 Star Theater**. They wear many hats, from booking acts to scooping popcorn. "It's been a fun adventure, figuring out what we can do with the space," Sydney says. "We want this to feel like the most magical version of your own living room." For Sydney, there's no better place for this kind of experimentation than the Richmond. "There is so much here to be discovered and celebrated. There's so much beauty to take a chance on. I think all of the best people that you could possibly meet are in this neighborhood." **+ Find Your Heart**





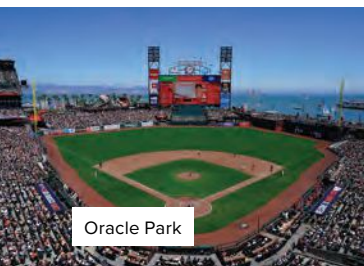
SOMA/ YERBA BUENA



SoMa (South of Market) offers much to explore, from museums and nightlife to some of the city's best dining.

SEE & DO —

Revel in history and art at institutions like the **San Francisco Museum of Modern Art (SFMOMA)**, **Museum of the African Diaspora** and **Yerba Buena Center for the Arts**, with the lush **Yerba Buena Gardens** just around the corner. Visiting during baseball season? Cheer on the eight-time World Series Champion San Francisco Giants at **Oracle Park**. Explore an aerial oasis at **Salesforce Park**, a 5.4-acre green space that sits 70 feet above the city. This



Oracle Park

neighborhood is also home to some of the city's hottest nightclubs, from the multi-level experience at **1015 Folsom** to high-energy dance parties at **Monarch** and **Cat Club**.

EAT & DRINK —

If you're a foodie, there's hardly a better place to be than SoMa. Reserve a table in advance at **Benu**, a three-MICHELIN-starred Korean restaurant from beloved chef Corey Lee, or savor the seasonal menu and craft cocktails at **Prospect**. **Alexander's Steakhouse**, **Barcha** and **Press Club** are a few other excellent restaurants to put on your list.



Prospect

WHERE TO STAY —

Lounge in luxury at the **W San Francisco**, steps from the neighborhood's museums. Stay right on

Market Street at **Hotel Zelos**; be sure to check out their restaurant and bar, **Dirty Habit**, whose drink menu includes smoked cocktails and more than 600 whiskeys. Other noteworthy stays include the **Four Seasons Hotel San Francisco**, **Hotel VIA** and **The St. Regis San Francisco**.

Neighborhood Voice

Among San Francisco's officially designated Cultural Districts is SoMa Pilipinas. For restaurateur **Deanna Sison**, the district honors the journey and resilience of Filipinos in the neighborhood. "The community put their hearts and souls into it and call this place home," she says. At **Mestiza**, Deanna and her team take a fresh approach to Filipino food that's best enjoyed with a hungry group!

✦ **Find Your Heart**



Michelle Min; Oracle Park; Estevan Padilla



TREASURE ISLAND



A growing winery and spirits scene and spectacular views of the skyline from bridge to bridge make Treasure Island a gem of a day trip.

SEE & DO —

Located midway between San Francisco and Oakland, this man-made island was built by the Army Corps of Engineers in 1936. The **Treasure Island Museum** hosts free exhibits on this fascinating history. Nearby is **Clipper Cove**, a perfect spot for a beach picnic. (Pro tip: Stock up on supplies at the Ferry Building before departing on the short ferry ride to Treasure Island.) Meander down the Avenue of Palms and find a place to spread out at **Cityside Park**, a serene green space boasting a great lawn and even greater city views.



Treasure Island Museum

EAT & DRINK —

Chow down on fish and chips, cheeseburgers and tacos at **Mersea**, a unique restaurant and bar housed in shipping containers. Revel in the romantic atmosphere of **Aracely Cafe**, whose seasonal dishes include fresh ceviches, pastas and

steaming bowls of seafood bouillabaisse. Sip around the island at **Treasure Island Wines** and the art deco-style **Gold Bar Whiskey Distillery**, housed in a former Pan-Am airport terminal. Always call ahead before visiting, as most Treasure Island businesses operate on a limited basis.



View from Treasure Island



UNION SQUARE



If retail therapy, world-class theater and decadent meals are calling your name, you'll want to spend some time in this bustling neighborhood.



Maiden Lane

SEE & DO

Virtually every brand name in fashion can be found around Union Square. Stores like Dior, Burberry and Dolce & Gabbana sit alongside mainstays such as Macy's and Neiman Marcus. Stroll the pedestrian-only **Maiden Lane**, lined with art galleries, boutiques and swanky cocktail bars, to discover one of the city's most charming corners. By night, Union Square is San Francisco's Theater District. Catch a performance at acclaimed theaters like the **Curran**, **San Francisco Playhouse** and **A.C.T.'s Toni Rembe Theater**.

EAT & DRINK

Right on the Powell Street cable car line sits a San Francisco classic, **Sears Fine Food**, famous for its Swedish pancakes. An upscale brunch or lunch at **The Rotunda** at Neiman Marcus will give you a chance to rest your shopping bags. Book ahead for **Kin Khao**, a MICHELIN-starred gem that gives Thai cuisine the farm-to-table treatment. Check out the neighborhood's rooftop scene at **MKT Restaurant & Bar**, serving to-die-for pasta, and **Starlite**, an Art Deco jewel

box on the top floor of the **Beacon Grand Hotel**. **Mastro's Steakhouse** is tops for a pre-show dinner.

WHERE TO STAY

Choose from an assortment of high-end hotels, including the **Westin St. Francis**, **The Clift Royal Sonesta**, **Taj Campton Place** and **Grand Hyatt San Francisco**. Go for something a little edgier at **Hotel Zeppelin** or **Axiom Hotel**, two of the neighborhood's most raved-about boutique properties.



Union Square

Scott Chernis Photography (All Photos)



5 Adventures **BEYOND THE BRIDGE**

San Francisco is the perfect jumping-off point for road trips filled with wine, nature and swoon-worthy panoramas. Whether booking a tour or exploring on your own, check out these fun destinations within a day's drive.

WANDER WINE COUNTRY

Easy access to more than 800 Napa County and Sonoma County wineries? Yes, please. A few must-sips include the sauvignon blanc and cabernet sauvignon from Mt. Helena's **Spottswood** and the pinot noir and chardonnay from **Porter Creek Vineyards** in Healdsburg.

HEALING HOT SPRINGS

Let tensions melt away as you sink into steaming mineral pools. Experiences range from 102-degree dips amid the calm of Calistoga's **Indian Springs Resort and Spa** to snow-streaked mountain

views at **Travertine Hot Springs** near Bridgeport in the Eastern Sierras.

MONTEREY BAY ROAD TRIP

Cruise down famous Highway 1, which hugs the Pacific coast and delights with dramatic cliffsides, cresting waves and other awe-inducing sights. Stop to explore tidepools on beaches, grab snacks and strawberries at **Swanton Berry Farm** in Davenport and fill up on cioppino at **Phil's Fish Market & Eatery** in Castroville.

MOUNT DIABLO DAYCATION

Head east to Walnut Creek and **Mount Diablo**

State Park; though the name suggests otherwise, the summit rewards with heavenly overlooks. Gaze at the rolling spines of surrounding hills — flecked with wildflowers in early spring and summer — and watch for red-tailed hawks, deer and foxes.

TOUR YOSEMITE NATIONAL PARK

Famed for natural wonders like giant sequoia trees and the annual Yosemite Firefall, this park is brimming with magic. Several guided day trips depart from San Francisco, including **Extranomical Tours**, **Gray Line Tours**, **Incredible Adventures** and **Skyline Sightseeing Tours**.

San Francisco CULTURE TRIPS

San Francisco Symphony

Get inspired by these quintessential experiences that showcase the rich traditions of San Francisco's many cultures.

LIVE JAZZ & BLUES

Jazz flourished among San Francisco's Black population in the 1950s. Soak up smooth sounds at **SFJAZZ Center** in Hayes Valley, which puts on more than 300 shows a season featuring top artists, up-and-coming musicians and the resident all-star ensemble. Or bop over to Fillmore Street, the city's historic jazz district, for intimate performances at clubs like the **Boom Boom Room** and **Sheba Piano Lounge**.

OTHERWORLDLY SOUNDS

Imagine hearing multidimensional sounds swirling from 176 speakers as you listen in total darkness. For nearly 60 years, **Audium** has been pioneering immersive electronic journeys that

reshape the way we perceive sound. Each experience is different, with performers using technology to manipulate recorded sounds, musical instruments and synthesized tones.

THE BEAT GOES ON

Take a trip to the 1950s, when the Beat Generation thrived in San Francisco's North Beach. Dive into **The Beat Museum's** collection of books, letters and memorabilia belonging to writers like Jack Kerouac and Allen Ginsberg, then continue your literary journey on a self-guided trek from **Tours by Foot**, visiting

Beat hot spots and learning about the neighborhood's Italian American heritage.

HIPPIE HISTORY

On a **Flower Power Walking Tour**, you'll trace the footsteps of Janis Joplin, Jimi Hendrix, the Grateful Dead and other music legends who called Haight-Ashbury home in the



Stern Grove

1960s. The hippie vibes are still strong in this colorful neighborhood that helped spark the counterculture movement.

DAZZLING DRAG

San Francisco's drag culture dates back to the 1800s, but it wasn't until the 1980s that this queer art form hit the mainstream. Part activism and part artistry, drag is a celebrated fixture of the city's nightlife. See the famous Hot Boxxx Girls at **Aunt Charlie's Lounge** or take your pick of weekend drag brunches in the **Castro District**.

TRADITION WITH A TWIST

The **San Francisco Ballet** and the **San Francisco Symphony** are among the oldest and most venerated performing arts companies in the country. These days, they're making history by experimenting with tech in intriguing ways — like incorporating AI-generated art into stage design, and enhancing performances with bursts of scent. Whether you prefer the classics or the avant-garde, you can enjoy them both on these storied stages.

FRESH AIR FESTS

From June through October, San Francisco's hills are alive with the sound of music — festivals, that is. Head to Pier 80 to hear the best in electronic music at **Portola Festival**, one of the city's newest music events, or jam out to sounds from many genres at **Outside Lands**. Several top festivals happen to be free, including **Stern Grove** and **Hardly Strictly Bluegrass**, where dancing barefoot on the lawn at Golden Gate Park will take you back to the Summer of Love.



Outside Lands

MUSEUMS

That Amaze

Edgy art, new perspectives and seriously fun science make these museums some of San Francisco's top attractions.

ART & CULTURE

One of America's leading art museums, the **San Francisco Museum of Modern Art (SFMOMA)** showcases seven floors of masterworks by the likes of Diego Rivera and Andy Warhol. Cross the street to the Smithsonian-affiliated **Museum of the African Diaspora** to learn about Black cultures across the globe. Other must-visits include the **Asian Art Museum** and the **de Young Museum**, whose diverse collection is housed in a modern architectural marvel.

Museum of the African Diaspora



KIDS & FAMILIES

Learn about Walt Disney's legacy at the **Walt Disney Family Museum**, where beloved animated characters come to life through interactive galleries and movie screenings. Kids under 12 are encouraged to let their imaginations run wild at the **Children's Creativity Museum**.

SCIENCE & INNOVATION

At the amazing **Exploratorium**, all ages will delight in experimenting with 650 hands-on exhibits. Explore ecosystems and peer into deep space at the **California Academy of Sciences**, which houses an aquarium, a planetarium and a natural history museum under its plant-covered roof.

ECLECTIC TREASURES

Head to Pier 45 to play 300+ coin-operated arcade games and other vintage machines at **Musée Mécanique**, a local favorite since 1933. Mysteries, riddles and creativity are part of the captivating **Gregangelo Museum**, which one visitor described as "better than being in the best dream I've ever had." From the "San Francisco sound" of the 1960s to '90s hip-hop, the Bay Area's musical heritage is on display at the **SF Music Hall of Fame**, which also boasts rehearsal rooms and a small hotel.

NATURE

in the City

In San Francisco, you don't need to leave city limits to explore the great outdoors.



Wood Line

PRESIDIO OF SAN FRANCISCO

For picturesque views, visit the sprawling Presidio, a national park site that sits at the entrance of the Golden Gate. A former military outpost, the area has been repurposed as public land with an abundance of trails, lookouts and parks — like **Tunnel Tops**, a 14-acre green space built atop Highway 101.

TIP: Walk the **Wood Line**, a 1,200-foot installation by artist Andy Goldsworthy made entirely of eucalyptus branches.

CRISSY FIELD

Tunnel Tops connects the Main Parade Lawn of the Presidio to Crissy Field, a promenade with stunning views of the bridge and bay. This former airfield contains beaches, tidal wetlands and a waterfront trail that is well-loved by runners and cyclists.

TIP: On breezy days, expect to see many kitesurfers out on the water at East Beach.

BAKER BEACH

On the Presidio's western edge, Baker Beach is a ruggedly beautiful stretch of sand that's one of the city's best-kept secrets. Big waves and strong currents make swimming unsafe, but it's a wonderful place to picnic and spot wildlife; porpoises and harbor seals can often be seen frolicking in the water.

TIP: The northern end of Baker Beach is clothing optional, so don't be surprised if you spot a few sunbathers lounging *au naturel*.

GOLDEN GATE PARK

Millions of visitors each year experience Golden Gate Park's miles of green lawns, lakes and 7,000 varieties of plants. Stroll the exquisite **Gardens of Golden Gate Park** for all the green goodness.

TIP: A bison herd has lived at the western end of Golden Gate Park since the late 19th century.

LANDS END

True to its name, Lands End is San Francisco's westernmost park and one of its most secluded (and scenic) locales. Follow the rugged **Coastal Trail**, which weaves through shady cypress forest to rocky bluffs that plunge into the Pacific Ocean.

TIP: Explore the ruins of **Sutro Baths**, a once-magnificent indoor swimming facility that dates to the late 1800s.

DOLORES PARK

On a sunny day, this urban sanctuary in the Mission District is a perfect place to people-watch and enjoy the scenery. Recreational facilities, dog-play areas and a sloping lawn with killer views of the downtown skyline make Dolores Park a popular spot for picnickers, families and dog owners.

TIP: Keep your eyes peeled for the Tony Award-winning **San Francisco Mime Troupe**, which has been performing here and in other Bay Area parks since 1959.

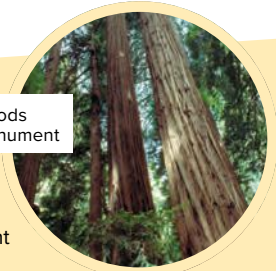


Conservatory of Flowers

Regal Redwoods

Coast redwoods, the world's tallest living organisms, flourish throughout the Bay Area. Experience the majesty of these ancient trees at **Muir Woods National Monument**. Located just 12 miles north of San Francisco, the park encompasses 554 acres of protected forestland. Other nearby places to see redwoods include **Heroes Grove** at Golden Gate Park and **Reinhardt Redwood Regional Park** in Oakland.

Muir Woods
National Monument



San Francisco

FAQs

Your top questions, answered.

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 chilly.

IS IT REALLY AS HILLY AS PEOPLE SAY?

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

HOW CAN I MAKE RESERVATIONS FOR TICKETED ATTRACTIONS?

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

WHAT'S THE BEST WAY TO GET AROUND THE CITY?

Because we have three of the most reliable transportation systems on the West Coast, San Francisco is one of the easiest cities to get around — and you won't even need a car. There's Muni, Bay Area Rapid Transit (BART), Caltrain and even our world-famous cable cars. With their headquarters in San Francisco, you'll be able to find plenty of Lyfts and Ubers.

All About SFO

Just 14 miles from downtown, San Francisco International Airport (SFO) is one of the most innovative hubs in the nation. Look for these special features.

LOCAL DINING

From Manufactory Food Hall to chef-driven restaurants, SFO is filled with San Francisco treats.

FRESH AIR

The International Terminal's spacious outdoor terrace is a great place to stretch your legs.

WORLD-CLASS EXHIBITS

SFO is the only airport in the U.S. with a museum program accredited by the American Alliance of Museums.

FREE WI-FI

Simply connect to the #SFO FREE WIFI network and follow the prompts.



to start planning
your trip to
San Francisco!

Meet in SF

Flexible venues in vibrant neighborhoods. High-end hotels surrounded by fine dining and public art. Green spaces and an innovative spirit. It's for all these reasons and more that there has never been a better time to meet in San Francisco.



Moscone Center South



to discover what's new in SF for meeting planners.

Great for GROUPS



Cable Car

Whether you're planning group travel, luxury experiences or incentive programs, San Francisco is a must-visit destination for groups of all kinds. San Francisco Travel's Global Tourism Team is here to help your clients experience the very best of the Bay Area, from iconic excursions to award-winning dining, inspiring culture and indulgent experiences.



to access travel trade planning tools.