

San Francisco

OFFICIAL TRAVEL PLANNER'S GUIDE 2021

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POINTS OF INTEREST IN THE CITY AND BEYOND

P. 16

EASY ITINERARY BUILDER

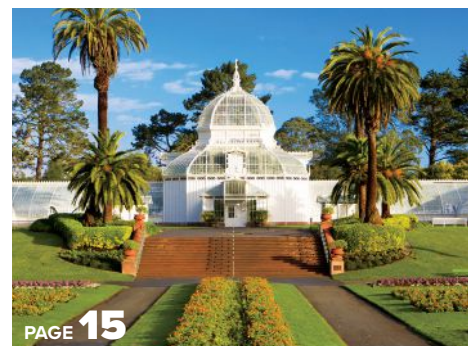
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ON THE COVER

Golden Gate Bridge
Photographed by
Umer Sayyam





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VENUES FOR THE IMAGINATION

PIER 27 • PIER 29 • PIER 35

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



Embarcadero View



San Francisco Bay



SERVICES FOR TRAVEL PLANNERS

STAFF ASSISTANCE

For assistance on any aspect of travel trade development, please contact:
Tourism Department
SAN FRANCISCO TRAVEL ASSOCIATION
One Front St., Ste. 2900
San Francisco, CA 94111, USA
+1-415-227-2693 / Fax: +1-415-227-2668
travel-trade@sftravel.com
sftravel.com

Note: International callers should dial +1 before dialing.

LEAD SERVICES

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

DESTINATION INFORMATION

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

FAMILIARIZATION TOURS

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

ARTS AND CULTURAL ACTIVITY PLANNING

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

SAN FRANCISCO ONLINE

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

INTERNATIONAL REPRESENTATION

San Francisco Travel maintains representation offices in more than a dozen countries. For a complete list, visit **sftravel.com** or contact travel-trade@sftravel.com.

How Can We Help?

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

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

HOW CAN I DEVELOP NEW ITINERARIES FOR MY CLIENTS?

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

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

Our Tourism team can recommend one of the many new and unique tours for 2021. From shuttles that offer access to the city's many microbreweries to off-the-beaten-path walking tours, there are tours to match every interest.



OUR WEBSITE IS AVAILABLE IN A VARIETY OF LANGUAGES

including German, Portuguese, Spanish, French, Italian, Japanese, Korean and Chinese (traditional and simplified). Visit **sftravel.com** and click on the drop down menu to find international content.



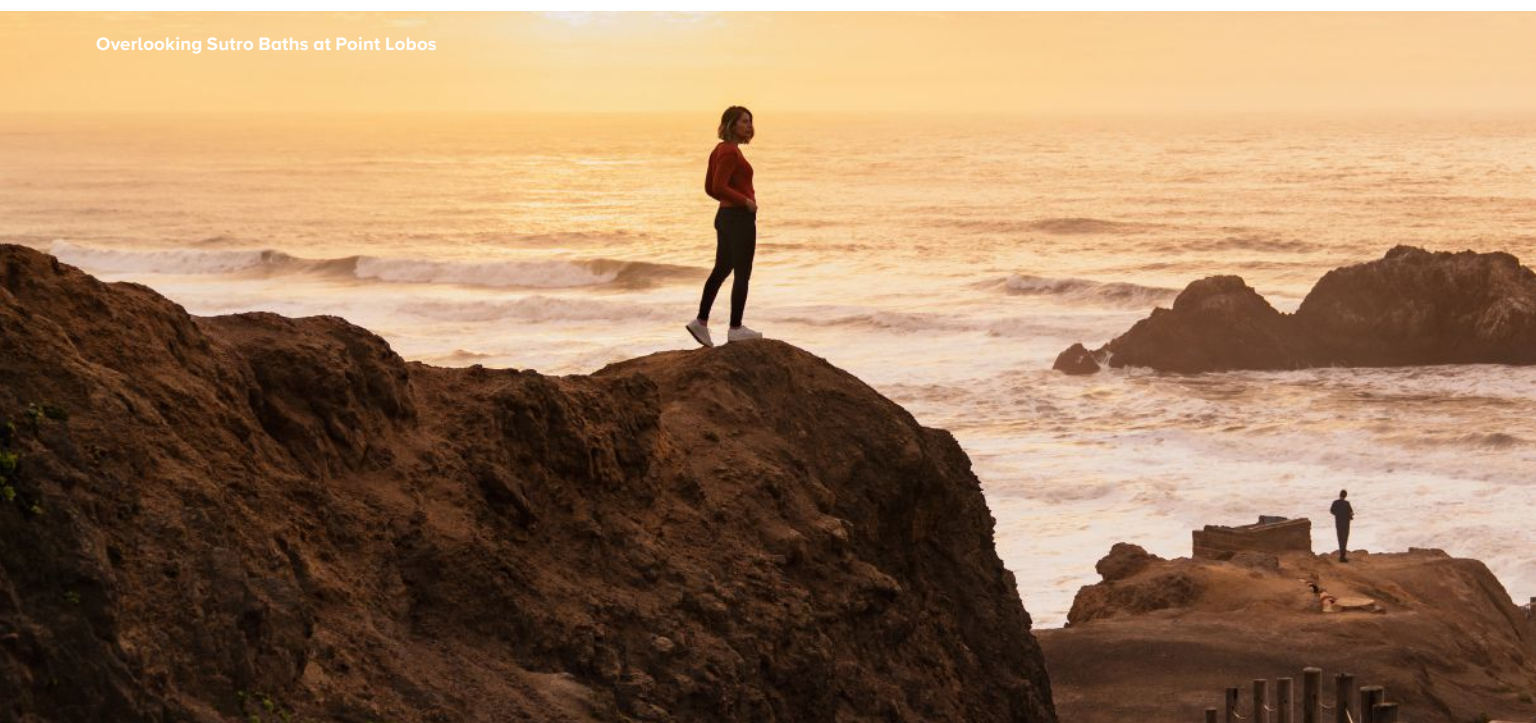
Learn about the steps we're taking at SFO to keep you traveling well.

flysfo.com/travelwell



San Francisco
International
Airport

Overlooking Sutro Baths at Point Lobos



SAN FRANCISCO FAQS

YOUR QUESTIONS ABOUT SAN FRANCISCO. ANSWERED.

HEALTH AND SAFETY

HOW IS SAN FRANCISCO ADDRESSING HEALTH AND SAFETY FOR VISITORS AND RESIDENTS?

San Francisco Travel, in partnership with the local hospitality and business community, is committed to providing travelers with accurate and timely information about traveling to our city safely. The health and safety of our visitors and residents are our highest priorities. We work closely with the U.S. Travel Association, Visit California, San Francisco International Airport officials and the San Francisco Department of Public Health (SFPDH) to stay informed of the highest cleaning standards and protocols.

HOW ARE HOTELS, RESTAURANTS AND ATTRACTIONS PROTECTING TRAVELERS?

To create a safer environment for guests and employees, businesses are employing enhanced health and sanitation practices for their properties. Hotels, restaurants and attractions have also implemented new safety measures, including but not limited to:

- Increased frequency of cleaning and disinfecting with use of EPA-registered disinfecting chemicals
- Letters and signage communicating cleaning procedures, amenities available upon request and social distancing protocols in public spaces
- Flexible reservations

- Mandatory health/temperature screenings for employees
- Gloved/masked welcome greeters offering hand sanitizer and mask upon arrival
- Setups allowing six feet between chairs/tables
- Increased outdoor spaces

Contact hotels, attractions or venues directly for more information on their specific policies and standards to ensure guest safety.

HOW CAN I HELP CONTRIBUTE TO A SAFE ENVIRONMENT?

For guidance on how to visit San Francisco safely and in a thoughtful and respectful manner, we ask that travelers read and follow our Safe Travel Pledge, available on our website.

PRACTICAL CONSIDERATIONS

HOW BIG IS SAN FRANCISCO?

Surrounded on three sides by the Pacific Ocean and San Francisco Bay, San Francisco's compact 49 square miles (127 sq. km) crowd the tip of the San Francisco Peninsula. The hub of the Bay Area, San Francisco has a population of more than 883,000 and welcomes tens of millions of annual visitors, conventioners and business travelers.

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

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

WHAT ARE THE TAX RATES?

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



WHAT PHONE NUMBERS ARE IMPORTANT TO HAVE ON HAND?

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

California Road

Conditions800-427-7623 (U.S. only)

Visitor Information Center415-391-2000

San Francisco International Airport

Ground Transportation ...800-435-9736 (U.S. only)

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

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

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

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

Restaurant service is not included in restaurant checks, although some are adopting this custom. The average tip is 15–18 percent of the total check. A standard tip is sometimes included for groups of six or more. A San Francisco health initiative has impacted costs at local restaurants and diners may encounter an additional charge related to this. Taxis' average tip is 15 percent of the fare. Airport and hotel baggage handlers' average tip is \$1 per bag, one-way.

CAN MY CLIENTS SMOKE IN PUBLIC PLACES?

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

WHAT ARE THE RESTRICTIONS ON MARIJUANA USE?

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

WHERE CAN I FIND INFORMATION ON ACCESSIBILITY IN THE CITY?

Contact Access Northern California at accessnca.org, or request a copy of the brochure "San Francisco Access" from the San Francisco Travel Association.

MUNI ACCESSIBLE SERVICES PROGRAM

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

HOW CAN VISITORS ENSURE THEY HAVE A SAFE EXPERIENCE?

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

Promotional Materials

JUST CLICK TO ORDER OR DOWNLOAD

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



THE VISITOR'S PLANNING GUIDE

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

SAN FRANCISCO VISITOR MAP

Points of interest in San Francisco, as well as citywide, downtown, regional and state maps, are tucked into this 4x9-inch guide/map to help visitors get oriented. Available in Chinese (traditional and simplified), French, German, Italian, Japanese, Korean, Portuguese and Spanish.

SAN FRANCISCO VIDEOS

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

IMAGES AND B-ROLL

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

MEDIA RESOURCES

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

Golden Gate Bridge



SIGHTSEEING, SAN FRANCISCO-STYLE

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

A DAY OF ARTS & CULTURE

MORNING

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

AFTERNOON

Guests can refuel with an artisanal coffee at SFMOMA's café or enjoy Michelin-starred cuisine at In Situ, where the menu is composed of signature dishes by famous chefs from around the world. If time permits, the California Historical Society, Contemporary Jewish Museum and Museum of the African Diaspora are all in close proximity.

EVENING

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



Yerba Buena Center for the Arts Exterior



Marufuku Ramen



California Academy of Sciences



The Presidio

FOODIES FEAST FOR A DAY

MORNING

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

AFTERNOON

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

EVENING

For some nighttime revelry, head to 21st Amendment Brewery, Barrel Head Brewhouse or Anchor Public Taps for an ample variety of local craft brews. To sample the hard stuff, Hotaling & Co. on Potrero Hill and Hangar One Vodka headquarters in Alameda are the places to go.

A DAY OF FAMILY FUN

MORNING

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

AFTERNOON

The Presidio features a 40,000-square-foot museum celebrating the life, art and imagination of famed animator Walt Disney. The Walt Disney Family Museum includes a 13-foot model of Disneyland and a "Fantasia"-themed theater that screens Disney classics six days a week. In the late afternoon, families can head to the Exploratorium. Located on Pier 15, this unique museum blends interactive activities and thought-provoking exhibits. (The Exploratorium is scheduled to reopen in Spring 2021.)

EVENING

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

A DAY IN THE GREAT OUTDOORS

MORNING

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

AFTERNOON

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

EVENING

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

2021's Top Museum Exhibitions

HIDDEN FIGURES: ANA MARIA VIDALON

As an artist with a developmental disability, Ana Maria Vidalon herself is a hidden figure among the densely populated landscape of contemporary figurative and abstract artists. Her work consists of an unending series of marks, curls and swivels that amass into wavering forms, often encompassing small figurative elements.

Creativity Explored,
Jan. 14 – Mar. 26, 2021

WANGECHI MUTU: I AM SPEAKING, ARE YOU LISTENING?

In this sprawling, site-specific exhibition of new and recently created sculpture, collage and film by visionary Kenyan American artist Wangechi Mutu, visitors will journey through the artist's universe of powerful female characters, hybrid beings and fantastical landscapes.

Legion of Honor,
Feb. 6 – Aug. 1, 2021

NAM JUNE PAIK RETROSPECTIVE

The San Francisco Museum of Modern Art (SFMOMA) will be the exclusive U.S. venue for a major retrospective of Paik's radical and experimental art organized with Tate Modern, London. Bringing together more than 200 works that span a five-decade career, this immersive exhibition will offer an in-depth understanding of the artist's vision of a multidisciplinary, interconnected future.

SFMOMA,
April – October 2021

CARLOS VILLA RETROSPECTIVE

The Asian Art Museum will host its first major retrospective of works by Filipino-American artist, teacher and San Francisco native Carlos Villa. Villa's large-scale installations, which channel his various multicultural and global influences, have not been displayed this way in decades.

Asian Art Museum,
August 2021

THE HEART OF ZEN

Two of most hallowed artistic works of Zen Buddhism will be traveling to San Francisco from their temple home in Kyoto, Japan for six weeks only. The exhibition will be accompanied by additional programming, including tea ceremonies and meditation sessions.

Asian Art Museum,
September 2021

MICE* ITINERARIES

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

* Meetings, Incentives, Conferences and Events

SMALL INCENTIVE GROUP

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

WHERE TO STAY:

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

WHERE TO EAT:

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

WHAT TO DO:

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



MEDICAL/PHARMA MEETING

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

WHERE TO STAY:

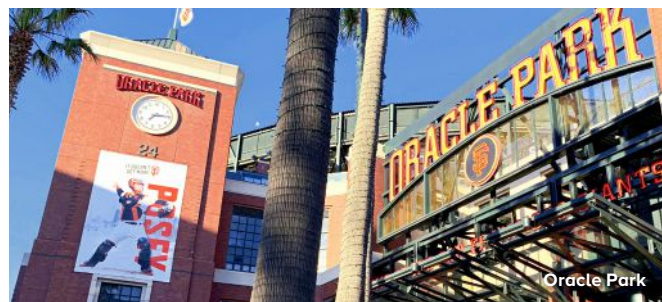
The South of Market (SoMa) neighborhood features many of the city's biggest attractions, exceptional dining and meeting-friendly hotels. The San Francisco Museum of Modern Art (SFMOMA), The Moscone Center, Yerba Buena Gardens and Oracle Park (home of the San Francisco Giants) are all within walking distance.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

WHERE TO MEET:

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

WHERE TO EAT:

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



WHERE TO STAY BY NEIGHBORHOOD

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

CIVIC CENTER/HAYES VALLEY

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

EMBARCADERO

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

FISHERMAN'S WHARF

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

NOB HILL

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

NORTH BEACH

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

SOMA

The SoMa neighborhood is located South of Market (hence the name) and is arguably the cultural hub of San Francisco. Many of San Francisco's popular museums are located in SoMa, along with restaurants and chic nightclubs. There are numerous boutique hotel options, including the hip and modern Hotel VIA and fashion-forward Hotel Zelos. Head to Virgin Hotels San Francisco for an unforgettable view from their rooftop bar.

UNION SQUARE

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

Hotels Beyond San Francisco

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

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

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

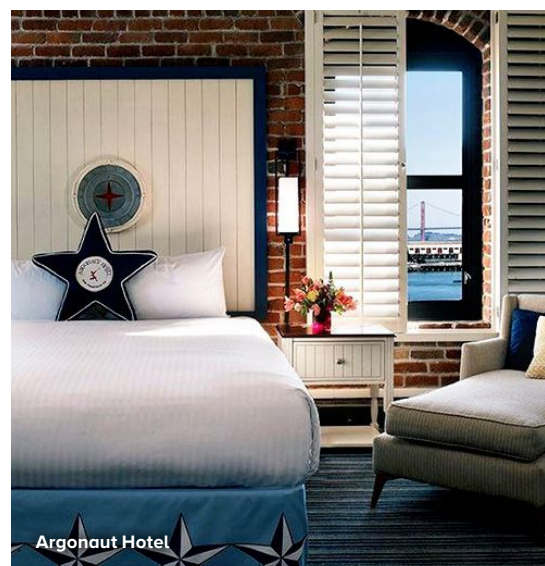
If you're traveling south, the retro-chic Dream Inn is located on Santa Cruz's historic boardwalk within walking distance to surfing, beach sunsets and restaurants with fresh seafood.



InterContinental Mark Hopkins



Hotel Zelos



Argonaut Hotel

San Francisco hotels are committed to protecting travelers' health. Visit [sftravel.com](https://www.sftravel.com) for more information on the cleanliness and safety protocols that hotels are employing to provide you with a safe and enjoyable stay.

SAN FRANCISCO NEIGHBORHOODS

EACH OF SAN FRANCISCO'S NEIGHBORHOODS HAS ITS OWN CULTURE AND CHARM. FROM HISTORIC INSTITUTIONS AND AWARD-WINNING CUISINE TO RENOWNED ARCHITECTURE AND TRENDY BOUTIQUES, THERE'S SOMETHING FOR EVERY TRAVELER.



the city is
built on

40+ hills

population

883,000+



49 square miles
(125 sq. km)



34,000+ hotel
rooms

FIND MORE IDEAS TO MAKE THE MOST OF SAN FRANCISCO'S NEIGHBORHOODS: [SFTRAVEL.COM/NEIGHBORHOODS](https://sftravel.com/neighborhoods)

BAYVIEW

Home of the oldest opera house in San Francisco, this area is also an incubator for the city's creative scene. The old Hunters Point shipyard houses America's largest artists' colony.

CASTRO/NOE VALLEY

Find outdoor cafés, stately Victorian homes, a historic theater and bustling bars in the "LGBTQ capital of the world."

CENTRAL MARKET

This neighborhood features Twitter's HQ and a concentration of performance venues like the Orpheum and Golden Gate theaters.

CHINATOWN

This storied neighborhood is North America's first and oldest Chinatown, with colorful pagoda roofs, dragon lampposts, acclaimed dining and unique gift shops. It also features the must-see China Live gastronomy complex.

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, such as the SFJAZZ Center and New Conservatory Theatre Center.



Ferry Building

EMBARCADERO/ FINANCIAL DISTRICT

The world's largest LED display, "The Bay Lights," sparkles on the Bay Bridge. The iconic Ferry Building is the place to find great food stalls and embark on day trips around the bay.

FILLMORE

Rich with rock and jazz history, Fillmore continues to be a place for legendary performances. Get fired up at a concert at the famed Fillmore music hall or mellow out with some retail therapy along Fillmore St.

FISHERMAN'S WHARF

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



Conservatory of Flowers

GOLDEN GATE PARK/SUNSET

The 1,000-acre Golden Gate Park is home to some of the city's most famous attractions, including the California Academy of Sciences, the Conservatory of Flowers and the de Young Museum. True to its name, the Sunset neighborhood south of the park is a great place to watch the sun set over the Pacific Ocean.

HAIGHT-ASHBURY

1967's "Summer of Love" is immortalized in Haight-Ashbury's vintage clothing, book and record stores, while nearby Alamo Square's row of Victorian homes is one of the most photographed scenes in San Francisco.

JAPANTOWN

The oldest of only three Japantowns left in the U.S., the 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

Pacific Heights includes some of the city's most opulent homes and excellent boutique shopping. The Marina is filled with trendy restaurants and features one of the city's most striking landmarks, the Palace of Fine Arts.

MISSION DISTRICT

San Francisco's oldest neighborhood, the center of its Latin American community, and its hippest district. From acclaimed restaurants and trendy boutiques to vibrant murals and the historic Mission Dolores, there's plenty to enjoy.

NOB HILL

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

NORTH BEACH

Head to Coit Tower atop Telegraph Hill for historic murals and spectacular views. Enjoy Italian-American classics at Original Joe's and others.

PRESIDIO/RICHMOND

The southern anchor of the Golden Gate Bridge, the Presidio offers pristine nature and cultural attractions such as The Walt Disney Family Museum. In the Richmond, venture to Lands End for unbeatable views.

SOMA/YERBA BUENA

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

TREASURE ISLAND

Nestled in San Francisco Bay beneath the Bay Bridge, Treasure Island offers popular flea markets and photo ops of the downtown skyline.

UNION SQUARE

Shop 'til you drop at Union Square, where big retailers offer all kinds of temptations. You're in the heart of the Theater District, too, with A.C.T.'s Geary Theater and the Curran nearby.



PIER 39 Sea Lions

Alamo Square



POINTS OF INTEREST

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

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

ALAMO SQUARE

Corner of Hayes and Steiner streets.

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

ALCATRAZ ISLAND

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

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

ANGEL ISLAND STATE PARK

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

Often referred to as the "Ellis Island of the West," the Angel Island Immigration Station originally opened on Jan. 21, 1910, and closed in 1940 after a fire destroyed the administration building. During that time, more than 1 million individuals were processed through the center, including an estimated 175,000 Chinese immigrants and

150,000 Japanese immigrants. The Immigration Station was designated as a National Historic Landmark in 1997. Ferry service to the 740-acre island, the largest in San Francisco Bay, is available from Fisherman's Wharf, Tiburon and Alameda/Oakland; service is limited during the winter. Bike rentals, audio-enhanced historic tram tours, Segway tours, café, picnic and camping facilities are available. Dogs, skateboards and scooters are not permitted.

AQUATIC PARK

Foot of Polk St.

At the west end of Fisherman's Wharf, this bayside park encompasses a quarter-mile stretch of beach, the Maritime Museum and a pier that is popular with local fishermen.



Alcatraz Island



Cable Car

CABLE CARS

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

CANDLESTICK POINT

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

Visitors can enjoy panoramic views of the bay, the East Bay hills, the San Bruno Mountains and relax in the peaceful park itself. Its location on the western shoreline of San Francisco Bay provides a variety of recreational opportunities such as windsurfing, fishing, bird watching,

walking and hiking. The trails, group picnic sites and fishing piers at this urban park offer access to open space and outdoor activities.

CASTRO DISTRICT

Market and Castro streets.

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

CHINA BEACH

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

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

CHINATOWN

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

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

CIVIC CENTER

Van Ness, Market and Golden Gate triangle.

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



CRISSY FIELD

Shoreline of the Presidio southeast of the Golden Gate Bridge.

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

THE EMBARCADERO

Southeast of Fisherman's Wharf.

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

FILLMORE STREET

Fillmore St. south of Broadway.

Near Pacific Heights are a number of intimate cafés and restaurants, as well as a concentration of upscale stores. The 2000–2200 blocks of Fillmore offer shoppers a smorgasbord of boutiques with vintage clothing, used books,

records, costumes and the next-to-new. The Juneteenth Celebration is an outdoor event held each June to celebrate African-American culture. The Fillmore District (Fillmore St. between Geary Blvd. and Eddy St.) is home to clubs and restaurants.

THE FINANCIAL DISTRICT

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

San Francisco's bustling downtown is a center of commerce and architectural innovation. The carnelian marble-covered, 779-foot-high (237 meters) Bank of America building at 555 California St.; the unique, 853-foot-high (258 meters) Transamerica Pyramid at 600 Montgomery St.; and the 724-foot-high (219 meters) 345 California St. are landmarks of the city's skyline. Recent additions include the Salesforce Tower, which at 1,070 feet (326 meters) is now the city's tallest building, and the Salesforce Transit Center, which includes a Grand Hall entrance, gondola and rooftop public park.



Iconic Experiences

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

FISHERMAN'S WHARF

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

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

FORT MASON

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

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

FORT POINT NATIONAL HISTORIC SITE

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

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

49 MILE SCENIC DRIVE

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

GOLDEN GATE BRIDGE

Spanning the entrance to San Francisco Bay.

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

GOLDEN GATE NATIONAL RECREATION AREA

In 1972, the United States Congress created a vast recreation area in San Francisco and Marin counties to protect coastal lands from development and to provide an urban park for the heavily populated San Francisco area. This is the Golden Gate National Recreation Area (GGNRA). Few urban shorelines contain this diversity: islands, redwood forests, a former federal prison, ocean beaches, retired military installations and historic points of interest. Across the Golden Gate Bridge, the GGNRA encompasses vast areas of undeveloped lands in the Marin Headlands, as well as wildlife sanctuaries, picnic facilities and miles of trails. Just beyond the GGNRA's northern boundary is the 67,000-acre (27,114 hectares) Point Reyes National Seashore. To the south, 4,700 acres (1,900 hectares) in San Mateo County include Sweeney Ridge where, in 1769, the first Europeans saw San Francisco Bay. Maps and information on GGNRA activities are available from Park Headquarters, Building 201, Fort Mason, Bay and Franklin streets, 415-561-4700, or the Marin Headlands Visitor Center, 415-331-1540.



Dutch Windmill, Golden Gate Park

GOLDEN GATE PARK

From Stanyan St. to the Pacific Ocean, between Fulton St. and Lincoln Blvd., 415-831-2700.

These magnificent 1,017 acres (412 hectares) were once an open expanse of dunes. Developed in 1871, Golden Gate Park is among the largest man-made parks in the world. Amid countless trees and 7,000 kinds of plants are paddock fields with bison, lakes for rowing, play areas and a treasure of varied attractions including the de Young Museum, California Academy of Sciences, Japanese Tea Garden, Conservatory

of Flowers, San Francisco Botanical Garden, The National AIDS Memorial Grove, Sharon Art Studio and the restored 1912 carousel in Children's Playground. Nearby, NOPA (short for "north of the Panhandle") offers excellent dining options.

GRACE CATHEDRAL

1100 California St., 415-749-6300.

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



Piedmont Boutique, Haight-Ashbury

HAIGHT-ASHBURY

Haight and Ashbury streets near Golden Gate Park Panhandle.

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

HAYES VALLEY

Hayes St., west of Civic Center.

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

JACKSON SQUARE

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

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



Japanese Tea Garden

JAPANESE TEA GARDEN

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

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

JAPANTOWN

Geary, Fillmore, Sutter and Laguna streets.

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



Lincoln Park

LAKE MERCED

Southwest corner of the city.

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

LINCOLN PARK

West of the Presidio, bisected by El Camino del Mar. Main entrance at Clement St. and 34th Ave.

These 270 acres (109 hectares) of green space provide an impressive view of the Golden Gate Bridge. Two-hundred-foot cliffs (61 meters) enhance the grandeur. The Legion of Honor's art collection, the Holocaust memorial and the Lincoln Park Municipal Golf Course are the principal attractions.

LITTLE SAIGON

Lower Larkin St.

Just beyond the Asian Art Museum's front door at Larkin St., the area from McAllister to O'Farrell

streets has been designated Little Saigon. Some 250 Vietnamese-owned businesses are concentrated in this area and the nearby Tenderloin. For budget-friendly meals, this is a good fit, from banh mi (tasty sandwiches on baguettes) to pho (rice noodle soup).

MARINA GREEN

Shoreline of the Bay, from Webster to Scott streets.

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

MISSION BAY

Third St., south of Mission Creek Channel.

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

MISSION DISTRICT

South of Market St. between Potrero Ave. and Sanchez St.

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

MISSION DOLORES

16th and Dolores streets, 415-621-8203.

Founded in 1776, Mission San Francisco de Asis is the sixth of 21 missions established by the Franciscan Fathers in California. Moorish,

Breathtaking Views

ALAMO SQUARE • CHINA BEACH

CRISSY FIELD • FORT POINT

LINCOLN PARK

MARINA GREEN • OCEAN BEACH

TELEGRAPH HILL/COIT TOWER

TREASURE ISLAND • TWIN PEAKS

Mission and Corinthian styles combine in the church, the oldest intact structure in San Francisco; the altar and decorations are from Spain and Mexico. Alongside is a garden and cemetery where many pioneers are buried.

NOB HILL

California and Mason streets and adjacent blocks.

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

NOE VALLEY

West of Dolores St. between 22nd and 30th streets.

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



Mission Dolores Park Playground

NORTH BEACH

North of Broadway and east of Columbus Ave.

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

OCEAN BEACH

Along Great Highway at the western edge of San Francisco.

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

OLD ST. MARY'S CATHEDRAL

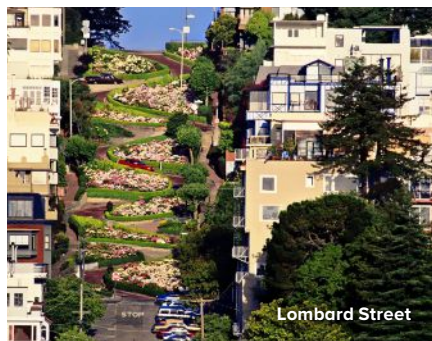
660 California St. at Grant Ave.; 415-986-4388.

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

ORACLE PARK

24 Willie Mays Plaza, Third and King streets.

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



Lombard Street

PALACE OF FINE ARTS

Baker St. on the eastern edge of The Presidio.

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

PORTSMOUTH SQUARE

Kearny St. between Clay and Washington streets.

Commander John B. Montgomery disembarked from the sloop *Portsmouth* to raise the U.S. flag on this spot on July 9, 1846, claiming possession of San Francisco (then Yerba Buena). California's



first public schoolhouse stood here, African-American pioneer William A. Leidesdorff opened the city's first hotel (City Hotel) at the corner of Clay and Kearny streets, and a monument to Robert Louis Stevenson was erected in 1897. Now, it's the heart of Chinatown and is a popular gathering place for neighborhood residents.

POTRERO HILL

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

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

THE PRESIDIO OF SAN FRANCISCO

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

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

RICHMOND DISTRICT

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

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

food markets, restaurants and dim sum parlors are abundant, particularly along Clement St.

RUSSIAN HILL

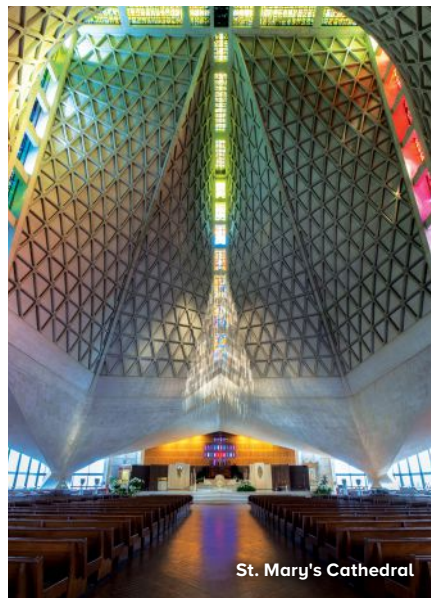
Between Nob Hill and Fisherman's Wharf.

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

SACRAMENTO STREET

Sacramento St. between Broderick and Spruce streets.

Many of the shops, galleries and boutiques along this browsable stretch occupy turn-of-the-



St. Mary's Cathedral



Palace of Fine Arts

century buildings. Interspersed among apparel, antique, art, gift and home furnishing outlets are coffeehouses, snack bars and a movie theater.

ST. MARY'S CATHEDRAL

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

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

SAN FRANCISCO PERFORMING ARTS CENTER

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

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

SAN FRANCISCO-OAKLAND BAY BRIDGE

Opened six months before the Golden Gate Bridge, the Bay Bridge has connected the city with Oakland and the East Bay since 1936. This incredible structure, one of the longest steel bridges in the world, spans eight miles (13.3 km) across the bay via Yerba Buena Island. In 2013, a \$6.4 billion construction project was completed, replacing the east span of the bridge with the world's largest self-anchored

suspension span. "The Bay Lights," a glittering 25,000 LED-light installation, was added to commemorate the bridge's 75th anniversary. In 2013, the western span of the bridge was named the Willie L. Brown, Jr. Bridge in honor of San Francisco's first African-American mayor. Auto toll collected westbound only.

SIGMUND STERN GROVE

Sloat Blvd. and 19th Ave.

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

SOUTH BEACH

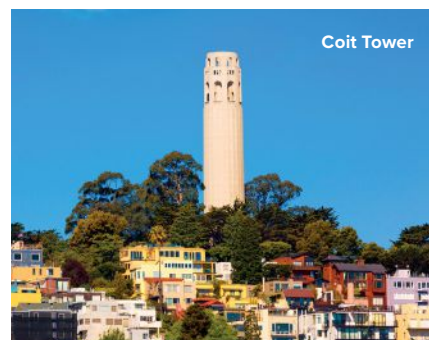
Eastern waterfront south of Ferry Building.

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

SOUTH OF MARKET (SOMA)

South of Market St. and north of Division St.

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



Coit Tower

SUNSET DISTRICT

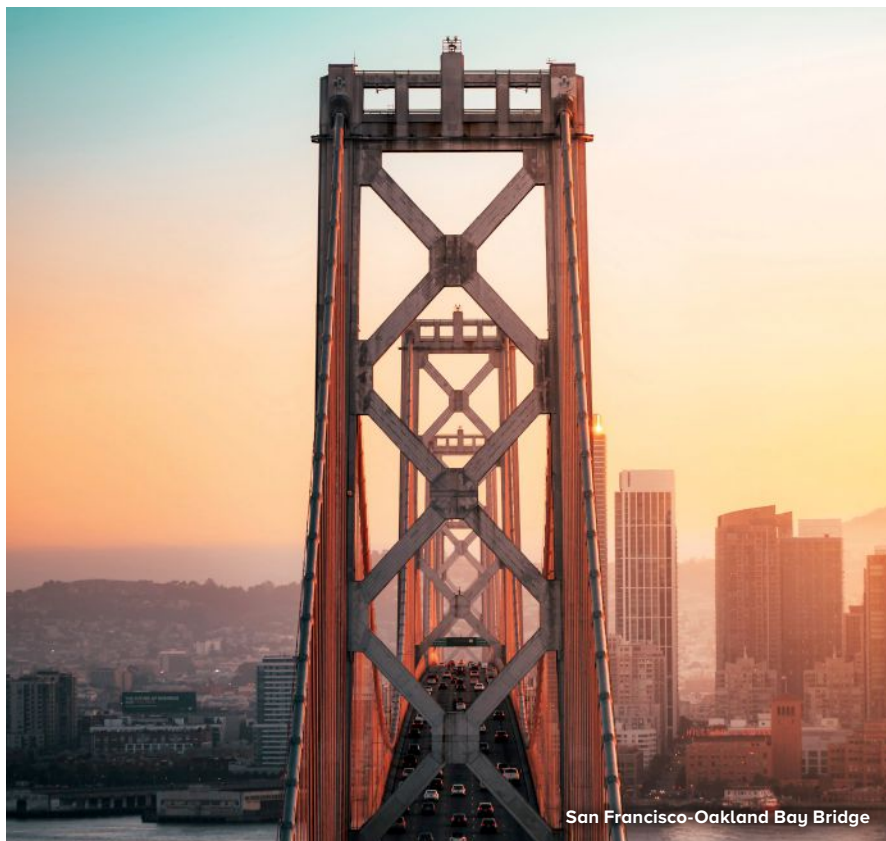
Southwest corner of the city, south of Golden Gate Park and north of Sloat Blvd.

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

TELEGRAPH HILL/COIT TOWER

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

Overlooking the bay, Telegraph Hill is a reminder of San Francisco's history. Its name stems from earlier days, when a semaphore was used to signal the town below to the approach of ships through the Golden Gate. At the summit of Telegraph Hill is Coit Tower, built in 1933. It is the legacy of Lillie Hitchcock Coit, who left a \$125,000 bequest to San Francisco



San Francisco-Oakland Bay Bridge

"for the purpose of adding beauty to the city which I have always loved." The ground floor lobby is adorned with a series of fresco murals by some 30 local artists, depicting life in 1930s San Francisco. Guided docent tours are available. An elevator to its 210-foot-high observation platform operates daily. Because of heavy traffic, public transit is strongly recommended for access; on weekends, parking near the tower may be limited to residents only.

THE TENDERLOIN

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

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

TREASURE ISLAND

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

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

TWIN PEAKS

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

UNION SQUARE

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

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

UNION STREET/COW HOLLOW

Union St. between Russian Hill and The Presidio.

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

WESTERN ADDITION

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

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

WEST PORTAL

North of Portola Dr. near Sloat Blvd.

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



YERBA BUENA GARDENS

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

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



Martin Luther King Jr. Memorial, Yerba Buena Gardens



PLACES THAT GIVE US PRIDE

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

HARVEY MILK PLAZA

The largest flagpole in the city flies a rainbow banner above Harvey Milk Plaza, which begins above ground at Castro and Market streets and descends a wide curving stairway to the Muni Metro station entrance. A brass plaque describes Milk's life, work and death, and concludes with a pithy comment from the first openly gay supervisor in San Francisco on his role in the gay community: "I am all of us!" Just above the station is the Pink Triangle Memorial Park, a memorial to the LGBT victims of the Holocaust.

GLIDE MEMORIAL CHURCH

Three decades after it opened in the early 1930s, Glide Memorial Church (330 Ellis St.) joined the national movement among religious organizations to focus more actively on social justice. In 1964, Glide helped bring together religious leaders and homophile activists (precursors to the gay rights movement) in San Francisco to form the Council on Religion and the Homosexual (CRH), the first organization in the U.S. to include "homosexual" in the title.

POLK STREET

San Francisco's original "gayborhood" offers a no-frills vibe and is home to the oldest operating gay bar in the city. Dive-y bars like the Cinch Saloon line the streets alongside swanky restaurants like Chambers, located in the unassuming Phoenix Hotel, which has hosted celebs like David Bowie and Kurt Cobain.



The Ladies of Asia SF

AIDS MEMORIAL GROVE

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



GLBT History Museum Exhibit

GLBT HISTORY MUSEUM AND ARCHIVES

Affectionately known as the "Queer Smithsonian," the GLBT History Museum (4127 18th St.) is the first full-scale museum of its kind in the United States. The museum is a project of the GLBT Historical Society, which houses an impressive collection of lesbian, gay, bisexual and transgender historical materials in its famed archives. After exploring the museum, head over to Cliff's Variety (479 Castro St.), a Castro institution since 1936. You'll find everything from hammers and nails to boas and tiaras among its 65,000 items.

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 of the experience, and their talent has made it a go-to for an ultimate San Francisco experience.

SPECIAL EVENTS 2021

The following events are held on an annual basis. All dates and locations are subject to change/cancellation and should be confirmed with sponsors before making travel plans.

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

JANUARY

SAN FRANCISCO SKETCHFEST

Various locations
sfsketchfest.com

DR. MARTIN LUTHER KING, JR. CELEBRATION

Yerba Buena Gardens, 415-978-2787
norcalmlkfoundation.org

GOLDEN GATE KENNEL CLUB DOG SHOW

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
chinese-parade.com

SAN FRANCISCO BEER WEEK

Various locations
sfbeerweek.org

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

PACIFIC ORCHID EXPOSITION

Hall of Flowers, Golden Gate Park
orchidsanfrancisco.org

NOISE POP

Various locations, 415-375-3370
noisepop.com

MARCH

SAN FRANCISCO INTERNATIONAL CHOCOLATE SALON

Various locations
sfchocolatesalon.com

INTERNATIONAL OCEAN FILM FESTIVAL

Cowell Theater, Fort Mason Center
415-561-6251
oceanfilmfest.org

ST. PATRICK'S DAY PARADE

Second and Market streets to Civic Center
stpatricksday-sf.com

APRIL

OPENING DAY – SAN FRANCISCO GIANTS

Oracle Park, 415-972-2000
sfgiants.com

SAN FRANCISCO INTERNATIONAL BEER FESTIVAL

Fort Mason Center
sfbeerfest.com

ROCK 'N' ROLL SAN FRANCISCO HALF MARATHON

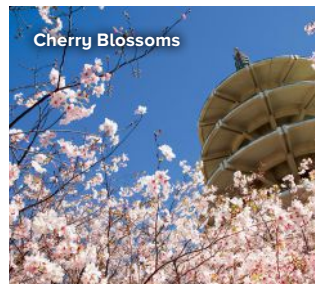
Golden Gate Bridge
runrocknroll.com/san-francisco

SAN FRANCISCO INTERNATIONAL FILM FESTIVAL (SFIFF)

Various locations, 415-561-5000
sffilm.org

CHERRY BLOSSOM FESTIVAL

Japantown, 415-563-2313
sfcherryblossom.org



BAY AREA NATIONAL DANCE WEEK

Various locations, 415-920-9181
bayareadance.org

EARTH DAY

Civic Center Plaza
facebook.com/earthdaysf

MAY

HOW WEIRD STREET FAIRE

Howard and Second streets
howweird.org

CINCO DE MAYO

Valencia St. between 21st and 24th streets
www.cincodemayosf.org

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

CARNAVAL

Mission District, 415-206-0577
carnavalsanfrancisco.org

JUNE

ESCAPE FROM ALCATRAZ TRIATHLON

San Francisco Bay
escapealcatraztri.com

UNION STREET MUSIC FESTIVAL

Union St. between Gough and Steiner streets, 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
sfjuneenth.com

FRAMELINE, SAN FRANCISCO INTERNATIONAL LGBTQ FILM FESTIVAL

Various locations, 415-703-8650
frameline.org

SAN FRANCISCO PRIDE CELEBRATION & PARADE

Embarcadero to Civic Center, Market St., 415-864-0831
sfpride.org



Chinese New Year Parade and Celebration



San Francisco Pride

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

**FILLMORE STREET
JAZZ FESTIVAL**

Fillmore St. between Jackson
and Eddy streets
fillmorejazzfestival.com

**SALSA FESTIVAL
ON THE FILLMORE**

Fillmore St.
fillmoresalsa.com

ETHNIC DANCE FESTIVAL

War Memorial Opera House
415-474-3914
worldartswest.org

**SAN FRANCISCO
JEWISH FILM FESTIVAL**

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

RENEGADE CRAFT FAIR

Fort Mason Center
renegadeecraft.com/san-francisco

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

The Embarcadero
thesfmarathon.com



Bay To Breakers

AUGUST**BAY TO BREAKERS**

The Embarcadero, 415-231-3130
baytobreakers.com

ACC CRAFT SHOW

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

NIHONMACHI STREET FAIR

Japantown, 415-771-9861
nihonmachistreetfair.org

JERRY DAY

Jerry Garcia Amphitheater in
McLaren Park
jerryday.org

**OUTSIDE LANDS MUSIC & ARTS
FESTIVAL**

Golden Gate Park
sfoutsidelands.com

**EAT DRINK SF**

The Midway
eatdrink-sf.com

NOE VALLEY WINE WALK

24th St. from Diamond to
Chattanooga streets
sresproductions.com/events

BAY AREA BREW FESTIVAL

Pier 35
bayareabrewfestival.com

SEPTEMBER**THE GIANT RACE**

Oracle Park, 415-972-1881
thegiantrace.com

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)
or 415-673-3847 (tickets)
sf fringe.org

**SAN FRANCISCO
SYMPHONY OPENING GALA**

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

J-POP SUMMIT FESTIVAL

Fort Mason Center
j-pop.com

**GHIRARDELLI SQUARE
CHOCOLATE FESTIVAL**

Ghirardelli Square, 415-775-5500
ghirardellisq.com

**SAN FRANCISCO OPERA
IN THE PARK**

Robin Williams Meadow, Golden Gate
Park
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

OCTOBER**OKTOBERFEST BY THE BAY**

Pier 48, 888-746-7522
twitter.com/oktoberfestsf

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

Citywide
litquake.org

**SAN FRANCISCO ITALIAN
HERITAGE PARADE
AND FESTIVAL**

Fisherman's Wharf and North Beach
415-703-9888
sfitalianheritage.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, 415-392-7600
sffas.org

NOVEMBER**EMBARCADERO CENTER
BUILDING LIGHTING CEREMONY**

Justin Herman Plaza
Embarcadero Center, 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

415-705-5500
pier39.com

**UNION SQUARE TREE
LIGHTING CEREMONY**

Union Square, 415-781-7880
visitunionsquaresf.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
unionstreetsf.com

**SAN FRANCISCO
BALLET NUTCRACKER**

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

REDBOX BOWL

Levi's Stadium, Santa Clara
levisstadium.com



BEYOND SAN FRANCISCO

SAN FRANCISCO OFFERS PLENTY OF ATTRACTIONS AND ENTERTAINMENT TO KEEP YOUR CLIENTS BUSY DURING THEIR STAY, BUT TRIPS BEYOND THE CITY INCLUDE MANY MORE WORLD-CLASS DESTINATIONS WITHIN A RELATIVELY SHORT DRIVE.

NORTH

SAUSALITO/MARIN

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

NAPA VALLEY

One of the world's most celebrated wine regions, Napa Valley boasts more than 400 wineries. Travelers will discover exquisite wine tasting opportunities, unforgettable farm-to-table cuisine and some of the world's best chefs — all just a short drive north of the city. The area's picturesque scenery is also perfect for a hike, bike tour, hot air balloon ride or golf.

SONOMA COUNTY

Nearby Sonoma County represents some of the best of Northern California — premium wine, farm-to-table dining, organic farms and orchards, breweries and distilleries, and artisan cheese producers (be sure to check out the California Cheese Trail) — all surrounded by incredible natural beauty that stretches from the rocky coast of Bodega Bay to the Redwood forests of Guerneville and rolling hills of wine country.

SHASTA CASCADE

Nature lovers will enjoy the many opportunities for outdoor adventures in the Shasta Cascade. Experience camping, hiking, skiing, fishing, rafting, snowboarding and mountaineering — all within the beautiful landscape of Lake Shasta and the towering 14,000-foot-tall (4,264 meters) Mt. Shasta.

FIND MORE TRIP IDEAS AND ACTIVITIES BEYOND SAN FRANCISCO ON OUR WEBSITE: SFTRAVEL.COM/BEYOND-THE-BRIDGE

EAST

EAST BAY

Just a short drive or quick BART ride east of San Francisco is a region full of booming culture and trendsetting restaurants. Notable locales in the East Bay include Oakland, with its creative community and dining scene; Berkeley, the destination that invented farm-to-table cuisine and home to one of the world's leading universities; and the Tri-Valley, which features a small but thriving wine region and popular Tri-Valley Ice Cream Trail.

SACRAMENTO

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

GOLD COUNTRY

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

LAKE TAHOE

The largest alpine lake in North America, Lake Tahoe is famous for its crystal clear waters and snowcapped mountains. Sitting on the border of California and Nevada, the area offers a wide variety of outdoor activities for every season. It's also home to a number of top casinos on its Nevada side.

YOSEMITE

Outdoor lovers around the world know Yosemite, and its iconic natural landmarks are accessible from San Francisco. In just a three-hour drive, visitors can enjoy hiking, rock climbing, mountain biking, skiing and rafting, as well as famous sights like Yosemite Falls and the granite cliffs known as El Capitan. They'll also discover a variety of accommodations, ranging from campsites to a historic AAA four-diamond hotel.

SOUTH

BEACH COMMUNITIES

Experience a stunning scenic drive down Highway 1 (Pacific Coast Highway) to the string of beach communities south of the city. Visitors can watch surfers conquer the legendary swells at Half Moon Bay or ride the wooden rollercoaster on the historic Santa Cruz Boardwalk. Each beach town offers unique attractions, as well as a charming mix of surf shops, fishing stands and restaurants with a view.

MONTEREY COUNTY

One of California's most beautiful areas, Monterey County offers a variety of activities: the scenic 17-Mile Drive, rounds of golf at internationally famous courses like Pebble Beach and Spyglass Hill, world-class dining, a renowned aquarium and wine country.

SILICON VALLEY

The world's most famous region for high-tech entrepreneurship is just a short trip south from San Francisco. In San Jose, travelers will find fun museums, unique dining, historic sites and natural beauty. Nearby, Santa Clara features Levi's® Stadium (home of the San Francisco 49ers) and thrilling rollercoasters at California's Great America amusement park.



Sacramento



Lake Tahoe



Santa Cruz



Cable Car on California St.

TRANSPORTATION BASICS

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

GETTING TO AND FROM SFO

BAY AREA RAPID TRANSIT (BART)

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

A one-way BART ticket to downtown San Francisco costs \$10.15 or \$20.30 for a round trip (RT Blue Ticket) or \$9.65 and \$19.30 (RT), plus a surcharge for a new Clipper card. Be advised that BART is moving to eliminate paper tickets. A Clipper card purchase may be necessary.

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

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

BART has implemented a rigorous safety plan to protect the health of its riders. Trains are running more frequently and with more cars to avoid crowding. Crews use hospital-grade disinfectants to clean BART stations and trains regularly. Hand sanitizer can be found in all BART stations and contactless payment is available to all riders. Face coverings are required for all riders ages 13 or older.

For more information, visit bart.gov or contact Imara Yokely at iyokely@bart.gov.

RIDE SHARING

With app-based services, including Lyft and Uber, attendees can arrange via smartphone to ride with drivers using their personal vehicles. These services pick up on the roof of the

center garage for domestic terminals and the Departures/Ticketing level of the international terminal. Fares and travel times vary according to demand and traffic, but it typically takes 30 minutes and costs \$20–\$40 to get from SFO to the city.

SHARED VAN & SHUTTLE SERVICE

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

TAXIS & LIMOUSINES

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

SAMTRANS BUSES

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

ALTERNATE AIRPORTS

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

GETTING AROUND SAN FRANCISCO

MUNI

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

CABLE CARS & STREET CARS

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

RIDE SHARING

Uber and Lyft offer options to request a private car service, as well as shared options called Lyft Line and uberPOOL for a discounted rate. Korral, a new app developed specifically for convention attendees, offers ride sharing management solutions.

TAXI

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

CLIPPER CARD

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



SAN FRANCISCO AIRPORT AMENITIES

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

GETTING TO AND FROM SFO

Public transportation is the best bet for getting back and forth from SFO. Refer to "Transportation Basics" on page 28 for detailed information about the options.

WHAT TO EXPECT

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

All passengers must wear facial coverings inside all terminal buildings, no matter what rules individual airlines may have in place aboard their aircraft.

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

LOCAL BITES, ART AND RELAXATION

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

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

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

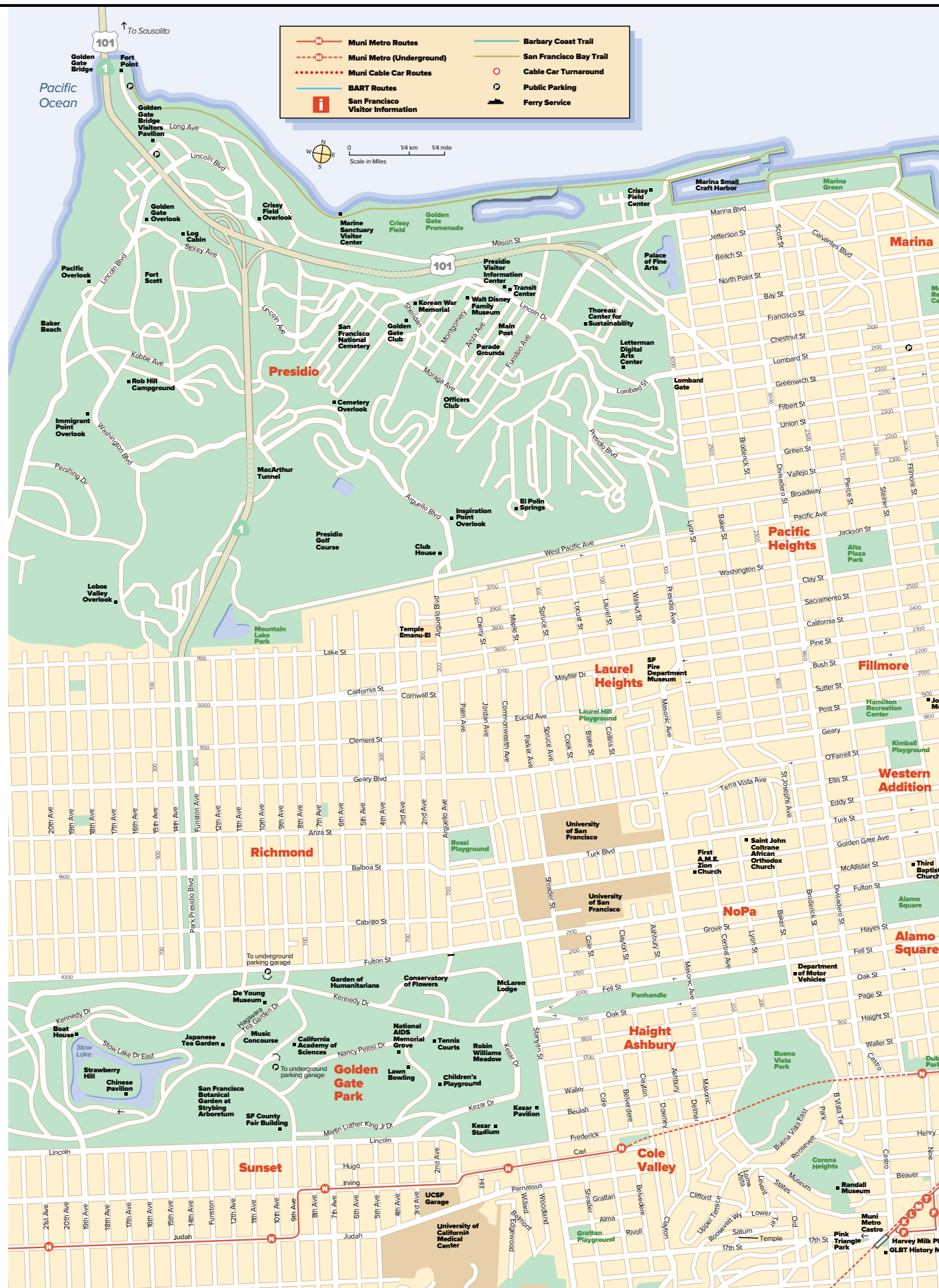
STAY CONNECTED: SFO offers one-click, ad-free, free Wi-Fi. Look for the #SFO_FREE_WIFI network, launch your browser and click "Accept the Terms" for two hours of free Internet access. Log in again if you need more time.



Sky Terrace Observation Deck



SFO Museum, Amy Ellingson, *Untitled*









We Deliver Unforgettable Events

Hartmann Studios produces world-class events that deliver relevant, timely, and actionable experiences for premier brands. From enterprise conferences and arena-sized extravaganzas, to C-level summits and trade shows, Hartmann Studios creates lasting memories with unmatched expertise in strategy, design and production.

- Messaging & Strategy
- Virtual & Hybrid Events
- Civic, Community & Media Events
- Celebrations & Appreciation
- Conferences, Trade Shows & Training Events
- Live Acts & Celebrities
- Networking, Sales, Incentive Programs & Product Launches



Strategy

We dig deep to intimately understand your objectives, culture, and challenges in order to develop a plan that will deliver real results.



Design

Our creative team is as an extension of your team to bring your message to life in ways that leave lasting impressions, delivering positive results.



Production

Our team of experts will deliver a seamless program to drive the best possible audience experience.

HARTMANN STUDIOS
Visit us at HartmannStudios.com
contact@hartmannstudios.com