

Neighborhood Guide

Alcatraz Island

"The Rock" is located one mile off the San Francisco shore. Alcatraz was one of America's highest security prisons until 1963 when it was officially closed and converted into a national recreation area. The National Parks Service has recently begun to offer an award-winning audio walking tour of Alcatraz Island with recorded first-hand accounts of life on Alcatraz from former guards and inmates.

Chinatown

San Francisco's Chinatown is one of America's largest Asian communities. Officially established in the 1850's, this part of San Francisco is home to some of the nation's best Chinese restaurants and eateries. Many Chinatown residents prefer to converse in their native language to keep a part of their culture alive. A guided tour of Chinatown will provide insight and history to this iconic San Francisco neighborhood.

Embarcadero

A grand promenade affording some of San Francisco's most enchanting views, the Embarcadero is an ideal spot for strolling next to the Bay and taking in some of the iconic sights of San Francisco. Watch as vintage trolleys drive down the street and look into the Bay to see the Bay Bridge and Alcatraz. The Embarcadero is a local favorite filled with five star restaurants and a wonderful Farmers Market.

Golden Gate Bridge

This San Francisco landmark is one of the most recognizable images representing San Francisco and the United States. It spans approximately 4200 feet and offers incredible views of the San Francisco Bay. Thoroughly enjoyed by bicyclists, walkers and joggers, this is also one of the most photographed bridges in the world and remains a symbol of human ingenuity.

Haight Ashbury

Tie-dye, Grateful Dead posters, punks, vintage clothing stores and bars make up what was once home to the "Summer of Love". If there is any part of San Francisco that evokes images of the 1960's hippie culture, then it has to be Haight-Ashbury. The Haight-Ashbury neighborhood is a great place to relax at one of its many coffee houses or lounges.

Muir Woods

"This is the best tree-lovers monument that could possibly be found in all the forests of the world," declared conservationist John Muir when describing the majestic coast Redwoods of Muir Woods. The park is cool, shaded and moist year round and the perfect place to get away from the stimulus of San Francisco. As part of the Golden Gate National Recreation Area, the park caters to pedestrians. The hiking trails vary in difficulty and distance but all provide grand views of the massive Redwoods of Muir Woods.

Pacific Heights

This elegant neighborhood embodies Hollywood's vision of San Francisco with blocks of Victorian mansions and its iconic views of the Bay. Million dollar mansions line the rolling hills and locals often walk to the trendy shops and restaurants located on Union, Chestnut and Fillmore streets.

Castro District

The San Francisco Castro District features superb cafes, stylish shops and historic Victorian homes. This lively San Francisco neighborhood provides a nightly bar scene that attracts various people from all over the world. Local residents have prided themselves in knowing that the Castro District is one of San Francisco's most vibrant and cohesive communities.

Civic Center

A few blocks north of the Market Street and Van Ness Avenue intersection, San Francisco's Civic Center is an area containing many of the city's largest government and cultural institutions. It has two large plazas (Civic Center Plaza and United Nations Plaza) comprised of large buildings built in a classical architectural style. This is a popular locale for rallies, demonstrations and festivals throughout the year.

Fisherman's Wharf

Fisherman's Wharf is the epicenter of San Francisco's Tourism. Located on San Francisco's Waterfront between Ghirardelli and Pier 35, this area is known for souvenir shopping and unique street performers. Fisherman's Wharf is famous for fresh Dungeness crab and clam chowder. It is argued that the "best seafood in the world" can be found at Fisherman's Wharf. Other attractions at the Wharf include: Ripley's Believe it or Not Museum and the Wax Museum at Fisherman's Wharf.

Golden Gate Park

This huge expanse of greenery stretches from the middle of the city to the ocean. Golden Gate Park is the ultimate haven away from urban chaos. Visit the botanical garden, the conservatory, rose garden, tea garden and museums. Or enjoy one of the many places to play ALL kinds of sports, relax on the lawn, take a stroll or even a bike ride. There are so many beautiful things to do and enjoy here!

Mission District

The Mission District, is named after the Mission San Francisco de Asis and occupies land previously settled by Spanish-Mexican ranchos. Today, this ethnically and economically diverse area is full of artists and hipsters. A fusion of disparate cultures is evidenced by the many colorful Mexican and Latin American themed murals and pervasive Mexican, Salvadorian and other Latin American restaurants throughout the neighborhood.

Nob Hill

The buttoned-up downtown district is home to an unexpected abundance of funky shops, great restaurants and trendy clubs. Nob Hill is one of San Francisco's signature neighborhoods, renowned for its city landmarks and famous hotels bordering Huntington Park. In addition to its swanky character, the area is influenced by the diverse personalities of the downtown neighborhoods that surround it, making it an intriguing place to visit.

Pleasanton

Located 25 miles east of Oakland, Pleasanton continues to maintain a small town flavor, with a well preserved historic downtown area and regular events for the community. Don't miss the Farmers' Market every Saturday morning or, from May through September, enjoy free Friday Concerts in Wayside Park and the popular First Wednesday celebrations, when Main Street is blocked to traffic adopting a street fair atmosphere.

Highlights (continued)

Richmond District

Just north of Golden Gate Park, "The Richmond" is referred to by some as "New Chinatown." This area also features a prominent Russian community with many Geary Boulevard stores catering to a high concentration of Russian and Eastern European immigrants. The strong presence of Russian culture is also symbolized by a large Orthodox Cathedral in the center of this neighborhood.

San Francisco

Cable Cars, Chinatown, The Golden Gate Bridge, pastel colored Victorian Houses, Alcatraz Island and Fisherman's Wharf are just a few of the "MUST SEEs" during your stay in San Francisco. Experience all San Francisco highlights on a Double Decker Hop-on, Hop-off Tour of the city. Tickets are valid for 48 hours and you can hop-off at any location you wish to explore, then simply hop back on to continue onto the next great location.

The Marina

After almost all the buildings were destroyed in the 1906 Earthquake, the Marina District was chosen to be the site for the 1915 Panama Pacific International Exposition. The Marina District was chosen as the exposition site to communicate the resurgence of architecture, business and life after the earthquake. Today, The Marina is home to a youthful crowd of locals who shop and dine at popular venues throughout the area.

Twin Peaks

Aside from the radio towers and reservoirs, the surrounding areas on top of Twin Peaks remain mostly undeveloped. This preserved area is home to many natural resources and wildlife. As part of the Mission blue butterfly habitat conservation, Twin Peaks is one of the few remaining habitats for this endangered species. A wide variety of bird species, insects and vegetation also thrive in the area.

Wine Country

The Wine Country northeast of San Francisco is known worldwide as a premium wine-growing region. Viticulture and wine-making have been practiced here since the mid-19th century. There are over 400 wineries in the area, mostly located in Napa, Sonoma, Alexander, Dry Creek, Bennett and Russian River Valleys in Sonoma County. The region is defined not only in terms of viticulture, but also its ecology, geology, architecture, cuisine, and culture.

Russian Hill

This neighborhood was named in the late 1800's after gold miners found seven Cyrillic inscribed gravestones on one of the hills. This residential neighborhood is lined with pockets of local restaurants and shops. Russian Hill is welcoming to tourists and provides spectacular views of San Francisco.

Soma

South of Market is a sprawling, patchwork district, made up of warehouses, swanky nightspots, residential hotels, art spaces, loft apartments, furniture showrooms and Internet companies. During baseball season, Soma becomes an entertainment hub for locals and tourists going to AT&T Ballpark to catch a Giants game.

The Presidio

The Presidio has been a part of local and global history for over 200 years. The Presidio has played a vital role in historic military campaigns and World Fairs. Enjoy the beauty of the Presidio as it rests between the San Francisco Bay, the hills and the ocean. Take a moment to observe the national cemetery or walk through the barracks looking at the classic architecture.

Union Square

The central shopping, hotel and theater district in San Francisco, the name "Union Square" came from its historical use as an area of rallies and support for the Union Army during the United States Civil War. Today this one-block park is home to the largest collection of department stores, swank boutiques, tourist trinket shops, and salons in the Western United States.

Top Ten Lists

Top Ten Bars / Clubs / Pubs

- 1 Bourbon and Branch Speakeasy - 501 Jones St
- 2 Rye - Tenderloin Nightlife - 688 Geary St
- 3 Double Dutch - Locals' Favorite - 3192 16th St
- 4 Shine - Infamous Flickr Photo Booth - 1337 Mission St
- 5 Slide - Underground Lounge - 430 Mason St
- 6 Homestead - Cozy Tavern - 2301 Folsom St
- 7 Yield - Wine Bar - 2490 3rd St
- 8 DaDa - Artsy Style - 86 2nd St
- 9 Kelly's Tavern - Sleek and Comfortable
- 10 Temple Nightclub - Asian Relic Decor - 540 Howard St

Top Ten Places to See

- 1 Alcatraz Island
- 2 Golden Gate Bridge
- 3 Chinatown
- 4 Muir Woods National Monument
- 5 Sonoma and Napa Valley Wine Country
- 6 Golden Gate Park
- 7 Fisherman's Wharf
- 8 Union Square
- 9 Castro District
- 10 Haight Ashbury

Top Ten Free Things To Do

- 1 Walk across the Golden Gate Bridge
- 2 Spend an afternoon exploring the streets of Chinatown
- 3 Visit Strybing Arboretum and Botanical Gardens
- 4 Visit Fort Points National Historic Site
- 5 View the sea lions at Fisherman's Wharf
- 6 Walking Tour and Free Chocolate at Ghirardelli Square
- 7 Catch the San Francisco Shakespeare Festival (summer)
- 8 Climb and descend the Enchanted Stairways
- 9 Visit the Boudin Bread Bistro for a live bread-making demonstration
- 10 Golden Gate Park Band Concerts (summer)

Top Ten Romantic

- 1 Watch the sun go down from the Marin Headlands
- 2 Take a Sunset Cruise on the San Francisco Bay
- 3 Visit Sonoma and Napa Valley Wine Country
- 4 Visit Golden Gate Bridge by Night
- 5 Sonoma and Napa Valley Wine Country
- 6 Enjoy a 360 degree view of the sunset from Twin Peaks
- 7 Have a picnic and enjoy ocean views at Crissy Field
- 8 Ride a Cable Car
- 9 Go for a nightcap in the lounge at the Fairmont Hotel
- 10 Visit the quaint and beautiful town of Sausalito

Top Ten Museums

- 1 Asian Art Museum
- 2 The San Francisco Exploratorium
- 3 The San Francisco Museum of Modern Art
- 4 Legion of Honor Museum
- 5 Cable Car Museum (Free)
- 6 Chinese Culture Center (Free)
- 7 San Francisco Fire Museum (Free)
- 8 National Maritime Museum
- 9 Wells Fargo History Museum
- 10 The Wax Museum at Fisherman's Wharf

Top Ten Tours

- 1 Double-Decker + Alcatraz
- 2 Wine Country Tour
- 3 San Francisco Bay Cruise
- 4 Tour San Francisco by Night
- 5 GPS Guided Go Car
- 6 Woods + Wine
- 7 Yosemite National Park
- 8 Hop-On Hop-Off Double-Decker
- 9 Segway Waterfront Tour
- 10 Muir Woods / Sausalito

Restaurants

Luxury

- 1 **Gary Denko**
800 North Point
(415) 749-2060
One of the highest rated French restaurants in the country.
- 2 **Aqua**
252 California St
(415) 956-9662
An ideal place for fabulous seafood that is right in the heart of the Financial District.
- 3 **Boulevard**
1 Mission St
(415) 543-6084
Experience Gourmet American cuisine beautifully located in a historic building right along the Embarcadero.
- 4 **Farallon**
1 Mission St
(415) 543-6084
Experience Gourmet American cuisine beautifully located in a historic building right along the Embarcadero.
- 5 **Carnelian Room**
555 California
(415) 433-7500
Elegant restaurant on the top floor of the Bank of America Building offering outstanding views.
- 6 **The Dining Room - Ritz Carlton**
603 Stockton St.
(415) 773-6168
Where else can you order a \$28,000.00 bottle of wine?
- 7 **Michael Mina**
335 Powell St
(415) 397-9222
Classic American Cuisine located in the historic Sir Francis Drake Hotel.
- 8 **Quince**
1701 Octavia St
(415) 775-8500
An eclectic mix of French and Italian right in the middle of Japantown.
- 9 **La Folie**
2316 Polk St
(415) 776-5577
The perfect place for an exquisite French meal in the Russian Hill neighborhood.
- 10 **Millennium**
580 Geary St
(415) 345-3900
An upscale Vegan and Vegetarian restaurant located in Nob Hill.

Value

- 1 **Belden Place**
Belden Pl
(415) 986-8887
An alley way like you'd see in New York or Italy full of great restaurants and Al Fresco dining.
- 2 **Caffe Sport**
574 Green St
(415) 981-1251
A family friendly place for Italian food in North Beach.
- 3 **Buca di Beppo**
855 Howard St
(415) 543-7673
Family Style restaurant with amazing food.
- 4 **Cheesecake Factory**
170 O'Farrell St
(415) 391-4444
Large portions, a huge menu, and great views from the top floor of Macy's.
- 5 **Max's Opera House**
601 Van Ness Ave
(415) 771-7300
True Americana food located right by the Civic Center and Opera House.
- 6 **First Crush**
101 Cyril Magnin St
(415) 982-7874
A chic wine bar located near Union Square.
- 7 **Lefty O'Douls**
333 Geary St
(415) 982-8900
A fun sports bar and hof brau with the flavor of classic SF baseball.
- 8 **Manora's Thai Cuisine**
1600 Folsom St
(415) 861-6224
Great Thai food and huge portions.
- 9 **Medjool**
2522 Mission St
(415) 550-9055
Mediterranean food in a great atmosphere with a swanky lounge and rooftop patio.
- 10 **Gordon Biersch**
2 Harrison St
(415) 243-8246
Well known and loved brewery known not only for their beer, but also for their amazing garlic fries.

Asian

- 1 **House of Nanking**
919 Kearny St
(415) 421-1429
Amazing Chinese food on the border of the Financial District and North Beach.
- 2 **Brandy Ho's**
4068 18th St
(415) 252-8000
Great, quality food in the Castro district.
- 3 **Abacus**
2078 Hayes St
(415) 387-2828
A local favorite located in the Western Addition.
- 4 **Empress of China**
838 Grant Ave
(415) 434-1345
Known for the most authentic food around and a place you have to experience while in San Francisco.
- 5 **The Colonial**
20 Cosmo Pl
(415) 931-3600
A hidden gem for high quality and very classy Thai food.
- 6 **Great Eastern Restaurant**
649 Jackson St
(415) 986-2500
This is one of the best places for dim sum and is located on the border of Nob Hill and Chinatown.
- 7 **Hai Ky Mi Gia**
707 Ellis St
(415) 771-2577
A classic Vietnamese restaurant in the Civic Center area.
- 8 **Golden Era Vegetarian Restaurant**
707 Ellis St
(415) 771-2577
A vegetarian restaurant offering a mix of Thai, Vietnamese and Chinese cuisine.
- 9 **Country Sky Chinese Cuisine**
3321 Steiner St
(415) 567-2888
Fabulous Chinese food conveniently located in the Marina.
- 10 **Canton Seafood and Dim Sum House**
655 Folsom St
(415) 495-3064
Authentic Dim Sum in the middle of SOMA.

Restaurants (continued)

Italian

- 1 **Il Pollaio**
555 Columbus Ave
(415) 362-7727
A wonderful mix of Italian and Latin American food in the Telegraph Hill Neighborhood.
- 2 **Alioto's**
8 Fisherman's Wharf
(415) 673-0183
A classic San Francisco Italian and seafood restaurant located right on Pier 43.
- 3 **Calzones**
430 Columbus Ave
(415) 397-3600
The perfect place for people watching with Al Fresco dining and a great menu.
- 4 **Fior D'Italia**
2237 Mason St
(415) 986-1886
Fior D'Italia claims to be the first Italian restaurant in San Francisco and is still going strong.
- 5 **Cafe Delucchi**
500 Columbus Ave
(415) 393-4515
This place offers amazing breakfast and brunches and is very family friendly.
- 6 **Stinking Rose**
325 Columbus Ave
(415) 781-7673
A local favorite known for its Garlic-filled menu, offering everything from garlic pizza and spare ribs to garlic ice cream.
- 7 **Figaro**
414 Columbus Ave
(415) 398-1300
Fabulous classic Italian food in North Beach.
- 8 **Bocce Cafe**
478 Green St
(415) 981-2044
Laid back atmosphere and great patio dining make this the perfect place to unwind.
- 9 **Mangarosa**
1548 Stockton St
(415) 956-3211
Mangarosa offers a blend of Brazilian and Italian food that is irresistible.
- 10 **Joe DiMaggio's Italian Chophouse**
601 Union St
(415) 421-5633
A well known Italian steakhouse located right on Washington Square.

Local Favorites

- 1 **The Last Supper Club**
1199 Valencia St
(415) 695-1199
Offers everything from brunch to Italian dinner.
- 2 **Boudin Bakery**
Pier 43
(415) 421-0185
For a taste of famous San Francisco sourdough bread and clam chowder, this is the place!
- 3 **Mel's Diner**
3355 Geary Blvd
(415) 387-2244
Classic taste of the 1950's with Elvis playing in the background and the best milkshakes around.
- 4 **McCormick and Kuleto's**
Ghirardelli Square
(415) 929-8374
Fresh seafood prepared in a traditional manner with a contemporary twist.
- 5 **Tommy's Joynt**
1101 Geary Blvd
(415) 775-4212
Traditional Americana that offers late night dining.
- 6 **Original Joe**
144 Taylor St
(415) 775-4877
This local favorite offers one of the best hamburgers around!
- 7 **Bambuddah Lounge**
601 Eddy
(415) 885-5088
Located in the famous Phoenix theatre, the Bambuddah Lounge offers amazing food and a chic, zen nightclub.
- 8 **Tad's**
120 Powell St
(415) 982-1718
Inexpensive steakhouse right in Union Square.
- 9 **Alioto's**
8 Fisherman's Wharf
(415) 673-0183
A classic San Francisco Italian and seafood restaurant located right on Pier 43.
- 10 **Scoma's**
Pier 47
(415) 771-4383
This is a local favorite for seafood and romantic dining.

Other

- 1 **Pasha**
1516 Broadway St
(415) 885-4477
Experience Moroccan flavor with group dining, belly-dancing and eating on cushions.
- 2 **Limón**
524 Valencia St
(415) 252-0918
This restaurant offers Peruvian cuisine at lunch and dinner.
- 3 **Cha Cha Cha's**
1801 Haight
(415) 386-7670
Not just a meal -- it's an experience. One of the most popular Tapas spots in San Francisco.
- 4 **Betelnut Peju Wu**
2030 Union
(415) 929-8855
Perfect place for an after-work cocktail or to eat Pan-Pacific cuisine where the celebs do.
- 5 **Slanted Door**
1 Ferry Bldg
(415) 861-8032
Acclaimed Vietnamese restaurant located in the Ferry Building.
- 6 **Foreign Cinema**
2534 Mission St
(415) 648-7600
Watch a classic or independent film while eating some of the best cuisine around.
- 7 **Canto de Brazil**
41 Franklin
(415) 626-8727
This place is a great deal for awesome Brazilian food.
- 8 **Cliff House**
1090 Point Lobos
(415) 386-3330
The Cliff House is a San Francisco classic that offers excellent food and even better views.
- 9 **Delfina**
3621 18th St
(415) 552-4055
This Mission restaurant is a celeb hangout with great Italian food.
- 10 **Fiddler's Green**
1333 Columbus
(415) 441-9758
A local favorite for an evening drink, this is an authentic Irish pub in between North Beach and Fisherman's Wharf.

Special Offers



Double Decker All Loops & Alcatraz

This tour allows you 48 hours of transportation aboard a Double Decker bus while visiting San Francisco attractions like Union Square, the Golden Gate Bridge and Ghiradelli. A full tour of Alcatraz is also included!

Adult Price From: \$64.49 **You Save**
Regular Retail: \$74.99 **\$10**

Call Today and Save
1 866 517 9262



Double Decker All Loops

A tour of all major San Francisco sights in one great package: Climb aboard a double-decker open-top bus and get unlimited hop-on/hop-off access on the Downtown Loop, Golden Gate Loop & the magic of the Bay City by night on the Night Loop.

Adult Price From: \$45.00 **You Save**
Regular Retail: \$49.99 **\$4**

Call Today and Save
1 866 517 9262



Muir Woods & Wine Country

A full-day tour combines the best of Northern California. First, you will visit Muir Woods to see some of the tallest & oldest trees in the world. Then it is a taste of Sonoma's premiere wine country to close your day.

Adult Price From: \$70.99 **You Save**
Regular Retail: \$74.99 **\$4**

Call Today and Save
1 866 517 9262



Bay Cruise

One hour family sightseeing boat tours with audio narration include: Fisherman's Wharf, Alcatraz Island, Golden Gate Bridge, Maritime National Park, Fort Mason, Crissy Field, Presidio, USS Pampanito, and USS Jeremiah O'Brien among others.

Adult Price From: \$21.00 **You Save**
Regular Retail: \$23.00 **\$2**

Call Today and Save
1 866 517 9262



San Francisco City Pass

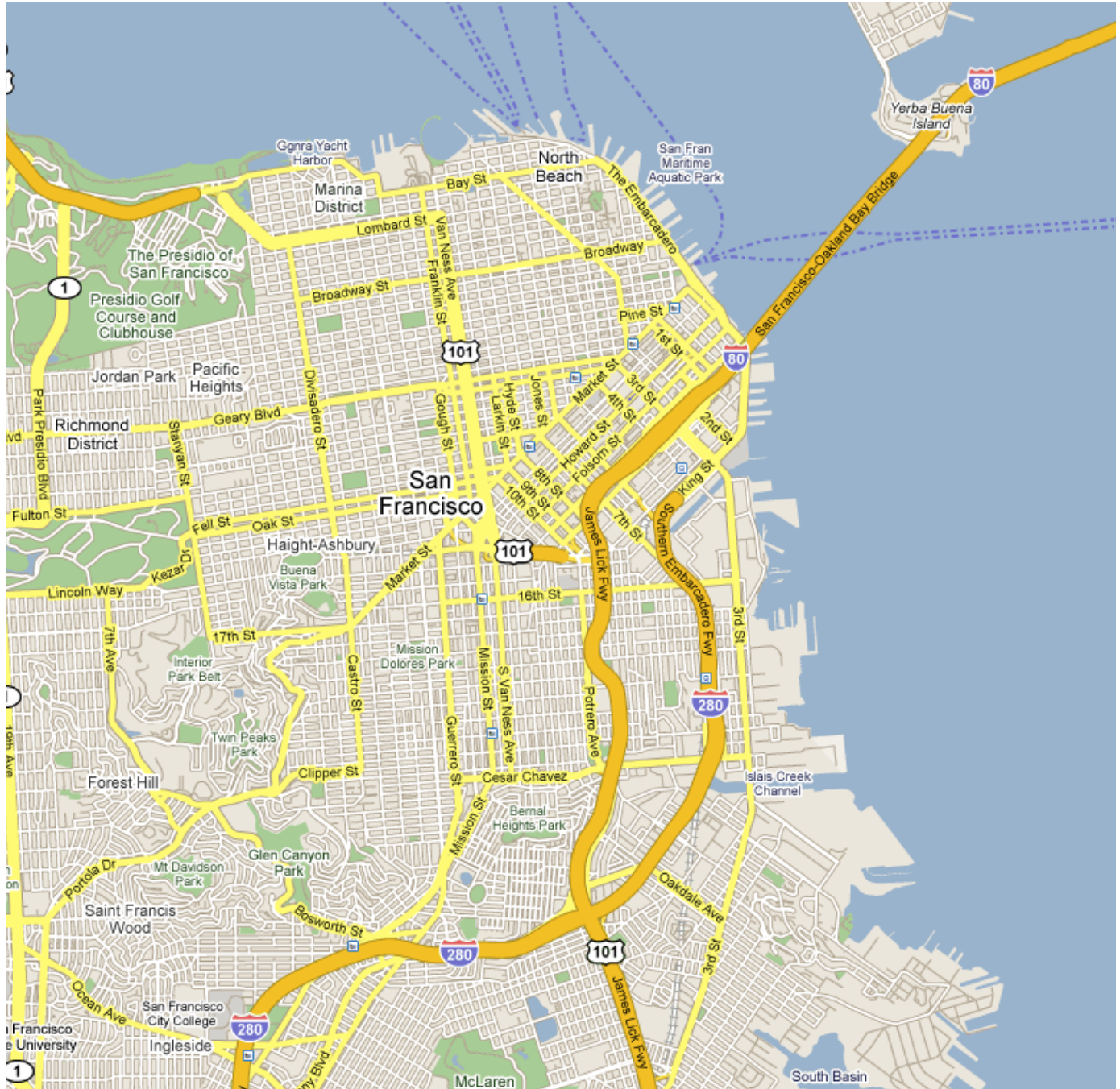
The San Francisco CityPass includes a Blue & Gold Fleet Bay Cruise, SF MOMA admission, The Exploratorium, De Young Museum & Legion of Honor & Aquarium by the Bay. Also, your choice of either The California Academy of Sciences & Steinhart Aq

Adult Price From: \$59.00 **You Save**
Regular Retail: \$112.45 **\$53**

Call Today and Save
1 866 517 9262

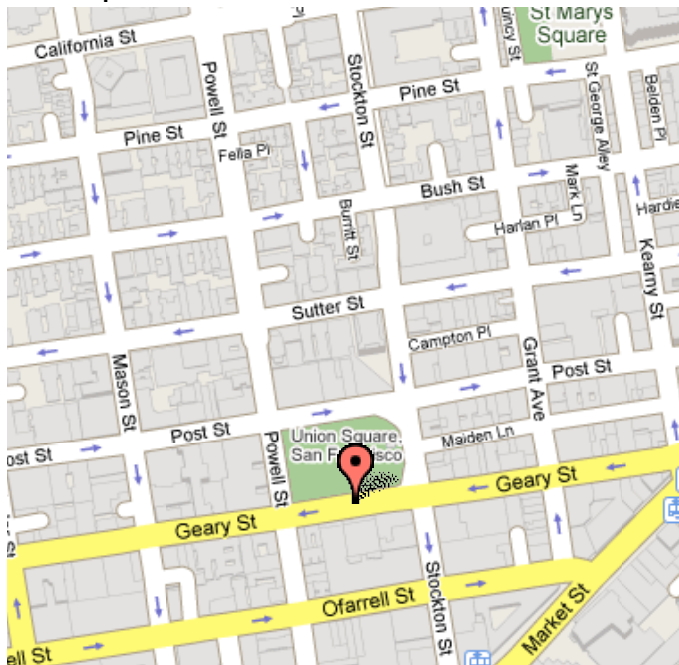
Maps

San Francisco, California



Maps (continued)

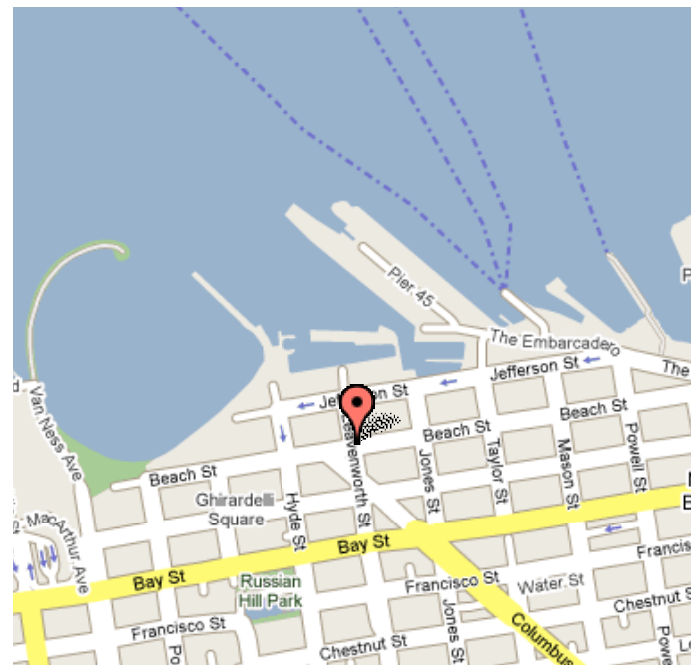
Union Square Area



Free Shuttle departure point

(250 Geary Street)

Fisherman's Wharf Area



Free Shuttle arrival point

(2800 Leavenworth Street)



Free One-Way Shuttle Ticket

- Shuttle departs daily at 9:45am, 11:00am and 1:00pm from Macys (Geary Street between Powell and Stockton).
 - You may upgrade this Free Shuttle to a full Hop-On Hop Off Downtown Loop, valid for 48 hours, for the discounted price of \$23.99.
 - The drop-off point is 2800 Leavenworth Street in Fisherman's Wharf. Space is limited, so please arrive early.
 - This ticket is valid for up to 6 customers traveling with your party.
- Offers are subject to availability and may be discontinued without notice. Additional restrictions or blackout dates may apply. Offer cannot be used in conjunction with any other offers.