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# Mini Guide

## SAN FRANCISCO



“San Francisco has only one drawback. 'Tis hard to leave.” —Rudyard Kipling



In 1967 nearly 100,000 people flooded San Francisco's Haight-Ashbury neighborhood, creating a movement now dubbed the Summer of Love. Five decades later, travelers still head to Haight Street, home to vegetarian cafés, smoke shops, and a sprawling Amoeba Music. But San Francisco isn't exactly hippie headquarters anymore. Tech moguls moved

in, housing prices have skyrocketed (earning San Fran the title of the most expensive city in the United States), and high-rises are reshaping the downtown skyline. But even with all the changes over the past 50 years, there's still plenty to love about California's City by the Bay.

—Renee Brincks

The Golden Gate Bridge, as seen from Baker Beach





# BOOK IT SAN FRANCISCO



The stylish game room at Hotel Zeppelin

**T**he **HOTEL ZEPPELIN** (●) celebrates the city's rockers and rule-breakers through Instagram-ready design details, from psychedelic posters to peace signs projected onto guest room ceilings. A block from Union Square, the 196-room hotel also features event venues named Love and Peace—the latter being a game room with pop art murals and an oversize bingo board. At Nob Hill's 592-room **FAIRMONT SAN FRANCISCO** (●), which withstood the 1906 earthquake, don't miss the indoor thunderstorms

and tropical drinks at the old-school Tonga Room & Hurricane Bar or the bronze Tony Bennett statue near the hotel's entrance. The singer first performed "I Left My Heart in San Francisco" here in 1961. Located in an early 1900s brick warehouse, the **ARGONAUT HOTEL** (●) offers luxury at Fisherman's Wharf. The nautical-themed interior incorporates porthole-style lights and Douglas fir beams. But peer through the panes for the real highlights. Select rooms overlook Alcatraz Island and the Golden Gate Bridge.

## Hot Hotel Stays by the Bay

- NEW
- CLASSIC
- TRENDY

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### FOR THE PHOTO FAN

See the Golden City from behind the lens during stops at Chinatown, Russian Hill, and North Beach with a Nat Geo photographer on National Geographic Expeditions' "San Francisco Weekend Photo Workshop."



### FOR THE NATURE LOVER

Drive through Death Valley, hike Sequoia National Park's Big Trees Trail, and roam San Francisco by bike on National Geographic Journeys with G Adventures' nine-day "Natural Highlights of California" trip.



# SEE IT SAN FRANCISCO



If you liked:



Golden Gate Bridge



Painted Ladies



Fisherman's Wharf



Alcatraz

Then try:

Presidio

Get a fresh perspective on the Golden Gate Bridge at the Presidio, a 1,500-acre national park that fans out from the bridge's southern approach. The new visitors center stocks maps that outline 24 miles of trails—such as one to Baker Beach, where coastal cliffs across the bay frame the bridge's western face.

Palace of Fine Arts

Alfred Hitchcock shot scenes for his 1958 thriller *Vertigo* at the picturesque Palace of Fine Arts, an ornate rotunda flanked by columns that curve along a lagoon. Created for the 1915 Panama-Pacific International Exposition, it was rebuilt as a permanent landmark in 1964 and is now a popular picnic spot.

Ferry Building

Stretched along the eastern waterfront, the 1898 Ferry Building today doubles as a transit hub and retail arcade. Shops such as Book Passage and Heath Ceramics put a local spin on souvenir shopping, while regional suppliers sell fresh produce and street food at three weekly farmers markets.

Angel Island

One million people passed through the U.S. Immigration Station on Angel Island between 1910 and 1940, earning it a reputation as the "Ellis Island of the West." These days visitors cross San Francisco Bay by ferry to cycle, hike, and picnic at Angel Island State Park, which offers panoramic Bay Area views.

The Palace of Fine Arts, a landmark of the city's Marina district







Fresh seafood spread at Leo's Oyster Bar

## Four Food Trends to Savor

From upscale dining halls to cocktail lounges, here's how to eat your way around the bay.



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### Healthy Cafés

**1** **Seed + Salt** is among several area kitchens taking local and organic to new levels. The clean-eating spot in the Marina district features plant-based, gluten-free bites like the popular veggie burger—a blend of beets, walnuts, lentils, and mushrooms. A former fine-dining exec co-founded Hayes Valley's **Little Gem**, a destination for veggie bowls and flatbreads free of dairy and refined sugar. Michelin-starred **Al's Place** spotlights seasonal produce and fermented eats in the Mission district, dishing up meat items as sides.

### Fresh Food Halls

**2** The three-floor culinary emporium **China Live** debuted this year, bringing an Asian tea café, a restaurant with cooking stations, and an eight-course fine-dining venue to Chinatown. Last August the Tartine Bakery team opened **Tartine Manufactory**, a 6,000-square-foot Mission production space and dining hall. The chic outpost houses a coffee counter, ice-cream bar, and restaurant. In the Castro, the **Myriad** is a neighborhood market hall and entertainment stop with pinball machines, comedy shows, and game nights.

### Cocktail Dens

**3** Local chefs are shaking things up with cozy cocktail lounges tucked inside restaurants. After **Liholiho Yacht Club's** 2016 James Beard nomination, its owners unveiled **Louie's Gen-Gen Room** in the Club's basement. The tavern serves tropical drinks and highbrow pub snacks, including a rotating waffle selection. Expect cocktails, champagne, and seafood at the **Hideaway**, a Financial District retreat inside **Leo's Oyster Bar**. At Union Square's **Benjamin Cooper**, above **398 Restaurant**, a spirited cocktail menu gets updated weekly.

### Modern Mexican

**4** Dogpatch neighborhood's **Glena's** opened in February, introducing seasonal tacos, tortas, and crispy churros. Over in Cow Hollow, **Flores** offers family-inspired recipes, corn tortillas made daily, and playful drinks—including rum-based Tostilocos served with crushed corn chips on the rim. Mexico City chef Gabriela Cámara chose Hayes Valley for her first U.S. restaurant, **Cala**. Dine on local produce and seafood in the hip main café, or get casual lunch-hour tacos and aguas frescas from the adjacent **Tacos Cala**.