I lived in San Francisco and always tried to get out and explore, often happily giving my friends advice on where to go and what to do. Basically, I thought I knew what I was talking about. But after cracking open this book I discovered that there was so much more to know and appreciate about one of the best cities in the world. What a terrific guide for San Francisco. Whether you are local or just visiting, you will find fun and interesting information and great ideas for walking the city and enjoying the area. This book makes a wonderful gift for friends and family who like to explore with a little help. The pictures are nice, too! Read more. Discover the best of San Francisco with this indispensably practical Insight Explore Guide. From making sure you don't miss out on must-see attractions like the Golden Gate Bridge, Alcatraz, the Palace of the Fine Arts and Haight-Ashbury, to discovering hidden gems, including 24th Street, the easy-to-follow, ready-made walking routes will save you time, help you plan and enhance your visit to San Francisco. Explore San Francisco is part of a brand-new series and is the ideal pocket companion when discovering this exciting city: a full-colour guide containing 14 easy-to-follow routes through the city's many interesting neighbourhoods, from Fisherman's Wharf to Haight-Ashbury, with excursions to Berkeley and the infamous island of Alcatraz. Insight's trademark cultural coverage perfectly sets the routes in context, with introductions to San Francisco's cuisine, shops and its role as a movie location. The best places to eat and drink are highlighted in each route and in the direc