

*The Golden Gate Bridge  
- an internationally  
recognized icon.*



# San Francisco City Guide

The doorways to this world renown city are always open

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**Client:** Rails to Trails  
Conservancy

**Project:** San Francisco City  
Guide as part of a series of 10  
City Guide destinations in US

**Project Website:**

[San Francisco City Guide](#)

## Project Overview

San Francisco attracts travelers from around the world. Visitors can arrive by car, public transit, ferry or bike. A diverse array of activities are waiting. The challenge is how to choose from so many options in one day or more?

**Rails to Trails Conservancy** was developing a series of City Guides - a web-based map and visual guide to cities with extensive trail networks. The project includes:

- Overview of the city's trail network
- Two self-guided trail tours - one walking, one cycling to demonstrate how trails link across the city.
- Planning your visit sidebar with transportation options and seasonal weather tips
- List of top multi-use trails with short description of each
- Spreadsheet with specific points of interest including hotels, bike shops, outfitters, attractions and historic attractions
- Websites as helpful resources for visitors

## Outcome

*Golden Gate Park, The Presidio, Embarcadero and Lands End* were specially featured for trails, walks and historic destinations. Guide also includes short narratives describing landmark hostels, signature restaurants, bike rental shops and multiple transportation options.