

TRAVELER'S WAY

TIPS FROM LOCALS LIKE

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JUDY COGAN
LAURA KINERY
LIA GARCIA

DISCOVER INSIGHTS ON

FOOD BUCKETLIST
INCLUSIVENESS
UNKNOWN THINGS
LOCAL LIVING
CHANGE OF THE CITY

THIS MONTH'S EDITION

San Francisco

INTRODUCTION • ATTRACTIONS • PLACES
ARTS • MUSEUMS • LIVING COSTS
QUIRKY CHARACTER • GOLDEN GATES

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RoadTrip

Previous Edition

TOM HOLLAND

RYAN REYNOLDS

RACHEL MCADAMS

“SO EMOTIONAL. I LOVED IT”
ROEL CLERCKX

A LITTLE WAY DOWN THE ROAD



WRITTEN AND
DIRECTED BY JINS VERELST
MUSIC
BY HENRY JACKMAN

STARRING TOM HOLLAND
WITH RYAN REYNOLDS
EDITED BY ZALM A.C.E.

DIRECTOR OF
PHOTOGRAPHY PAJO TIMOTEJ

PRODUCTION
DESIGNER JASPER HEYMAN
EXECUTIVE
PRODUCER SYLVIE VAN DESSEL

PRODUCED BY NARI DARDOURI
AND KAAT ROELS

CO-PRODUCED BY THOMAS CORNILLIE AND LENA VAN WASSENHOVE
BASED ON THE NOVEL BY JINS VERELST
WRITTEN BY JINS VERELST, PAJO TIMOTEJ, AND CHRISTOPHE VAN VLOTEN



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The food here is just...amazing. With so much cultural diversity, you can eat at a diverent restaurant everyday for a year and you won't ever go to the same place twice. But what makes it so special? And which places have you got to try? We'll tell you all about it.

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SATURDAY MORNINGS

The Ferry Plaza Farmers Market is lively with over 100 vendors, guest chefs and farmers. It has a reputation for the quality and diversity of its farm-fresh products and tasty food.



A wise person once said: "I want to live, not just exist." And I want to live to experience so much of life.



10

CULTURAL REFERENCE

There's a bunch of rappers in San Francisco that never made it out of Northern California, and everyone here references them all the time like it's just common knowledge.

Pictures, stories, movies. Whatever it may be, we see so much stuff all around us, and so many places to explore. I've been there. This wanderlust to just leave it all and go. Now, I have found happiness here within myself too, but that doesn't stop me from adding a bazillion more places to my list of places I'd like to visit sometime. And that's what ultimately inspired Traveler's Way. A way for me to show you how much wonderful things our world has to offer, and some insights on how to truly experience it as a local.



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A BURGER SERVED BETWEEN TWO DONUTS

Yes, really. It's called The Ringmaster Donut Burger and you can find get it at a restaurant called STRAW. Located on Octavia Boulevard, STRAW serves you the weirdest, but strangely delicious foo combinations.



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SMALLEST BIG CITY

Did you know SF is only 7x7 miles? This makes it very easy to see and do a great many things in a short period of time!

Traveler's way is a monthly travel magazine that steps away from the touristy approach to travelling, and really lets you dive into the culture and feeling of what it's truly like living in some of your favourite cities and countries in our world.

-Jins Verelst.



*SF,
One of the
most
welcoming
places on the
planet*

Traveler's Way



Welcome to San Francisco

San Francisco has a distinct, multi-layered charm that has made it one of the most beloved cities in the world. Ask any San Franciscan what makes their City so special; you'll get answers as diverse as the population, from "its breathtaking waterfront location" to "its rich and vibrant culture" to "its tradition of risk-taking."

The most often-cited response, though, has to do with its rich heritage of openness and tolerance. San Francisco has an international reputation as one of the most welcoming places on the planet—and it's these qualities that residents prize above all others.

Whether it's art, culture or it's character, the wide variety of beaches, parks and open spaces, or it's world-spanning cuisine, This beautiful metropolis of warmth and culture has something to offer for anyone.

Let us explore the wonderful variety of corners this city has to offer, and maybe, just maybe, you'll be convinced to make a visit yourself.



WHAT'S IT REALLY LIKE LIVING IN SAN FRANCISCO?

12 THINGS YOU NEED TO KNOW

If you've always dreamed about living in San Francisco, now might be the right time to make your move. Whether you're moving for work or for fun, you may know San Francisco for what you've seen on-screen: the Golden Gate Bridge, Alcatraz, and that iconic "Full House" house. As someone who worked as a radio news reporter in the heart of San Francisco and lived in the region for 10 years, I'm here to give you an in-depth look at what it's really like living in San Francisco.

Yes, San Francisco's expensive.

If you're thinking about living in San Francisco, get ready to face constant sticker shock. It's not just the rents that are expensive, it's everything. I'll never forget a pizza dinner I shared with my two cousins, where the bill came to \$75 each. Coffees are routinely \$5 and you can grab a pint of craft beer for \$8. Parking meters are also off the charts, with some charging \$6 per hour during peak times. According to Numbeo, San Francisco's cost of living is fourth in the nation, behind Santa Barbara, New York City, and Honolulu. If you are going to rent an apartment in San Francisco, you may have to double up with a roommate to afford the bills.

The seasons are as funky as the city's character.

The seasons play opposites, which is a strange thing about living in San Francisco. There can be 75 degree days in February and 57 degree days in July. Those summer days feel extra chilly thanks to dew and fog in the air. Summer is also known for its wild temperature swings. One day, you won't reach 60, The other You'll get 95.

My favorite month in San Francisco is September, which is when the city finally has its "summer." The fog lets up, the sun comes out, and the parks and outdoor restaurants fill up. This is when it's truly glorious to be living in San Francisco. However, no matter what time of year it is, no matter how hot the daytime is, you should always layer up.

There are tons of things to see and do.

One of the things I love about living in San Francisco is there's so much to do. If you want to hang outside in the city, you can visit one of the many parks, including the Golden Gate Park and Dolores Park. There are a variety of theater and live music options and fine dining galore. San Francisco truly has an incredible restaurant scene. Love art? There's a smorgasbord of museums in San Francisco, including the de Young Museum, the Museum of Modern Art, The California Academy of Sciences, and the Exploratorium. If you're up for a little driving, Napa Valley and Sonoma are under an hour away. Marin County, Oakland, and Berkeley offer beautiful hikes with redwood trees. And there are national parks just a few hours away such as Yosemite, Sequoia, and Pinnacles. Also try all watersports!



The Smallest Big City there is

Even though San Francisco might look big, with its towering downtown buildings and epic bridges, it really can feel like a small town.

That's one thing that makes San Francisco truly quaint. You don't get lost in endless urban sprawl. Everything is walkable, bikeable, and Uber-able. That means people hop from neighborhood to neighborhood easily and often, upping your chances of running into someone you know.



A NEIGHBORHOOD FOR EVERYONE

Despite the expense, one really exciting thing about living here is the diversity of San Francisco neighborhoods. If you have kids, you might want to settle in a kid-friendly area like Cole Valley or Noe Valley. Looking for water views? The Marina District, Pac Heights, or even the Dogpatch might suit your fancy.

The Mission district is popular with young techies looking for vibrant coffee shops, restaurants, and live music. And the Outer Richmond and Sunset Districts offer proximity to the beach, cheaper rents, and good ethnic food. (Think Chinese, Russian, and Burmese.)

The good news is that all San Francisco neighborhoods are walkable and in close proximity to a park. I also love that there are many distinct ethnic neighborhoods, where you know you'll get some delicious food.

THE GOLDEN GATE BRIDGE "SINGS"

If you happen to choose a neighborhood in the north or western part of the city, you might just hear the Golden Gate bridge "sing." This sounds like an eerie high-pitched humming that was hard for us to identify at first, like someone blowing over the top of a bottle.

Turns out, the phenomenon happens during high winds when air vibrates against the bridge's new sidewalk slats. If you ride your bike, walk, or boat under the Golden Gate bridge while it's "singing," it's so loud you might just have to cover your ears.



"The fog here in San Francisco even has its own Twitter account."

When you first move to San Francisco the amount of fog you see, especially during the summer months, can be shocking. In fact, when I lived in the Inner Sunset District, fog rolled in every afternoon, moving so rapidly I could see it swirling through the tops of the buildings.

Fog also streams through the Golden Gate Bridge and is a beautiful sight to behold. If you're driving across the bridge at just the right time, you'll feel like you were engulfed in a cloud.

The fog in SF even has its own Twitter account, called Karl The Fog.

Why *San Francisco* is so Delicious

Visitors come to the Bay Area for a long list of reasons. The sights, sports, music, and cultural attractions alone inspire millions of travelers each year. However, the biggest draw is San Francisco's renowned culinary landscape. Food and drink are intricately woven into the region's history and traditions, making the Bay Area a dining destination like no other. Here are the reasons why San Francisco is so delicious.

Culinary Innovation

San Francisco restaurants and chefs have been a driving force in global culinary innovation for decades, and there are countless examples of local establishments leading the way in experimentation, advancement, and excellence. You can see this innovation at work by dining at restaurants such as Lazy Bear, where diners get to commiserate with chefs while their meal is prepared. Chef Michael Mina and television host and cookbook author Ayesha Curry joined forces to develop an exciting new flavor experience. International Smoke borrows techniques from cultures in every corner of the world for its smoked and grilled specialties. San Francisco was also the birthplace of the Impossible Burger, the site of sourdough's perfection, and the first city to embrace farm-to-table philosophy on a large scale.

"There is this integrity and foundation that's already established in the Bay Area specifically for culinary innovation", said Michelin Star Chef Stuart Brioza.

Global Recognition

San Francisco boasts 61 establishments with at least one Michelin star, and seven that have achieved the three-star distinction.

That's more than New York City! San Francisco is also home to a number of James Beard Award-winning chefs and restaurants. Hear directly from accomplished chefs, like Corey Lee, Dominique Crenn, Heena Patel and Evan and Sarah Rich, why San Francisco is the best place for them to excel at their culinary craft. You'll even learn about places they love within walking distance from their.

Diversity of Dining

San Francisco is well-known for a deeply inclusive culture, and residents are open to diversity in every aspect of daily living. This welcoming spirit and willingness to embrace other cultures and lifestyles has made the city's incredible variety of cuisine possible. In a single trip, you can enjoy classic flavors and modern remakes from the culinary traditions of dozens of nations. Taste everything from dim sum to burritos to sushi, and drink coffee and wine so abundant you won't believe it's possible to pack so many flavors into one city. No matter which type of cuisine you are craving, you will find a San Francisco restaurant that satisfies. And we haven't even talked about local, sustainable sources and the world renowned wine culture.

"A dining destination like no other."

Food Bucketlist

LAZY BEAR (3416 19TH ST.)

In a city where chefs are likened to rock stars, Lazy Bear sells tickets to their dinner, much like a concert. Meals are served communally, and guests don't know what they'll be eating until they arrive. The chefs describe each dish to the customers. It's like a dinner party, but with new friends and globally recognized talent in the kitchen.

STRAW (203 OCTAVIA BLVD.)

Straw is known for its bizarre (and delicious) carnival-inspired comfort food. Case in point? The Ringmaster Donut Burger, which slaps a thick, juicy burger patty between two glazed donuts. If that won't satisfy your sweet and salty tooth, try the Fried Chicken and Waffle Monte Cristo or grab a plate of funnel cake!

SAN FRANCISCO INTERNATIONAL AIRPORT

Yes, it's true. SFO has some of the greatest airport dining in the world, primarily because restaurant space has been awarded to the best Bay Area restaurateurs and not national chains. Whether it be 1300 on Fillmore or Mustards Grill, you can get a first (or last) taste of the Bay Area within minutes of stepping off (or on) your flight.

OFF THE GRID (VARIOUS LOCATIONS)

Where do you go if you want BBQ, pizza, crab sandwiches, and hoppy microbrews all at once? You got to Off the Grid, wherever they may be. This collection of food trucks and pop-up vendors has standing engagements around San Francisco, depending on the season. In warmer, drier months, you can find them every Sunday on the Main Lawn of the Presidio for a truly gut-busting, choose-your-own-adventure brunch.



The Top Non-Touristy Things to Do in San Francisco

There's more to a vacation than ticking off sights on a well-worn tourist trail. To really get to know a city like San Francisco, you need to think like a local. Spend the morning strolling around a farmers market, belt out some late-night karaoke and eat delicious street food with our guide to the Golden Gate City.

01 Grab a bite to eat at the Ferry Plaza Farmers Market

San Francisco hosts dozens of farmers' markets that support local businesses and organic, sustainable farming. The Ferry Plaza Farmers Market has a reputation for the quality and diversity of its farm-fresh products and tasty food. On Saturday mornings, this place is lively with over 100 vendors, guest chefs and farmers popping up to feed and water you with views over The Bay. We recommend lavender shortbread from the Miette Patisserie, followed by coffee from Blue Bottle.

02 Pedal an e-bike over the Golden Gate Bridge

Forget taking snaps of this iconic landmark from inside a stuffy tour coach. Make like a local and take an electric bike tour right across the 1.7mi (2.7km) Golden Gate Bridge and bypass SF's best parks, neighborhoods and Victorian architecture along the way. The tour includes a picnic in Golden Gate National Park with epic panoramic views. Definitely worth it!

03 Visit the Asian Art Museum of San Francisco

San Francisco boasts what might just be the finest American museum entirely devoted to Asian art. Housed in a beaux-arts building, the museum features thousands of artifacts from countries as diverse as India and Tibet to Japan and China. Take a peek at the Chinese bronze sculptures, the best collection outside of Asia, as well as the centuries-old Hindu deity statues. Short on time? Join the Great Works tour which runs for 45-minutes and zips through the main highlights. Admission is free on the first Sunday of every month and the gift shop is well worth browsing afterward. And if that doesn't suit your taste, go take a look at the Museum of Modern Arts (or MOMA for short). The museum continues to assemble unparalleled collections, create exhilarating exhibitions, and develop engaging public programs about both modern masters and younger, less-established artists.



04 Explore Alcatraz Island at night, if you dare

Most tourists flock to Alcatraz Island during daylight hours for good reason. Operating as a high-security federal prison between 1934 and 1963, it housed some of America's most notorious criminals including Al Capone. Go at night, you say? Well, if you're brave enough, you will get special treatment with tours and activities not offered during the day, plus the atmospheric impact of the dark night sky and moonlit cells.

05 Admire the view from Twin Peaks

Hiking up Twin Peaks (not to be confused with the David Lynch crime drama) is not only great exercise but a good way to see pre-industrial San Francisco. At 922ft (281m) above sea level, it is one of the largest hills in the city, offering incredible views of the Bay Area. Start the 3km (2mi) circular hike from Clarendon Avenue, just south of Col Valley. It's quite the leg burner, so make sure you're wearing comfy shoes and bring a layer in case it's gusty up top.

06 Snap photos of the 16th Avenue Tiled Step Project

Located on Moraga Street in Golden Gate Heights, the 16th Avenue Tiled Step Project is a beautiful work of urban art. For two years, from 2003-2005, the steel steps were mosaicked with

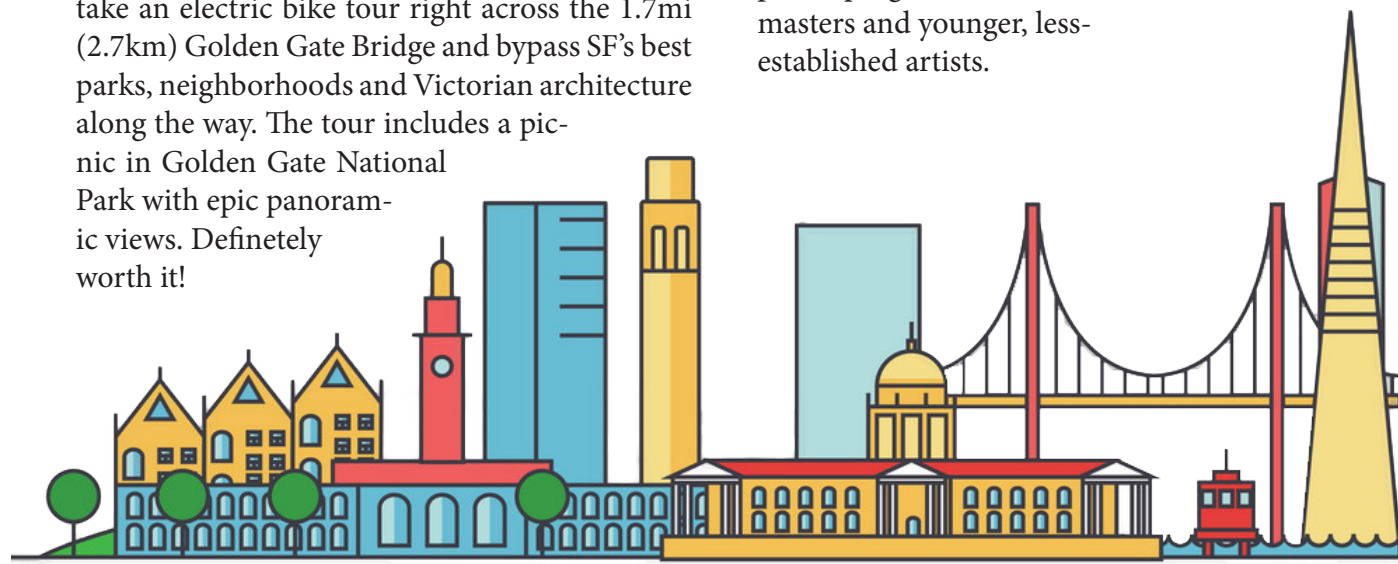
the pure intention of making them more beautiful; this is certainly the most photogenic staircase you are going to find in the city. Climb the 163 step stairway as it flows through themes, from an oceanic aesthetic to a night sky-inspired design. Walking up or down this amazing piece of art will 100% be worth the climb.

07 Tuck into street food at District Six SF

District Six SF, formerly known as Soma StrEat Food Park, is a lifestyle space with outdoor gyms and a barbershop alongside food trucks and pop-ups serving global cuisine. Highlights include The Steamin Burger, where patties are stuffed with jalapeños and steamed so they are less greasy, as well as Moonraker, a seafood-loving outfit that serves outrageously tasty lobster rolls and coconut shrimp.

08 Hike to Lands End

This 4mi (3km) hike is an absolute must whilst visiting San Francisco. It takes you along the craggy coastal path past Sutro Baths – keep your eyes peeled for the Mile Rock Lighthouse out to sea. At Lands End itself, you can see the Golden Gate Bridge and East Bay, all from one incredible vantage point. Hikers, bikers, exercise groups and dog-walkers frequent this path, which begins right off the Great Highway at Point Lobos Avenue.



Where San Francisco's **Spirit of tolerance** came from

San Francisco has long had a reputation for acceptance of all walks of life – but in a city that caters increasingly to the elite, can its progressive, open-minded attitude survive?



Joseph Amster - San Francisco city tour guide

“San Francisco has been a city of change since day one,” Joseph Amster, a city tour guide and amateur San Francisco historian, told me. With his grey hair and circle beard, Dressed in a Union Civil War junior officer's frock coat with epaulets and a purple-felt top hat displaying an array of long feathers in red, green, yellow and blue, Amster already draws attention for his unique look, though it's the confident way he struts – waving a walking stick at arm's length like a baton – that really attracts onlookers. Some people seem fascinated by his presence; others look bewildered. But it's the many passers-by who don't even give Amster a second glance that truly encapsulate the city's reputed tolerance for the outlandish and absurd.

Northern California's cultural hub, San Francisco, has always been known as a city of nonconformity. It's a place where residents paint their Victorian-style homes in pastel hues or the entire spectrum of the rainbow; run May's annual Bay to Breakers race dressed as bacon slices or unicorns, or, at times, completely nude; and are just as comfortable dining out in leggings and flannel as they are in thigh-high boots and sweaters.



But in recent decades, a deluge of tech workers lured through the financial promises of the nearby Silicon Valley have challenged San Francisco's free-spirited nature, inflating already-outlandish San Francisco rents and everyday prices and pushing living costs to 25% higher than the national average. These high fees are driving out many of the city's artists, writers and long-time residents; while the housing shortage is also partly responsible for the increasing number of homeless citizens, many of whom work regular jobs but still can't get a leg up in this city that caters increasingly to the elite. With so much disparity, many wonder whether San Francisco's progressive, open-minded attitude can survive.

From the literary-minded bohemians who infiltrated the city's jazz clubs and coffeehouses in the 1950s to the Haight-Ashbury counterculture of the 1960s that helped birth the hippie movement, and the gay rights movement of the 1970s, a strong sense of liberal-mindedness and progressive thinking has been woven into San Francisco's present-day fabric.

‘OK. If that's who you are, then that's who you are’ – I don't know any other city that's like this.” These qualities of tolerance and acceptance – along with a penchant of encouraging its citizens to walk their own paths – are cemented in both the city's boomtown days and in legendary

figures like Emperor Norton, and they remain some of San Francisco's most extraordinary features, despite the city's ever-shifting demographics and public policies. They're visible in the works of local organisations like the SF Cacophony Society, a random group of renegades responsible for such events as the annual Valentine's Day Great Pillow Fight and the original Burning Man (the ultimate freethinkers festival); in storytelling communities such as Muni Diaries, which share both live and online tales of random happenings – from acts of kindness to activism – that take place in San Francisco.

Thankfully, there are many San Francisco residents and organisations working to embody the city's progressive characteristics, as well as continuing to find new ways to come together peacefully and open-mindedly. This might mean a tech “bro” and a sanitation worker sitting side-by-side sipping overpriced lattes in a cafe that bans laptop use on weekends to encourage communication; or them lining

up next to each other for rotisserie chicken at one of the city's gourmet fast-casual eateries, a compromise of high-end cuisine and (relatively) affordable prices that's also a response to the city's rising costs. "Change in the city is inevitable," said Amster, "but it can also be good, as long as we don't erase those things that we hold near and dear about being San Francisco: the lack of conformity; the diversity; the spirit of reinvention. There are a lot of us working overtime to keep these traditions alive."

The San Francisco Bay Area is among the most diverse places in the country, Cultural diversity in San Francisco supports the idea that every person can make a positive contribution to the society. Since the mid-20th century San Francisco has been known worldwide as a centre for counterculture. Today, San Francisco remains one of the cities with the highest number of artists and arts organisations per capita in the United States. Its creative and cultural scene attracts tourists from across the world. San Francisco is also one of the most racially and ethnically diverse American cities. The Chinatown neighbourhood dates back to the 19th century, while the Mission district has been a hub for

Latino and Chicano arts and culture. The city also takes pride in a pluralistic, localised arts scene in which world-renowned arts institutions and deeply rooted community based arts organisations exist side by side. It is a wonderful and eclectic place filled with people of every background. It isn't perfect by any means, but the region possesses a rich history, thriving culture, and amazing diversity that is reflected in each of the 4.3 million people who live here. The Bay Area is changing, and what people can do to foster a more just, equitable society. "I hope people walk away from this with a little more humility [and] respect for our neighbors and communities and the ways we depend on one another." "We're all out here together."

"Every person can make a positive contribution to the society."



TAAALREIZEN

Ovetuigd?
Boek nu jouw
taalreis naar
San Francisco!

**STUDEREN IN
HET BUITENLAND**
Voor studenten en volwassenen





30 Things Nobody Tells You About San Francisco

Lia Garcia

Jeremy and I have called the San Francisco Bay Area our home for years. For Jeremy, it's been 10 years; for me, 8. Today, we live in Oakland, just a few minutes away from San Francisco with tons to do. But we have lived and worked and played in San Francisco, gotten to know this city intimately, and fallen deeply in love with it. We said goodbye to San Francisco when we left for a year-long honeymoon, but we knew we wanted to come back to this wonderfully weird city. And now, we are! And you guys: San Francisco is so weird. It's what we love about it, and we embrace its weirdness entirely. But like, it's really weird. I find myself trying to explain what to expect in San Francisco to people all the time, whether it's our friends and family, or our readers, eagerly packing shorts and flip flops in their suitcases (hint: you won't need those). "Wear layers" never quite covers it somehow. So I thought I'd take a stab at depicting this amazing city in the only way I know how: with a mildly helpful guide to stuff nobody tells you about San Francisco. So here's a bunch of relatively useless information about this amazing, unique, totally weird city. I hope you enjoy it.



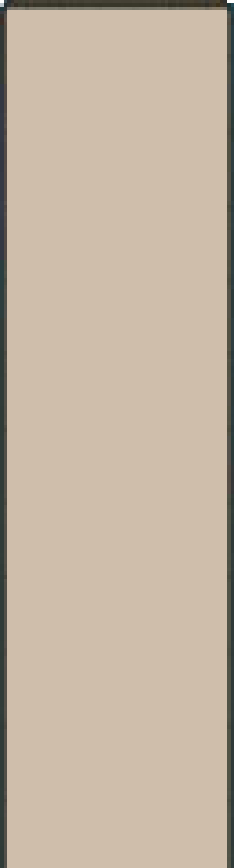
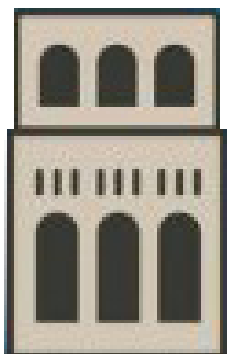
1. SAN FRANCISCO HAS ITS OWN LITTLE ECO-SYSTEM.

We exist in a unique micro-climate. Or, I should say, we exist in 7. Go from one street to another and the temperature may rise by 10 degrees. On one hill, it's freezing cold and foggy. On another, it's bright and clear and sunny. Some days the Golden Gate Bridge is viewable a short distance away from the Bay Bridge, and other days you have no idea it actually exists due to the thick layer of fog blanketing most of the city. It's all part of the San Francisco charm. And it's why everyone will tell you to wear at least 3 seasonal layers daily. We're not joking. Wear layers.

Not only does each SF Neighbourhood have its own climate, it also has its own personality. You can actually accurately stereotype people based on where they live in our tiny little city. Like if I say "he lives in SoMa" we just assume he's a wiry billionaire techie who owns about 2 pairs of pants, 1 hoodie, and 16 t-shirts featuring the names of the various start-ups he's been involved with. You get the picture. I find this adorable.

2. EVERYTHING HERE IS INSANELY EXPENSIVE.

Everything. Drinks. Food. Rent. Ohh-hh, rent. The rent in San Francisco is the most expensive in the country. YES, even more than NYC. It is perfectly normal here, as a grown up adult, to share a tiny apartment with 4 other people. Possibly your apartment is actually a studio and 4 other people is actually 6 other people because 2 of them found significant others. My husband once shared a studio with 7 people. He had a corner. Like, that's it. The golden rule of renting an apartment in San Francisco is that the more people you share with, the dirtier each of those will be and you're the only person ever doing the dishes and fucking Steve hasn't even left his room for the past 4 months because of his f***ing app which was supposed to launch last week.



We named our fog. Yes. Yes we did. He's called Karl. Karl the Fog has his own Twitter account. We're all very fond of him.



3. THERE'S A RACE EVERY YEAR CALLED BAY TO BREAKERS WHERE PEOPLE RUN FROM THE BAY TO THE OCEAN.

And then directly afterwards, the rest of the city follows right behind in a kind of walking marathon/party because we were all too cheap to pay for entry and too lazy to wake up early. And also everyone is wearing a ridiculous costume (or half of a ridiculous costume. Or nothing at all). And also everyone is wildly drunk. It's the oldest consecutively run annual footrace in the world, and also the most un-race-like party you'll ever get a chance to attend. And it's one of my favorite annual events every year! If anything is going to give you a taste of the "real" San Francisco, it's going to Bay to Breakers.

4. IT IS LEGAL TO BE NAKED IN SAN FRANCISCO.

And yes, people exercise this right. You'll find naked people in the parks. Naked people casually doing their shopping in the Haight (yes, this has happened to me. Also, it was at a costume shop, so the most San Francisco of San Franciscan things). Naked people basking in the sun at Baker Beach (which is a nude beach – fair warning). But don't worry: they're required by law to place something underneath them if they sit down. If you feel like letting it all hang out in San Francisco, please make sure you understand the law, because wow, that would be a REALLY embare-assing mug shot. Ba-dum-ssh.

5. EVERYONE IN SAN FRANCISCO LOVES DRESSING UP.

We all have a dedicated "costume" box or section of our closet. Whether it's Burning Man, Halloween, a themed bar crawl, or just a random Saturday Night, San

Francisco LOVES to dress up! Don't be alarmed if you hop on BART and everyone is in costume. Or walk down the street and everyone's in costume. Or show up at a bar and everyone is in costume. If blending in with the locals is a concern of yours, bring a sparkly feather boa or a pair of these in your day-bag just in case.

6. SAN FRANCISCANS ALSO LOVE THEMED THINGS.

We have themed bar crawls at themed bars. Themed parties. Themed festivals. Themed balls. The more themed, the better. I once hosted a monthly theme party group for my friends. We ended up with so many photo-booth props we had to get rid of them all to clear space for new ones. #SanFranciscoProblems.

San Francisco is geographically tiny. It's 7 miles by 7 miles. You can, actually, walk from one end to the other in a day.



7. TREASURE ISLAND IS A REAL PLACE

The island is halfway between Oakland and San Francisco, and the Bay Bridge passes right through it. Disappointingly, there is not much to do there. There's a music festival once a year, a bomb flea market, and it's a great place to catch the 4th of July Fireworks. That said, you can get some pretty sweet photos of San Francisco from Treasure Island, particularly if you happen to get lost because you missed your exit and suddenly find yourself crossing the Bay Bridge, which has only happened to me 2982768276 times.

8. SAN FRANCISCANS TAKE THEIR BURRITOS VERY SERIOUSLY.

Ask any San Franciscan where the best Mission style burrito is, and you'll get a zillion different answers and highly opinionated lectures, on things that nobody else actually cares about, like whether lettuce or fries or rice belongs in a burrito, and the length of the line you'll stand in vs. the cost.

LA loves us. San Francisco can't stand LA. We're super snobby about it and we love to complain about everything in LA. It's the traffic, the weather, the inferior burritos, the rich people that aren't in tech and are therefore must be way more materialistic.. It's the way they always say things like "Oh, I LOVE Frisco!" or "San Fran is AWESOME." *shudder*

SF & THE CITY.

Never, ever, ever, ever call it San Fran or Frisco. Ever! There are 2 acceptable affectionate nicknames for San Francisco: "SF" and "The City." That's it. Those are the 2. If you call us San Fran or Frisco, we will get very irritable and might glare at you over our avocado toast and single-origin cortado, because it makes our ears bleed. Look, it's not pronounced "San Fran....cisco" it's pronounced "San franCISco." Emphasis on the CIS, and it's not really a "Fran" at all, it's like a "frun." If you have trouble remembering to emphasize the CIS, just look around you and think "wow, look at all these cis white dudes in tech hoodies." Allowing "San Fran" or "Frisco" to pass your lips is a great way to out yourself as an out-of-towner.





San Francisco has its own inside jokes, nicknames and memes.

Yes, really. But like, the entire city. How did the entire city pick up on the same inside jokes!? What is this, reddit? You'll know a joke isn't relevant anymore when you see it referenced on a billboard paid for by some tech start-up. That's also around the time I usually hear about them.

SF has one of the highest rates of homeless residents per capita in the US. Remember they are also our neighbors and residents, and not a blight or an eyesore. Many of the folks that you will see are also struggling with mental illnesses and cannot afford to pay for regular medication and treatment. There's a fantastic resource for how to respond to the homeless in San Francisco on SF Gate.



9. THE PUBLIC TRANSIT SYSTEMS ARE SUPER EASY TO USE, AND ALSO ALWAYS INEXPLICABLY DELAYED.

They're so much easier than the complicated system of scribbled lines that is the New York Subway or whatever that hot mess was that we couldn't figure out in Bogota. And yet, we all have a love/hate relationship with Muni & Bart. They're pretty much always late or delayed or just slow, especially in the rain, or when you're already running late. But we all rely on Muni & Bart, and honestly, every time I go somewhere else and try to figure out their transit system, I'm grateful for how wonderfully simplistic ours is.

10. WE DON'T HANDLE CONFLICT VERY WELL.

We would rather politely accept whatever is happening to us and live-Tweet our complaints instead. Like, if we see someone standing

UNSPOKEN RULES

There are a bunch of unspoken rules about transit. Here they are: stand on the right, walk on the left. Always line up in 2 lines on either side of the door to the BART, even if your train isn't the next one coming. Make room for everyone, even people with bikes, until you cannot physically move anymore, and then start quietly panicking. Give up your seat.



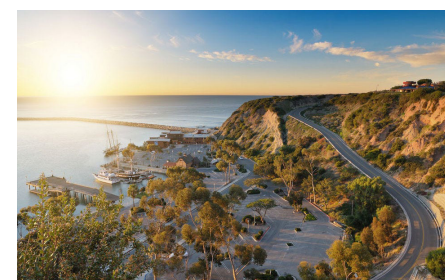
on the wrong side of the escalator backing up the entire line of traffic behind them, we will hate them quietly from afar. If someone does not follow the unspoken rules of standing in line, we will angrily mumble about it to ourselves and do nothing. Or, well, most of the time. One time I watched a guy from NYC get on a bus and start screaming at the driver about how he was SO LATE and he was going to SUE MUNI. Not cool buddy! Everyone from San Francisco interrupted their own angry rant about the perpetual lateness MUNI on Facebook to speak up in support of the driver and remind the angry dude to just "stop and smell the roses, man, relax" because "we're all going to the same place eventually, buddy." A little moment of San Franciscan pride to step up together for someone else. But yea, we just don't do conflict. It's not our thing. We're like, hella chill. Can you feel the love?

11. SAN FRANCISCO HAS ITS OWN CULTURAL REFERENCES THAT NOBODY ELSE HAS EVER HEARD OF.

Like, for example, rappers. There's a bunch of rappers in San Francisco that never made it out of Northern California, and everyone here references them all the time like it's just common knowledge. Like the way everyone quotes Mean Girls. Only it isn't Mean Girls, it's some dude who makes a weird noise in 1 song that was only popular in San Francisco in like, the 90's. Another weird shared San Franciscan passion? Music! There are a few songs that just mean everything to San Franciscans. Sure, most of them are about SF. But it's not enough to just be a song about San Francisco (lookin' at you, Train). If I wanted to make a playlist of "Songs San Franciscans love," it would start with San Francisco by Foxygen. (I'll let you discover the rest).



There are far too few public restrooms in San Francisco. Seriously, don't peer into alleyways or around corners.



Within a day's drive, you'll find everything you could ever want. Sunny beach, snowy mountains, Alpine lakes, wine country, desert, dense forest, rugged coastline. And a zillion adorable towns to explore.

12. SAN FRANCISCANS ARE CHRONICALLY LATE, AND TOTALLY OK WITH IT.

you have a grace period of up to like, 2 hours before you start to actually piss anyone off. Everyone is REALLY chill about time. This also explains why we're all cool with waiting for 2 hours in line for brunch or dinner or whatever. And as a tourist, it means you'll make dinner reservations (mistake #1, no good restaurant in SF takes reservations) and then spend several hours trying to make it across the city to get there on time, growing more and more irritated as you're inexplicably delayed on foot, by transit, and in a car, only to finally show up full of apologies an hour later than you meant to (the restaurant won't care). This anecdote was taken directly from the last time my East Coast family visited, by the way. Mentally prepare yourself: you will NEVER be on time in San Francisco.

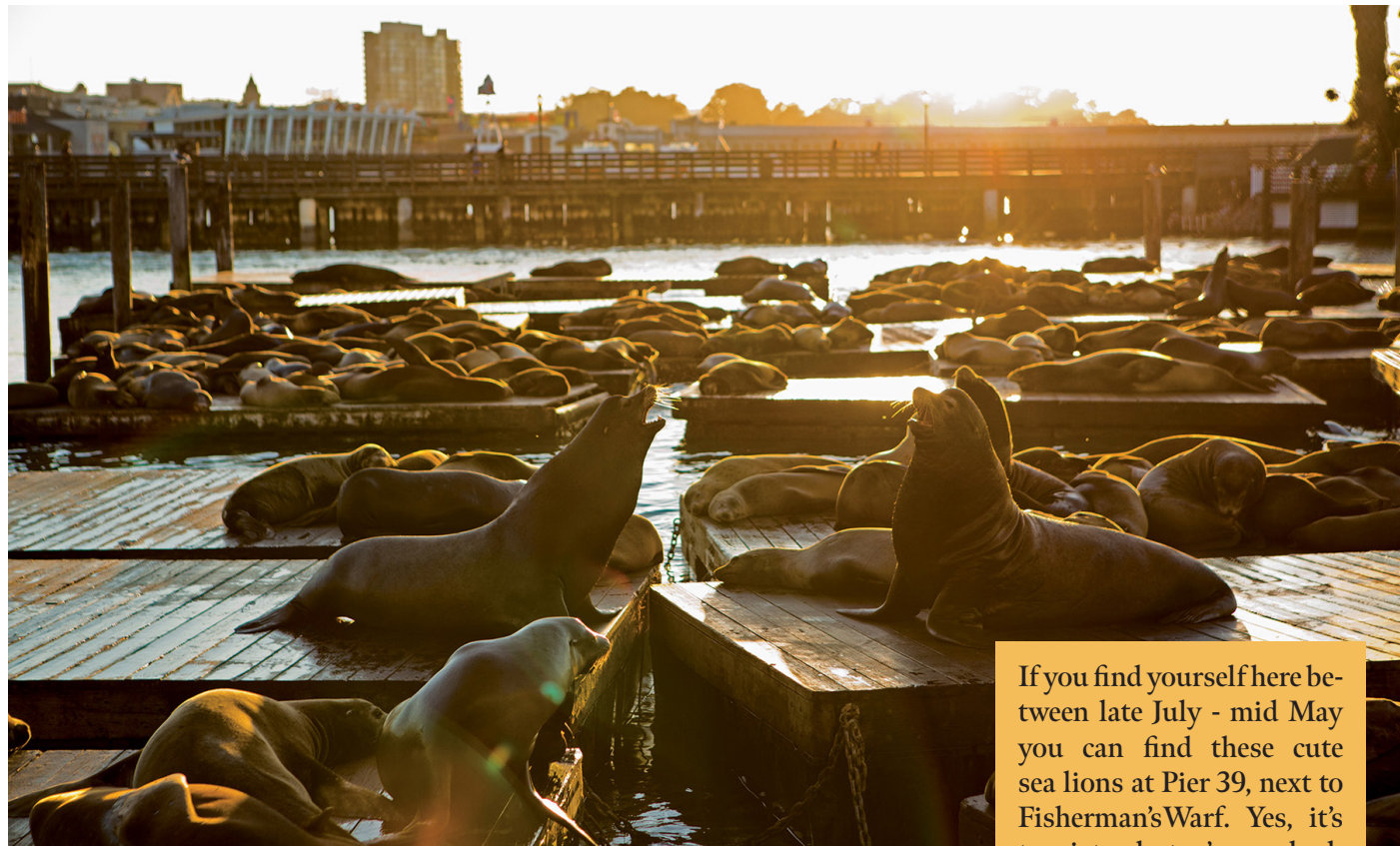
FREEZING BEACH

If you've got this sunny, palm-tree-studded image in your mind of a SF beach, you're going to be disappointed. The last time we went to Ocean Beach, we wore thermal underwear, winter coats, wool scarves, hats and gloves, and were still cold. The primary exception to this rule? late-night freezing cold skinny dipping. Because if you've never been naked in public in SF, are you really a San Franciscan?

13. WE LOVE WATCHING THE CITY GET DESTROYED IN MOVIES.

San Francisco generally loves watching itself in movies and TV shows (The Room! Full House!), but we especially love watching our beloved city get totally wrecked on the big screen. The entire city of SF will turn out to watch it and cheer along in the theatre, possibly dressed in costume as their favorite SF icon. We've all got a Karl the Fog costume tucked away in our closet somewhere, just in case.





If you find yourself here between late July - mid May you can find these cute sea lions at Pier 39, next to Fisherman's Warf. Yes, it's touristy, but c'mon, look at these cuties. You have to see them atleast once.

14. THE BEST OF SF ISN'T FOUND IN THE TYPICAL TOURIST DESTINATIONS.

Instead, you'll get to know the real San Francisco on foot, walking through its streets, climbing up its hills, exploring its neighborhoods, and sharing friendly conversation with its residents (I promise we're all actually really nice if you can get us to take off our headphones and make eye contact). You'll find us sipping a single-origin latte at the Ferry Building, or taking crowd-free selfies in front of the Golden Gate Bridge from Baker Beach, or hanging out with the bisons that inexplicably live in Golden Gate Park. My favorite recommendations to really experience San Francisco are to take a self-guided walking tour of the city.



ENORMOUS

Golden Gate Park is freaking enormous. Think of it like Central Park, except a lot bigger and without the invasive tall buildings peeking out on either side. On a given day in Golden Gate Park, you're likely to stumble upon a festival, a bunch of hippies trying to sell you acid, some redwoods, a herd of bison (yes, that's a thing), or an after-hours party in a science museum (which you should definitely go to, it's called Nightlife and it's the best). Wander for long enough and you'll suddenly find yourself at the beach.

15. THERE'S NO PLACE IN THE WORLD QUITE LIKE SAN FRANCISCO

But in 10 years, San Francisco will be completely different. San Francisco has always been a place defined by constant change. San Francisco means something completely different to me than it does to my dad or to my husband. My dad pictures San Francisco as a haven for hippies; my husband pictures it as a haven for artists, creative types, and broke but passionate young people; and I picture it as a futuristic tech city with drones flying overhead and self-driving cars careening through the streets. All of these visions of San Francisco are totally accurate; but in a few years, San Francisco is going to change yet again. And the San Francisco of 10 years from now will look completely different from the San Francisco of today. It's what makes this city so magical, so tantalizing, and so exciting to explore: its history, its present ... and its future, too.

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Tokyo

