PIER 39

REFERENCE GUIDE

FOR TOUR OPERATORS

PIER39.com
415.705.5500
P.O. Box 193730
San Francisco, CA 94119-3730

Sue Muzzin
Vice President of Marketing
sue@pier39.com
415.705.5541

Anthony Licciardi
Associate Director of PR, Advertising & Integrated Media
alicciardi@pier39.com
415.705.5562

WORLD-FAMOUS

SEA LIONS

Since 1989, sea lions have made their home at PIER 39's K-Dock. They can be found sunning themselves and delighting visitors with their playful antics.

A TASTE OF PIER 39

MEAL VOUCHERS

If you are looking to enjoy a dining experience that does not take too much time out of your active day at The PIER, choose the PIER 39 Pre-Paid Meal Voucher Program. This program offers flexible dining options, allowing guests to choose from a preset menu at one of our participating restaurants or eateries. This year, we are offering two vouchers – $12 and $20 (tax and tip are included). For menu options and to order Meal Vouchers for your upcoming group, visit pier39.com/mealvouchers or email groupsales@pier39.com.

CALIFORNIA WELCOME CENTER

Visit the Official California Welcome Center on Level 2 to create your perfect list of things to see and do at PIER 39, in San Francisco and throughout California. The Center is open daily from 9am to 8pm.* Services include tour information and tickets (including Hop-On, Hop-Off bus tours), wheelchair/stroller rentals, validation of the PIER 39 Sea Lion Savings Guide parking offer and tickets to local performances and attractions.

* Times subject to change for winter hours.

RESTAURANT DIRECTORY

BUBBA GUMP SHRIMP CO. RESTAURANT & MARKET

bubbagump.com

Brandon Yamamoto, Sales Manager
brandon.yamamoto@ldry.com
808.256.4825

Menu Specialties: Fried Shrimp, Peel and Eat Shrimp, Coconut Shrimp, Shrimp Scampi and favorites like "Forrest's Seafood Feast."

Capacity: 481

CRAB HOUSE AT PIER 39

crabhouse39.com

Angie Mertens, Group Sales
angie@simcorestaurants.com
415.982.5872

Menu Specialties: World-Famous Crab, Shrimp & Mussel Skillets, Salmon, Steak, Crab Chowder, Garlic Noodles, Crab Fried Rice and more.

Capacity: 120

EAGLE CAFE

eaglecafe.com

Angie Mertens, Group Sales
angie@simcorestaurants.com
415.982.5872

Menu Specialties: Banana Pecan Pancakes, Eggs Benedict, Omelets, Avocado Toast, Fish Tacos, Clam Chowder, Blackened Fish Sandwich, Patty Melt, Cheeseburger and more.

Capacity: 120

FOG HARBOR FISH HOUSE

fogharbor.com

Angie Mertens, Group Sales
angie@simcorestaurants.com
415.982.5872

Menu Specialties: Fresh Seafood and Meats, Roasted Shellfish Platter, Cioppino, Oysters, Scallop and Crab Risotto, Steak and Lobster, Clam Chowder and more.

Capacity: 220

HARD ROCK CAFE

hardrockcafe.com

Tom Morales, General Manager
sanfrancisco.gm@hardrock.com
415.956.2013

Rossell Alvarado, Sales & Marketing Manager
rossell.alvarado@hardrock.com

Menu Specialties: "NEW" Lionel Messi Burger, Original Legendary Burger, Cowboy Ribeye, Famous Fajitas, NY Strip Steak, Cedar Plank Salmon and the always-popular Kids Menu.

Capacity: 371

LORENZO'S PIZZERIA

lorenzospier39.com

Tom Simmons or Maria Dougherty, Managers
info@lorenzospier39.com
415.466.8090

Menu Specialties: Classic Italian Pizza, Detroit-Style Pan Pizza, a variety of pastas and appetizers, a full bar and stellar views of the San Francisco Bay.

Capacity: 151

LUAU LOUNGE TIKI BAR

luauloungesf.com

James Hutton, Owner
jhutton@peakattractions.com
415.981.6300

Menu Specialties: This waterfront Tiki Bar with Bay views serves up cocktails made with fresh-squeezed juices, Grilled Ahi, Ahi Poke, Coconut Shrimp, Baja Fish Tacos, fresh seafood and more.

Capacity: 100

PIER MARKET SEAFOOD RESTAURANT

piermarket.com

Angie Mertens, Group Sales
angie@simcorestaurants.com
415.982.5872

Menu Specialties: Award-Winning Clam Chowder, Mesquite-Grilled Fresh Seafood and Meats, Oysters, Dungeness Crab, Cioppino, Jambalaya and more.

Capacity: 200

PLAYERS SPORTS GRILL & ARCADE

playerssf.com

James Hutton, Owner
jhutton@peakattractions.com
415.981.6300

Menu Specialties: Classic American cuisine to include the Ultimate Kobe Cheeseburger, Clam Chowder Bread Bowl, Fish & Chips, and New York Strip Steak, with craft brews, California wines and classic cocktails. Features an arcade with classic and newer games for the whole family.

Capacity: 450

SWISS LOUIS ITALIAN & SEAFOOD RESTAURANT

swisslouis.com

Miguel Ramirez
tours@swisslouis.com
415.421.2913

Menu Specialties: Fresh seafood and an Italian pasta selection. Top menu items include local Salmon, Dungeness Crab, Seafood Pasta and our house-made Tiramisu.

Capacity: 400; 300 inside and 100 in the outdoor heated patio

WIPEOUT BAR & GRILL

wipeoutbarandgrill.com

Angie Mertens, Group Sales
angie@simcorestaurants.com
415.982.5872

Menu Specialties: Hamburgers, Tacos, Burritos, Pizza, Pasta, Rice Bowls, Clam Chowder, Sandwiches, Salads and more.

Capacity: 175 inside, 280 inside and outside combined

SEA LION

SAVINGS GUIDE

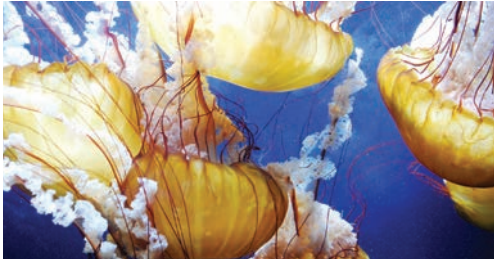
The PIER 39 Sea Lion Savings Guide contains discounts and special offers from participating PIER 39 restaurants, shops and attractions. The Sea Lion Savings Guide is a great added value for your clients visiting PIER 39. The booklets are always complimentary and can be shipped to you at no cost.

To order a supply of PIER 39's Sea Lion Savings Guides, email groupsales@pier39.com.

365 DAYS OF

MUSIC & FUN

Catch free daily shows by PIER 39's local musicians and street performers on the smartwater Stage near the San Francisco Carousel. Sail the Bay on one of PIER 39's many water attractions, discover 20,000 local sea creatures at Aquarium of the Bay, and explore the array of attractions exclusive to The PIER.



ATTRACTION DIRECTORY

7D RIDE EXPERIENCE/ LASER MAZE CHALLENGE

7dexperience.com

Clayton Hill, Tourism Manager and Group Sales
clayton.hill@fegllc.com; 510.207.3917

7D Experience: Experience the thrill of a roller coaster and the excitement of an interactive 3D shooting gallery—all without leaving your seat!

Capacity: 20 people per ride, 10-minute duration

Laser Maze Challenge: Race through a web of laser beams, all while trying to hit the most targets.

AC SAILING SF

acsailingsf.com

Jon Buser
info@acsailingsf.com; 415.990.9992

Experience the thrill and excitement of sailing aboard the 85-foot, 20-passenger USA 76 Challenger from the 2003 America's Cup Races.

Capacity: 20-passenger, 85-foot vessel

ADVENTURE CAT SAILING CHARTERS

adventurecat.com

Charlie Bogue, Charter Director
info@adventurecat.com; 415.777.1630

An icon in San Francisco for 30 years! Sunset Sails, Afternoon Bay Cruises or Private Charters on Adventure Cat are the perfect way to see the City skyline and Alcatraz Island. Amazing views await you when you sail under the Golden Gate Bridge – and catamarans are always flat, fun and fast!

Capacity: 2 custom catamaran sailboats (47 or 90 passengers)

AQUARIUM OF THE BAY

aquariumofthebay.org

Hannah Woodall, Tourism and Event Sales
hannahw@bayecotarium.org; 415.623.5313

Aquarium of the Bay is focused on local aquatic animals from the San Francisco Bay and neighboring rivers and watershed as far as the Sierra Mountains. Since 2015, the Aquarium has focused its mission on enabling ocean conservation and climate action both locally and globally. Aquarium of the Bay is California's only Smithsonian Affiliated, accredited by Association of Zoos and Aquariums (AZA) and certified as a Green Business by the City of San Francisco. It contains over 750,000 gallons of salt water that over 24,000 animals from 250+ species call home.

BAY PLUNGE

Meagan Vandiver, Group Sales
meagan@pier39partnerships.com; 618.409.4267

An exhilarating ride that lifts, spins and plunges fun-seekers with 360-degree panoramic Bay views.

Capacity: 120 people per hour

BAY VOYAGER

bayvoyager.com

Charles Jennings, Owner and Captain
510.612.1251

Take in the most famous sights of the Bay including Alcatraz Island, the Golden Gate Bridge, the Ferry Building and more while on board the fastest RHIB boat for hire in San Francisco. Explore the Bay!

Capacity: 12

BIG BUS

infosf@bigbustours.com

Nicole Ritthaler, Sales Manager
nicoler@bigbustours.com
415.235.1624

Experience the best of San Francisco with a Hop-on, Hop-off San Francisco Bus Tour! See the best of San Francisco with Big Bus Tours. Our open-top sightseeing tours will introduce you to all the City's must-see sights, with stops conveniently located at iconic landmarks and attractions.

Capacity: Buses seat 55 up top and 23 below

BLAZING SADDLES BIKE RENTALS & TOURS

blazingsaddles.com

Annelaine Clauss, Vice President
info@blazingsaddles.com
415.202.8888

Bike the Golden Gate Bridge to Sausalito and return to San Francisco via a Blue & Gold Fleet ferry! It's easy pedaling on the new and scenic National Park Bike Path from Fisherman's Wharf to the Golden Gate Bridge.

Individuals can reserve directly on our website. Groups can contact us at info@blazingsaddles.com. We can conduct tours for groups of all sizes.

BLUE & GOLD FLEET

blueandgoldfleet.com

Joseph Rich, Sales Manager
jrich@blueandgoldfleet.com
415.705.5438

Enjoy picturesque views of landmarks like Alcatraz Island, the Golden Gate Bridge and the City skyline on board a Blue & Gold Fleet vessel, whether you are on an excursion tour of the San Francisco Bay, cruising on Escape From The Rock, sailing on the Sausalito ferry or enjoying the lights and sounds of a Sunset Cruise.

Capacity: Group minimum is 15 people

THE FLYER THRILL ZONE

theflyer-sanfrancisco.com

Clayton Hill, Tourism Manager and Group Sales
clayton.hill@fegllc.com
510.207.3917

THE FLYING THEATRE:

Take "flight" and see all the iconic sights and sounds of San Francisco on this thrilling and inspiring attraction for all ages.

Capacity: 28 people per ride, 10-minute duration

ESCAPE ROOMS:

Escape The Rock: Players must escape from their prison cell.

Capacity: 5 players max, 30-minute duration

Golden Gate Speakeasy: Players must help police bring down a gangster.
Capacity: 8 players max, 30-minute duration

VIRTUAL REALITY:

Rush Wingsuit: Take the leap! Virtual Reality Skydiving without ever leaving the ground.

MAGOWAN'S INFINITE MIRROR MAZE

magowansinfinitemirrormaze.com

Katrina Magowan, Manager
magowansinfinitemirrormaze@gmail.com
650.766.7435

Navigate the most fascinating, psychedelic maze in San Francisco through infinite hallways, endless circles and dead-ends. Color-changing lights combined with music makes this an unforgettable experience. Get lost in the infinite.

Capacity: 20

PLAYERS SPORTS GRILL & ARCADE

playerssf.com

James Hutton, Owner
jhutton@peakattractions.com; 415.981.6300

Players Sports Grill & Arcade is non-stop fun! Featuring DIRECTV satellites on 35 HDTVs and 200+ sports channels, plus 85 arcade games and 30 beers from around the world. The game is always on at Players.

SAN FRANCISCO CAROUSEL

Meagan Vandiver, Group Sales
meagan@pier39partnerships.com
618.409.4267

Double-decker, hand-painted Venetian carousel that features 30+ animals to ride and more than 1,800 twinkling LED lights.

Capacity: 300 per hour

SAN FRANCISCO WHALE TOURS

sanfranciscowhaletours.com

Kat and Joe Nazar, Owners/Operators
info@sanfranciscowhaletours.com
415.706.7364

Venture into the Gulf of the Farallones National Marine Sanctuary aboard a 65-foot catamaran in search of some of the largest marine species on earth—gray and humpback whales! Learn about marine life from an expert naturalist while scanning the horizon for whales, porpoises, dolphins, seals, sea lions, birds and many other marine species.

Capacity: 89

WINE TASTING ON THE BAY

sanfranciscobayboatcruise.com

Brian Smith, Co-Owner
info@sanfranciscobayboatcruise.com
415.859.7052

Enjoy a Wine Country experience without leaving San Francisco on board our classic vessel Wine Therapy. Ninety-minute voyages with a locally-curated wine selection, full bar and non-alcoholic options are the perfect way to relax and see the Bay. The best views of San Francisco are always from the water holding a glass of wine. Cheers!

Capacity: 24 on public tours, 30 on private charters

LEVEL 2
SAN FRANCISCO BAY
Golden Gate Bridge
Alcatraz
N
PIER 39
Sea Lions
K Dock
SEA LION VIEWING AREA
K-2
M-2
J-2
I-2
G-2
H-2
N-2
FIRE+ICE
OPENING SOON
BUBBA GUMP
LORENZO'S
Sea Lion Center
Louis
MIRROR MAZE
SOLVE IT!
PLAY AREA
F-2
O-2
E-2
C-2
D-2
P-2
TACO CANTINA
Crab House
CALIFORNIA WELCOME CENTER
FOG HARBOR
B-2
EAGLE CAFE
A-2
Gates 1&2
Lids
Q-2
THE FLYER THRILL ZONE
adventurecat
J Dock
LEVEL 1
PLAYERS
Christmas in SAN FRANCISCO
SEA LION VIEWING AREA
L-1
Luau Lounge
K-1
smartwater lounge
7D RIDE EXPERIENCE
M-1
J-1
THE PLUNGE
CAROUSEL
I-1
H-1
N-1
G-1
PIER MARKET
O-1
F-1
MUSICAL STAIRS
E-1
P-1
D-1
B-1
FREQUENT FLYERS trampoline
Lids
WipeOut Bar & Grill
A-1
Q-1
Whale Tours
Hard Rock CAFE
R-1
AQUARIUM OF THE BAY
BIG BUS
Rideshare Pick-up & Drop-off
Pier 41
PEDESTRIAN BRIDGE to LEVEL 2
BLUE & GOLD FLEET
Gate3
WEST MARINA
I Dock
SAY TOYAGER
WineTasting on the bay
WEST PARK
Gate4
BLUE & GOLD FLEET
TICKETS
SECURITY
PIER 39 Parking Garage
PAY
Level 3
Level 1
EAST MARINA
AC SAILING
A Dock
SF Whale Tours
A Dock
ENTRANCE PLAZA
THE EMBARCADERO
Taxis Pedicabs Tour Bus Amtrak Hop-on & Hop-off Tour Stop
F-Line & Seasonal E-Line Westbound Stop
BEACH STREET
F-Line & Seasonal E-Line Eastbound Stop
SPONSORS
Coca-Cola
Dreyer's
smartwater