

A Visit to *San Francisco* Starts at The PIER



PIER 39
**REFERENCE
GUIDE**
FOR TOUR OPERATORS

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ATTRACTIONS

Sail the majestic waters of the San Francisco Bay where views of the Golden Gate Bridge, Alcatraz Island, and local wildlife await. Take a spin on the famous San Francisco Carousel, try your luck at an Escape Room, or journey under the sea at Aquarium of the Bay. No matter your brand of fun, enjoy infinite ways to play at PIER 39.



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.



365 DAYS OF MUSIC & FUN



Catch free shows by PIER 39's local musicians and street performers. 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.



TRY IT ALL ATTRACTIONS PASS

Can't decide what to do? You don't have to! Get a sampling of all the fun with our Attractions Pass. For more information and to order, email groupsales@pier39.com.



VIEW OUR ATTRACTIONS DIRECTORY

Scan the QR code for a comprehensive list of attractions and contacts at PIER 39.

Over 90 Shops, Restaurants & Attractions!



PIER 39 DIRECTORY

ATTRACTIONS

7D RIDE EXPERIENCE **M-1**
Experience a Simulated Roller Coaster and 3D Animated Films while Competing with Fellow Riders. Laser Maze Challenge: Race Opponents through a Web of Laser Beams.

AC SAILING SF **EAST MARINA**
The America's Cup Sailing Experience on San Francisco Bay. Board at A-Dock.

ADVENTURE CAT SAILING CHARTERS **WEST MARINA**
Sail the Bay Onboard a Spacious Catamaran. Board at J-Dock.

AQUARIUM OF THE BAY **R-1**
Thousands of Marine Animals from San Francisco Bay, including Sharks, Rays and More.

BAY END STAGE **BAY END**
San Francisco's Premier Street Performer Shows (Weather-Permitting).

THE BAY PLUNGE **H-1**
An Exhilarating Ride that Lifts, Spins and Plunges Fun-Seekers with 360-Degree Panoramic Bay Views.

BAY VOYAGER **WEST MARINA**
Tour the Waterfront and Learn about Its History Aboard a Rigid Inflatable Boat. Board at I-Dock.

BLAZING SADDLES BIKE RENTALS & TOURS **PIER 41**
Self-Guided and Guided Tours throughout the City and over the Golden Gate Bridge to Sausalito.

BLUE & GOLD FLEET **WEST PARK**
Scenic San Francisco Bay Cruises and Charters Offering Multi-Language Audio Tours. Daily Ferry Service to Sausalito.

CARICATURES **BAY END**
Personalized Caricature Art (Weather-Permitting).

ESCAPE ROOM EXPERIENCES **Q-2**
Located Inside The Flyer Thrill Zone. Escape the Rock and Malone's Mobster Hideout.

THE FLYER THRILL ZONE **Q-2**
Take Flight on The Flyer, a Flying Theater Ride Featuring an Exciting Collection of Full Motion Films. Also home to Escape Rooms and Virtual Reality!

FREQUENT FLYERS **Q-1**
Bungee Trampoline.

MAGOWAN'S INFINITE MIRROR MAZE **O-2**
Get Lost in the Infinite Color Changing Mirror Maze. A Labyrinth of Fun!

MUSICAL STAIRS **O-1**
Play a Tune on PIER 39's Melodic Attraction.

MUSICIANS **ENTRANCE PLAZA**
Free Live Performances by Local Musicians (Weather-Permitting).

PLAYERS ARCADE **L-1 + M-1**
Entertainment for All Ages.

SAN FRANCISCO CAROUSEL **BAY END**
Ride the Double-Decker, Hand-Painted Venetian Carousel.

SF WHALE TOURS **Q-1**
Year-Round Whale Watching and Marine Wildlife Scenic Boat Tours. Board at A-Dock.

SEA LIONS **WEST MARINA**
Check out PIER 39's Sea-Lebrities at K-Dock.

SOLVE IT! THINK OUT OF THE BOX PLAY AREA **F-2**
Challenge Your Mind in the Games and Puzzles Play Area.

WINE TASTING ON THE BAY **WEST MARINA**
The Bay's First and Only Floating Wine-Tasting Room. Board at I-Dock.

VIRTUAL REALITY **Q-2**
Located Inside The Flyer Thrill Zone. Experience Different Virtual Worlds and Challenges.

RESTAURANTS

AMICI'S EAST COAST PIZZERIA **M-2**
Freshly Made, NY and Detroit Style Pizzas, Pastas and Salads, Since 1987.

BUBBA GUMP'S SHRIMP CO. RESTAURANT & MARKET **M-2**
Seafood and American Fare Based On The Movie *Forrest Gump*.

CRAB HOUSE **C-2**
Home of the World-Famous Killer Crab.

EAGLE CAFE **A-2**
Casual Dining and Full Bar. Serving Breakfast and Lunch.

FIRE + ICE **M-2**
Interactive All-You-Can-Eat Dining Experience That Allows Guests to Bring Their Dish to Life at an Open Flame Grill.

FOG HARBOR FISH HOUSE **A-2**
Waterfront Dining with 100% Sustainable Seafood and Fresh-Baked Sourdough Bread.

HARD ROCK CAFE **Q-1**
Classic American Fare—Food That Rocks, Music Videos and Memorabilia.

LUAU LOUNGE TIKI BAR (INSIDE PLAYERS) **L-1 + M-1**
Discover San Francisco's Only Waterfront Tiki Bar.

TACO CANTINA **P-2**
A Taco Lover's Paradise with Full Bar and Patio with Bay Views.

PIER MARKET SEAFOOD RESTAURANT **F-1**
Serving Sustainable Mesquite-Grilled Seafood and Award-Winning Chowder.

PLAYERS SPORTS GRILL & ARCADE **L-1 + M-1**
Sports-Themed Restaurant, Bar and Arcade for All Ages.

SWISS LOUIS ITALIAN & SEAFOOD RESTAURANT **G-2**
A San Francisco Tradition Serving Fresh Seafood with an Italian Flair and Waterfront Views.

WIPEOUT BAR & GRILL **A-1**
A Casual California Surf-Themed Restaurant Serving Sustainable Seafood.

EATERIES/TASTING ROOM

AUNT FANNY'S HOT PRETZELS **L-1**
Hot Pretzels, Hot Dogs and Nachos.

BOUDIN BAKERY CAFE **Q-1**
Fresh Sourdough Bread, Sandwiches, Salads, Pastries and Coffee.

CHOWDERS **A-1**
Chowder, Seafood, Sandwiches and Salads.

CREPE CAFE **D-1**
A Variety of Fresh Crepes and Frites.

THE HOOK **B-1**
Fish & Chips, Grilled Chicken Sandwiches and Beer.

HUMBLE SEA BREWING CO. **N-1**
Tasting Room & Beer Garden with innovative and approachable beers.

COFFEE/TEA

ARTLY COFFEE **K-1**
Robot Baristas Serving Artisan Coffee and Specialty Tea Drinks.

BISCOFF COFFEE CORNER **Q-1**
Coffee, Pastries, Smoothies and Biscoff Cookies.

THE SPICE & TEA EXCHANGE **E-2**
Specialty Hot or Iced Teas Custom-Brewed by the Cup.

SNACKS & SWEET TREATS

ATALIA'S GELATO **B-1**
Featuring Your Italian-Style Gelato Favorites.

CANDY BARON **K-1**
The Ultimate Candy Shop. Unique Candy Selection Including Saltwater Taffy and Old-Fashioned Candy by the Pound.

THE FUDGERY **K-1**
Fresh, Delicious Handmade Fudge and More!

FUN FOOD FACTORY **K-1**
Fresh Funnel Cakes, Churros, Fried Oreos and More.

LAPPERT'S ICE CREAM SHOP **Q-1**
Lappert's Fresh and Local Handmade Ice Cream With Unique Flavors For Cones, Shakes, and Sundae's.

MRS. FIELDS COOKIES **B-1**
Fresh-Baked Cookies, Cookie Cakes, Brownies and Coffee Drinks.

TRISH'S CHOCOLATE **D-1**
A Chocolate Lover's Dream. Fresh and Packaged Chocolates, from around the World!

TRISH'S MINI DONUTS **B-1**
Fresh, Hot Miniature Donuts.

VLAHOS' FRUIT ORCHARD **Q-1**
Fresh Fruit Stand (SEASONAL: May - October).

SPECIALTY SHOPS

ALCATRAZ BOOK STORE **PIER 41**
Alcatraz Books and Souvenirs.

ALCATRAZ GIFT SHOP **P-2**
Alcatraz-Related Clothing, Memorabilia and Souvenirs.

ALEENK TECHNOLOGY **L-1**
The Latest in Electronic Gadgets and Cell Phone Accessories.

AQUARIUM OF THE BAY GIFT SHOP **Q-2 R-2**
Marine and Sealife-Related Gifts.

BOW WOW & KITTY TOO! **H-1**
Pet Boutique and Breed-Specific Gifts for You and Your Pet.

BUBBA GUMP SHRIMP CO. GIFT SHOP **L-2**
Bubba Gump Branded Apparel and Merchandise.

BUILD-A-BEAR WORKSHOP **J-1**
Choose and Build Your Own Furry Friends.

THE CABLE CAR STORE **P-1**
Cable Car Collectibles and Apparel.

CARMEL HONEY COMPANY **O-1**
Pure, Local, Raw Honey, Straight from the Hive.

CHRISTMAS IN SAN FRANCISCO **K-1**
Unique Ornaments and Holiday Decorations.

THE CRYSTAL SHOP **N-1**
Swarovski, Stained Glass, Prisms and Jewelry.

ENLIGHTENMENT **G-1**
Asian-Themed Gifts and Accessories.

EXPEDITION **D-1**
Exploration-Themed Goods and Uncommon Decor Items.

THE FUDGERY **K-1**
Fresh, Delicious Handmade Fudge and More!

HAPPY BUBBLES **N-1**
Handcrafted Artisanal Bath, Body and Soap Treats.

HARD ROCK-ROCK SHOP **Q-1**
Hard Rock Apparel, Merchandise and Collectibles.

HIDDEN DRAGON **J-1**
Asian and Dragon-Related Apparel, Toys and Art.

IMAGE ARTS **N-1**
Posters, Art, S.F. City Prints and Framing.

KWAK **M-1**
Splish, Splash, It's Time to Have a Blast At Our Rubber Duck Store!

LEFTY'S SAN FRANCISCO-THE LEFT HAND STORE **H-1**
Gifts and Accessories for the Left-Handed.

LOLA **E-1**
Greeting Cards and Locally Made Specialty Gifts.

MAGIC SHOP BY VANISHING, INC. **E-1**
America's Premier Magic and Playing Card Shop.

MAGNETRON **K-1**
Thousands of Decorative Magnets.

MAGNETS **G-1**
Magnets Galore.

ONLY IN SAN FRANCISCO **A-1 D-2**
San Francisco Mementos.

PEPPER PARADISE **O-1**
Hundreds of Hot Sauces for Every Palate. Free Tastings.

THE SAN FRANCISCO KEY CHAIN STORE **O-1**
Key Chains and Small Travel Goods.

SCRUMPTIOUS **B-2**
Sweet Treat and Food Themed Gifts, Jewelry, Decor and Novelties.

THE SHELL CELLAR **P-1**
Sea Shells, Jewelry and Gifts.

SOLVE IT! THINK OUT OF THE BOX **F-2**
Wooden Games and Puzzles to Challenge the Mind.

THE SPICE & TEA EXCHANGE **E-2**
Purveyors of Fresh Spices, Teas, Salts and Sugars. Create Your Own Custom Blends.

TRISH'S CHOCOLATE **D-1**
A Chocolate Lover's Dream. Fresh and Packaged Chocolates from around the World!

UNDER THE GOLDEN GATE **B-1**
Golden Gate Bridge-Themed Merchandise.

WE BE KNIVES **O-1**
Swords, Cutlery and Custom Knives.

APPAREL & ACCESSORIES

KRAZY KAPS **N-1**
Hats and Novelty Headwear.

LIDS **Q1 + Q2**
Everything Licensed Sports, Including Authentic Headwear, Jerseys, Apparel & More for MLB, NBA, NFL and College.

THE SAN FRANCISCO SOCK MARKET **G-1**
Hundreds of Fun and Fashionable Socks.

SAN FRANCISCO U.S.A. **F-1**
Contemporary Apparel for the Whole Family.

S.F. CITYWEAR **P-1**
Casual San Francisco-Inspired Clothing.

SHIRTQUE **N-1**
Casual Apparel for Men, Women and Children.

SUNGLASS HUT **F-1**
Premium Fashion Sunglasses.

WILDER WEST, URBAN WESTERN OUTFITTERS **P-1**
Urban Cowboy, Southwestern + Native American Apparel and Accessories.

JEWELRY

CHARMS BY THE BAY PRESENTED BY SF GOLD **P-1**
Largest Collection of Charms Including Pandora and Alex + Ani and Fine Gold Jewelry.

NA HOKU **P-1**
Hawaii's Finest Jewelers Since 1924. Hawaiian and Island Lifestyle Jewelry.

THE PEARL FACTORY **H-1 P-1**
Hawaii's Original Pearl-in-the-Oyster.

WILDER WEST, URBAN WESTERN OUTFITTERS **P-1**
Western-Style Fine Sterling Silver and Fashion Jewelry.

BODY CARE

BAY BLOOMS CBD **H-1**
High-Quality Solutions for Your Daily CBD and Wellness Needs.

HAPPY BUBBLES **N-1**
Handcrafted Artisanal Bath, Body and Soap Treats.

VITALITY **J-1**
Dry Aqua Massage Hydrotherapy, Oxygen Bar and Spa-Related Accessories.

SERVICES

ATM **A-1 F-1**
Bilingual, Linked to Star and Cirrus ATM Networks.

BOAT RIDES TICKET BOOTH **P-1**
Ticket Sales for Boat Excursions.

THE CABLE CAR STORE **P-1**
Purchase International and U.S. Postage Stamps.

THE CALIFORNIA WELCOME CENTER **B-2**
415.372.2707
Official State Information for the Traveler—Tour and Attraction Ticket Sales and More.

PIER 39 INFORMATION BOOTH **A-1**
PIER 39 is a Stop for This Service. Board at B-Dock.

PIER 39 SECURITY / LOST & FOUND **ENTRANCE PLAZA**
415.705.5544

TRANSPORTATION **ENTRANCE PLAZA**
Pick-up for Taxi, Rideshare, Tour Bus, Hop-on & Hop-off, Pedicabs and F-Line.

SHOPPING

With over 70 unique shops, you'll find something to discover around every corner. Featuring a mix of family-owned, small businesses and larger, nationally-recognized stores, PIER 39 offers a shopping experience unlike any other. Grab San Francisco souvenirs, custom rubber ducks, and so much more right here on The PIER!



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.

CALIFORNIA WELCOME CENTER



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

*Hours subject to change. Closed Thanksgiving, Christmas Eve and Christmas Day.



VIEW OUR SHOPPING DIRECTORY



No matter your tastes, find what you're looking for at PIER 39! Scan the QR code for a comprehensive overview of our businesses.



DINING

Enjoy 13 full-service restaurants with spectacular Bay views and accommodations for FIT or group travelers — or check out our many grab-and-go options as you explore The PIER. Savor freshly caught seafood, cocktails at sunset, and sweets & treats to delight every palate. Plus enjoy a bowl of our famous clam chowder!



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 – \$13.50 and \$20 (**tax and tip are included**). For menu options and to order Meal Vouchers for your upcoming visit, go to pier39.com/mealvouchers or email groupsales@pier39.com.



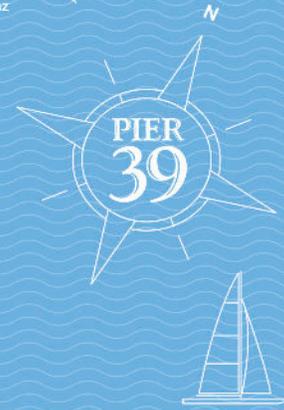
VIEW OUR RESTAURANT DIRECTORY



Whether you are a party of 2 or a party of 100, we can find a space for you on The PIER. Scan the QR code for a comprehensive overview of the delicious dining options and contacts we offer at PIER 39.



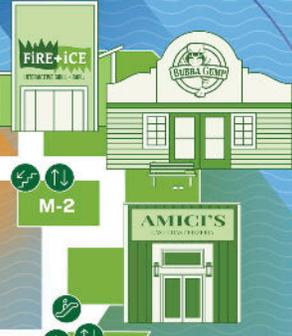
SAN FRANCISCO BAY



LEVEL 2

LEVEL 1

SPONSORS



Gates 1&2

Pier 41

PEDESTRIAN BRIDGE to LEVEL 2



WEST MARINA

Gate 4



PIER 39 Parking Garage

Level 3

Level 1

THE EMBARCADERO

ENTRANCE PLAZA

Taxis, PedCab, Tour Bus, Hop-on, Hop-off, F-Line Westbound Stop

BEACH STREET, F-Line Eastbound Stop

EAST MARINA

