



PIER 39 DIRECTORY

- ### ATTRACTIONS
- 7D RIDE EXPERIENCE** M-1
Experience a Simulated Roller Coaster and 3D Animated Films while Competing with Fellow Riders.
 - 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
 - THE BAY PLUNGE** H-1
An Exciting 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** PIER 41
 - BIKE RENTALS & TOURS**
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
Magnum Trampoline
 - MAGOGAN'S INFINITE MIRROR MAZE** O-2
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
 - ROCKETBOAT** WEST PARK
A Sleek Design Built for Speed and Style, Bringing You an Unforgettable Splash of Adventure! (SEASONAL OFFERING)
 - SAN FRANCISCO CAROUSEL** BAY END
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
 - BAY END STAGE** BAY END
San Francisco's Premier Street Performer Shows
 - 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
- BUBBA GUMP 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, Lunch and Dinner.
 - FIRE + ICE** M-2
Interactive 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
 - 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
 - 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
 - BROUDIN BAKERY CAFE** Q-1
Fresh Sourdough Bread, Sandwiches, Pizzas and Salads
 - 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 COMPANY** 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 with an Italian Flair

- ### SNACKS & SWEET TREATS
- CANDY BARON** L-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 and Fried Oreos
 - LAPPERT'S ICE CREAM SHOP** Q-1
Lappert's Fresh and Local Handmade Ice Cream With Unique Flavors For Cones, Shakes, and Sundae
 - LOLA'S GELATO** B-1
Featuring The Italian-Style Gelato Favorites
 - 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 - September)
- ### SPECIALTY SHOPS
- ALCATRAZ BOOK STORE** PIER 41
Alcatraz Books and Souvenirs
 - ALCATRAZ GIFT SHOP** P-2
Alcatraz-Related Clothing, Memorabilia and Souvenirs
 - ALEENK TECHNOLOGY** H-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
 - 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
 - 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
 - FAIRIES AND FABLES** E-2
Curated Collection of Fairy Treasures and Fairy-Tale-Inspired Delights.
 - THE FUDGERY** K-1
Fresh, Delicious Handmade Fudge and More!
 - HARD ROCK-ROCK SHOP** Q-1
Hard Rock Apparel, Merchandise and Collectibles
 - IMAGE ARTS** N-1
Posters, Art, S.F. City Prints and Framing
 - IRIS GALLERY** P-1
Turn Your Eye into a Unique Work of Art.
 - KWAK** M-1
Splash, Splash, It's Time to Have a Blast At Our Rubber Duck Store!

- ### LOLA
- Greeting Cards and Locally Made Specialty Gifts
- ### LOVE ON HAIGHT
- Love, Peace & Fashion! Tie-Dye And More Straight From Haight Ashbury.
- ### MAGIC SHOP BY VANISHING, INC.
- America's Premier Magic and Playing Card Shop
- ### MAGNETRON
- Thousands of Decorative Magnets
- ### MAGNETS
- Magnets Galore
- ### ONLY IN SAN FRANCISCO
- San Francisco Mementos
- ### PEPPER PARADISE
- Purveyors of Fresh Spices, Teas, Salts and Sugars. Hundreds of Hot Sauces for Every Palate and Free Tastings
- ### RIDEMAKERZ COMING SOON!
- Build Your One-of-a-Kind Ride
- ### THE SAN FRANCISCO KEY CHAIN STORE
- Key Chains and Small Travel Goods
- ### SCRUMPTIOUS
- Sweet Treat and Food Themed Gifts, Jewelry, Decor and Novelties
- ### THE SHELL CELLAR
- Sea Shells, Jewelry and Gifts
- ### THE SPICE & TEA EXCHANGE
- Purveyors of Fun and Fashionable Socks. Create Your Own Custom Blends.
- ### TRISH'S CHOCOLATE
- A Chocolate Lover's Dream. Fresh and Packaged Chocolates from around the World!
- ### UNDER THE GOLDEN GATE
- Golden Gate Bridge-Themed Merchandise
- ### WE BE KNIVES
- 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
 - SHIRTIQUE** N-1
Curated 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
- NA HOKU** P-1
Hawaii's Finest Jewelers Since 1924. Hawaiian and Island Lifestyle Jewelry.

- ### THE PEARL FACTORY
- Hawaii's Original Pearl-in-the-Oyster
- ### SEALED WITH A SPARK
- Permanent Bracelets, Anklets, and More! A Unique, Sparkling Experience With Hand-Welded Jewelry.
- ### WILDER WEST, URBAN WESTERN OUTFITTERS
- Western-Style Fine Sterling Silver and Fashion Jewelry
- ### BODY CARE
- AQUA REFRESH LAB** J-1
Dry Aqua Massage Hydrotherapy, Oxygen Bar and Spa-Related Accessories
 - BAY BLOOM CBD** H-1
High-Quality Solutions for Your Daily CBD Needs
 - THE PERFUMERY** N-1
Chic Boutique With All The Latest Name-Brand Fragrances
- ### 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
Official State Information for the Traveler—Tour and Attraction Ticket Sales and More
 - PIER 39 INFORMATION BOOTH** A-1
Tours, Tickets and Information about Everything There Is to See and Do at PIER 39, in San Francisco and Beyond
 - PIER 39 PARKING GARAGE**
Located Directly Across the Street from PIER 39. Open 24 Hours a Day.
 - SAN FRANCISCO WATER TAXI HOP-ON / HOP-OFF** EAST MARINA
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