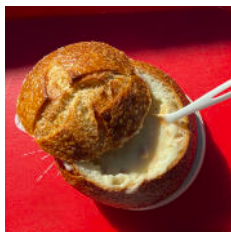




A Visit to *San Francisco* Starts at The PIER

PIER
39



PIER 39
**REFERENCE
GUIDE**
FOR TOUR OPERATORS

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

Nathan Driver
Tourism Development Manager
ndriver@pier39.com
415.705.5525

Avalon Cassard
Marketing Coordinator
acassard@pier39.com
415.705.5508

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 PLAY PASS

Get a sampling of the fun at PIER 39 with the Play Pass! For more information and to order, scan the QR code.



VIEW OUR ATTRACTIONS DIRECTORY

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

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



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.

ADVENTURE CAT SAILING CHARTERS WEST MARINA
Sail the Bay Onboard a Spacious Catamaran. Board at I-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 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 Q-2
A Labyrinth of Fun

MUSICAL STAIRS Q-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 (Weather-Permitting)

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
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

WIPEOUT BAR & GRILL A-1
A Casual California Surf-Themed Restaurant Serving a Sizzling 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, 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 Hot or Iced Teas Custom-Brewed by the Cup

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 Sundaes

LOLA'S GELATO B-1
Featuring Your 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 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

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 GALERIE P-1
Turn Your Eye into a Unique Work of Art.

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

LOLA

Greeting Cards and Locally Made Specialty Gifts

LOVE ON HAIGHT COMING SOON! J-1
Love, Peace & Fashion! Tie-Dye And More Straight From Haight Ashbury.

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 and Free Tastings

PEPPER PARADISE P-2
Build Your One-of-a-Kind Ride

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

SCRUMPTIOUS H-2
Sweet Treat and Food Themed Gifts, Jewelry, Decor and Novelties

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

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, Southwest + Native American Apparel and Accessories

JEWELRY P-1

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 O-1
Permanent Bracelets, Anklets, and More! A Unique, Sparkling Experience With Hand-Welded Jewelry.

WILDER WEST, URBAN WESTERN OUTFITTERS P-1
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 EAST MARINA
Located Directly Across the Street from PIER 39. Open 24 Hours a Day.

SAN FRANCISCO WATER TAXI HOP-ON / HOP-OFF ENTRANCE PLAZA
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