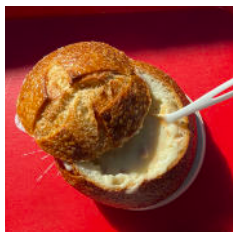


Uma visita a *San Francisco* começa no PIER 39



PIER 39
**GUIA DE
REFERÊNCIA**
PARA OPERADORES
DE TURISMO

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

Nathan Driver
Gerente de Desenvolvimento Turístico
ndriver@pier39.com
415.705.5525

Avalon Cassard
Coordenadora de Marketing
acassard@pier39.com
415.705.5508

ATRAÇÕES

Navegue pelas majestosas águas da Baía de San Francisco, onde vistas da Ponte Golden Gate, da Alcatraz Island e da vida selvagem local esperam por você. Divirta-se no icônico San Francisco Carousel, encare o desafio de uma escape room e mergulhe em uma experiência subaquática no Aquarium of the Bay. Independentemente do seu estilo de diversão, há infinitas formas de aproveitar o PIER 39.



OS MUNDIALMENTE FAMOSOS LEÕES-MARINHOS

Desde 1989, os leões-marinhos adotaram a Doca K do PIER 39 como seu lar. Eles podem ser vistos tomando sol e divertindo os visitantes com suas brincadeiras.



365 DIAS DE MÚSICA E DIVERSÃO



Assista a apresentações gratuitas de músicos locais e artistas de rua do PIER 39. Navegue pela Baía em uma das muitas atrações aquáticas do PIER 39, descubra 20.000 criaturas marinhas locais no Aquarium of the Bay e explore a variedade de atrações exclusivas do PIER 39.



EXPERIMENTE TUDO PLAY PASS

Experimente um pouco de toda a diversão que o PIER 39 tem a oferecer com o Play Pass! Para mais informações e para fazer seu pedido, escaneie o código QR.



VEJA NOSSO DIRETÓRIO DE ATRAÇÕES

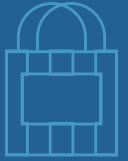
Escaneie o código QR para acessar uma lista completa de atrações e contatos do PIER 39.

COMPRAS

Explore mais de 70 lojas exclusivas e descubra novidades a cada esquina. Combinando empresas familiares, pequenos negócios e grandes lojas reconhecidas nacionalmente, o PIER 39 oferece uma experiência de compras única. Encontre lembranças de San Francisco, patinhos de borracha personalizados e muito mais aqui no PIER 39!



SEA LION SAVINGS GUIDE



O PIER 39 Sea Lion Savings Guide (Guia de descontos) inclui descontos e ofertas especiais em restaurantes, lojas e atrações participantes. O Sea Lion Savings Guide é um ótimo benefício adicional para seus clientes que visitam o PIER 39. Os livretos são gratuitos e podem ser enviados a você sem custo.

Para solicitar exemplares do Sea Lion Savings Guide do PIER 39, envie um e-mail para groupsales@pier39.com.



CALIFORNIA WELCOME CENTER

(CENTRO DE VISITANTES DA CALIFÓRNIA)

Visite o California Welcome Center oficial, no 2º piso, e crie seu roteiro ideal com atrações no PIER 39, em San Francisco e em toda a Califórnia. O centro funciona diariamente, das 9h às 20h.* Entre os serviços oferecidos estão informações sobre passeios e ingressos para atrações (incluindo passeios de ônibus Big Bus Hop-On, Hop-Off), bem como a validação da oferta de estacionamento do PIER 39 Sea Lion Savings Guide.

*Horários sujeitos a alterações. Fechado no Dia de Ação de Graças, na véspera de Natal e no dia de Natal.



VEJA NOSSO DIRETÓRIO DE LOJAS



Seja qual for o seu gosto, encontre o que você procura no PIER 39! Escaneie o código QR para conferir nossas lojas.

GASTRONOMIA

Aproveite 13 restaurantes com serviço completo, com vistas espetaculares da Baía e opções para viajantes FIT ou em grupo — ou explore as diversas opções de refeições rápidas enquanto você descobre o PIER 39. Delicie-se com frutos do mar frescos, coquetéis ao entardecer e doces e guloseimas para todos os gostos. E não deixe de experimentar o nosso famoso clam chowder!



UM GOSTINHO DO PIER 39 VOUCHERS DE REFEIÇÃO

Se você procura uma experiência gastronômica que não tome muito do seu tempo durante um dia cheio de atividades no PIER 39, opte pelo programa de vouchers de refeição, o “PIER 39 Pre-Paid Meal Voucher Program”. Este programa oferece opções de alimentação flexíveis, permitindo que os visitantes escolham entre um menu pré-definido em um dos restaurantes ou lanchonetes participantes. Este ano, oferecemos dois vouchers — US\$ 13,50 e US\$ 20,00 (**impostos e gorjeta incluídos**). Para ver as opções de menu e solicitar vouchers de refeição para sua próxima visita, acesse pier39.com/mealvouchers ou envie um e-mail para groupsales@pier39.com.



VEJA NOSSO DIRETÓRIO DE RESTAURANTES

Seja para um grupo de 2 ou de 100 pessoas, temos um espaço para você no PIER 39. Escaneie o código QR para conferir as opções gastronômicas disponíveis no PIER 39 e informações de contato.

Mais de 90 lojas, restaurantes e atrações!



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 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 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

RIDEMAKERZ COMING SOON! **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
Hawaii's Finest Jewelers Since 1924. Hawaiian and Island Lifestyle Jewelry.

E-1

THE PEARL FACTORY **H-1 P-1**
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
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