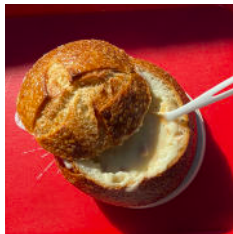




探訪之旅

# San Francisco

從 The PIER 開始



PIER 39

## 參考指南

旅遊業者專用

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

Nathan Driver  
 觀光發展經理  
 ndrider@pier39.com  
 415.705.5525

Avalon Cassard  
 行銷協調員  
 acassard@pier39.com  
 415.705.5508

# 景點介紹

揚帆於壯麗的舊金山灣，欣賞金門大橋和惡魔島的迷人景致，探尋當地野生動物。體驗著名的舊金山旋轉木馬、挑戰密室逃脫，或前往海灣水族館展開海底之旅。不論您喜歡哪種娛樂方式，PIER 39 都能提供無限選擇。



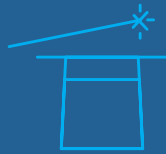
## 世界知名 海獅群



自 1989 年以來，海獅群一直棲息於 PIER 39 的 K-Dock 甲板。慵懶沐浴在陽光下、嬉戲玩耍，用逗趣的舉動吸引著遊客。



## 365 天的 樂與歡樂



欣賞 PIER 39 在地音樂人及街頭藝人的免費演出。乘坐 PIER 39 各式水上設施、在海灣水族館探索兩萬多種本地海洋生物，盡情體驗專屬於 The PIER 的多元獨家景點。



通通玩一輪

## PLAY PASS

暢玩券

Play Pass 暢玩券帶你一次體驗 PIER 39 的精華項目！如需更多資訊及立即訂購，請掃描 QR 碼。



## 瀏覽我們的景點 名錄

掃描 QR 碼，查閱 PIER 39 全部景點及聯絡方式。

# 購物

擁有 70 多間獨特店家，每一角落都能有驚喜發現。集結家庭式小店與全國知名品牌，感受 PIER 39 所帶來的獨一無二的購物樂趣。舊金山特色紀念品、客製橡膠鴨以及其他好物，盡在 The PIER！



## SEA LION SAVINGS GUIDE



PIER 39 Sea Lion Savings Guide 內含 PIER 39 的合作餐廳、商家與景點等多項折扣與優惠。Sea Lion Savings Guide 是造訪 PIER 39 的旅客不可錯過的超值好禮。手冊免費贈送，還可免費郵寄。

需要大量索取 PIER 39 Sea Lion Savings Guide，請洽 [groupsales@pier39.com](mailto:groupsales@pier39.com)。

## CALIFORNIA WELCOME CENTER

### 加州歡迎中心

前往二樓的 Official California Welcome Center，好好規劃您在 PIER 39、舊金山及加州各地的專屬行程。服務中心於每日上午 9 時至晚上 8 時開放。\*提供旅遊資訊、景點門票 (包含 Big Bus Hop-On, Hop-Off)，以及 PIER 39 Sea Lion Savings Guide 停車優惠認證。

\*營業時間可能有所異動。感恩節、平安夜與聖誕節休息。



## 瀏覽我們的購物名錄

不論何種喜好，都能在 PIER 39 找到心儀的商品！掃描 QR 碼，全面瞭解我們的各類商家。



# 餐飲

盡享 13 間全方位服務餐廳，飽覽壯麗的灣區美景，無論是自由行旅客 (FIT) 或團體遊客都能輕鬆安排；還有多種外帶美食，在探索 The PIER 時隨時享用。品嚐新鮮現撈海鮮、伴隨夕陽的雞尾酒，以及各式甜點小食，滿足各種嘴饞。更別錯過我們招牌的蛤蜊巧達濃湯！



## 品味 PIER 39 餐飲禮券

如果想盡情用餐又不想耽誤在 The PIER 的歡愉時光，建議選購 PIER 39 預付餐飲禮券方案。此方案提供彈性用餐選擇，可於合作餐廳或美食店家，從指定菜單中任選餐點。今年提供兩種面額餐券—\$13.50 與 \$20 (已含稅金及小費)。欲查詢菜單或預訂餐飲禮券，請造訪 [pier39.com/mealvouchers](http://pier39.com/mealvouchers) 或來信 [groupsales@pier39.com](mailto:groupsales@pier39.com)。



## 瀏覽我們的餐廳 名錄

無論是兩人小聚還是百人大團，我們都能為您  
在 The PIER 安排合適空間。掃描 QR 碼，輕鬆掌握  
PIER 39 所有餐飲選擇與聯絡方式。



# 超過 90 間商家、餐廳與景點等您探索!



## 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 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, 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  
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 COMING SOON!**  
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** P-1  
Hawaii's Finest Jewelers Since 1924. Hawaiian and Island Lifestyle Jewelry.

### THE PEARL FACTORY

Hawaii's Original Pearl-in-the-Oyster

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

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Golden Gate Bridge-Themed Merchandise

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

### 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** A-1  
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