

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

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

The America's Cup Sailing Experience on San Francisco Bay. Board at A-Dock.

ADVENTURE CAT SAILING CHARTERS

Sail the Bay Onboard a Spacious Catamaran. Board at J-Dock.

AQUARIUM OF THE BAY

Thousands of Marine Animals from San Francisco Bay, including Sharks, Rays and More.

BAY END STAGE

San Francisco's Premier Street Performer Shows (Weather-Permitting).

THE BAY PLUNGE

An Exhilarating Ride that Lifts, Spins and Plunges Fun-Seekers with 360-Degree Panoramic Bay Views.

BAY VOYAGER

Tour the Waterfront and Learn about Its History Aboard a Rigid Inflatable Boat. Board at I-Dock.

BLAZING SADDLES

BIKE RENTALS & TOURS

Self-Guided and Guided Tours throughout the City and over the Golden Gate Bridge to Sausalito.

BLUE & GOLD FLEET

Scenic San Francisco Bay Cruises and Charters Offering Multi-Language Audio Tours. Daily Ferry Service to Sausalito.

CARICATURES

Personalized Caricature Art (Weather-Permitting).

ESCAPE ROOM EXPERIENCES

Located Inside The Flyer Thrill Zone. Escape the Rock and Malone's Mobster Hideout.

THE FLYER THRILL ZONE

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

Bungee Trampoline.

MAGOWAN'S INFINITE MIRROR MAZE

Get Lost in The Infinite Color Changing Mirror Maze. A Labyrinth of Fun!

MUSICAL STAIRS

Play a Tune on PIER 39's Melodic Attraction.

MUSICIANS

Free Live Performances by Local Musicians (Weather-Permitting).

PLAYERS ARCADE

Entertainment for All Ages.

SAN FRANCISCO CAROUSEL

Ride the Double-Decker, Hand-Painted Venetian Carousel.

SF WHALE TOURS

Year-Round Whale Watching and Marine Wildlife Scenic Boat Tours. Board at A-Dock.

SEA LIONS

Check out PIER 39's Sea-Lebrities at K-Dock.

SOLVE IT! THINK OUT OF THE BOX PLAY AREA

Challenge Your Mind in the Games and Puzzles Play Area.

WINE TASTING

ON THE BAY

The Bay's First and Only Floating Wine-Tasting Room. Board at I-Dock.

VIRTUAL REALITY

Located Inside The Flyer Thrill Zone. Experience Different Virtual Worlds and Challenges.

RESTAURANTS

AMICI'S EAST COAST PIZZERIA

Freshly Made, NY and Detroit Style Pizzas, Pastas and Salads, Since 1987.

BUBBA GUMP'S SHRIMP CO. RESTAURANT & MARKET

Seafood and American Fare Based On The Movie Forrest Gump.

CRAB HOUSE

Home of the World-Famous Killer Crab.

EAGLE CAFE

Casual Dining and Full Bar. Serving Breakfast and Lunch.

FIRE + ICE

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

Waterfront Dining with 100% Sustainable Seafood and Fresh-Baked Sourdough Bread.

HARD ROCK CAFE

Classic American Fare—Food That Rocks, Music Videos and Memorabilia.

LUAU LOUNGE TIKI BAR (INSIDE PLAYERS)

Discover San Francisco's Only Waterfront Tiki Bar.

TACO CANTINA

A Taco Lover's Paradise with Full Bar and Patio with Bay Views.

PIER MARKET SEAFOOD RESTAURANT

Serving Sustainable Mesquite-Grilled Seafood and Award-Winning Chowder.

PLAYERS SPORTS GRILL & ARCADE

Sports-Themed Restaurant, Bar and Arcade for All Ages.

SWISS LOUIS ITALIAN & SEAFOOD RESTAURANT

A San Francisco Tradition Serving Fresh Seafood with an Italian Flair and Waterfront Views.

WIPEOUT BAR & GRILL

A Casual California Surf-Themed Restaurant Serving Sustainable Seafood.

EATERIES/TASTING ROOM

AUNT FANNY'S HOT PRETZELS

Hot Pretzels, Hot Dogs and Nachos.

BOUDIN BAKERY CAFE

Fresh Sourdough Bread, Sandwiches, Salads, Pastries and Coffee.

CHOWDERS

Chowder, Seafood, Sandwiches and Salads.

CREPE CAFE

A Variety of Fresh Crepes and Frites.

THE HOOK

Fish & Chips, Grilled Chicken Sandwiches and Beer.

HUMBLE SEA BREWING CO.

Tasting Room & Beer Garden with innovative and approachable beers.

WEST MARINA

COFFEE/TEA

ARTLY COFFEE

Robot Baristas Serving Artisan Coffee and Specialty Tea Drinks.

BISCOFF COFFEE CORNER

Coffee, Pastries, Smoothies and Biscoff Cookies.

THE SPICE & TEA EXCHANGE

Specialty Hot or Iced Teas Custom-Brewed by the Cup.

SNACKS & SWEET TREATS

ATALIA'S GELATO

Featuring Your Italian-Style Gelato Favorites.

CANDY BARON

The Ultimate Candy Shop. Unique Candy Selection Including Saltwater Taffy and Old-Fashioned Candy by the Pound.

THE FUDGERY

Fresh, Delicious Handmade Fudge and More!

FUN FOOD FACTORY

Fresh Funnel Cakes, Churros, Fried Oreos and More.

LAPPERT'S ICE CREAM SHOP

Lappert's Fresh and Local Handmade Ice Cream With Unique Flavors For Cones, Shakes, and Sundae's.

MRS. FIELDS COOKIES

Fresh-Baked Cookies, Cookie Cakes, Brownies and Coffee Drinks.

TRISH'S CHOCOLATE

A Chocolate Lover's Dream. Fresh and Packaged Chocolates from around the World!

TRISH'S MINI DONUTS

Fresh, Hot Miniature Donuts.

VLANOS' FRUIT ORCHARD

Fresh Fruit Stand (SEASONAL: May - October).

SPECIALTY SHOPS

ALCATRAZ BOOK STORE

Alcatraz Books and Souvenirs.

ALCATRAZ GIFT SHOP

Alcatraz-Related Clothing, Memorabilia and Souvenirs.

ALEENK TECHNOLOGY

The Latest in Electronic Gadgets and Cell Phone Accessories.

AQUARIUM OF THE BAY GIFT SHOP

Marine and Seafire-Related Gifts.

BOW WOW & KITTY TOO!

Pet Boutique and Breed-Specific Gifts for You and Your Pet.

BUBBA GUMP SHRIMP CO. GIFT SHOP

Butba Gump Branded Apparel and Merchandise.

BUILD-A-BEAR WORKSHOP

Choose and Build Your Own Furry Friends.

THE CABLE CAR STORE

Cable Car Collectibles and Apparel.

CARMEL HONEY COMPANY

Pure, Local, Raw Honey, Straight from the Hive.

CHRISTMAS IN SAN FRANCISCO

Unique Ornaments and Holiday Decorations.

THE CRYSTAL SHOP

Swarovski, Stained Glass, Prisms and Jewelry.

ENLIGHTENMENT

Asian-Themed Gifts and Accessories.

EXPEDITION

Exploration-Themed Goods and Uncommon Decor Items.

THE FUDGERY

Fresh, Delicious Handmade Fudge and More!

HAPPY BUBBLES

Handcrafted Artisanal Bath, Body and Soap Treats.

HARD ROCK-ROCK SHOP

Hard Rock Apparel, Merchandise and Collectibles.

HIDDEN DRAGON

Asian and Dragon-Related Apparel, Toys and Art.

IMAGE ARTS

Posters, Art, S.F. City Prints and Framing.

KWAK

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

LEFTY'S SAN FRANCISCO- THE LEFT HAND STORE

Gifts and Accessories for the Left-Handed.

LOLA

Greeting Cards and Locally Made Specialty Gifts.

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 Memorabilia.

PEPPER PARADISE

Hundreds of Hot Sauces for Every Palate. Free Tastings.

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.

SOLVE IT! THINK OUT OF THE BOX

Wooden Games and Puzzles to Challenge the Mind.

THE SPICE & TEA EXCHANGE

Purveyors of Fresh Spices, Teas, Salts and Sugars. 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

Hats and Novelty Headwear.

LIDS

Everything Licensed Sports, Including Authentic Headwear, Jerseys, Apparel & More for MLB, NBA, NFL and College.

THE SAN FRANCISCO SOCK MARKET

Hundreds of Fun and Fashionable Socks.

SAN FRANCISCO U.S.A.

Contemporary Apparel for the Whole Family.

S.F. CITYWEAR

Casual San Francisco-Inspired Clothing.

SHIRTQUE

Casual Apparel for Men, Women and Children.

SUNGLASS HUT

Premium Fashion Sunglasses.

WILDER WEST, URBAN WESTERN OUTFITTERS

Urban Cowboy, Southwestern + Native American Apparel and Accessories.

JEWELRY

CHARMS BY THE BAY

Presented by SF GOLD

Largest Collection of Charms Including Pandora and Alex + Ani and Fine Gold Jewelry.

NA HOKU

Hawaii's Finest Jewelers Since 1924. Hawaiian and Island Lifestyle Jewelry.

THE PEARL FACTORY

Hawaii's Original Pearl-in-the-Oyster.

WILDER WEST, URBAN WESTERN OUTFITTERS

Western-Style Fine Sterling Silver and Fashion Jewelry.

BODY CARE

BAY BLOOMS CBD

High-Quality Solutions for Your Daily CBD and Wellness Needs.

HAPPY BUBBLES

Handcrafted Artisanal Bath, Body and Soap Treats.

VITALITY

Dry Aqua Massage Hydrotherapy, Oxygen Bar and Spa-Related Accessories.

SERVICES

ATM

Bilingual, Linked to Star and Cirrus ATM Networks.

BOAT RIDES TICKET BOOTH

Ticket Sales for Boat Excursions.

THE CABLE CAR STORE

Purchase International and U.S. Postage Stamps.

THE CALIFORNIA WELCOME CENTER

415.377.2707 Official State Information for the Traveler—Tour and Attraction Ticket Sales and More.

PIER 39 INFORMATION BOOTH

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

PIER 39 is a Stop for This Service. Board at B-Dock.

PIER 39 SECURITY / LOST & FOUND

415.705.5544

TRANSPORTATION

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.

