

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

Julia Van Eerden
Vice President of Marketing
jvaneerden@pier39.com
415.705.5514

Jen Filice
Tourism Development Manager
jfilice@pier39.com
415.705.5511



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.



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 group, visit pier39.com/mealvouchers or 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.





RESTAURANT DIRECTORY

BUBBA GUMP SHRIMP CO. RESTAURANT & MARKET

bubbagump.com

Brandon Yamamoto, Sales Manager

brandon.yamamoto@ldry.com

808.256.4825

Menu Specialties: Fried Shrimp, Peel and Eat Shrimp, Coconut Shrimp, Shrimp Scampi and favorites like "Forrest's Seafood Feast."

Capacity: 481

CRAB HOUSE AT PIER 39

crabhouse39.com

Mel Hall, Director of Group Sales

crabhouse@simcorestaurants.com

415.982.5872

Menu Specialties: World-Famous Crab, Shrimp & Mussel Skillets, Salmon, Steak, Crab Chowder, Garlic Noodles, Crab Fried Rice and more.

Capacity: 120

EAGLE CAFE

eaglecafe.com

Mel Hall, Director of Group Sales

eagle@simcorestaurants.com

415.982.5872

Menu Specialties: Banana Pecan Pancakes, Eggs Benedict, Omelets, Avocado Toast, Fish Tacos, Clam Chowder, Blackened Fish Sandwich, Patty Melt, Cheeseburger and more.

Capacity: 120

FIRE + ICE GRILL & BAR

fire-ice.com

Robert Holland, Group Sales

groupsalesanfran@fire-ice.com

415.997.3239

Menu Specialties: Fire + Ice Grill & Bar is an interactive restaurant where guests customize their meals from a fresh food market and watch as grill cooks prepare their dishes with flair right in front of them. Enjoy all-you-can-eat shrimp, scallops, fresh fish, and mussels among other delights, specialty cocktails and breathtaking views of the Golden Gate Bridge and Alcatraz Island.

Capacity: 165

FOG HARBOR FISH HOUSE

fogharbor.com

Mel Hall, Director of Group Sales

fogharbor@simcorestaurants.com

415.982.5872

Menu Specialties: Fresh Seafood and Meats, Roasted Shellfish Platter, Cioppino, Oysters, Scallop and Crab Risotto, Steak and Lobster, Clam Chowder and more.

Capacity: 220

HARD ROCK CAFE

hardrockcafe.com

James Lemieux, General Manager

sanfrancisco.gsm@hardrock.com

415.956.2013

Sales Inquiries

san_francisco_social@hardrock.com

Menu Specialties: Chef-Inspired Local Menu, Lionel Messi Legendary Burger, Cowboy Ribeye, Famous Fajitas, NY Strip Steak, Cedar Plank Salmon and the always-popular Kids Menu.

Capacity: 371

LUAU LOUNGE TIKI BAR

luauloungesf.com

Owen Dito, General Manager

odito@playerssf.com

415.981.6300

Menu Specialties: This waterfront Tiki Bar with Bay views serves up cocktails made with fresh-squeezed juices, Grilled Halibut, Ahi Poke, Coconut Shrimp, Baja Fish Tacos, fresh seafood and more.

Capacity: 100

PIER MARKET SEAFOOD RESTAURANT

piemarket.com

Mel Hall, Director of Group Sales

piemarket@simcorestaurants.com

415.982.5872

Menu Specialties: Award-Winning Clam Chowder, Mesquite-Grilled Fresh Seafood and Meats, Oysters, Dungeness Crab, Cioppino, Jambalaya and more.

Capacity: 200

PLAYERS SPORTS GRILL & ARCADE

playerssf.com

Owen Dito, General Manager

odito@playerssf.com

415.981.6300

Menu Specialties: Classic American cuisine to include the Ultimate Kobe Cheeseburger, Clam Chowder Bread Bowl, Fish & Chips and New York Strip Steak, with craft brews, California wines and classic cocktails. Features an arcade with classic and newer games for the whole family.

Capacity: 400

SWISS LOUIS ITALIAN & SEAFOOD RESTAURANT

swisslouis.com

Molly Anderson

tours@swisslouis.com

415.421.2913

Menu Specialties: Fresh seafood and an Italian pasta selection. Top menu items include local Salmon, Dungeness Crab, Seafood Pasta and our house-made Tiramisu.

Capacity: 400; 300 inside and 100 in the outdoor heated patio

TACO CANTINA

tacocantina.com

Michael Rodriguez, Owner

michael@tacocantina.com

415.688.8226

Menu Specialties: Home of the famous Puffy Taco and Cadillac Margarita. Also featuring Frozen Fruit Margaritas, Grilled Lobster, Shrimp, Pork al Pastor and Vegetarian Tacos, as well as a large outdoor patio with panoramic views.

Capacity: 175; 100 inside and 75 on the outdoor heated patio

WIPEOUT BAR & GRILL

wipeoutbarandgrill.com

Mel Hall, Director of Group Sales

wipeout@simcorestaurants.com

415.982.5872

Menu Specialties: Hamburgers, Tacos, Burritos, Pizza, Rice Bowls, Clam Chowder, Sandwiches, Salads and more.

Capacity: 175 inside, 280 inside and outside combined



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.

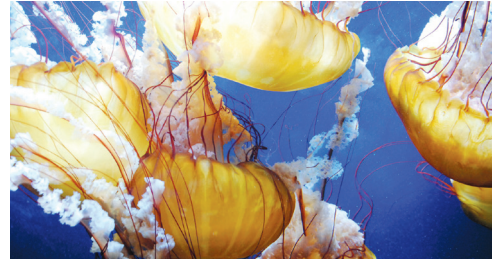


365 DAYS OF MUSIC & FUN



Catch free daily shows by PIER 39's local musicians in the Entrance Plaza and the street performers on the smartwater Stage near the San Francisco Carousel. 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.





ATTRACTION DIRECTORY

7D RIDE EXPERIENCE/ LASER MAZE CHALLENGE

flyerthrillzone.com/7d-experience

Clayton Hill, Tourism Manager and Group Sales
clayton.hill@fegllc.com; 510.207.3917

7D Experience: Experience the thrill of a roller coaster and the excitement of an interactive 3D shooting gallery—all without leaving your seat!

Capacity: 20 people per ride, 10-minute duration

Laser Maze Challenge: Race through a web of laser beams, all while trying to hit the most targets.

AC SAILING SF

acsailingsf.com

Jon Buser

info@acsailingsf.com; 415.990.9992

Experience the thrill and excitement of sailing aboard the 85-foot, 20-passenger USA 76 Challenger from the 2003 America's Cup Races.

Capacity: 20-passenger, 85-foot vessel

ADVENTURE CAT SAILING CHARTERS

adventurecat.com

Charlie Bogue, General Manager

info@adventurecat.com; 415.777.1630

An icon in San Francisco for 30 years! Sunset Sails, Afternoon Bay Cruises or Private Charters on Adventure Cat are the perfect way to see the City skyline and Alcatraz Island. Amazing views await you when you sail under the Golden Gate Bridge – and catamarans are always flat, fun and fast!

Capacity: 2 custom catamaran sailboats (47 or 90 passengers)

AQUARIUM OF THE BAY

aquariumofthebay.org

Tourism and Event Sales

sales@bayecotarium.org; 415.623.5313

Aquarium of the Bay is focused on local aquatic animals from the San Francisco Bay and neighboring rivers and watershed as far as the Sierra Mountains. For 40+ years, the Aquarium has focused its mission on enabling ocean conservation and climate action both locally and globally. Aquarium of the Bay is California's only Smithsonian Affiliate, accredited by Association of Zoos and Aquariums (AZA) and certified as a Green Business by the City of San Francisco. It contains over 750,000 gallons of salt water that over 24,000 animals from 250+ species call home.

BAY PLUNGE

Meagan Vandiver, Group Sales

meagan@skystarwheel.com; 618.409.4267

An exhilarating ride that lifts, spins and plunges fun-seekers with 360-degree panoramic Bay views.

Capacity: 120 people per hour

BAY VOYAGER

bayvoyager.com

Charles Jennings, Owner and Captain

510.612.1251

Take in the most famous sights of the Bay including Alcatraz Island, the Golden Gate Bridge, the Ferry Building and more while on board the fastest RHIB boat for hire in San Francisco. Explore the Bay!

Capacity: 12

BIG BUS

infosf@bigbustours.com

Nicole Ritthaler, Sales Manager

nicoler@bigbustours.com; 415.235.1624

Experience the best of San Francisco with a Hop-on, Hop-off San Francisco Bus Tour! See the best of San Francisco with Big Bus Tours. Our open-top sightseeing tours will introduce you to all the City's must-see sights, with stops conveniently located at iconic landmarks and attractions.

Capacity: Buses seat 55 up top and 23 below

BLAZING SADDLES BIKE RENTALS & TOURS

blazingsaddles.com

Annelaine Clauss, Vice President

info@blazingsaddles.com; 415.202.8888

Bike the Golden Gate Bridge to Sausalito and return to San Francisco via a Blue & Gold Fleet ferry! It's easy pedaling on the new and scenic National Park Bike Path from Fisherman's Wharf to the Golden Gate Bridge.

Individuals can reserve directly on our website. Groups can contact us at info@blazingsaddles.com. We can conduct tours for groups of all sizes.

BLUE & GOLD FLEET

blueandgoldfleet.com

Joseph Rich, Sales Manager

jrich@blueandgoldfleet.com; 415.705.5438

Enjoy picturesque views of landmarks like Alcatraz Island, the Golden Gate Bridge and the City skyline on board a Blue & Gold Fleet vessel, whether you are on an excursion tour of the San Francisco Bay, cruising on Escape From The Rock, sailing on the Sausalito ferry or enjoying the lights and sounds of a Sunset Cruise.

Capacity: With 5 vessels and multiple departures each day, we can accommodate groups of all sizes!

THE FLYER THRILL ZONE

flyerthrillzone.com

Clayton Hill, Tourism Manager and Group Sales

clayton.hill@fegllc.com; 510.207.3917

THE FLYING THEATRE:

Take "flight" and see all the iconic sights and sounds of San Francisco in Northern California's only flying theater. Fun for all ages!

Capacity: 28 people per ride, 10-minute duration

ESCAPE ROOMS:

Escape The Rock: Players must escape from their prison cell.

Capacity: 5 players max, 30-minute duration

Golden Gate Speakeasy: Players must help police bring down a gangster.

Capacity: 8 players max, 30-minute duration

VIRTUAL REALITY:

Rush Wingsuit: Take the leap! Virtual Reality Skydiving without ever leaving the ground.

MAGOWAN'S INFINITE MIRROR MAZE

magowansinfinitemirrmaze.com

Katrina Magowan, Manager

magowansinfinitemirrmaze@gmail.com

650.766.7435

Navigate the most fascinating, psychedelic maze in San Francisco through infinite hallways, endless circles and dead-ends. Color-changing lights combined with music makes this an unforgettable experience. Get lost in the infinite.

Capacity: 20

PLAYERS SPORTS GRILL & ARCADE

playerssf.com

James Hutton, Owner

jhutton@peakattractions.com; 415.981.6300

Players Arcade & Sports Grill features more than 85 arcade player stations as well as 35 HDTVs with over 200+ Sports Channels. There is a mix of games for every age, from the classic to the latest in virtual reality and driving games. It's a dining destination where everyone can have a great time letting loose or just relaxing.

SAN FRANCISCO CAROUSEL

Meagan Vandiver, Group Sales

meagan@skystarwheel.com; 618.409.4267

Double-decker, hand-painted Venetian carousel that features 30+ animals to ride and more than 1,800 twinkling LED lights.

Capacity: 300 per hour

SAN FRANCISCO WHALE TOURS

sanfranciscowhaletours.com

Kat and Joe Nazar, Owners/Operators

info@sanfranciscowhaletours.com; 415.706.7364

Venture into the Gulf of the Farallones National Marine Sanctuary aboard a 65-foot catamaran in search of some of the largest marine species on earth—gray and humpback whales! Learn about marine life from an expert naturalist while scanning the horizon for whales, porpoises, dolphins, seals, sea lions, birds and many other marine species.

Capacity: 89

WINE TASTING ON THE BAY

sanfranciscobayboatcruise.com

Brian Smith, Co-Owner

info@sanfranciscobayboatcruise.com

415.859.7052

Enjoy a Wine Country experience without leaving San Francisco on board our classic vessel Wine Therapy. Ninety-minute voyages with a locally-curated wine selection, full bar and non-alcoholic options are the perfect way to relax and see the Bay. The best views of San Francisco are always from the water holding a glass of wine. Cheers!

Capacity: 24 on public tours, 30 on private charters



← Golden Gate Bridge

SAN FRANCISCO BAY



Alcatraz

N

PIER 39



LEVEL 2

LEVEL 1

SPONSORS



Sea Lions

K Dock

K-2

SEA LION VIEWING AREA

M-2

J-2

I-2

G-2

H-2

N-2



F-2

SOLVE IT! PLAY AREA

E-2

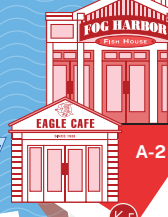
C-2



D-2

CALIFORNIA WELCOME CENTER

B-2



A-2



Q-2

THE FLVER THRILL ZONE

B-1

A-1

WINE TASTING

I Dock

I Dock

Gate 3

WEST MARINA

Gate 4

WEST PARK

BLUE & GOLD FLEET

BLUE & GOLD FLEET

SECURITY

ENTRANCE

PLAZA

Hard Rock Cafe

Q-1

A-1

Wipeout

B-1

A-1

Sea Lions

K Dock

J Dock

I Dock

I Dock

B-1

A-1

Wipeout

B-1

A-1

SEA LION VIEWING AREA

Christmas in San Francisco

J-1

I-1

G-1

H-1

F-1

E-1

D-1

B-1

A-1

Wipeout

B-1

A-1

Wipeout

B-1

A-1

Wipeout

B-1

A-1

Wipeout

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Wipeout

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V-1

W-1

X-1

Y-1

Z-1

AA-1

AB-1

AC-1

AD-1

AE-1

AF-1

AG-1

AH-1

AI-1

AJ-1

AK-1

AL-1

AM-1

AN-1

AO-1

AP-1

AQ-1

AR-1

AS-1

AT-1

AU-1

AV-1

AW-1

AX-1

AY-1

AZ-1

BA-1

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BP-1

BQ-1

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BX-1

BY-1

BZ-1

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CN-1

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DX-1

DY-1

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EC-1

ED-1

EE-1

EF-1

EG-1

EH-1

EI-1

EJ-1

EK-1

EL-1

EM-1

EN-1

EO-1

EP-1

EQ-1

ER-1

ES-1

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EW-1

EX-1

EY-1

EZ-1

FA-1

FB-1

FC-1

FD-1

FE-1

FF-1

FG-1

FH-1

FI-1

FJ-1

FK-1

FL-1

FN-1

FO-1

FP-1

FQ-1

FR-1

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GP-1

GQ-1

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GS-1

GV-1

GW-1

GX-1

GY-1

GZ-1

HA-1

HB-1

HC-1

HD-1

HE-1

HF-1

HG-1

HH-1

HI-1

HJ-1

HK-1

HL-1

HN-1

HO-1