



PIER 39 DIRECTORY

ATTRACTIONS

- 7D RIDE EXPERIENCE** (M-1)
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** (EAST MARINA)
The America's Cup Sailing Experience on San Francisco Bay. Board at A-Dock.
- ADVENTURE CAT SAILING CHARTERS** (WEST MARINA)
Sail the Bay Onboard a Spacious Catamaran. Board at J-Dock.
- AQUARIUM OF THE BAY** (R-1)
Thousands of Marine Animals from San Francisco Bay, including Sharks, Rays and More.
- BAY END STAGE** (BAY END)
San Francisco's Premier Street Performer Shows (Weather-Permitting).
- 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 around 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** (SAUSALITO)
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** (O-2)
Get Lost in the Infinite Color Changing Mirror Maze. A Labyrinth of Fun!
- MUSICAL STAIRS** (O-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.
- SAN FRANCISCO CAROUSEL** (BAY END)
Ride the Double-Decker, Hand-Painted Venetian Carousel.
- SF WHALE TOURS** (Q-1)
Year-Round Whale Watching and Marine Wildlife Scented Boat Tours. Board at A-Dock.
- SEA LIONS** (WEST MARINA)
Check out PIER 39's Sea-Lebrities at K-Dock.
- SOLVE IT! THINK OUT OF THE BOX PLAY AREA** (F-2)
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** (M-2)
Freshly Made, NY and Detroit Style Pizzas, Pastas and Salads, Since 1987.
- BUBBA GUMP'S 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 and Lunch.
- FIRE + ICE** (M-2)
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** (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 and Waterfront Views.
- 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, Salads, Pastries and Coffee.
- 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 CO.** (N-1)
Tasting Room & Beer Garden with innovative and approachable beers.

WEST MARINA

- 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** (B-1)
- ATALIA'S GELATO** (B-1)
Featuring Your Italian-Style Gelato Favorites.
- CANDY BARON** (K-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, Fried Oreos and More.
- LAPPERT'S ICE CREAM SHOP** (Q-1)
Lappert's Fresh and Local Handmade Ice Cream With Unique Flavors For Cones, Shakes, and Sundae's.
- MRS. FIELDS COOKIES** (B-1)
Fresh-Baked Cookies, Cookie Cakes, Brownies and Coffee Drinks.
- 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 - October).

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)
Pet Boutique and Electronic Gadgets and Cell Phone Accessories.
- AQUARIUM OF THE BAY GIFT SHOP** (Q-2, R-2)
Marine and Seafire-Related Gifts.
- BOW WOW & KREEDY TOO!** (H-1)
Pet Boutique and Breed-Specific Gifts for You and Your Pet.
- 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.
- CARMEL HONEY COMPANY** (O-1)
Pure, Local, Raw Honey, Straight from the Hive.
- 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.

COFFEE/TEA

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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

Splash, 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 (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

Casual San Francisco-Inspired Clothing.

SHIRTIQUE

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 (P-1)
Largest Collection of Charms Including Pandora and Alex + Ani and Fine Gold Jewelry.

NA HOKU (P-1)
Hawaii's Finest Jewelers Since 1924. Hawaiian and Island Lifestyle Jewelry.

THE PEARL FACTORY (H-1, P-1)
Hawaii's Original Pearl-in-the-Oyster.

WILDER WEST, URBAN WESTERN OUTFITTERS (P-1)
Western-Style Fine Sterling Silver and Fashion Jewelry.

BODY CARE

BAY BLOOMS CBD (H-1)
High-Quality Solutions for Your Daily CBD and Wellness Needs.

HAPPY BUBBLES (N-1)
Handcrafted Artisanal Bath, Body and Soap Treats.

VITALITY (J-1)
Dry Aqua Massage Hydrotherapy, Oxygen Bar and Spa-Related Accessories.

SERVICES

ATM (A-1, F-1)
Billing, 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)
415.377.2707
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 (EAST MARINA)
Hop-On, Hop-Off

PIER 39 SECURITY / LOST & FOUND (A-1)
415.705.5544

TRANSPORTATION (ENTRANCE PLAZA)
Pick-up for Taxi, Rideshare, Tour Bus, Hop-on & Hop-off, Pedicabs and F-Line.