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**LEGEND**

- Hotels
  - Museums
  - Shopping
  - Public Parking
  - Restrooms
  - Cable Car Route
  - Ferry Routes & Bay Cruises
  - Muni Historic F-Line & E-Line Streetcar
  - Muni Bus Routes
  - Bike Route
  - Crab Stands
  - Visitor Information
  - Attractions
  - Bay & Dining Cruises
  - Food & Libations
  - Shopping
  - Sightseeing Tours & Rentals
- Call 511 or 415-673-6864 for Transit Information



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**NOTES**

TO FERRY BUILDING & BAY BRIDGE

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# SIGHTSEEING TOURS & RENTALS

**COUPON** 1

D-4, CALL FOR RESERVATIONS

**WORLD FAMOUS Fire Engine Tour**  
OVER THE GOLDEN GATE BRIDGE

Leaves from THE CANNERY on Beach St. at Fisherman's Wharf  
90 minute tour across the bridge

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F-4, GOLDEN GATE PARK, CALL FOR RESERVATIONS  
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Choose: Private Tours for 2-8 guests with your own guide or VIP Experience Tours featuring Advanced Hills and Alcatraz Packages

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**COUPON** 3

J-3 PIER 39, D-4, CALL FOR RESERVATIONS

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Worldwide OpenTop Sightseeing Tours  
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D-3/G-3

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BOOK TODAY AT www.graylineofsanfrancisco.com

**COUPON** 5

E-4

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GPS GUIDED TOUR

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2 LOCATIONS  
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**COUPON** 7

C-4, F-4, GOLDEN GATE PARK, CALL FOR RESERVATIONS

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7 Great Routes - 10 Daily Departures  
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**COUPON** 9

C-4, D-3, E-4, G-3, H-3

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RETURN BY FERRY

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\$5 OFF Daily Rental Rate

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**COUPON** 6

F-2, F-4

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**COUPON** 8

C-4

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E-1, F-2 PIER 45

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**USS PAMPANITO**  
LIFE ABOARD A WORLD WAR II SUBMARINE

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Present at time of purchase

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WORLD WAR II LIBERTY SHIP

MUSEUM OPEN DAILY AT PIER 45  
ssjeremiahobrien.org  
Historic Pier 45, Fisherman's Wharf

**COUPON** 10

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415.438.8365

AlcatrazExcursions.com

# BAY & DINING CRUISES

**COUPON** 11

F-2 PIER 43 1/2

**RED AND WHITE FLEET**  
SAN FRANCISCO CRUISES

THE ORIGINAL SAN FRANCISCO BAY CRUISE  
PIER 43 1/2, FISHERMAN'S WHARF | (415) 673-2900 | redandwhite.com

**COUPON** 12

PIER 3 ON EMBARCADERO

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HORNBLOWER CRUISES & EVENTS  
855-538-7553 | Hornblower.com

Valid for up to 8 guests. Restrictions apply. Use code MWF12. Expires 7/31/2019.

**COUPON** 13

H-3 PIER 39

**BLUE & GOLD FLEET** SAN FRANCISCO

BAY CRUISES • ROCKETBOAT • FERRIES • TOURS

Tickets are sold at PIER 39 • 415.773.1188 • blueandgoldfleet.com

**DID YOU KNOW?**

**Fisherman's Wharf** History, culture and ethnic pride make Fisherman's Wharf a world-famous destination. From the Gold Rush days until the turn of the century, the city's fishing fleet was composed of lateen-rigged sailboats known as "feluccas", copies of the crafts the Italian fisherman used in their native land. Today, the fishing fleet and many of the Wharf's internationally-acclaimed restaurants are operated by the grandchildren and great-grandchildren of these past generations of hardworking folk.  
Info: visitfishermanswharf.com or fishermanswharf.org

# ATTRACTIONS & ATTRACTION PASSES

14 F-3

SAVE WITH COUPON

**Madame Tussauds**  
SAN FRANCISCO

## COME PLAY!

**ESCAPE**

**ALCATRAZ**

**Drop Ride**

**NEW** **GUARDIANS OF THE GALAXY**

Save \$10! SHOW AND SAVE! CODE: WP1001

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SF'S SCARIEST & FUNNIEST ATTRACTION

**Drop Ride**

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15 J-3 PIER 39

**PIER 39**

WHERE SAN FRANCISCO MEETS THE BAY to Play

THE EMBARCADERO @ BEACH ST. | PIER39.COM

18 J-2 PIER 39

**70 Experience**  
SAN FRANCISCO

SAVE WITH COUPON **\$2.00 OFF** with this ad.

**PLAYERS**  
SPORTS GRILL

PLAYERSSF.COM PIER 39

16 J-3 PIER 39

**The Flyer**

Opening 2018

At the front of Pier 39 Above the Hard Rock Cafe

**\$3 OFF** with this ad!

**AQUARIUM OF THE BAY**  
PIER 39

SAVE WITH COUPON **\$3 OFF ADULT**  
**\$2 OFF CHILD/SENIOR**  
GENERAL ADMISSION

aquariumofthebay.org  
Restrictions apply. Expires 10/1/19. Code 5

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SAVE WITH COUPON **SAVE UP TO \$20**

**\$2 OFF 3-Way Combo Ticket**  
Good for up to 10 guests. Not valid with any other discount. Not valid online.

Ripleys.com/SanFrancisco

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22 E-3, J-2/3 PIER 39

**PEARL FACTORY**  
Hawaii's Original Pearl-in-The-Oyster

FREE Pearl-Bearing Oyster with purchase of 14K Gold setting starting at \$29.99\*

\*Must present coupon at time of purchase. Exp. 7/31/2019

Pier 39 (2 Locations)  
415-391-4511

271 Jefferson Street  
415-928-0963

23 J-3 PIER 39

**NA HOKU**  
Hawaii's Finest Jewelers Since 1924

Hawaiian and Island lifestyle jewelry

FREE Na Hoku Jewelry Case with purchase of \$50\* or more when you bring in this ad.

While supplies last. \$30 retail value. \*Offer redeemable at time of purchase only.

Pier 39 - Fisherman's Wharf  
San Francisco, CA 94133 • 415.433.1990

24 G-5

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BANKS-ATMs · SHOPS · PHARMACY  
GROCERY STORE · SERVICES

350 Bay Street - Between Powell & Mason

Open Every Day From 6am to Midnight  
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21 B-4

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BRING SF HOME

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# DID YOU KNOW?



**Cable Cars** There are three Cable Car lines: **Powell-Hyde** runs from Aquatic Park to Union Square. **Powell-Mason** runs over Nob Hill and turns around in Fisherman's Wharf. The **California** line runs from California and Market to Van Ness Avenue. Lines operate 6:30am-12:30am. Discounted **SF Muni PASSPORT** entitles riders to unlimited rides on Cable Cars, Buses, the E and F-Lines. **Information: 415-673-6864 or 511. Adult/Youth fare \$7.00 (ages 18+ and 5-17). After 9pm and before 7am senior fares are \$3.00 (ages 65+).**



**U.S.S.**

**Pampanito & S.S. Jeremiah O'Brien** Ever wonder what it was like to live 20,000 leagues under the sea? Then climb aboard the U.S.S. PAMPANITO WWII restored submarine for a self-guided audio tour by submarine Captain Edward Beach. Located on Pier 45. **Hours, admission, and information: 415-775-1943.** Continue down Pier 45 to explore the fully restored and last surviving D-Day Liberty Ship; the S.S. Jeremiah O'Brien. **Hours, admission, and information: 415-441-6872.**



**Fishing Fleets** Fisherman's Wharf is the center of Northern California's commercial and sport fishing fleets. **Seasons vary for the fishing fleet:**

**Dungeness Crab:** November-June. **Salmon and Squid:** April-October. **Abalone:** year round except February and August. **Ocean Perch:** June-September. **Sand Dab, Rex Sole, Sea Bass, Ling, Rock Cod, Black Cod, Mackerel and Halibut** (with limits) are caught year round. The sport fishing fleet is located on Jefferson Street at the Wharf.



**Dungeness Crab** For the ultimate Wharf experience, stroll down Jefferson Street and order fresh Dungeness crab from one the vendors with the big steaming cauldrons. Don't worry when he cracks your crab with his mallet and opens it on the counter—it's part of the tradition carried on from turn-of-the-century fisherman Tomaso Castagnola.

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# FOOD & LIBATIONS

# DID YOU KNOW?

26 J-1 PIER 39



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31 J-3 PIER 39



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fogharbor.com



35 J-2 PIER 39



**PIER MARKET**

YOUR LOCAL  
PIER 39  
RESTAURANT

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piermarket.com



40 J-3



**Hard Rock**  
CAFE

SAN FRANCISCO  
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+1-415-956-2013



**Alcatraz Island** Alcatraz Island, first used as a prison by the U.S. Army during the Civil War, "The Rock" became a maximum security penitentiary in 1934. Notorious criminals did time on this harsh island including mobster Al Capone and bank robber Leon "Whitey" Thompson. Numerous escapes were attempted, though there's no evidence that anyone survived the swim to shore. The prison closed in 1964 due to prohibitive operating costs, and is currently one of the Bay Area's most popular tourist destinations. Be sure to wear sturdy walking shoes and bring a jacket.  
**Information: 415-981-7625 for Alcatraz Cruises departing from Pier 33.**

27 G-4



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RESTAURANT

**\$5 OFF**  
total purchase  
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32 H-1 PIER 39



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chart-house.com



36 J-1 PIER 39



**Luau Lounge**

WWW.LUAULOUNGESC.COM PIER 39



41 F-4



**COCO**  
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2699 TAYLOR ST. (and Beach St.)  
FISHERMAN'S WHARF

46 E-3



**CASTAGNOLA'S**  
Since 1916

**Seafood & Chophouse**

415-776-5015 286 Jefferson St. @ Jones

## Bay Cruising Red and White

**Fleet at Pier 43 ½** offers relaxing narrated Bay Cruises, call 415-673-2900. **Blue & Gold Fleet** at PIER 39 features Bay Cruises, trips to Oakland and Vallejo, call 415-773-1188. **RocketBoat**, operates May-October. For tickets 415-773-1188. Dine, dance, and cruise with **Hornblower Cruises & Events** for brunch, lunch or dinner. Departs from Pier 3, on the Embarcadero. Call 855-538-7553.

28 B-4, DOWNTOWN



**GHIRARDELLI**  
CHOCOLATE

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GHIRARDELLI.COM

33 F-3



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KOREAN B.B.Q.

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Large Format TVs  
Heated Patio & Fire Pits

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2890 Taylor St. @ Jefferson St.

37 E-2



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SINCE 1965

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42 F-3



**ALIOTO'S**  
SINCE 1921

RESTAURANT • CAFÉ • CRAB STAND

**ALIOTO'S RESTAURANT**  
#8 FISHERMAN'S WHARF

7 B-4



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## E-Line & F-Line

Municipal Railway's (Muni) vintage streetcars, trolleys, and trams carry passengers to and from the Wharf daily. The F-Line runs from Market St. and the Embarcadero to Fisherman's Wharf. The E-Line runs from AT&T Park and Caltrain Station to the Wharf. **Adult fare \$2.75. Youth/Senior fare \$1.35 (ages 5-18 and 65+, valid ID required). Discount SF Muni Transit PASSPORT available. Information: 415-673-6864 or 511.**

29 D-4

**CAFE DE CASA**  
BRAZILIAN CUISINE



2701 LEAVENWORTH & COLUMBUS ST.

34 D-3



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PASTA • SEAFOOD • PIZZA

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with purchase of entree. Not valid with any other offer. Code: MapFW

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CIOPPINOS.COM

39 C-4

the  
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theBuenaVista.com



44 D-3, H-3 PIER 41



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**Waffle Cone!**

Buy one Waffle Cone Special,  
get the second one 1/2 OFF

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49 J-3 PIER 39



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SINCE 1975

PIER 39 2nd Level eaglecafe.com

30 B-4



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WINERY

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WINE TASTING

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45 F-3

**APPLEBEE'S FISHERMAN'S WHARF**  
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(415) 749-9025



50 J-3 PIER 39



**Boudin**  
SINCE 1849  
SOURDOUGH

**Pier 39**  
San Francisco  
boudinbakery.com

Daily Breakfast, Lunch & Dinner

## Sourdough Bread

During the Gold Rush, French baker Isidore Boudin created a tart, tasty loaf of bread. 150 years later, his recipe lives on. Instead of yeast, it's the bacteria from yogurt that makes sourdough rise. All sourdough bakers use a bit of the previous day's "mother" dough, keeping the distinctive flavor of San Francisco's sourdough bread consistent throughout the decades.