

Experience

Fisherman's Wharf San Francisco

Why is Fisherman's Wharf the most popular destination in San Francisco? Because there's something for everyone! From the historic fishing fleet and sailing ships, to the panoramic vistas, to the aroma of fresh seafood, every sight and sound is unforgettable.

Like people-watching?

Visit old friends at The Wax Museum, view the unusual at Ripley's Believe It or Not!® Museum or check out the street performers everywhere!

History meets Baseball at The Wax Museum.

Wax Museum Entertainment Complex was inspired by San Francisco architecture.



Got a sweet tooth?

Watch chocolate being made at Ghirardelli Square. Satisfy your sweet cravings at the many shops serving homemade fudge, chocolates, ice cream, cookies, taffy and sweets.

Feeling crabby?

Enjoy the freshest Dungeness crab from steaming cauldrons at curbside stands. At the turn of the 20th century, Italian fishermen and restaurant owners lured customers into their establishments with this tempting practice. The tradition continues today.

Craving personal space?

Get locked up in a prison cell on Alcatraz! You don't even have to break the law.



Need a place to stay?

Fisherman's Wharf offers over 3,000 hotel rooms, ranging from full-service Hotels to smaller Lodges and Inns.

Did you know?

✦ **Boudin Sourdough Bakery and Cafe** Original San Francisco Sourdough French Bread was born in 1849 by a family of French immigrants with a passion for baking—the Boudins. It was then, during the height of the Gold Rush, that the artistry of French baking was first combined with the unique qualities of San Francisco Sourdough, and then a legend was born: the original Sourdough French bread.

✦ **Dungeness Crab** is a Bay Area natural. Gravitational currents carry the crab larvae from the ocean through the Golden Gate and deposit them among the wetlands of the upper San Francisco Bay system. The wetlands nourish the young crabs until they reach adulthood in the Bay a year or so later. Crab season is from November until April.

✦ Sixteen rivers empty into **San Francisco Bay**, which is actually an estuary (a mix of salt and fresh water). As northwesterly winds blow in off the Pacific coast and whip up the California current, colder, deeper water mixes with the warm air on the surface. The result? Frothy fog rolls in off the Pacific like a magical floating blanket. Higher summer temperatures draw the fog inland and over the Bay.



Aboard Blue and Gold Fleet Sail to Alcatraz or cruise the bay.



Tour the waterfront on a guided Segway tour.

✦ Mark Twain once observed, "The coldest winter ever spent was a summer in San Francisco." Our **Mediterranean Climate** makes August and September our

warmest months (temperatures range from the mid-60s to the mid-80s), and winter temperatures average 10 to 20 degrees cooler. Take a tip from the locals and dress in layers to keep up with the climate changes throughout the day.

Capture the essence of San Francisco's magnificent evening sky aboard Red and White Fleet's California Sunset Cruise.



Come Aboard!

Fisherman's Wharf's nautical past and present come alive through tours and walks.

✦ Take the **Port Walk** for a self-guided walking tour that extends from the Ferry Arch to Hyde Street Pier. Interpretive signage provides current and historic information about Fisherman's Wharf.

Square Rigged Balclutha at San Francisco Maritime National Historical Park.



USS Pampanito is a WWII treasure at Pier 45, Fisherman's Wharf.

✦ Tour historic vessels

- **USS Pampanito** WWII Submarine (Pier 45)
- **SS Jeremiah O'Brien** WWII Liberty Ship—the only remaining unaltered operational Liberty ship (Pier 45)
- **Maritime National Historic Park.** Visit one of the largest collections of historic maritime ships in the world. Ships and ship documents are on display at Hyde Street Pier.



Salmon Capital of the West Coast—80% of all Salmon caught by sports fishermen comes from Northern California waters.

✦ Watch the **fishing fleet** come in along Jefferson Street. Over 300 boats call Fisherman's Wharf home. **Pier 45** is the largest seafood processing area on the West Coast. San Francisco knows fish!



Enjoy dining aboard a Hornblower Cruise.

Celebrating over 50 years of our world famous Irish Coffee at the Buena Vista



Aquarium of the Bay at PIER 39 offers a "diver's eye view."

Meet a starfish at the Aquarium's "Touch Pool."



The International Orange tower of the Golden Gate Bridge can be seen from the Wharf waterfront.

For Landlubbers

The Wharf offers unique shopping, world class museums, fine or family dining, and more!

✦ **The Cannery at Del Monte Square**, the factory where they once canned Del Monte peaches is now a thriving marketplace. Spend a few hours in the delightful courtyard surrounded by shops and restaurants in an historic brick building.



Sunset at The Cannery at Del Monte Square, once the world's largest peach cannery.

✦ **Maritime Museum and Library** offers an extensive selection of displays, books, periodicals, and graphics devoted to maritime history.

✦ **PIER 39** Just follow the sounds of the sea lions to great fun and excitement! PIER 39 is San Francisco's #1 attraction.



PIER 39's carousel was designed and handcrafted in Italy.

The sea lion population at PIER 39 grows to 900 each winter.

✦ **Ghirardelli Chocolate Factory** The collection of circa 1860 buildings that housed the original chocolate business now features an international collection of over 50 remarkable restaurants, galleries and specialty shops, breathtaking bay views and beautifully landscaped plazas. The building survived the Great 1906 earthquake!



Historic Ghirardelli Square—more than just delicious chocolate!

✦ **The Anchorage** This multi-faceted destination is located in the heart of the Wharf. Enjoy free entertainment, specialty shops, restaurants, hotel and ample parking.

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Cable cars replaced horses in 1869. It's all been uphill ever since.

Look for Cable Cars with this sign to get to Fisherman's Wharf.



All Roads Lead to Fisherman's Wharf

Just Arriving Situated a mere 20 miles from both San Francisco and Oakland International Airports, getting here is quick and easy.

Getting Around Once you're here, you have convenient access to all of San Francisco's public transportation. Two **cable car** lines end at Fisherman's Wharf—one at Bay and Taylor Streets, the other at Jefferson and Hyde Streets. Line up at the turnarounds to get a seat! Ride a bit of history on the **F-Line**, which makes its way down Market Street and runs the length of the Embarcadero to Fisherman's Wharf. Don't be confused by how different each car looks—they are actual trolley cars from cities like Louisville, Cincinnati, Los Angeles and more. Watch for the striking orange ones from Milan, Italy! Several **MUNI bus** lines also service Fisherman's Wharf.

Making Fisherman's Wharf Your San Francisco Hub

With its spectacular location on San Francisco Bay and its proximity to North Beach, The Embarcadero, Union Square, ferries to Sausalito, Tiburon, Angel Island and Alcatraz, it makes sense to make Fisherman's Wharf home for your San Francisco trip.

The Perfect Day at Fisherman's Wharf

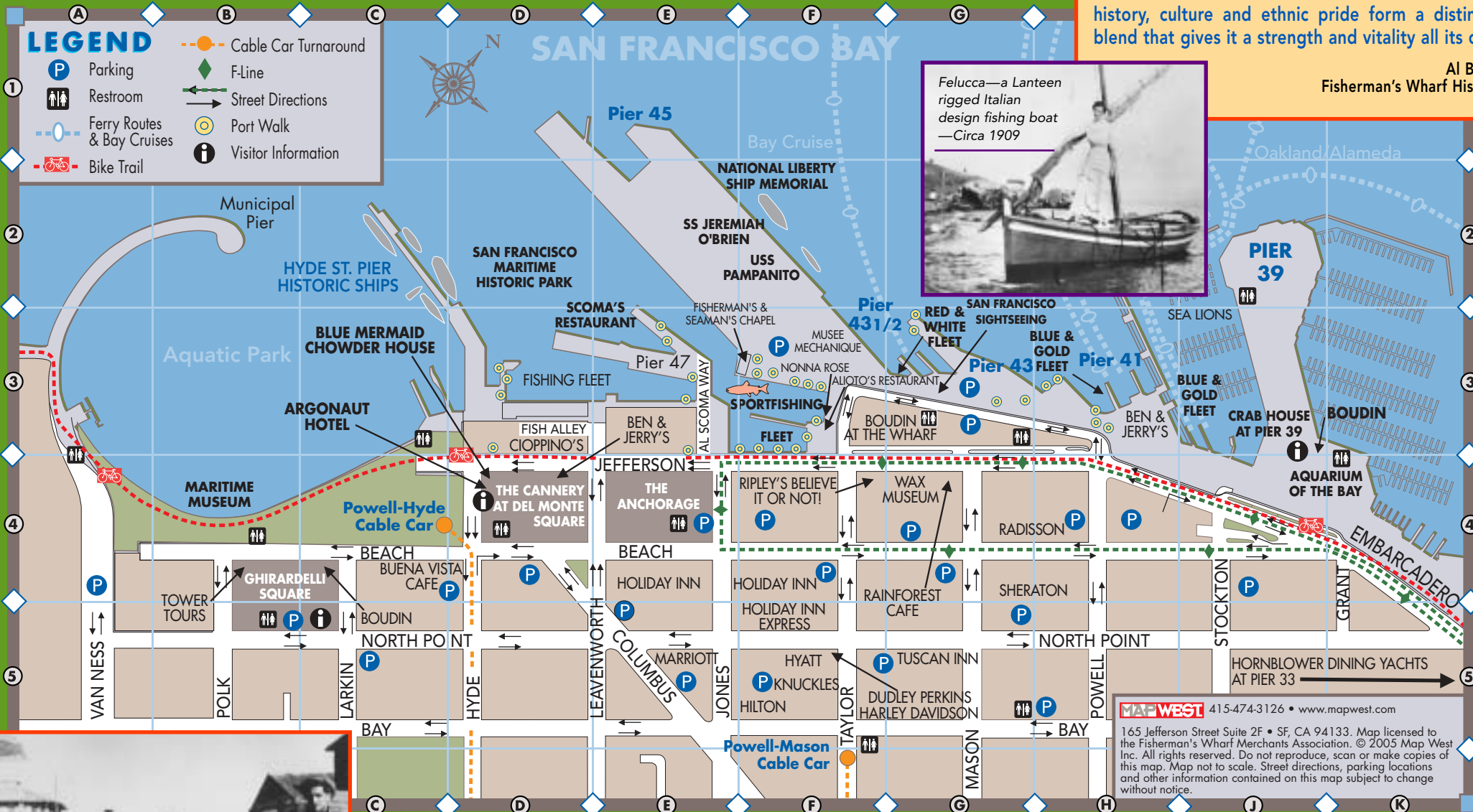
✦ Stroll the **Port Walk** to discover the colorful past of Fisherman's Wharf ✦ **Walk or Jog along the Bay** to view the fishing fleet in action ✦ **Enjoy Dungeness Crab, Sourdough Bread, Chowder and Cioppino** from the many seafood stands ✦ **Cruise under the Golden Gate Bridge and around Alcatraz** ✦ **Treat yourself to an ice cream sundae** at Ghirardelli Square ✦ **Watch the Sea Lions** spend a lazy day at **PIER 39** ✦ **Warm up with a world famous Irish Coffee** at the Buena Vista ✦ **Tour historic ships, boats or even a submarine** ✦ **Watch the sunset over the bay** from a **Waterfront Restaurant table** ✦ **Unwind at a relaxing pace** while touring in a **horse-drawn carriage** ✦ **Hang off a Cable Car** or ride the historic **F-Line Streetcar**





What makes Fisherman's Wharf an exciting place to visit is its thriving historic fishing port. The Wharf is one of those rare locations where history, culture and ethnic pride form a distinctive blend that gives it a strength and vitality all its own.

Al Baccari
Fisherman's Wharf Historian



Crab vendors have hawked their wares since the early 1920s. About a million pounds of Dungeness crab are caught every season.

Fisherman's Wharf San Francisco

Complete schedules of events, coupons, area merchants and Wharf information at: www.fishermanswharf.org
For more information or to order bulk copies of this brochure, call: 415/674-7503.
San Francisco Convention and Visitors Bureau: www.sfvistitor.org
Hours and rates may change without notice.



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POINTS OF INTEREST

Accommodations

- Argonaut** The 4-Diamond Argonaut Hotel, perched on the edge of the Bay at Fisherman's Wharf, features 252 deluxe, luxurious and spacious guest rooms many with views of the Golden Gate Bridge and Alcatraz Island. PH 415/563-0800 TOLL FREE 866/415-0704 FX 415/563-2800 WWW.ARGONAUTHOTEL.COM 495 Jefferson St. D-4
- The Best Western Tuscan Inn** is a unique boutique Hotel that combines warm European ambiance with exceptional service. While evoking the charm of an Italian countryside villa, the Hotel is ideally located in the heart of Fisherman's Wharf. PH 415/409-4600 TOLL FREE 888/501-7757 FX 415/409-5111 WWW.TUSCANINN.COM 425 North Point St. G-5
- Hilton San Francisco Fisherman's Wharf** has the largest guest rooms in the Fisherman's Wharf area. Close to all attractions and amenities, 24 Hour Fitness room and Business Center available, High Speed Internet Access. Full Breakfast Buffet in Vintner's Restaurant. Room Service for all meal periods and Cocktails in Vintner's Lounge. Concierge Service and much more. PH 415/885-4700 TOLL FREE 800/228-8408 FX 415/771-8945 WWW.SANFRANCISCOFISHERMANSWHARFHILTON.COM 2620 Jones St. F-5
- Holiday Inn Express Hotel & Suites** This 252 room hotel features 36 suites, complimentary breakfast, local phone calls and a location that is convenient to all Fisherman's Wharf attractions. Stay smart at Holiday Inn-Express. PH 415/409-4600 TOLL FREE 888/501-7757 FX 415/409-5111 WWW.HIEXPRESS.COM/SFWHARFEXPRESS 550 North Point St. F-5
- Holiday Inn Fisherman's Wharf** Located adjacent to the Cannery and Anchorage, this full-service hotel is in the heart of Fisherman's Wharf, featuring 585 guest rooms, two restaurants, a lounge, an outdoor heated pool, a fitness center and a tour desk. PH 415/771-9000 TOLL FREE 800/WHARF-IT FX 415/771-7006 WWW.HOLIDAY-INN.COM/SFO-FISHERMANS 1300 Columbus Ave. E-4
- Hyatt At Fisherman's Wharf** Steps from the Cable Car Line, featuring 312 rooms, an outdoor heated swimming pool, jacuzzi, fitness center, concierge, and Knuckles Historical Sports Bar & Grill, serving fresh Krispy Kreme Doughnuts daily. PH 415/563-1234 TOLL FREE 800/233-1234 FX 415/563-2218 WWW.FISHERMANSWHARF.HYATT.COM 555 North Point St. F-5
- Radisson Fisherman's Wharf** Magnificent location with inspiring waterfront view from many of the 355 guest rooms. Featuring wireless high speed internet, outdoor heated pool, exercise room, and concierge service. Only steps to the water and the most popular attractions The Wharf has to offer, explore the diverse dining and shopping outlets adjoining the hotel. PH 415/392-6700 TOLL FREE 800/333-3333 FAX 415/986-7853 WWW.RADISSON.COM 250 Beach St. G-4
- San Francisco Marriott Fisherman's Wharf** 285 room hotel within walking distance to the best of the City, just two blocks from the Wharf. Featuring Concierge Services, a full-service restaurant, lounge and health club. PH 415/775-7555 TOLL FREE 888/236-2427 FX 415/474-2099 WWW.MARRIOTT.COM/SFOFW 250 Columbus Ave. E-5
- Sheraton Fisherman's Wharf** 4-Diamond full service hotel just one block from Fisherman's Wharf. Features cozy lobby with fireplace, restaurant, bar, fitness room, rental car desk, outdoor heated pool. High Speed Internet access. PH 415/362-5500 TOLL FREE 800/325-3535 FX 415/ 956-5275 WWW.SHERATONATTHEWHARF.COM 2500 Mason St. G-4

Attractions

Aquarium of the Bay Walk through 300-feet of crystal clear tunnels where visitors are within inches of marine animals indigenous to the Bay. 888/SEA-DIVE WWW.AQUARIUMOFTHEBAY.COM *Discount Coupon on insert* Located at PIER 39, Beach St. & the Embarcadero. K-4

- Blue and Gold Fleet** This executive ferry provides service to Alcatraz, offers one-hour San Francisco Bay cruises and excursions to Angel Island. Motorcoach tours of San Francisco, Napa/Sonoma Wine Country Muir Woods, Monterey/Carmel and Yosemite can be part of your Bay Area visit. Also ferry service to Alameda/Oakland, Vallejo, Sausalito and Tiburon. Tickets/Info 415/705-5555 WWW.BLUEANDGOLDFLEET.COM *Discount Coupon on insert* Departures from PIER 39 & Pier 41. H-3
- Red & White Fleet** One-hour cruise, sail under the Golden Gate Bridge & around Alcatraz. Foreign language translation. Daily, from 10:00 am at Pier 43, Fisherman's Wharf. Motorcoach sightseeing tours of San Francisco, Napa/Sonoma Wine Country, Muir Woods/Sausalito, Monterey/Carmel and Yosemite. Reservations/Info 415/673-2900 WWW.REDANDWHITE.COM *Discount Coupon on insert* G-3
- SS Jeremiah O'Brien** The World's most famous W.W.II Liberty Ship. The only ship out of 5000 that participated in the "D-Day" landings, to return 50 years later to Normandy, to represent the U.S. 415/544-0100 WWW.SSJEREMIAHO'BRIEN.ORG *Discount Coupon on insert* Docked at Pier 45. F-2
- The Wax Museum** Step back in time and enjoy the ancient art of Wax Sculpting. You'll visit with Hollywood Celebrities, U.S. Presidents, Scientists, World Leaders and of course, our Chamber of Horrors. Come experience what has delighted more than 10 million visitors for more than 40 years. TOLL FREE 800/439-4305 WWW.WAXMUSEUM.COM *Discount Coupon on insert* 145 Jefferson St. G-4
- Wharf Sport Fishing Fleet** Join us for an unforgettable day fishing the Pacific Ocean beyond the Golden Gate Bridge or in San Francisco Bay. The Sport fishing boats are conveniently docked along Jefferson Street in the heart of Fisherman's Wharf. F-3

Shopping Destinations

- The Anchorage** The Anchorage Shopping Center offers over 35 unique shops and restaurants, hotel accommodations, free entertainment and validated parking. 415/775-6000 WWW.ANCHORATTHEWHARF.COM 2800 Leavenworth St. between Jefferson St. & Beach St. E-4
- THE CANNERY at Del Monte Square** has been a SF destination since 1907 when it was Del Monte's Plant #1. An authentic San Francisco gathering place, today it is home to 35 shops, restaurants and nightclubs. 415/771-3112 WWW.DELMONTESQUARE.COM D-4
- Dudley Perkins** San Francisco's only authorized Harley-Davidson dealership. Gift Store open 7 Days. 415/776-7779 WWW.DPCHD.COM *Discount Coupon on insert* 2595 Taylor St. at North Point F-5
- Ghirardelli Square** Historic Ghirardelli Square features intriguing specialty shops, award-winning restaurants, live entertainment and breathtaking Bay views. Free parking with validation. 415/775-5500 WWW.GHIRARDELLISQ.COM 900 North Point St. B-4
- PIER 39** San Francisco's #1 Attraction, is a festival marketplace offering 11 full-service restaurants, 110 specialty shops, family fun and postcard views of San Francisco Bay. 415/981-PIER WWW.PIER39.COM Beach St. & The Embarcadero. J-2,3,4

Restaurants

- Alioto's Restaurant** Finally, a place where the food is as good as the view! Serving Sicilian delicacies and seafood, fresh from the sea and perfectly prepared since 1925. Open 11AM-11PM daily. 3 hours free parking with validation. 415/673-0183 WWW.ALIOTOS.COM #8 Fisherman's Wharf at Taylor & Jefferson F-3

- Ben & Jerry's** Come visit our 2 Wharf area scoop shops at Pier 41 and at 475 Jefferson St. in the Argonaut Hotel. Also visit us at Macy's Cellar. 415/263-7233 WWW.ICECREAM4U.COM *Discount Coupon on insert* D-4, G-4, H-3
- Blue Mermaid** The Blue Mermaid Chowder House and Bar, a lively dining destination serves casual San Francisco fare, including a variety of homemade chowders and classic preparations of fresh seafood. The Restaurant also features courtyard dining for warm weather. 415/771-2222 WWW.BLUEMERMAIDSF.COM 471 Jefferson St. at Hyde St. D-4
- Buena Vista** Celebrating over 50 years of our world famous Irish Coffee. The Buena Vista serves breakfast, lunch, Dinner and cocktails all day. Open Monday-Friday 9am-2am. Weekends 8am-2am. Gift shop on Hyde St. 415/474-5044 WWW.THEBUENAVISTA.COM 2765 Hyde St. at Beach St. D-4
- Boudin at the Wharf** The new must see attraction includes an expanded bakery; a Boudin Cafe; Bistro Boudin, a full-service restaurant; a demonstration area for hands-on workshops; a Private Dining Room, perfect for business and social gatherings; and the Boudin Museum & Bakery Tour. 415/928-1849 WWW.BOUDINBAKERY.COM 156 Jefferson St. G-4
- The Crab House-PIER 39** Home of the World Famous "Killer Crab" A whole Dungeness Crab roasted in our secret garlic sauce "Voted Best Crab in San Francisco." The Crab House offers stunning views of the bay, the Golden Gate Bridge, and Fisherman's Wharf. Two hours complimentary parking at PIER 39 garage. 415/434-CRAB (2722) WWW.CRABHOUSE39.COM Located on PIER 39, 2nd floor, West side J-3
- Hornblower Cruises & Events** Savor, indulge, and unwind. Enjoy the finest in gourmet cuisine, surrounded by breathtaking views of the Bay Bridge, San Francisco Skyline, Angel Island, Tiburon, and Alcatraz. Sail under the magnificent Golden Gate Bridge. Choose from a 3-hour dinner/dance cruise or 2-hour weekend Champagne Brunch cruise. Live entertainment on all cruises. 415/788-8866 ext.7 WWW.HORNBLOWER.COM *Departs Pier 33*
- Nonna Rose** A Wood-grilled Sicilian-style seafood, plus unique pasta dishes, salads and sandwiches. Italian and American wine list. Open 11AM-11PM daily. 415/359-1200 3 hours free parking with validation. WWW.NONNAROSE.COM #7 Fisherman's Wharf at Taylor & Jefferson F-3
- Rainforest Cafe** Escape into a tropical adventure alive with cascading waterfalls and exciting animatronics. The menu offers a variety of specialty items from seafood, beef and chicken to pastas and pizza. The fun new Kids Menu has a variety of fresh tastes and old favorites. Our very own Sparking Volcano dessert lights up any meal! 415/440-5610 WWW.RAINFORESTCAFE.COM *Discount Coupon on insert* 145 Jefferson St. G-4
- Scoma's Restaurant** Located off the beaten path on Pier 47 and Al Scoma Way, Scoma's is backed by a long family tradition of serving the freshest seafood available daily. Complimentary parking. 415/771-4383 WWW.SCOMAS.COM D-3
- Sightseeing Tours**
- San Francisco Sightseeing/Gray Line** "Let San Francisco's most experienced and respected tour guides entertain you with their insight and knowledge." Several tour packages available: City/Muir Woods, Alcatraz, Wine, Monterey with Aquarium, and Yosemite. PH 415/434-8887 TOLL FREE 888/428-8834 WWW.GRAYLINESANFRANCISCO.COM Pier 43, Embarcadero F-3
- Tower Tours** Fully narrated sightseeing tours offered daily including Deluxe City Tours, Wine Country, Muir Woods/Sausalito, Monterey/Carmel, Yosemite and Alcatraz & Bay Cruise packages. PH 415/345-8687 TOLL FREE 866/345-8687 WWW.SFTOWERTOURS.COM *Discount Coupon on insert* 865 Beach St., 1st level at Ghirardelli Sq. B-4