



New Low Price for Fisherman's Wharf Pass © Includes More Deals and Discounts

*Save as much as \$24 per person and choose from ten attractions at San Francisco's Fisherman's Wharf*

**San Francisco – April 22, 2008** WharfPass announced today the launch of a new and improved Fisherman's Wharf Pass © for sightseeing, cruises, and attractions at San Francisco's Fisherman's Wharf.

Now in its second year, Wharf Pass © makes travel to this much-visited destination more affordable than ever. At \$55.00 for adults and \$37.00 for children, this two-day pass is the only visitor program that includes 10 of Fisherman's Wharf's major attractions. Visitors choose whichever five of these attractions they like best and may visit them over the course of two days.

According to the San Francisco Convention and Visitor's Bureau, 87 percent of San Francisco's visitors include Fisherman's Wharf in their itineraries. Fisherman's Wharf is San Francisco's most popular destination, attracting more than 13 million visitors annually.

“Wharf Pass © saves as much as \$24 per person over the cost of buying separate tickets for each attraction,” observes Brian Huber, Marketing Director. “That's an incredible value, especially for families looking to save money when they travel.”

In addition, the number of deals and discounts associated with Wharf Pass © has grown from 35 last year to a whopping 45 this year. These additional discounts apply to shopping, dining, activity and tour destinations, allowing visitors to save even more when they visit Fisherman's Wharf!

Wharf Pass © can be purchased online at [www.WharfPass.com](http://www.WharfPass.com) or from participating attractions, visitor's centers, and retail outlets throughout San Francisco and Fisherman's Wharf.

The 10 tours, cruises, and attractions available with the Wharf Pass © include the visitor's choice of:

San Francisco CitySightseeing Open Top Double Decker Tour **OR** San Francisco Gray Line “Hop On/Hop Off” Motorized Cable Car Trolley Tour

Red & White Fleet Golden Gate Bay Cruise © **OR** Blue & Gold Fleet Bay Cruise

Wax Museum at Fisherman's Wharf **OR** Turbo Ride at Pier 39

Aquarium of the Bay at Pier 39 **OR** USS Pampanito Submarine Tour



Boudin at the Wharf Sourdough Bakery Museum and Tour **OR**  
San Francisco Carousel at Pier 39

Additional Wharf attraction details, logos, and images for press  
use can be found online at

<http://wharfpass.com/tours/wharf/press.html>