



## Wharf Pass<sup>®</sup> for 2010 Includes Even More Fun Attractions and Discounts; Visitors Save as Much as \$42 per Person

*The newest edition of Fisherman's Wharf Pass<sup>®</sup> bringing you valuable savings for sightseeing, cruises, and attractions at San Francisco's Fisherman's Wharf starts January 1, 2010. Now in its fourth year, Wharf Pass<sup>®</sup> makes travel to this much-visited destination more affordable than ever. At \$61 for adults and \$41 for children, this two-day pass is the only visitor program that includes 16 of Fisherman's Wharf's major attractions and activities. Visitors choose from six options including, sightseeing, a bay cruise, and four other popular activities.*

San Francisco, CA January 1, 2010 - Wharf Pass<sup>®</sup> announced today the launch of a new and improved Fisherman's Wharf Pass<sup>®</sup> including more options and greater savings for 2010.

### **Fisherman's Wharf Pass San Francisco**

Visitors save as much as \$42.00 per person and choose from sixteen attractions and activities at San Francisco's Fisherman's Wharf

Now in its fourth year, Wharf Pass<sup>®</sup> makes travel to this much-visited destination more affordable than ever. At \$61 for adults and \$41 for children, this two-day pass is the only visitor program that includes sixteen of Fisherman's Wharf's major attractions. Visitors choose from six options including sightseeing, a bay cruise, and four other popular Wharf activities and may visit them over the course of two days.

Wharf Pass<sup>®</sup> customers asked for more choices and a better value in these tough economic times, and Wharf Pass<sup>®</sup> delivers with new activities and discounts for 2010 including the newly added Super Sightseeing Hop On Hop Off Open Top San Francisco Full City Tour.

"Wharf Pass<sup>®</sup> saves as much as \$42 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."

Wharf Pass<sup>®</sup> is so much more than a ticket to everything worth seeing at Fisherman's Wharf! It provides many additional discounts, as well. Eat for less at some of San Francisco's most memorable restaurants, save money when you shop at selected stores, and enjoy even more tours at very special prices. [Check out the list of places where Wharf Pass buys you more fun for less money!](#)

Wharf Pass<sup>®</sup> 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 sixteen tours, cruises, and attractions available with the Wharf Pass<sup>®</sup> include the visitor's choice of:

### **CHOICE OF SAN FRANCISCO SIGHTSEEING TOURS**

CitySightseeing Hop-On Hop-Off Open Top Double Decker Tour OR Gray Line San Francisco Motorized Cable Car Trolley Hop Tour OR Ride The Ducks OR Super Sightseeing Hop On Hop Off Open Top Tour.

### **CHOICE OF SAN FRANCISCO BAY CRUISES**

Red and White Fleet Golden Gate Bay Cruise OR a Blue & Gold Fleet Bay Cruise Adventure.

### **INCLUDES CHOICE OF FOUR OF THESE WHARF ATTRACTIONS & ACTIVITIES**

Activity Option 1) Two Hour Bike Rental OR Go Car GPS Guided Tour Car Rental OR Historic Cable Car Ride

Activity Option 2) Wax Museum at Fisherman's Wharf OR SS Jeremiah O'Brien Liberty Ship OR Turbo Ride at PIER 39.

Activity Option 3) Aquarium of the Bay at PIER 39 OR USS Pampanito Submarine Tour.

Activity Option 4) Boudin Sourdough Bakery Museum and Tour OR Players Arcade at Pier 39 Game Tokens.

Additional Wharf attraction details, logos, and images for press use can be found online at <http://wharfpass.com/tours/wharf/press.html>

Wharf Pass  
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