



ALCATRAZ CRUISES ANNOUNCES RESTART OF ALCATRAZ TOURING OPERATIONS

**Beginning March 15, Alcatraz Cruises welcomes back guests
with tours of the famed San Francisco landmark**

**Alcatraz Cellhouse to reopen for the first time in more than a year
as part of tour offering**

San Francisco, CA (March 9, 2021) – Alcatraz Cruises announced today the return of ferry service operations to Alcatraz Island. Beginning on **Monday, March 15, 2021**, the Island will be open to the public for visitation and Day Tours of the iconic San Francisco landmark. Additionally, opening for the first time since closing over a year ago due to COVID-19, guests can experience, the legendary Alcatraz Cellhouse, a must-see stop as part of the touring experience. Tickets are on sale now at www.alcatrazcruises.com.

“We are thrilled to welcome back guests to Alcatraz Island aboard our Alcatraz Cruises fleet and are excited that both locals and tourists alike will be able to once again experience our city’s iconic landmark,” said Antonette Sespene, assistant general manager of Alcatraz Cruises.

In conjunction with the reopening of the Alcatraz Cellhouse—once home to Al Capone and Machine Gun Kelly—tour options will also include the official Cellhouse Audio Tour. Visitors will be able to walk through the historic structure and experience the windswept Island, learning about its layered history through outdoor interpretive signs, a free Discovery Guide and digital Apps with historical information, stories, and more. Rangers will be stationed around the Island to assist visitors and answer questions.

The health and safety of crew and guests remains Alcatraz Cruises top priority. While guests can expect the same high standards and welcoming service, experiences have been adapted to ensure heightened cleanliness and to maintain social distance onboard both the ferry and Island. For the last 13 years, Alcatraz Cruises has been recognized by international organizations and have maintained the ISO 45001 certification for efforts and focus on the Occupational Health and Safety Management Systems.

To provide reassurance in the current pandemic environment, Hornblower has expanded its industry defining **SafeCruise by Hornblower** program, building on already stringent sanitation processes, to incorporate further health-driven measures to guard against the spread of COVID-19 and other viruses. These include, but are not limited to:

-more-

- Mandatory daily crew member health screening, and wearing of appropriate PPE
- Revised boarding and ticketing procedures to allow for social distancing and touchless entry
- Requiring guests to wear face masks while cruising, except while eating and drinking
- Reducing the number of guests on board, and adapting all seating and table spacing to allow for a minimum 6-foot distance between guests
- Implementing enhanced sanitation and disinfection procedures, with hand sanitizing stations available throughout

Alcatraz Cruises ferries departs from Pier 33 Alcatraz Landing, a quarter mile from Fisherman's Wharf. Tours are booked through Alcatraz Cruises, the official concessioner to the National Park Service and the only operator that goes onto the island. For more information, visit <https://www.alcatrazcruises.com>.

For Media Photos and Broll for Alcatraz Tours:

https://entertainmentcruises-my.sharepoint.com/:f/g/person/michael_deicas_hornblower_com/Eulfh9X7jA5FtzE1wcZXxTIB0hBOEf9DXDjJwSZz-AjM-A?e=zXd1eT

About SafeCruise by Alcatraz Cruises

At Alcatraz Cruises, guests' well-being is our number one priority. Recent circumstances have only strengthened our commitment to providing the best possible visitor experience from start to finish. We are proud of our excellent safety/sanitation track record and Alcatraz Cruises maintains a rigorous process around cleanliness and hygiene. So, while you can still expect the same high standards and welcoming service, here are the extra steps we are taking to keep everyone healthy. For more information, visit <https://www.alcatrazcruises.com/safecruise/>

About Alcatraz Cruises

Alcatraz Cruises is the National Park Service concessioner of ferry service to Alcatraz Island in San Francisco Bay. Alcatraz Cruises hosts over 1.7 million visitors annually. Alcatraz Cruises designed, built and operates the first hybrid ferry in the United States. The Hornblower Hybrid's revolutionary design has reduced fuel consumption by 75% and has already begun to be implemented in other parts of the country. For more information visit: www.alcatrazcruises.com/pressroom.

About Hornblower Group

Hornblower Group is the world's leading provider of water-based experiences with headquarters in San Francisco, Chicago, New York and London. The group's expansive portfolio reflects almost a century of sector expertise and innovation, which over time has continually redefined the marine hospitality industry, establishing a portfolio of distinctive award-winning brands across multiple categories including Hornblower Cruises & Events (Dining & Sightseeing), American Queen Steamboat Company and Victory Cruises Lines (Overnight) and NYC Ferry, HMS Ferries and Seaward Marine Services (Transportation). Hornblower also operates the official ferry boat service to Alcatraz Island, the Statue of Liberty National Monument and Ellis Island Memorial Museum on behalf of the National Park Service as well as Hornblower Niagara Cruises on behalf of the Niagara Parks Commission. For more information visit www.hornblower.com

Press Contacts:

Melissa Gunderson / Hornblower Group / melissa.gunderson@hornblower.com

Michael DeiCas / Hornblower Group / michael.deicas@hornblower.com

###