

= Pike Place Fish Market =

The Pike Place Fish Market , founded in 1930 , is an open air fish market located in Seattle , Washington 's Pike Place Market , at the corner of Pike Street and Pike Place . It is known for their tradition of fishmongers throwing fish that customers have purchased , before they are wrapped . After nearing bankruptcy in 1986 , the fish market owner and employees decided to become " world famous " , changing their way of doing business by introducing their flying fish , games , and customer performances . Four years later , they were featured repeatedly in the national media and television shows . The store is now a popular tourist destination in Seattle , attracting up to 10 @, @ 000 daily visitors , and is often billed as world @-@ famous .

= = History = =

The Pike Place Fish Market was purchased in 1965 by John Yokoyama , a former employee of the fish market , who bought the store to make enough money on an owner 's salary to afford the car payments on his new Buick Riviera . Initially , Pike Place Fish Market was unknown outside of the Seattle area , but Yokoyama and his staff decided to change that in a meeting with a business coach in 1986 . Prior to the meeting , the Pike Place Fish Market was near to bankruptcy , and the consultant , Jim Bergquist , was helping them to conceive of ways to save the business . A fish market employee at the meeting suggested that they not only save the business , but make it " world famous " , with the ideas for the business ' flying and thrown fish , games with customers , and staff attitudes of always enjoying their work , so that customers would as well . In an interview , Yokoyama stated , " We took a stand that we were going to become world famous . We just said it and it became so . "

Four years later , in 1990 , Ted Turner 's Goodwill Games were held in Seattle . News crews at the Pike Place Market discovered the fish market and its performances with customers , and they filmed them . Soon afterwards , the fish market appeared on Good Morning America , leading to the business and its employees being filmed by various film crews , and being featured in numerous magazines . Now , during the summer tourist season , the fishmongers will perform now in front of as many as 10 @, @ 000 visitors daily . The success of the business has been cited to its human resources and employee attitudes . The employees of the fish market will often speak to businesses , civic groups , and schools on ways to be successful , and has led to their being featured in motivational books .

A popular feature at the Pike Place Fish Market is the monkfish , which sometimes , thanks to a hidden line , is made to " snap " at customers . In 1991 , CNN named the Pike Place Fish Market as one of the three most fun places to work in America .

= = Flying fish = =

The Pike Place Fish Market is best known for their habit of hurling customers ' orders across the shopping area . A typical routine will involve a customer ordering a fish , with their fishmongers in orange rubber overalls and boots calling out the order , which is loudly shouted back by all the other staff , at which point the original fishmonger will throw the customer 's fish behind the counter for wrapping . Initially , the shouted repeating of the ordered fish began as a prank on one employee , but was enjoyed by customers , so it became a tradition . While working , the staff continually yell to each other and chant in unison while they throw ordered fish . At times , the fish market staff will throw a foam fish into the crowd to scare bystanders , or select a customer from the crowds to participate in the fish toss . Above the areas in which they throw fish , the market hangs a sign that reads , " Caution : Low Flying Fish " .

= = Films , books and popular culture = =

In 1998 , the Pike Place Fish Market was the subject of a documentary film and accompanying

book , FISH ! Philosophy . The Pike Place Fish Market has also been the setting for several best selling corporate training videos , the aforementioned FISH ! , and also FISH ! Sticks , which have been used by firms such as Enterprise Rent A Car , Sprint Nextel , Southwest Airlines , Sainsbury 's , Saturn , and Scottish and Southern Energy , for employee training . The Pike Place Fish Market has been featured in a variety of television shows and commercials . These include a Spike Lee Levis jeans commercial ; MTV 's The Real World ; NBC 's Frasier , and ABC 's Good Morning America . In films , they have appeared in Free Willy . Reference to the Pike Place Fish Market is also made by American hip hop duo Macklemore & Ryan Lewis in their 2015 single " Downtown " featuring Eric Nally , Melle Mel , Kool Moe Dee and Grandmaster Caz .