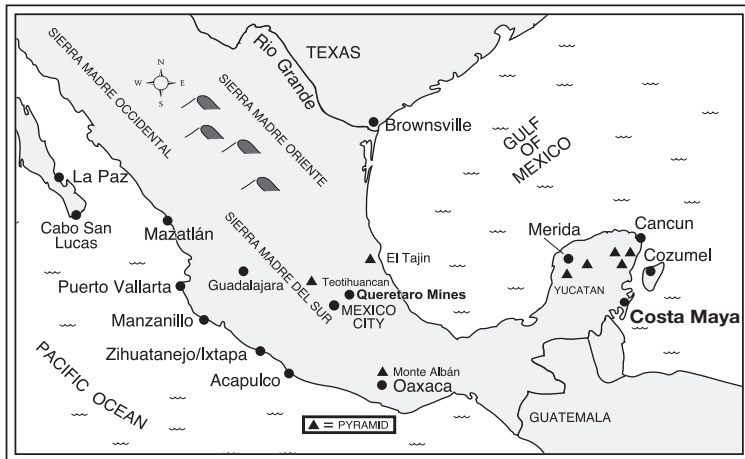


# Spotlight on Costa Maya



## HISTORY

People began living in the Costa Maya area of the Quintana Roo region around 2000 B.C. The area was active primarily in marine trade. In 1528, Spanish conquistadors attacked the coast; in 1544 the port city Bacalar fell. The new Spanish settlers lacked the skills to cultivate the land, and the Mayan Indians refused to work for their conquerors. The Spanish finally retreated inland when pirates attacked the settlement.

Mexico gained independence in the early 1800's, but Quintana Roo felt no change. In the mid 1800's, natives rebelled against the ruling occupants. The Mayans nearly ousted the Yucatecan Army from the region, but the rainy season came and the Mayans stopped fighting to tend to their crops. The Yucatecan Army reclaimed the cities they had lost.

In the late 1800's and early 1900's, rebellious Mayans traded local hardwoods for weapons and continued fighting, isolating Quintana Roo. Finally in the early 20th century, the government established a customs station, putting an end to weapons trading and making Quintana Roo a safe place for trade and settlement.

In 1904, Quintana Roo became a state. It remained quiet and unsettled until 1920, when President Diaz declared it a penal colony. From 1920 to 1929, the sap of the Chicozapote tree, chicle, was the main crop in Quintana Roo. The sap was used to make chewing gum until substitutes were developed. In the 1950's, the economy boomed with exports of mahogany and cedar.

In 1974, the first hotels in Cancun opened. By 1999, 36% of Mexico's tourism revenue was accounted for by Quintana Roo. Today, Costa Maya is quickly developing into a haven for the world's travelers because of its inexpensive real estate, beautiful beaches and welcoming people.

## LOCAL WARES

Once home to the ancient Mayans, Costa Maya and the rest of the Yucatan area are the best places to find Mayan artifacts and replicas of Mayan art, crafts and jewelry. Fine silver jewelry and beautiful pottery and leather goods abound. While in Costa Maya, try some chewing gum made from real, locally grown chicle plants, the original source of chewing gum.

## DOCKING/TENDERING

The ship will dock at Puerto Costa Maya.

## SHORE EXCURSIONS

Please check your tour ticket for the correct meeting time and location of your tour. The Shore Excursions team will direct you to your transportation.

## TRANSPORTATION

Limited taxis are available at the exit of the tourist village.

## HOW TO GET TO TOWN

Majahual is approximately 5 minutes away. The fare is approximately \$5 per person.

## SHOPPING

Costa Maya offers jewelry stores, beachwear and Mexican specialties such as silver and handicrafts. In addition, the port area offers a plaza at the pier with shopping and a saltwater swimming pool.

## STORE HOURS

Most shops are open when cruise ships are in port.

## BANK HOURS

There are no banks in port.

## POST OFFICE HOURS

There are no post offices in port.

## PHONE LOCATIONS

Phones are available in the shopping area.

## EMERGENCY

Emergency phones are available at the port for emergencies, security and ambulance.

## GUARANTEE

Shop with confidence, knowing that all merchants on this map have been carefully selected and each offers a 30-day guarantee to cruise line guests. This guarantee ensures buyers that all recommended merchants will repair or replace any unsatisfactory item, excluding buyer's negligence, buyer's remorse and lost or stolen merchandise. For purposes of determining quality and value of jewelry related to a buyer's complaint, only appraisals secured by a buyer from independent graduate gemologists, not affiliated with any retail jeweler, will be acceptable. Please inquire about individual store return policies before finalizing any purchase.

The port shopping program is operated by Onboard Media; Inc. Participating merchants have paid an advertising fee to Onboard Media for inclusion in this program. Onboard Media handles all customer relations claims relating to

the guarantee. If you become aware of a problem during the cruise, please contact the Shopping Guide onboard for immediate assistance. If a problem arises after the cruise but within 30 days of the purchase date, contact the Customer Relations Department at Onboard Media, 1691 Michigan Ave. Suite 600, Miami Beach 33139, Phone: (800) 396-2999, Fax: (305) 673-2741, Email: shoppingissues@onboard.com, Hours: Monday through Friday 9:00 am to 5:30 pm EST (Eastern Standard Time)

Please send a letter and include the name of the ship, cruise date, store name and merchandise problem. Also enclose a copy of the sales receipt and any relevant documents relating to the sale. Onboard Media will contact the recommended store on your behalf for repair or replacement, and you will be notified accordingly.

Due to the nature of the changes at the ports of call, all information is subject to change.



# COSTA MAYA

## PORT & SHOPPING MAP



## CAPITAL

The capital of the Mexican state of Quintana Roo is Chetumal.

## LOCATION

Costa Maya is located in the Yucatan Peninsula, 150 miles south of Cancun. It sits between Placer and Xcalak in the state of Quintana Roo.

## SIZE

Quintana Roo covers an area of 19,630 square miles (50,842 square kilometers).

## POPULATION

Majahual and Xcalak each have a population of less than 400. The population of the entire state is 493,277.

## LANGUAGE

The official language of Mexico is Spanish. Most shop clerks and other service personnel speak English.

## CURRENCY

The official currency is the peso. United States dollars, travelers checks and credit cards are widely accepted.

## TIME ZONE

Costa Maya is on Central Standard Time, one hour earlier than Eastern Standard Time. The ship may not always follow local time. Please adhere to the ship's time while in port.

## TOURIST INFORMATION

There is a tourist office located at the Kukulcan building.

## DISCOVER JEWELRY

## DISCOVER WATCHES

Ammolite by Korite.....Diamonds International  
 Crown of Light.....Diamonds International  
 Edward Mirell.....Diamonds International  
 The Eighty-Eight®.....Diamonds International  
 Floating Fantasies by Asher.....Diamonds International  
 Hearts on Fire.....Diamonds International  
 Watch and Design  
 Judith Ripka.....Diamonds International  
 Rainbow Sapphire by Asher.....Diamonds International  
 Yvel.....Diamonds International

Cartier.....Diamonds International  
 Chopard.....Diamonds International  
 ESQ Swiss.....Diamonds International  
 Glam Rock.....Diamonds International Watch & Design  
 Maurice Lacroix.....Diamonds International Watch & Design  
 Movado.....Diamonds International  
 National Geographic.....Diamonds International Watch & Design  
 Philip Stein Teslar.....Diamonds International Watch & Design  
 TAG Heuer.....Diamonds International  
 Wyler.....Diamonds International

## DISCOVER



## STORES!

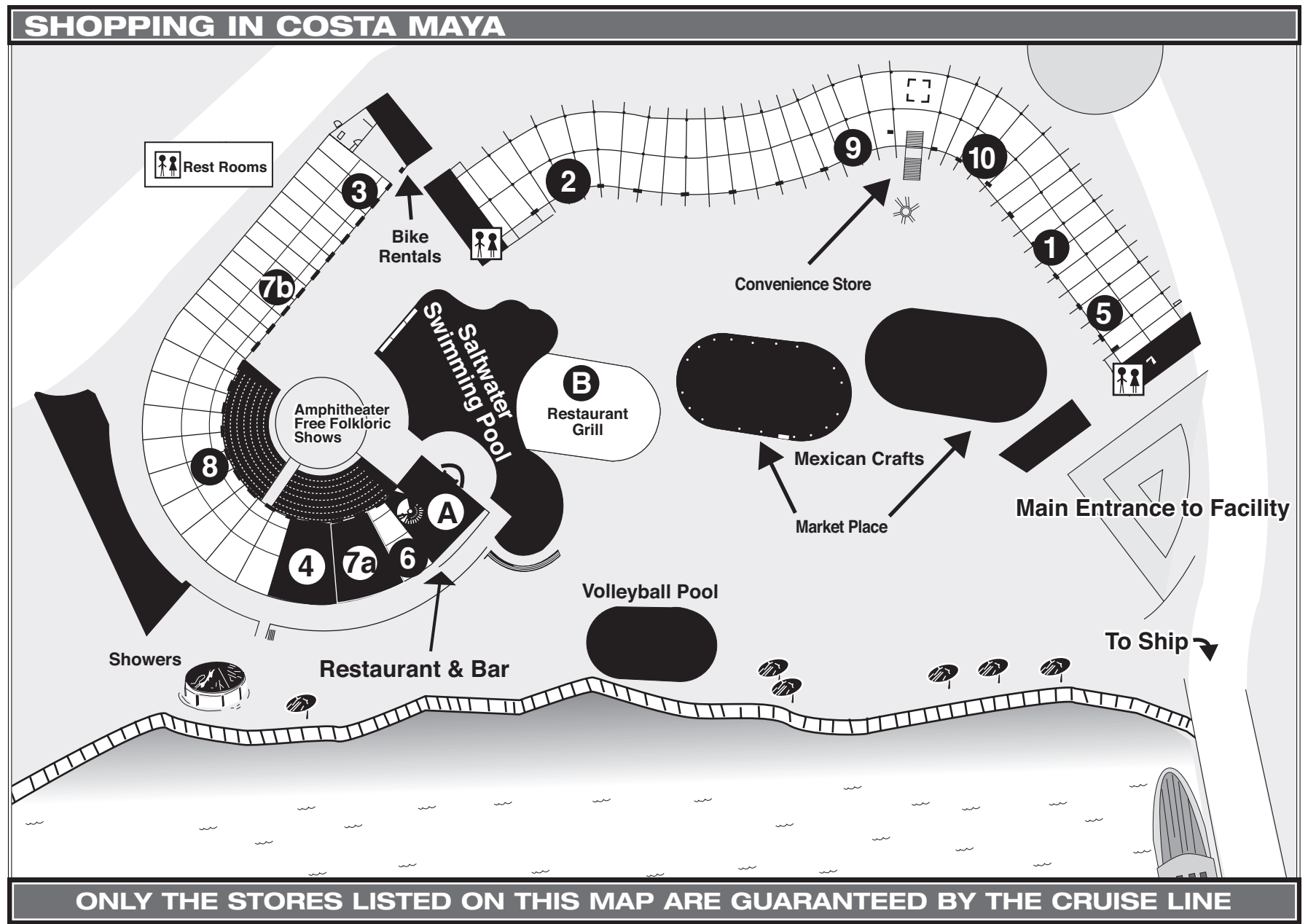
DIAMONDS INTERNATIONAL

DIAMONDS INTERNATIONAL  
 WATCH & DESIGN

TANZANITE INTERNATIONAL

DEL SOL

Tune in to Shopping Channel 22



**1** **MUST SEE**  
**DIAMONDS INTERNATIONAL**  
 #1 Recommendation for Diamonds

- **Unbeatable Selection:** Buying closest to the source affords you the largest selection of all diamonds and diamond jewelry in the Caribbean
- **Become a Designer:** Pick a diamond and pick a setting – create your own dream piece
- **Lifetime Diamond Upgrade Policy:** Trade-in your diamond for a bigger or brighter diamond
- **Grand Unveiling:** MGM proudly launches the Pink Panther Collection of fine jewelry
- **Certified GIA/EGL Appraisals:** Graduate gemologists and master jewelers on staff

**2** **MUST SEE**  
**TANZANITE INTERNATIONAL**  
 The Tanzanite Expert - Since 1988

- **From the Source:** Buy direct from a Tanzanite One Sightholder at incredible prices
- **Tanzanite:** Thousands of loose and set pieces in every size, shape and color
- **Guarantee:** Buy authentic tanzanite with confidence each piece comes with a certificate of authenticity
- **Opportunity:** Tanzanite is increasingly rare and its value increases each year

**3**  
**DIAMONDS INTERNATIONAL**  
 Clearance Center

- **Discount Jewelry:** Fabulous selection of jewelry at outrageously discounted prices
- **Treasures of the Caribbean:** Diamonds, emeralds, tanzanite, rubies, opals, topaz, pearls, silver and gold

**4**  
**CARPET EMPORIUM**  
 Largest Handmade Carpet Company Since 1922

- **Since 1922:** Offers over 10,000 authentic and certified hand-made oriental carpets; exquisite collection of carpets from Turkey, Persia, Nepal, China and India
- Free DHL express shipping worldwide, 100% satisfaction guaranteed; tax and duty free, wholesale prices
- Interior designers and carpet experts can help you choose the perfect carpet for your home.

**5** **MUST SEE**  
 Diamonds International  
**WATCH & DESIGN**  
 Fine Watches and Designer Jewelry

- **A Cut Above the Rest:** Diamonds by Heart on Fire, Crown of Light and The Eighty-Eight™ Collection
- **Fine Designers:** Caribbean Topaz, Chameleon, Chopard, John Hardy, Yvel flat pearls and Ammolite by Korite
- **Timepieces:** Baume & Mercier, Cartier, Chopard, Concord, Corum, Cyma, Dior, Ebel, ESQ, IWC, Longines, Maurice Lacroix, Michele, Mont Blanc, Movado, Philip Stein, Piaget, Raymond Weil, TAG Heuer and Wyler

**6**  
**HAVANA CLUB**  
 Premium Brand Cigars\*

- **Cigars Direct from Cuba:** Monte Cristo, Cohiba, Romeo & Julieta, Partagas and more
- **Walk-in Humidor:** Savor the aroma in their walk-in humidor.

Please Note: United States law prohibits the entry of Cuban Cigars into the United States

**7a/b**  
**TEQUILERIA INTERNATIONAL**

- **Over 200 Types of Tequila:** 100% Agave, Mescal, Anejo, Blanco and more
- Incredible prices on Kahlua

**8** **MUST SEE**  
**DEL SOL**  
 The World's Largest Color - Changing Retailer

- **Custom-Made Mayan Ruins Designed T-Shirt:** Take home this souvenir from Costa Maya; featuring the Mayan ruin, Chichenitza, one of the new seven wonders of the world
- **Over 100 Apparel Options:** T-shirts, tank tops, polo shirts, dyed shirts; Everything bursts into vibrant colors when exposed to UV rays.
- **Just for Kids:** T-Shirts, sport discs, toys and more
- **Solize Sunglasses, Jewelry and Accessories:** Polarized lenses with a lifetime guarantee; lost, stolen or broken, free replacement; hats, visors, beach bags, flip-flops, nail polish, rings, pendants and watches all guaranteed for life

**9**  
**SILVER FACTORY**

- Unique designs in silver and gold at low prices and guaranteed quality
- Great selection of rings, bracelets, necklaces and much more
- Beautiful collection of fine pottery

**10**  
**TAXCO**  
 Art in Silver Factory

- **Unique Designs in Silver:** Authentic collection made by silversmiths
- **New Silver Jewelry Fashions:** Including semiprecious stones such as amethyst, quartz, topaz, zircon, Swarovski crystal, onyx and much more
- Guaranteed quality and factory prices

**DINING**

**A**  
**BANDITO'S**  
 Lobster Shack

- Naturally cooled beach restaurant with live entertainment, great waterside ambience, lobster burritos and fresh fish specialties
- Amazing tropical drinks from award-winning Caribbean bartenders

**B**  
**MAMASITA'S**  
 Restaurant and Bar

- **Poolside Bar Service:** Happy Hour from 3:00 pm to 4:00 pm.
- Fresh fish tacos at great prices