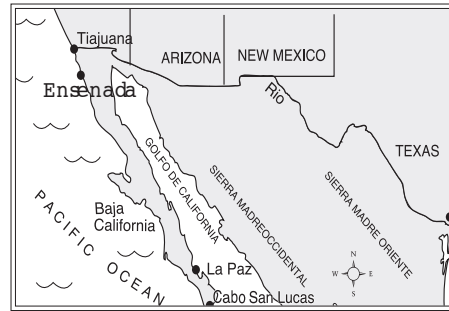


# Spotlight on Ensenada



## HISTORY

In colonial times, galleons bound for Acapulco from Manila made Ensenada their home. The first settlement was established in 1804. There was a short-lived boom in 1870 with the discovery of gold inland at Real del Castillo. Ensenada was named capital of the Baja territory from 1882 until 1915. The capital was then moved to Mexicali during the revolution. After the revolution, Ensenada became a gambling town. That ended in the 1930's when the government outlawed gambling.

Today, Ensenada is a blend of a fishing and commercial port, industrial development, tourist center and party town. Fishing and surfing are very popular. In addition, Ensenada is the source of 90% of the very best Mexican wines. Ensenada Bay is host to awe-inspiring sights from December to March – gray whale watching.

## LOCAL FLAVORS

Ensenada is a festive town that makes every day feel like a celebration. There are monthly jazz concerts, Mexican cerveza flows freely, people fill the streets, and wine lovers can even find good, locally grown vino from the oldest winery in Mexico. The grapes are grown in the Santo Tomas Valley and are still cultivated as they were originally by Dominican monks in the 1790s.

## DOCKING/TENDERING

The ship docks at the new pier in Ensenada.

## SHORE EXCURSIONS

Please check your tour ticket for the correct meeting time and location of your tour. Your cruise line representative will direct you to your transportation.

## TRANSPORTATION

Shuttle Service  
Pier to town: \$2 per person  
Town to pier: \$1 per person  
Taxi Service  
Yellow taxis line up at stands on López Mateo Avenue.  
To Estero Beach: \$12 (per taxi, minimum 3 people)

## HOW TO GET TO TOWN

There is a shuttle service from the pier to town, as well as taxi service. It is also easy to walk into town (only 10-12 min).

## SHOPPING

Discover an abundance of quality items such as fine silver, leather and glassware, unique to Mexico, at unbeatable prices. Home of the renowned Taxco sterling silver, find an array of your favorite designs as

well as exclusive Mexican styles crafted from this metal. Various textures and qualities of leather are used to make handmade bags, purses, jackets and belts. Through the vast array of handmade arts and crafts, rated among the finest in the world, you can experience Mexico and her people first hand. For the value-minded shopper, a bounty of unique items such as stained glass, hand blown glass, pottery, onyx and wood carvings are widely available.

## STORE HOURS

For your convenience, most stores are open from 9:00 am to 8:00 pm, seven days a week.

## BANK HOURS

Banks are open from 8:00 am to 5:00 pm, Monday through Friday.

## POST OFFICE HOURS

The post office is open from 8:00 am to 3:00 pm, Monday through Friday.

## PHONE LOCATIONS

Phones are located in the terminal and throughout the city.

## EMERGENCY

In case of an emergency, dial 060.

## 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

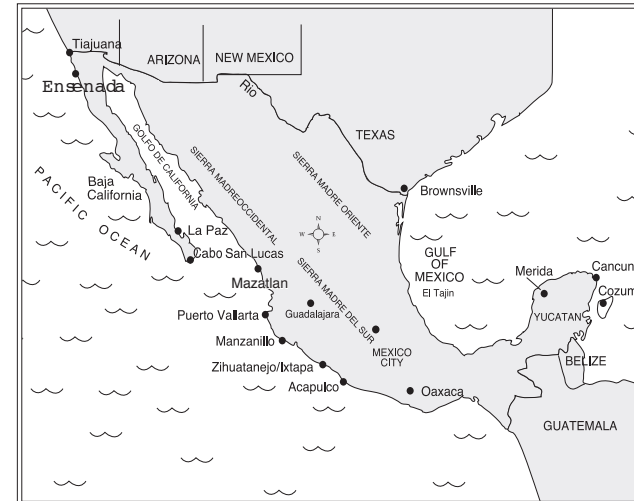
the guarantee. If you become aware of a problem during the cruise, please contact the Shopping Guide onboard for immediate assistance. If a problem arises after the cruise but within 30 days of the purchase date, contact the Customer Relations Department at Onboard Media, 1691 Michigan Ave. Suite 600, 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.



# ENSENADA

## PORT & SHOPPING MAP



## CAPITAL

The capital of Mexico is Mexico City.

## LOCATION

Ensenada lies 68 miles south of Tijuana and the San Ysidro, U.S. border.

## SIZE

Ensenada is the third largest city in Baja.

## POPULATION

Approximately 400,000 people live in the Ensenada area.

## LANGUAGE

Spanish is the official language, but English is commonly understood and spoken in most stores and restaurants.

## CURRENCY

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

## TIME ZONE

Ensenada is on Pacific Standard Time. The ship may not always follow local time. Please adhere to the ship's time while in port.

## TOURIST INFORMATION

The State Tourist Commission office is located at 1477 Blvd. Costero, phone: 23022. The Convention and Visitors Bureau has a tourist information stand with pamphlets and brochures available at the intersection of Blvds. Costero & Azueta, phone: 82411.

## THINGS TO BUY

- Diamond & Gold Jewelry
- Taxco Sterling Silver
- Handmade Leather Bags & Accessories
- Pottery
- Onyx & Wood Carvings
- Stained Glass & Hand Blown Glass

## PLACES TO SEE

**THE WATERFRONT:** Ensenada has a lovely bay protected by mountains. The busy port spans the waterfront and provides a great glimpse of the vital town.

**AVENIDA LÓPEZ MATEOS:** Near the port, Avenida López Mateos showcases a great selection of shops and restaurants, with fantastic offers on authentic Mexican Art and craftwork, silver and gold jewelry and more.

**BODEGAS DE SANTO TOMÁS WINERY:** Old methods for processing grapes that were originally cultivated by Dominican monks in the 18th century are used at this, Mexico's oldest and Baja's largest winery.

**LA BUFADORA:** Literally translated to "buffalo snort", this natural sea spout lies south of Ensenada along the Punta Banda peninsula. Each wave forces water up through the rocks to create a geyser that is accompanied by a loud "grunt", which is said to sound like the snort of a buffalo.

DISCOVER



STORES!

PACIFIC  
JEWELRY

Tune in to Shopping Channel 22

