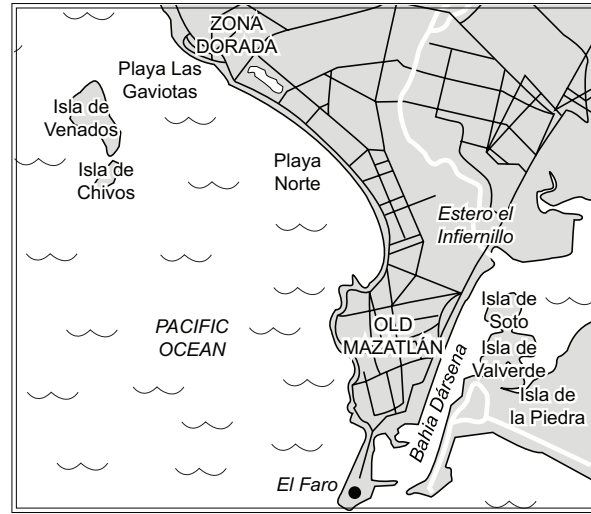


Spotlight on Mazatlan



HISTORY

Mazatlan was first settled by Totorames and Xiximes, who are believed to have given the city its name, which means "place of the deer." At one time, herds of deer wandered throughout the area. Today, in their memory, a large statue of a deer stands proudly on the waterfront and is also included on the city's coat of arms. Founded in 1531, the city served as a port for Spanish galleons loading up on gold and silver from the Sierra Madre Oriental. Pirates who preyed on the treasure-rich ships, including the infamous Sir Francis Drake, also frequented the region, and rumors of gold and silver buried here endure to this day.

After incorporation in 1792, Mazatlan was officially established as a municipality in 1837. Shortly thereafter, the city enjoyed a surge of growth when a large group of German immigrants arrived. They established strong trade ties. The port has remained active and vital to the region, and today it is Mexico's main commercial port on the west coast. One of Mazatlan's largest exports is shrimp; approximately 40 million pounds are shipped abroad annually. The city also has an interesting military history. In 1847, the United States Navy blockaded the port and the French bombarded it in 1864. After the American Civil War, a group of defeated Confederate loyalists attempted to establish a community in Mazatlan. Mazatlan was also the second city in the world to be aerielly bombed, attacked in 1914 during the Mexican Revolution.

Mazatlan differs from other well known tourists resorts with its dual personality. Though tourism accounts for half of the city's economic importance, the other half includes, shrimp and tuna fishing, freezing and canning plants, commerce and port activities. These two aspects meld to form the city's distinct personality.

LOCAL FLAVORS

Mazatlan is filled with the bounty that makes Mexico famous: Stunning Talavera pottery, intricate Hulchol beadwork and seashell jewelry, locally mined opals, the purest sterling silver and gorgeous gold jewelry designs. Artisans in Mazatlan follow centuries-old customs to create the finest of Mexico's traditional crafts.

DOCKING/TENDERING

The ship docks at the commercial cargo dock in Mazatlan. A complimentary train transports guests from the gangway to the terminal for taxi and tour transportation. The terminal contains telephones, restrooms and small shops.

SHORE EXCURSIONS

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

TRANSPORTATION

Open air shuttle buses are available at the ships gangway to take you to the terminal building. Taxis are available outside the terminal building. Another way to enjoy Mazatlan's scenery is to go by Pulmonia, an open golf cart-style vehicle.

These are available if you walk out to the street in front of the terminal. They are the same price as the regular taxis and generally the drivers do not speak much English. Please check with the Port & Shopping Guide for current taxi fares. To Golden Zone: \$10 per taxi, up to four people one way. To Royal Villas Resort: \$12 one way.

HOW TO GET TO TOWN

Mazatlan is divided into two areas: Old Town and New Town. New town (Golden Zone) is approximately three miles from the pier and is where all recommended and guaranteed stores are located. Walking is not recommended due to heavy traffic and poorly paved streets.

SHOPPING

Recommended stores are open while ships are in port.

BANK HOURS

The Banco Nacional de Mexico is open Monday through Friday, 8:30 am to 1:00 pm and 3:00 pm to 5:30 pm.

STORE HOURS

Recommended stores are open Monday through Saturday from 8:30 am to 6:00 pm, whenever a cruise ship is in port. On Sundays, recommended stores are open from 9:30 am to 1:30 pm.

PHONE LOCATIONS

Phones are located in the terminal.

EMERGENCY

In case of emergency, dial 060.



MAZATLAN

PORT & SHOPPING MAP



CAPITAL

The capital of Mexico is Mexico City.

LOCATION

Mazatlan is located in the Mexican state of Sinaloa on the Pacific Coast of Mexico.

SIZE

Mexico covers an area of approximately 758,000 square miles.

POPULATION

The total population of Mazatlan is approximately 324,700.

LANGUAGE

Spanish is the official language; however, English is spoken almost everywhere.

CURRENCY

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

TIME ZONE

Mazatlan follows Mountain Standard Time, which is one hour later than Pacific Standard Time. The ship may not always follow local time. Please adhere to the ship's time while in port.

TOURIST INFORMATION

Dial 985-1221. The main English speaking Tourist Office is located across from Los Sabalos Hotel at 100 Rodolfo Loaiza Street

DISCOVER JEWELRY

DISCOVER WATCHES

Ammolite by Korite.....	Diamonds International	
	Signature Jewelers	
Crown of Light.....	Diamonds International	
Edward Mirell.....	Signature Jewelers	
The Eighty-Eight®.....	Diamonds International	
Firefly by Timothy Pasha.....	Milano Diamond Gallery	
Floating Fantasies by Asher.....	Diamonds International	
Hearts on Fire.....	Diamonds International	
Hello Kitty.....	Milano Diamond Gallery	
Judith Ripka.....	Diamonds International,	
	Milano Diamond Gallery	
Rainbow Sapphire by Asher.....	Diamonds International	
Sophia Fiori.....	Signature Jewelers	
Tanzanite Dreams by Timothy Pasha..	Milano Diamond Gallery	
Yvel.....	Diamonds International	

Ernst Benz.....	Milano Diamond Gallery
Movado.....	Diamonds International
National Geographic.....	Signature Jewelers
Philip Stein Teslar.....	Diamonds International
Ritmo Mundo.....	Milano Diamond Gallery
Seiko.....	Milano Diamond Gallery
TAG Heuer.....	Diamonds International

DISCOVER MUST SEE STORES!

DIAMONDS INTERNATIONAL

TANZANITE INTERNATIONAL

PACIFIC JEWELRY

Signature Jewelers

MILANO DIAMOND GALLERY

DIAMONDS INTERNATIONAL WATCH & DESIGN

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 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.

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