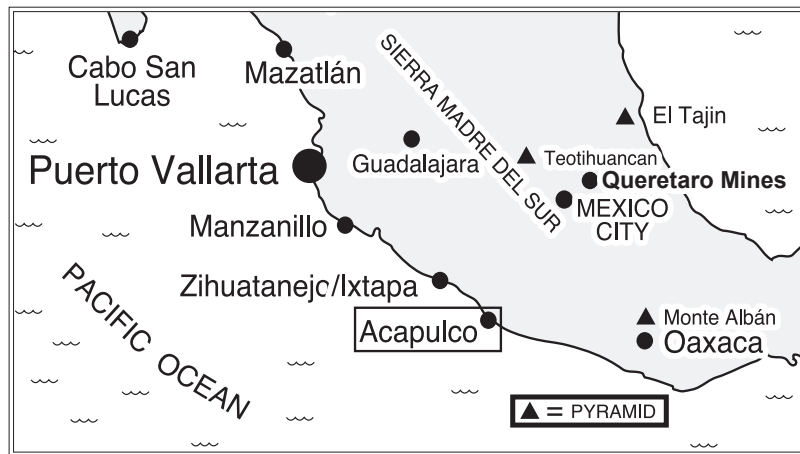


Spotlight on Puerto Vallarta



HISTORY

The history of Puerto Vallarta is different from that of many Mexican cities which have a past dating back thousands of years to the Olmecs, Toltecs and Maya. Puerto Vallarta, was discovered only a few centuries ago, in 1541, by Don Pedro de Alvarado. The port was practically forgotten for the next 300 years.

The bay was developed as a port to transport silver from the nearby mines. At that time, the village was known as Puerto de Peñas, and there were only about 1,500 inhabitants. In the early 1900's, it was designated a municipality and received the name "Puerto Vallarta." Puerto Vallarta remained a quiet fishing village for the next 30 years.

In the 1950's, the possibilities of turning the area into a weekend resort for nearby Guadalajara stirred some interest. A few writers described the natural beauty and serenity of the town, and the American director John Houston visited the area.

International attention was first drawn to Puerto Vallarta by the scandal surrounding Houston's film, Night of the Iguana, which was filmed in nearby Mismaloya. The star, Richard Burton, was accompanied by Elizabeth Taylor, who was still married to Eddie Fisher. The reporters who had come to cover the story were enthralled by the unspoiled,

quaint area. When they returned home, the word was out.

Recently, Puerto Vallarta has experienced astronomical growth. Several five-star hotel and condominium complexes have been completed and more are being constructed. There's also an 18-hole golf course and a marina with a capacity of 300 boats. Today, this part of Puerto Vallarta is truly a world-class resort community with old world charm.

LOCAL FLAVORS

Intricate hand-embroidered designs decorate traditional style Mexican blouses and dresses found in Puerto Vallarta. Puerto Vallartans pair the hand-woven and hand-embroidered styles with lovely sterling silver from the Taxco region for an authentic Mexican look.

DOCKING/TENDERING

The ship docks about three miles north of downtown Puerto Vallarta, next to Playa Del Oro beach.

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

Private taxis and vans are available outside the terminal gate, a short walk from the pier. Sharing a ride in a collective van with other passengers costs \$4 per person to downtown. Ask to be dropped at the Seahorse Statue or one of the recommended shops in town. When returning to the ship, use the yellow Nissan taxis. They are everywhere and it usually costs \$5 per person to return from downtown.

HOW TO GET TO TOWN

All shops are about 2 1/2 miles from the pier. Taxis are available at the terminal.

SHOPPING

Mexican arts and crafts are among the finest in the world and Puerto Vallarta shops are well stocked in both. Load up on papier maché decorations, leather goods, embroidered cotton dresses and blouses, silver, jewelry, original ceramics, colorful paintings and pre-Columbian replicas. Depending on where you shop, you'll also find bargains on gold jewelry. Be sure to bring back a bottle of Kahlua, a Mexican liqueur made from coffee.

STORE HOURS

Most stores are open from 10:00 am to 8:00 pm, Monday through Saturday. Most stores are also closed for siesta from 2:00 pm

to 4:00 pm. Recommended stores remain open whenever a ship is in port.

BANK HOURS

Most banks are open from 9:00 am to 5:00 pm, Monday through Friday, and from 10:00 am to 2:00 pm on Saturday.

POST OFFICE HOURS

The post office is open from 9:00 am to 2:00 pm, Monday through Friday, and is located in the terminal.

PHONE LOCATIONS

Phones are located in the terminal.

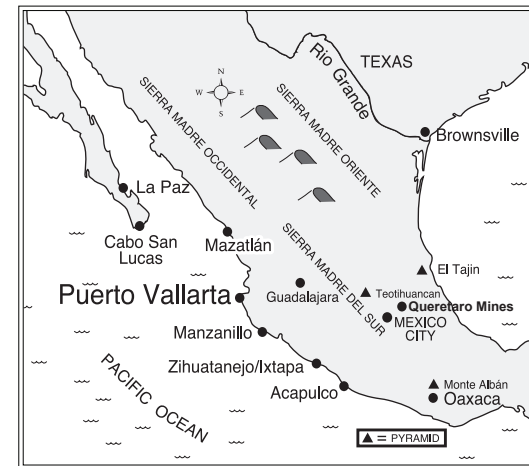
EMERGENCY

In case of an emergency, dial 060.



PUERTO VALLARTA

PORT & SHOPPING MAP



CAPITAL

The capital of Mexico is Mexico City.

LOCATION

Located in the Mexican state of Jalisco, Puerto Vallarta lies along the 25-mile long Banderas Bay.

SIZE

Mexico covers an area of 758,452 square miles.

POPULATION

Approximately 350,000 people live in Puerto Vallarta.

LANGUAGE

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

CURRENCY

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

TIME ZONE

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

TOURIST INFORMATION

The tourism office is located at the corner of Juarez and Independencia streets and can be reached by dialing 322-22-202-42.

DISCOVER JEWELRY

DISCOVER WATCHES

Ammolite by Korite.....	Diamonds International
Crown of Light.....	Diamonds International
Edward Mirell.....	Diamonds International
	Milano Diamond Gallery
The Eighty-Eight®.....	Diamonds International
Firefly by Timothy Pasha.....	Milano Diamond Gallery
Hello Kitty.....	Milano Diamond Gallery
Judith Ripka.....	Diamonds International
	Watch & Design
Tanzanite Dreams by Timothy Pasha.....	Milano Diamond Gallery
Yvel.....	Diamonds International

Chopard.....	Diamonds International
Movado.....	Diamonds International
Philip Stein Teslar.....	Diamonds International
TAG Heuer.....	Diamonds International

DISCOVER



STORES!

DIAMONDS INTERNATIONAL

DIAMONDS INTERNATIONAL
WATCH & DESIGN

PACIFIC
JEWELRY

MILANO
DIAMOND GALLERY

TITANZANITE INTERNATIONAL

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.



Tune in to Shopping Channel 22

1

**DIAMONDS INTERNATIONAL**
#1 Recommendation for Diamonds

- **Locations:** Over 120 stores in the United States, Mexico and the Caribbean
- **Unbeatable Selection and Prices:** This is as close to the source as one can get! Explore the largest selection of certified loose diamonds, one-of-a-kind fancy canary yellow diamonds, jewelry and other precious stones.
- **Lifetime Diamond Upgrade Policy:** Buy today, upgrade tomorrow. 100% store credit, good as cash!
- **Buy with Confidence:** Certified GIA and EGL appraisals; gemologists and master jewelers on staff
- **Become a Designer:** Pick a diamond and pick a setting – create your own unique piece in 1 hour.

2

**TANZANITE INTERNATIONAL**
The Tanzanite Expert - Since 1988

- **From the Source:** Buy directly from the source at incredible prices from a tanzanite site-holder.
- **Opportunity:** Tanzanite is increasingly rare and its value increases each year.
- **Biggest selection of loose tanzanite and set pieces in every size, shape and color**
- **Buy with Confidence:** Receive a certificate of authenticity with every tanzanite purchase.

3

**MILANO DIAMOND GALLERY**
#1 Recommendation for Design & an Expert in Canary Diamonds

- **Certified Diamond Gallery:** Choose from white, canary, blue and chocolate diamonds; Don't miss the Look for Less diamond showcase.
- **Designs With a Story to Tell by Timothy Pasha:** Firefly and Tanzanite Dreams
- **Red Carpet Regulars:** Judith Ripka, Hello Kitty, Pierre Cardin, Honora, Ippolita, Cameleon, Kiara; Swiss watches such as Philip Stein, Ritmo Mundo, Ernst Benz, Skagen
- **Red, Hot and Now:** Unbeatable savings on exotic Mexican Mayan opals

4

ROLLING STONES
Quality Leather Production at a Fair Price

- 28 years serving the people of Puerto Vallarta, cruise ship guests, movie stars and sports figures
- **Gifts and Souvenirs:** Thousands of boots, fitted deer jackets and sting ray purses

5a/b

JOYERIA Y GALERIA OLE
Unique Designs in Silver, Gold and Art

- **Exclusive Line of Sculptures:** Silver sculptures by D'Argenta and Marcello Giorgio, bronze sculptures by Brondis
- **Exclusive Silver and Gold Designers:** Silver by Voreno, Sara Botello, Havanna Femme, Royal Damon Steel; 18K gold by Hellmuth
- Glass vases covered with 23K gold leaves by Jose Luis Martinez

6

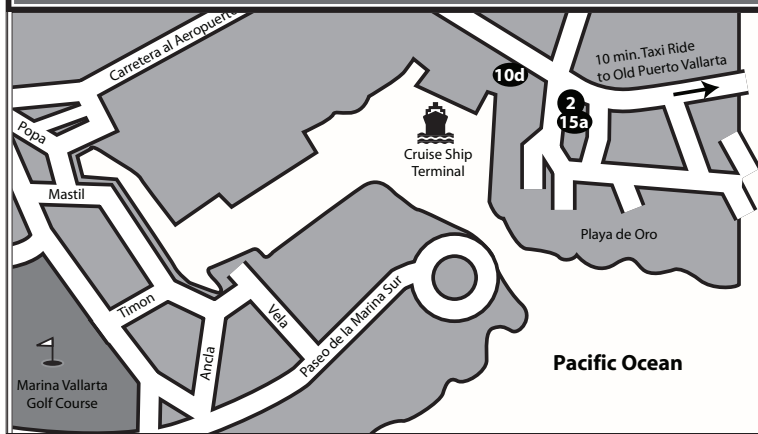
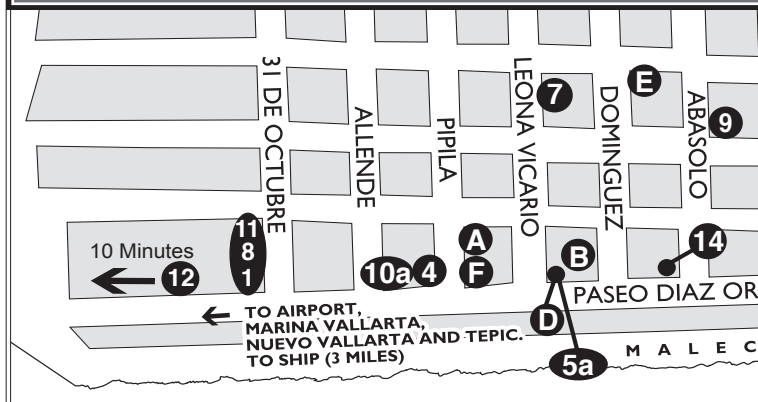
SEVEN SILVER
Vallarta's Cool Little Silver Boutique

- **Silver Jewelry and Art:** Walls of silver specials from \$7 to \$11; silver sculptures by D'Argenta and Marcello Giorgio
- **A Variety of Gold Pieces:** 14K, 18K and 22K gold jewelry with Mexican fire opals; glass vases covered with 23K gold leaves from Jose Luis Martinez
- Located on the Malecon Downtown

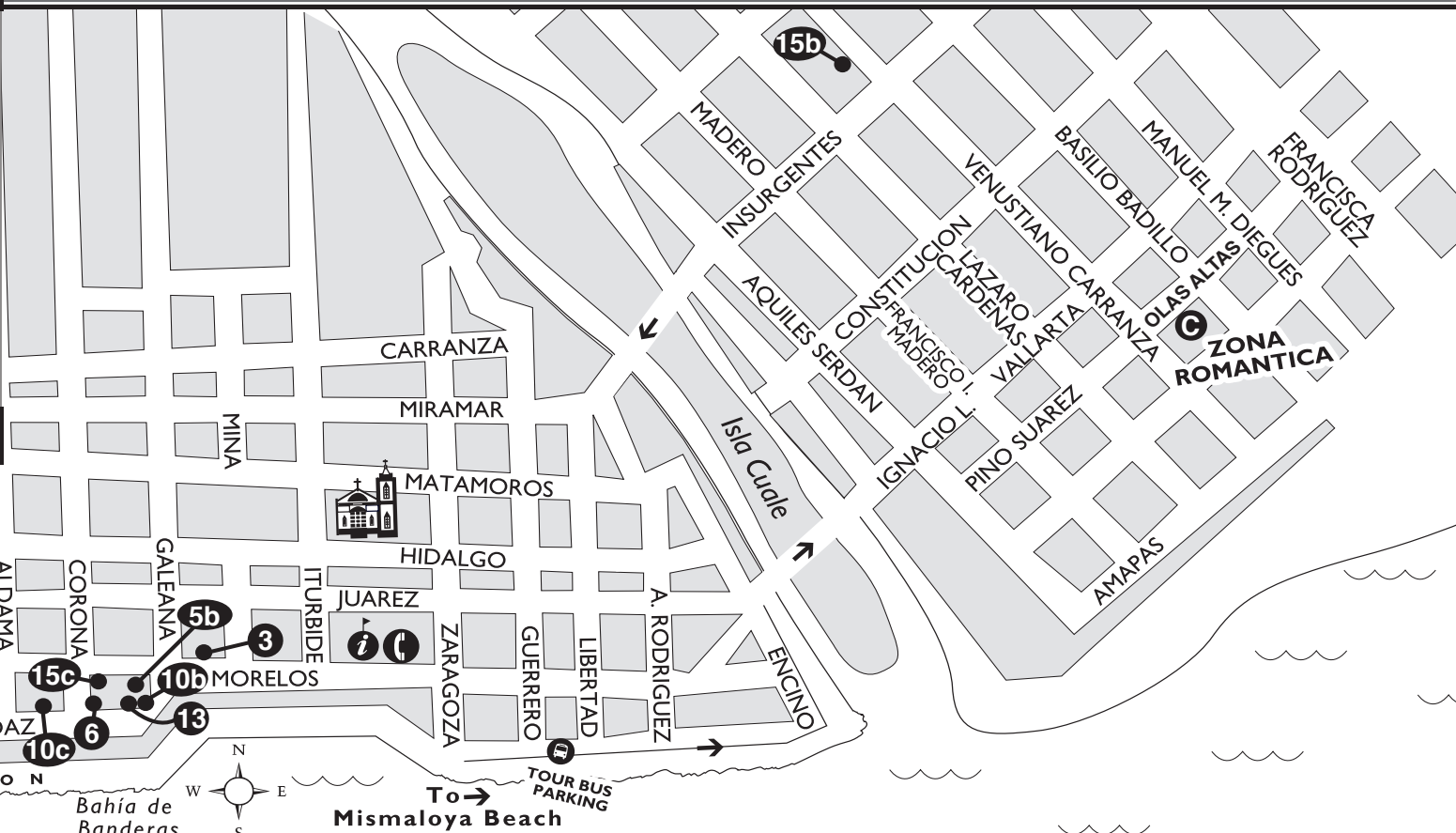
7

JADES MAYA S.A. DE C.V.
Jade; 3,000 Years of History and Mystery Brought to Life

- Jade is the most precious procession of the Maya civilization
- Newly carved treasures from ancient quarries
- This magical stone of immortality, valued more than gold for millennia

PUERTO VALLARTA MARINA**PUERTO VALLARTA MARINA**

ONLY THE STORES LISTED ON THIS MAP ARE GUARANTEED BY THE CRUISE LINE

PUERTO VALLARTA

8

**Diamonds International**
WATCH & DESIGN

- **A Cut Above the Rest:** Diamonds by Hearts on Fire, Crown of Light, Pink Panther Collection and The Eighty-Eight Collection
- **Fine Designers:** Ammolite by Korite, Caribbean Topaz, Chameleon, Asher Collection, Baccarat, Baraka, Honora and Bernardaud
- **Timepieces:** Philip Stein, Concord, Corum, Movado, Piaget, Dior, TAG Heuer, Chopard, Hublot, Gucci and Raymond Weil
- **Free Diamond Charm Bracelet:** Ask your Shopping Guide how to get your free diamond charm bracelet.

9

GALERIA INDIGENA
Over 5,300 Sq. Ft. of Exquisite Indigenous Handmade Mexican Items

- **More Than 2,000 Designs of Talavera and Mayolica Ceramic Ware:** Mexican ceremonial masks and black clay by the Zapotec Indians
- **Daily Demonstration:** Huichol Indian sacred bead and yarn art
- Day of the Dead art and beautiful sterling silver jewelry collections handmade by the owner's family

10a/b/c/d

**PACIFIC JEWELRY**
Diamonds & Jewelry Straight from the Manufacturer to You!

- **Certified Diamonds and Fine Jewelry:** Skillfully crafted and designed for your high standards
- **Unbeatable Prices and Selections:** Diamonds, fancy yellow diamonds, tanzanite, sapphires and rubies
- GIA and EGL certified stones as well as a United States customer service center

11

TEQUILERIA INTERNATIONAL

- Did you know that Jalisco is the only state in Mexico and the world that produces Tequila?
- **We Carry Over 200 Types of Tequila:** 100% Agave, Mescal, Anejo, Blanco and more
- **Incredible Prices:** on Kahlua, flavored tequilas, vanillas and honey

12

PLAZA GENOVESA
5 Stores in One Location

- **Joyeria El Opalo:** Opals from the mines in exclusive designs, 22K and 14K gold, tanzanite, .925 and .999 sterling silver from Taxco
- **Joyeria Libra & Joyeria San Francisco:** Affordable custom made quality jewelry
- **Joyeria y Artesanias Aries Gifts and Souvenirs:** Arts & crafts, Huichol Indian art, Alebrijes from Oaxaca, T-shirts, onyx and vanilla

13

THE OPAL MINE

A One-Of-Kind Replica Of An Opal Mine, Located On The Waterfront

- **Exotic Opals:** Set in gold and silver
- One of a kind store that must be seen

14

SILVERLAND

- **.925 Mexican Silver from Taxco:** Over 1,000 different designs from which to choose
- **Jewelry:** Silver earrings, bracelets, charms and picture frames
- Located on the waterfront

15a/b/c

JYMMY'S AND THE OPAL HOUSE
JEWELERS

Special Custom Designed Jewelry For You

- Unique jewelry at low prices
- Handmade jewelry combined with 14K and 18K gold, .925 and .950 silver, precious stones and their select Mexican fire opals
- One of the only original family jewelry businesses since 1980 in Puerto Vallarta

DINING

A

THE BLUE SHRIMP
Restaurant

- The right place for shrimp lovers; some of the biggest shrimp you've ever seen
- **A Variety of Your Favorite Recipes:** Famous coconut shrimp, big lobster and juicy rib-eye steak dishes

B

BUBBA GUMP SHRIMP CO.
Discover the World of Forrest Gump!

- Margaritas and shrimp ceviche hand shaken right at your table
- Fresh and tasty seafood, dixie-style baby rack ribs, fish tacos and local favorites
- Gump Gear Retail Shop in a casual environment; excellent view; an experience to remember

C

SEÑOR FROGS

- **Party All the Time:** Don't forget your traditional classic yard glass filled with your favorite drink as well as their amazing guacamole; shrimp, beef or chicken fajitas and chicken fingers with BBQ or ranch sauce
- **Clothesline Boutique:** Unique souvenirs, traditional classic yard glass, T-shirts and more

D

PARADISE BURGER

Home to Some of the Best Burgers and Grouper in Town

- **Good music;** family restaurant
- Located on the Malecon Downtown with a great view of the bay

E

SI SEÑOR

Authentic Mexican Cuisine

- Garden sanctuary in an outdoor setting or air-conditioned dining room celebrating Mexico's spirit
- Serving the traditional carnitas, chiles rellenos and a great variety of moles

F

CARLOS O'BRIANS
33 Years in Vallarta and Counting!

- **If You Don't Visit Carlos O'Brian's, You Haven't Visited Puerto Vallarta:** Great music; family atmosphere; delicious BBQ ribs; beef, chicken or shrimp fajitas and incredible coconut shrimp
- **Clothesline Boutique:** Traditional classic yard glass, unique souvenirs and T-shirts