

DISCOVER SHOPPING

COZUMEL

A Guaranteed Adventure!



CAPITAL

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

LOCATION

Cozumel is 50 miles south of Cancun and about 10 miles from the coast of Mexico's Yucatan Peninsula.

SIZE

The island of Cozumel is approximately 30 miles long and 9 miles wide.

POPULATION

There are approximately 67,000 people on the island.

LANGUAGE

The official language is Spanish, but English is widely spoken throughout the island.

CURRENCY

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

TIME ZONE

Cozumel is on Central 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 in the Plaza del Sol building. Tourism booths are located on the pier.

DISCOVER JEWELRY

DISCOVER WATCHES

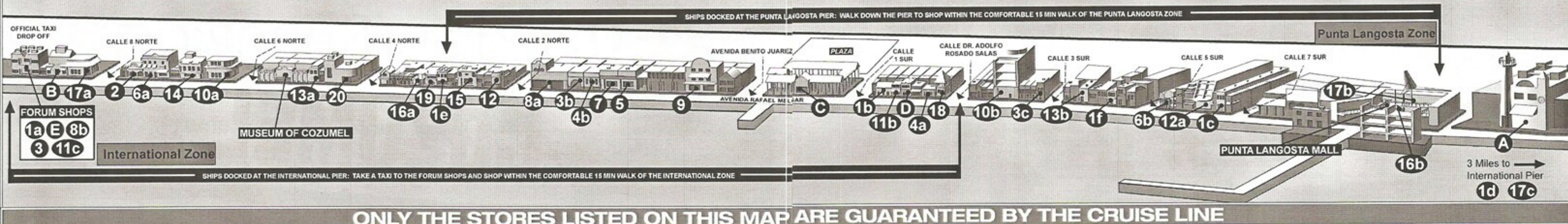
Ammolite by Korite.....	Diamonds International
Charriol.....	Diamonds International
Crown of Light.....	Diamonds International
DiVersa.....	Effy Jewelers
Edward Mirell.....	Goodmark Jewelers
The Eighty-Eight®.....	Diamonds International
Floating Fantasies by Asher.....	Diamonds International
Hearts on Fire.....	Diamonds International, Diamonds International Watch and Design
Hello Kitty.....	Milano Diamond Gallery
John Hardy.....	Diamonds International
Judith Ripka.....	Diamonds International, Milano Diamond Gallery
Kabana.....	Goodmark Jewelers
Kathy Ireland Jewelry.....	Milano Diamond Gallery
Mark Henry.....	Goodmark Jewelers
Rainbow Sapphire by Asher.....	Diamonds International
Rosato.....	Milano Diamond Gallery
Simmons Jewelry.....	Effy Jewelers, Milano Diamond Gallery
Sophia Fiori.....	Effy Jewelers
Timothy Pasha Firefly Collection.....	Milano Diamond Gallery
Timothy Pasha Tanzanite Dreams.....	Milano Diamond Gallery
Yvel.....	Goodmark Jewelers

Ernst Benz.....	Milano Diamond Gallery
ESQ Swiss.....	Diamonds International, Diamonds International Watch & Design
Festina.....	Diamonds International, Effy Jewelers
Glam Rock.....	Diamonds International Watch & Design
Maurice Lacroix.....	Diamonds International, Diamonds International Watch & Design
Movado.....	Diamonds International, Diamonds International Watch & Design, Tanzanite International
National Geographic.....	Diamonds International Watch & Design, Effy Jewelers
Philip Stein Teslar.....	Diamonds International, Diamonds International Watch & Design
Ritmo Mundo.....	Milano Diamond Gallery
Seiko.....	Colombian Emeralds International, Milano Diamond Gallery
Wyler.....	Diamonds International Watch & Design

EFFY
JEWELERS

DIAMONDS®
INTERNATIONAL

Goodmark
JEWELERS



★

FORUM SHOPS
THE MALL WITH IT ALL!

- **Unsurpassed Shopping Under One Air Conditioned Roof:** Diamonds International, Watch & Design, Carpet Emporium, Del Sol, Tequileria International, Viva Mexico, Havana Club, Blue Restaurant and Bar, Nike Boutique and more
- **Blue Restaurant and Bar:** 180° of ocean view; Relax upstairs and enjoy an authentic mojito.

1a/b/c/d/e/f **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
- **Certified GIA/EGF Appraisals:** Graduate gemologists and master jewelers on staff
- **1e:** DI Clearance Center; up to 70% off
- **Ammolite by Korite:** exclusively at 1a and 1b

2 **MUST SEE**

TANZANITE INTERNATIONAL
The Caribbean's Tanzanite Expert

- **From the Source:** Buy direct from a tanzanite one siteholder at incredible prices and receive your tanzanite one friendship bracelet
- **Tanzanite from Tanzania Africa:** Thousands of loose and set pieces in every size, shape and color, starting from 5 Ct. to 50 Ct.
- **Guarantee:** Buy authentic tanzanite with confidence; Each piece comes with a certificate of authenticity.
- **Kilimanjaro Collection:** Collect some of the largest tanzanite in the Caribbean.

3a/b/c **MUST SEE**

DEL SOL
The World's Largest Color-Change Retailer

- **Mariachi Band, Mayan Calendar and Mayan Ruins:** Take home these exclusive T-shirt designs as souvenirs from Cozumel.
- **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

4a/b **MUST SEE**

MILANO DIAMOND GALLERY
#1 Recommendation for Jewelry Designs and The Place for Colored Gemstones!

- **Certified Diamond Gallery:** Choose from white, canary, blue and even chocolate diamonds; Let their Diamond Makeover Specialist help you chose the perfect piece!
- **This Season's Must-Have Designs:** Firefly and Tanzanite Dreams by Timothy Pasha
- **Red Carpet Regulars:** Judith Ripka, Hello Kitty, House of Taylor Jewelry, Kathy Ireland Jewelry, Escada, Ippolita, Honora pearls; Swiss watches by Michele, Maurice La Croix, Ernst Benz, Ritmo Myndo, Pippo, Seiko, Wittnauer
- **Red, Hot and Now:** Unbeatable savings on exotic Mexican Mayan Opal

5 **MUST SEE**

EFFY JEWELERS
"Remember Forever"

- **DiVersa Collection:** Pendants change to necklaces, stud earrings change to dangle earrings, white diamond rings change to blue diamond rings
- **Journeys of the Caribbean Rainbow Sapphire Collection:** Featuring sapphires in every color of the rainbow
- **Balissima:** Sterling silver and 18K gold with diamonds and gemstones
- **Amazing prices on diamond pendant and earring sets, Sophia Fiori blue diamond jewelry and National Geographic watches**

6a **MUST SEE**

GOODMARK GALLERY
Gotta go to Goodmark to Celebrate Flower Power

- **10th Year Anniversary Harvest Tag Sale:** Find the flower tag, find the deal.
- **Pearls:** Tahitian, South Sea, Biwa, Kasumiga, mother of pearl, fashion pearls and more
- **Colored Gemstones:** Exotic stones including green amethyst, rose de France, lemon quartz, tanzanite and more
- **Special Anniversary Promotion:** Wear your Gotta Go to Goodmark sticker and you can get a deal on the heart necklace and bracelet set!

6b **MUST SEE**

GOODMARK JEWELERS
The Store that Creates the Trends

- **Designer Jewelry:** Yvel Pearls and the Fairy Tale collection; Kabana mother of pearl inlay jewelry; Edward Mirrell men's jewelry; John Hardy Indonesian made silver and gold jewelry
- **Tanzanite:** Don't miss their exclusive cut called the Connoisseur cut tanzanite.
- **Mark Henry Alexandrite:** Significant color change from mossy green to cabernet red
- **The Store with a Heart:** Put a heart around both Goodmark Jewelers and Goodmark Gallery for extra discounts.

7 **MUST SEE**

COLOMBIAN EMERALDS INTERNATIONAL
The World's Foremost Emerald Jeweler

- **Jewelry:** Emeralds, diamonds, tanzanite, gold jewelry and more from the fabulous to the affordable
- **Featuring AMORO Jeweller:** The world's most romantic jewelry collection, only available at CEI
- **Famous Brand Watches:** Skagen, Seiko and Citizen
- **Significant savings, certified appraisals, free 90-days insurance and a United States service center**

8a/b **MUST SEE**

Diamonds International
WATCH & DESIGN
Fine Watches & Designer Jewelry

- **A Cut Above the Rest:** Diamonds by Hearts on Fire, Crown of Light and The Eighty-Eight™ Collection
- **Fine Designers:** Journey, Judith Ripka, John Hardy, Asher, Caribbean Topaz, Chameleon, Rodney Rayner, La Nouvelle Bague, Raima and Armani jewelry
- **Large Unveiling:** MGM proudly launches the Pink Panther Collection of fine jewelry
- **Timepieces:** Breitling, Movado, Philip Stei, Maurice Lacroix, Dior, Gucci, Raymond Weil, ESQ, Michele, Concord, Corum, Hamilton, IWC, Piaget, Harry Winston, Girard-Perregaux, Vacheron Constantin, Hublot, Wyler, Bedat, Ebel, Gerald Genta, Cyma and Breitling for Bentley

9 **MUST SEE**

TOUCH OF GOLD OUTLET

- Express yourself with the colors of an artist's palate and receive the only price match guarantee on gems from four corners of the globe.
- **Gemstones:** Tourmalines, sapphires and fancy diamonds in every color of the spectrum
- Free phone calls worldwide

10a/b **MUST SEE**

TOUCH OF GOLD
The Only Store with Unconditional Price Guarantees!

- **Gold:** Enormous selection of gold at the guaranteed lowest prices in the Caribbean
- **Jewelry:** Diamonds, tanzanite, emeralds, sapphires and rubies at the guaranteed best prices or your money back
- **Ask for Diamond Specials:** Including yellow, blue and black diamonds
- The men's jewelry specialist

11a/b/c

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.

12

RACHAT & ROMERO
The Place for Loose Gemstones

- 25 years in the jewelry business; competitive pricing
- **Rare and Exotic Precious Loose Stones:** Colombian emeralds, tanzanite, Mexican fire opals, rubies, sapphires and tourmaline in every color
- Create your own jewelry on the spot

13a/b

SILVER EMPORIUM
Caribbean's Largest Silver Store

- **Seductive Silver Jewelry from the Casual to the Extravagant:** Stunning necklaces, omegas, bracelets, rings and toe rings
- **Fine Quality:** .925 sterling silver with turquoise, mother of pearl, red coral, dichroic glass and Austrian glass
- **Silver Home Accessories:** Tea sets, trays, candle holders and silver sculptures

14

GALLERY ISTANBUL
One of a Kind New and Antique Rugs

- Free expedited shipping anywhere in the world; factory direct prices available
- **Unique Collection of Hand Woven Rugs:** Find out details and history on these stunning designs.
- **Carpet Art:** The most beautiful expression of human creativity

15

P & P JEWELERS
House of Fine Jewelry

- **Namdar Diamond and Tanzanite Collection:** Featuring white and blue diamonds and amazing tanzanite jewelry
- **Large Collection of Caribbean Topaz and Semiprecious Stones:** Including garnet, citrine, blue topaz, tourmaline, amethyst, fire opal
- **Tapia Ezequiel's Silver Collection:** Awarded top international honors for silver pieces

16a/b

TANYA MOSS
Mexico's Hottest Jewelry Designer

- **One-of-a-Kind Handcrafted Jewelry:** Gold and silver award-winning designs in casual and formal pieces
- **Irresistible:** A must-have for anyone who loves sophisticated designs, unique semi-precious stones and a quality work of art
- **Tanya Moss Signature Butterfly Pendant:** You can't leave Cozumel without buying one of Tanya's gorgeous signature pieces.

17a/b/c

LOS CINCO SOLES
Flagship Store of Mexican Artisans and Silver Jewelers for Over 20 Years

- **Original Handcrafts Only Found Here:** LA Times claims "A Must See in Cozumel!"; Denver Post says "If you do not visit Los Cinco Soles, you did not visit Cozumel!"; Major cruise line executive affirms "Definitely, The Best Destination Shop in the World!"
- **Great Bargains at Clearance Prices:** Home of Los Cinco Soles natural gourmet vanilla; amazing Kahua prices and abundant selection of souvenirs, handcrafts and silver jewelry
- **Beach Party Pack:** Beach blanket, large bottle of tequila, two shot glasses and Los Cinco

18

VIVA MEXICO
Your Mexican Handicrafts and Souvenirs Shop

- **Unique Made-in-Mexico Products:** Talavera ceramic, tequila, mezcal, vanilla, coffee
- Wide selection of pewter, hand-blown glass, onyx, fine sterling silver, 100% cotton T-shirts, incredible discounts
- **Mexican Survival Kit (7 items):** a bottle of tequila, 2 shot glasses, a maraca, a Mexican hat, a blanket and a beach bag

19

PIRAÑA JOE
Some of the Hottest New Products in the Caribbean

- **All Pre-Shrunk 100% Cotton Fun Wear:** T-shirts, caps, polos, and more
- One stop souvenir shop: Photo-op with giant Piraña
- Located at the Waterfront between 4th and 6th Street North; Free gift with \$50 purchase

20

RON JON SURF SHOP®
Visit the World's Most Famous Surf Shop, now in Cozumel!

- Men's, women's and kids' apparel
- Souvenirs for family and friends
- Located on the Waterfront and 4th Street North; Free gift with \$50 purchase

DINING & SPECIALTIES

A

JIMMY BUFFETT'S MARGARITAVILLE
Amazing Drinks and More at the Newest Waterfront Attraction

- **Where the Wet and Wild Fun Never Stops:** Live music, tropical drinks, great food; Try their water trampoline!
- **Not to be Missed, New in Town:** Stop at the Trading Post for exclusive Jimmy Buffett merchandise.

B

PANCHO'S BACKYARD
Great Mexican Food and Awesome Margarita

- **Mexican Favorites:** Black bean soup, quesadillas, fajitas, fish tacos, Grandma's sopapillas and amazing guacamole
- **Atmosphere:** Live Marimba band, lush vegetation, fountains, clean restrooms and osmosis purified water and ice

C

LAS PALMERAS
Cozumel's #1 Meeting & Eating Place; 30 Year Tradition in Mexican Dining

- **Great Mexican Dishes and Ice Cold Drinks:** Fresh seafood daily; Try their specialty ceviche with an ice cold beer and huge fishbowl margaritas; Free margarita or soda with your meal
- Located on the main plaza with live music and a cool and breezy water view

D

TEQUILERIA INTERNATIONAL

- Incredible prices, original bottles and souvenirs including "Across the Border" and much more
- **Located Inside Havana Club:** Authentic and premium brand Cuban cigars* and accessories

Please Note: United States Customs prohibits the entry of Cuban cigars into the United States

E

BLUE RESTAURANT AND BAR
Located upstairs in the Forum Shops

- The best authentic Cuban mojitos with an unbeatable ocean view.

Spotlight on Cozumel



HISTORY

The history of Cozumel is linked to the Mayan civilization. Cozumel was a sacred Mayan shrine referred to as Ah-Cuzamil-Peten, or "Island of the Swallows."

In the 10th century, the Mayan civilization began to decline. The primary reason for the decline was the influence of the more aggressive Toltecs. Many Mayans were killed in battle or sacrificed, while some were assimilated into the conquering tribes. By the 12th century, the Toltec cult of the god Quetzalcoatl, meaning "plumed serpent," dominated the Mayan culture. Fighting ended in 1540, when the Spanish invaded the Yucatan Peninsula. The last Mayan city, near Lake Peten in Guatemala, fell to the Spanish in 1697.

The Spanish first arrived on Cozumel in 1518, early in their conquest of the Americas. With Cortes' arrival, many of the Mayan temples were destroyed. When he left the island, not only did the native civilization lie in ruins, but an outbreak of smallpox swept the island. From the population of 40,000 that Cortes reported in 1519, the number was a mere 300 by 1570. And 30 years later, the island was completely abandoned.

Although pirates used Cozumel as a base in the 17th century, the island wasn't resettled until 1848, when people sought refuge from the "War of the Castes" on the Mexican mainland. This struggle, an often violent attempt by natives of Mayan ancestry to regain their lands, lasted until a surrender to government troops in 1901. Important land reforms and freedom for the Indians resulted from the Revolution of 1910-1917. By 1970, the population had reached 10,000, and today some 67,000 people inhabit this island paradise.

LOCAL FLAVORS

Cozumel's famed Avenida Rafael Melgar and the connecting streets are filled with some of the world's best shopping. The streets flower with Mexican arts and crafts, the finest sterling silver, onyx carvings, leather goods, duty-free goods from around the world, and locally cultivated tequilas and vanillas. A walk down the avenue is made all the more pleasant by sampling the exotic drinks and tastes in the local shops along the way.

DOCKING/TENDERING

The ship will dock or tender into the International Pier, located 3 miles away from the downtown area. Taxis are readily available at the end of the pier. The taxi drop off in town is the Forum Shops (A on the map).

SHORE EXCURSIONS

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

TRANSPORTATION

The basic means of transportation are taxis. Rates are posted at the piers and are priced for one to four passengers. Taxi rates from the International Pier to the downtown area are \$6 per cab, carrying up to four passengers.

HOW TO GET TO TOWN

The majority of Cozumel's popular shopping area is located downtown, located approximately 3 miles away. Taxis are readily available outside the International Pier area.

SHOPPING

Cozumel is the leading port in Mexico for Jewelry! In this port, you'll find amazing bargains on such precious gemstones as emeralds, rubies, sapphires, not to mention dazzling diamonds and rare tanzanites. Check out the deals on gold and sterling silver as well. The selection of jewelry is phenomenal. Don't leave this port without a piece of memorabilia from the variety of Mexican arts & crafts, onyx pieces or liquors.

STORE HOURS

Most shops and businesses are open from 9:00 am to 9:00 pm, Monday through Saturday. For your convenience, recommended stores are always open when the ship is in port.

BANK HOURS

Banks are open from 9:00 am to 5:00 pm, Monday through Friday, and from 10:00 am to 1:00 pm on Saturday.

POST OFFICE HOURS

The post office is located on Avenida Rafael E. Melga, next to Punta Langosta Mall.

PHONE LOCATIONS

AT&T Direct Access Service can be utilized only at public phones marked TELMEX.

EMERGENCY

In case of an emergency, dial 872-0409

Jimmy Buffett's
MARGARITAVILLE

Amazing Drinks and More at the
Newest Waterfront Attraction

DISCOVER

MUST
SEE

STORES

DIAMONDS[®]
INTERNATIONAL

TOUCH
of GOLD

COLOMBIAN
EMERALDS
INTERNATIONAL

TANZANITE[®]
INTERNATIONAL

DIAMONDS[®]
INTERNATIONAL
WATCH & DESIGN

EFY
JEWELERS

MILANO
DIAMOND GALLERY

DEL SOL

Goodmark
JEWELERS

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.