



NORWEGIAN CRUISE LINE®
FREESTYLE CRUISING®

Mexican Riviera Destination Guide 2007-2008

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Information contained in this document is subject to change without notice

Planning & Analysis-JM

OVERVIEW

NCL and the Mexican Riviera – a match made in heaven. NCL brings the beautiful Norwegian Star to the Mexican Riviera for a full season of roundtrip 8-day cruises from Los Angeles. Only NCL offers Freestyle Cruising, giving you more freedom of choice than any other ship in the Pacific. With more restaurants, bars, lounges, amenities, entertainment, and spacious staterooms (including Garden Villas, balconies, and adjoining rooms) than any other ship afloat, the Star will take you in style to some of the Mexican Riviera's most exotic ports of call.

NCL is once again offering, the only 8-day, four-port itinerary to the Mexican Riviera from Los Angeles. We take you in style to the world-famous Mexican playground of Acapulco, the sleepy seaside resort of Zihuatanejo/Ixtapa, the pristine and glamorous Puerto Vallarta and the hot beachside city of Cabo San Lucas.

Renowned for its lovely beaches and year-round sunshine, Acapulco is the most popular tourist resort on the west coast of Mexico and an attractive getaway for the stars and celebrities. The magical beaches of soft golden sand, blue-colored warm waves, and exotic swaying palm trees, are of course one of the main attractions of Acapulco. Visitors can take their pick from the action-packed and dazzling beaches behind the luxury hotels, the secluded beach at "Barra Vieja" or the fabulous sunsets at "Pie de la Cuesta." And of course, no visit to Acapulco could be complete without seeing the legendary and thrilling cliff divers plunge into the turbulent waters of La Quebrada. As the sun goes down, Acapulco's nightlife comes alive. Acapulco's nightlife is legendary. With an endless array of clubs, bars, and discotheques for all music preferences and ages, you will never run out of clubs or bars to visit, many of which are open until sunrise. Dancing at one of the hillside clubs with a full view of the bay through floor-to-ceiling windowpanes is an experience unique to Acapulco.

Also on this dazzling four-port itinerary is Zihuatanejo, Mexico, offering a view of Ixtapa, a lively, modern infrastructure comprised of luxury resorts and residential areas residing on beautiful beaches along the Pacific. On your visit to Zihuatanejo, NCL will provide you with some of the most breathtaking sights, including the beautiful Sierra Madre Mountains as a backdrop.

Next on Norwegian Star's itinerary is Puerto Vallarta, Mexico, where beyond the cobblestone streets, graceful cathedral, and welcoming atmosphere, Puerto Vallarta offers a wealth of natural beauty and manmade pleasures. Finally, NCL takes you to exotic Cabo San Lucas, also known as "Little Acapulco." Cabo San Lucas is one of Mexico's most popular waterfront towns and home to the famous Lovers' Beach, one of the world's best game-fishing spots and a lively waterfront strip.

Listen to mariachi trumpets as you stroll down narrow cobble streets. Enjoy sunning on magnificent beaches. Shop for arts and crafts in colorful markets. Celebrate in lively, local cantinas. And before your ship sails, relax under the stars to the music of a mariachi band. Shop for local crafts in lively open-air markets. As you walk among Mayan ruins, you ponder the ability of an ancient civilization to make you feel so new. The questions fade out of your mind as quickly as they entered, but the feeling they invoke will always remain etched in your memory. Soon, you'll be saying "ole!"

This manual is designed to assist sales managers and travel agents alike in marketing NCL to the consumer, and showing them the many benefits that NCL has to offer. New ships, a fresh and contemporary cruise product, homeland and exotic itineraries, first-class service, travel agent friendly policies, and a commitment to innovation – these are just a few of the many reasons to be associated with NCL. The following pages cover NCL's Mexican Riviera product in detail, and should be used as a supplemental brochure reference tool.



NCL PRODUCT MANUAL – MEXICAN RIVIERA 2007-2008
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MEXICAN RIVIERA



Summary

Norwegian Cruise Line offers you the chance to visit the beautiful Mexican Riviera with roundtrip 8-day cruises from Los Angeles. Let NCL take you to some of Mexico's most beautiful cities while enjoying the freedom and flexibility of Freestyle Cruising. In 2007 and 2008, NCL will offer a series of 8-day roundtrip Mexican Riviera cruises from Los Angeles on the beautiful Norwegian Star. This dazzling itinerary is indeed special, offering some of the most beautiful ports in Mexico: Acapulco, Zihautanejo, Puerto Vallarta, and Cabo San Lucas – all in only an 8-day span! NCL is the only cruise line offering a four-port, 8-day itinerary to the Mexican Riviera from Los Angeles. And NCL is the only cruise line to offer Freestyle Cruising in the Mexican Riviera.

Your Mexican Riviera cruise aboard Norwegian Star gives you the best on both land and sea. Sailing roundtrip from Los Angeles, you'll enjoy a few days at sea to indulge in the pleasures of your floating resort. And when you step ashore, you'll be provided with snorkels, fins, and scuba tanks or the jet boats, golf carts, and fishing gear you need to plunge headlong into an exciting adventure. One of the main highlights of this Mexican Riviera itinerary is an overnight stay in Acapulco, renowned for its legendary cliff divers, lively beaches, and wild and energetic nightlife. This is an NCL adventure you won't want to miss!

So soak in the warmth of the sun and the soft, ocean breezes on the white-sand beaches of Puerto Vallarta. Spend the day basking in the wealth of natural beauty and manmade pleasures of Zihuatanejo. Wander around the colorful harbor or snorkel in the sapphire-blue waters of Cabo San Lucas. And while you're sailing from one fascinating port after another, we'll be treating you to the relaxed, luxurious pampering NCL is renowned for.

Description of Ports

Acapulco, Mexico

The energy in Acapulco is nonstop, 24 hours a day. Acapulco Bay is an adult playground filled with water-skiers in tanga swimsuits and darkly tanned, mirror-shaded studs on Waverunners. Golf and tennis are also played with intensity, but the real participant sport is the nightlife that has made this city famous for decades. When there was a definitive jet set, they came to Acapulco—filmed it, sang about it, wrote about it, and lived it. It is not hard to understand why:



The view of Acapulco Bay, framed by mountains and beaches, is breathtaking day or night.

Though there's little to show for it now beyond the star-shaped Forte de San Diego and a few rusty freighters tied up along the quayside, Acapulco was from the sixteenth century one of Mexico's most important ports, the destination of the famous Nao de China, which brought silks and spices from Manila and returned laden with payment in Mexican silver. Most of the goods were lugged overland to Veracruz and from there shipped onwards to Spain. Mexican independence, Spain's decline and the direct route around southern Africa combined to kill the trade off, but for nearly three hundred years the shipping route between Acapulco and the Far East was among the most prized and preyed upon in the world, attracting at some time or other (if you believe all the stories) every pirate worth the name.

Acapulco is a place for those who want to have dinner at midnight, dance until dawn, and sleep all day on a sun-soaked beach. It tries hard to hold onto her image as the grand dame of resorts and the ultimate, extravagant party town. Where else do bronzed men dive from cliffs into the sea at sunset, and where else does the sun shine 365 days a year?

Cabo San Lucas, Mexico

The hundreds of luxury hotel rooms along the Corridor north of Cabo San Lucas have transformed this formerly rustic and rowdy outpost. Although it retains boisterous nightlife, Cabo San Lucas is no longer the simple town Steinbeck wrote about. Once legendary for big-game fish, Cabo San Lucas now draws more people for its nearby world-class fairways and greens. This has become Mexico's most elite resort destination.



Travelers enjoy a growing roster of adventure-oriented activities, and the nightlife is as hot as the desert in July. A collection of popular restaurants and bars along Cabo's main street stay open and active until the morning's first fishing charters head out to sea. Despite the growth in diversions, Cabo remains more or less a one-stoplight town, with most everything located along the main strip.

Aside from fishing, sports available in Cabo San Lucas include surfing, whale-watching, kayaking and boat trips to Los Arcos or uninhabited beaches. All-inclusive daytime or sunset cruises are available on a variety of boats, including a restored pirate ship. Many of these trips include snorkeling; serious divers have great underwater venues to explore.

Sports and partying are Cabo's main attractions, but there are also a few cultural and historical points of interest. The stone Iglesia de San Lucas (Church of San Lucas) on Calle Cabo San Lucas (close to the main plaza) was established in 1730 by the Spanish missionary Nicolás Tamaral; a large bell in a stone archway commemorates the completion of the church in 1746. Buildings on the streets facing the main plaza are gradually being renovated to house restaurants and shops, and the picturesque neighborhood has the most Mexican ambiance in

town.

Los Angeles, California

The entire world knows what Los Angeles looks like. It's a real-life version of one of those souvenir postcard folders that spill out images accordion-style: Tall palm trees sweeping an azure sky; the "Hollywood" sign gleaming huge and white against a shrub-blanketed hillside; freeways flowing like concrete rivers across the landscape; a lone surfer, silhouetted against the sunset's glow, riding the day's last wave. These seductive images are just a few of many that bring to mind the city that just about everyone loves to hate--and to experience, at least once in a lifetime.

Home to the planet's first amusement park, L.A. regularly feels like one, as the line between fantasy and reality is so often obscured. From the unattainable, anachronistic glamour of Beverly Hills to the earthy, often scary street-energy of Venice, each of the city's diverse neighborhoods is like a mini-theme park, offering its own kind of adventure. The colors of this city seem a little bit brighter--and more surreal--than they do in other cities, the angles just a little sharper. Everything seems larger than life. Los Angeles gleefully embraces



individuality, weirdness, and change.

Puerto Vallarta, Mexico

Puerto Vallarta's seductive innocence captivates visitors, beckoning them to return – and to bring friends. Beyond the cobblestone streets, graceful cathedral, and welcoming atmosphere, Puerto Vallarta offers a wealth of natural beauty and manmade pleasures.

Ecotourism activities are gaining ground--from mountain biking the Sierra foothills to whale watching, ocean kayaking, or diving with giant mantas in Banderas Bay. Twenty-six miles of beaches extend from the center of town around the bay, many tucked in pristine coves and accessible only by boat. High in the Sierra Madre Mountains, the mystical Huichol Indians still live in relative isolation in an effort to protect their centuries-old culture from outside influences.



Its natural appeal aside, the town also offers sophisticated services, hotels of all classes and prices, over 250 restaurants, a sizzling nightlife, and enough shops and galleries to tempt even jaded consumers. Luxury hotels and shopping centers have sprung up to the north and south of the original town, allowing Vallarta to grow to a sizable city of 250,000 without sacrificing its considerable charms. Today, it boasts the services and infrastructure of a modern city as well as the authenticity of a colonial Mexican village.

Cool breezes flow down from the mountains along the Río Cuale, which runs through the center of town. The main waterfront street, or malecón, is graced with fanciful public sculptures and bordered by lively restaurants, shops, and bars. The malecón is a magnet for both residents and visitors, who stroll the broad walkway to take in an ocean breeze, a multihued sunset, or a moonlit, perfect wave. The surrounding mountains offer the equivalent of a continual, comforting embrace, adding to that sense of welcome that so many visitors feel as well.

Zihuatanejo/Ixtapa, Mexico

Ixtapa and Zihuatanejo are side-by-side beach resorts that share a common geography, but in character, they could not be more different. Ixtapa is a model of modern infrastructure, services, and luxury hotels, while Zihuatanejo--or Zihua, to the locals--is the quintessential Mexican beach village. For travelers, this offers an ideal contrast and the best of both worlds. Those looking for luxury should opt for Ixtapa and take advantage of well-appointed rooms in a pristine setting of great natural beauty. You can easily and quickly make the four-mile trip into Zihuatanejo for a sampling of the simple life of this pueblo by the sea. Those who prefer a more rustic retreat with real personality, however, tend to settle in Zihuatanejo. It is noted for its long-standing community of Swiss and Italian immigrants, and its legendary beach playboys. Those who enjoy Zihua seem to return year after year.

The area, with a backdrop of the Sierra Madre Mountains and a foreground of Pacific waters, provides a full range of activities and diversions. Scuba diving, deep-sea fishing, bay cruises to remote beaches, and golf are among the favorites. Nightlife in both towns borders on the subdued, but Ixtapa is the livelier.

This dual destination is the choice for the traveler looking for a little of everything, from resort-styled indulgence to unpretentious simplicity. These resorts are more welcoming to couples and adults than families, with a number of places off-limits to children under 16 – something



of a rarity in Mexico.

MEXICAN RIVIERA MAP



MEXICAN RIVIERA DESTINATION SELLING FEATURES

Acapulco, Mexico

- ❖ An adult playground filled with water-skiers, hot bodies, Waverunners, and sun-worshippers
- ❖ Acapulco holds onto her image as the grand dame of resorts and the ultimate, extravagant party town
- ❖ Golf and tennis are also played with intensity here
- ❖ The view of Acapulco Bay, framed by mountains and beaches, is breathtaking day or night
- ❖ Exotic and fabulous nightlife have made the city famous for decades
- ❖ The perfect place for those wanting to dine at midnight, dance until dawn, and sleep all day on a sun-soaked beach

Cabo San Lucas, Mexico

- ❖ Has become Mexico's most elite resort destination
- ❖ Luxury hotels, boisterous nightlife, world-class fairways and greens all contribute to the enchantment of Mazatlán.
- ❖ Visitors can enjoy adventure-oriented activities such as surfing, fishing, whale-watching, kayaking, boat trips, snorkeling and daytime or sunset cruises.
- ❖ Hot nightlife in the city with a large collection of popular restaurants and bars open that remain open long after sunrise
- ❖ The stone Iglesia de San Lucas (Church of San Lucas) a must-see beauty

Los Angeles, California

- ❖ Home to Hollywood – movies, stars, Beverly Hills, pizzazz, and excitement all the time
- ❖ Sun-soaked beaches and clubs, hot nightlife and gorgeous people
- ❖ More than 2,000 museums, galleries, theaters and other attractions
- ❖ Tall palm trees sweeping an azure sky, the "Hollywood" sign gleaming huge and white against a hillside, the city's diverse neighborhoods, the glamour of Beverly Hills, and the street-nergy of Venice should not be missed.
- ❖ Home to the planet's first amusement park

Puerto Vallarta, Mexico

- ❖ Sights include the cobblestone streets, graceful cathedral, welcoming atmosphere, and wealth of natural beauty and manmade pleasures
- ❖ Ecotourism activities are popular: mountain biking the Sierra foothills, whale watching, ocean kayaking, or diving with giant mantas in Banderas Bay
- ❖ Over 250 restaurants, a sizzling nightlife, and great shops and galleries
- ❖ Malecón offers both residents and visitors the chance to stroll the broad walkway, take in an ocean breeze, a multihued sunset, or a moonlit, perfect wave

Zihuatanejo, Mexico

- ❖ The quintessential Mexican beach village, noted for its legendary beach playboys
- ❖ Scuba diving, deep-sea fishing, bay cruises to remote beaches, and golf are among the favorites



MEXICAN RIVIERA ITINERARIES BY SHIP

NCL's 2007-2008 Mexican Riviera itineraries for the Norwegian Star appear on the following pages:

NORWEGIAN STAR 2007-2008

Date	Day	Days	Embark	Disembark	Product
29-Sep-2007	Sat	8	Los Angeles	Los Angeles	Mexican Riviera
7-Oct-2007	Sun	8	Los Angeles	Los Angeles	Mexican Riviera
15-Oct-2007	Mon	8	Los Angeles	Los Angeles	Mexican Riviera
23-Oct-2007	Tue	8	Los Angeles	Los Angeles	Mexican Riviera
31-Oct-2007	Wed	8	Los Angeles	Los Angeles	Mexican Riviera
8-Nov-2007	Thu	8	Los Angeles	Los Angeles	Mexican Riviera
16-Nov-2007	Fri	8	Los Angeles	Los Angeles	Mexican Riviera
24-Nov-2007	Sat	8	Los Angeles	Los Angeles	Mexican Riviera
2-Dec-2007	Sun	8	Los Angeles	Los Angeles	Mexican Riviera
10-Dec-2007	Mon	8	Los Angeles	Los Angeles	Mexican Riviera
18-Dec-2007	Tue	8	Los Angeles	Los Angeles	Mexican Riviera
26-Dec-2007	Wed	8	Los Angeles	Los Angeles	Mexican Riviera
3-Jan-2008	Thu	8	Los Angeles	Los Angeles	Mexican Riviera
11-Jan-2008	Fri	8	Los Angeles	Los Angeles	Mexican Riviera
19-Jan-2008	Sat	8	Los Angeles	Los Angeles	Mexican Riviera
27-Jan-2008	Sun	8	Los Angeles	Los Angeles	Mexican Riviera
4-Feb-2008	Mon	8	Los Angeles	Los Angeles	Mexican Riviera
12-Feb-2008	Tue	8	Los Angeles	Los Angeles	Mexican Riviera
20-Feb-2008	Wed	8	Los Angeles	Los Angeles	Mexican Riviera
28-Feb-2008	Thu	8	Los Angeles	Los Angeles	Mexican Riviera
7-Mar-2008	Fri	8	Los Angeles	Los Angeles	Mexican Riviera
15-Mar-2008	Sat	8	Los Angeles	Los Angeles	Mexican Riviera
23-Mar-2008	Sun	8	Los Angeles	Los Angeles	Mexican Riviera
31-Mar-2008	Mon	8	Los Angeles	Los Angeles	Mexican Riviera
8-Apr-2008	Tue	8	Los Angeles	Los Angeles	Mexican Riviera
16-Apr-2008	Wed	8	Los Angeles	Los Angeles	Mexican Riviera



NORWEGIAN STAR MEXICAN RIVIERA ITINERARIES

NORWEGIAN STAR 2007-2008

Mexican Riviera		ARRIVAL	DEPARTURE
DAY 0	LOS ANGELES, CALIFORNIA	D	1600
DAY 1			
DAY 2			
DAY 3	ACAPULCO, MEXICO	D 1100	OVERNIGHT
DAY 4	ACAPULCO, MEXICO	D ---	0030
	ZIHUATANEJO/IXTAPA, MEXICO	A 0700	1400
DAY 5	PUERTO VALLARTA, MEXICO	D 0900	1700
DAY 6	CABO SAN LUCAS, MEXICO	A 0800	1600
DAY 7			
DAY 8	LOS ANGELES, CALIFORNIA	D 0700	

CRUISE DAYS	8	2007 SAILEDATES: SEP 29, OCT 7, 15, 23, 31, NOV 8, 16, 24, DEC 2, 10, 18, 26 2008 SAILEDATES: JAN 3, 11, 19, 27, FEB 4, 12, 20, 28, MAR 7, 15, 23, 31, APR 8, 16
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