

shark liver oil was given as a nutritional supplement to American soldiers, even further increasing the demand. As Puerto Vallarta's economic status continued to grow, so did its popularity and reputation. When the village celebrated its 100 year anniversary in 1951, three planes, packed with cameramen and reporters, landed at Los Muertos. In 1954 Mexicana de Aviación airline began flying to the Guadalajara-Puerto Vallarta region. Soon after, Puerto Vallarta became popular with the elite, wealthy adventurous crowd from all over the world. It was not until 1964, however, that Puerto Vallarta became truly well known when Hollywood director John Huston decided to film his movie *The*

Night of the Iguana here. One of the movie's stars, Richard Burton, was romantically involved with Elizabeth Taylor during the film's production and the couple bought a house in Puerto Vallarta. Their affair hit the tabloids and drew even more attention to this breathtakingly beautiful piece of the Mexican coast.

With each new resort hotel, restaurant, art gallery and home that is built, Puerto Vallarta continues to be the world-class beach destination that it has evolved into since the day Señor Guadalupe Sánchez first decided to call this beautiful bay home.



PUERTO VALLARTA POINTS OF INTEREST

1 Photographers from around the world come to Puerto Vallarta's famed landmark cathedral, **La Iglesia de Nuestra Señora de Guadalupe**, to capture its breathtaking beauty and trademark ornate crown supported by a circle of angels. The cathedral took a total of 33 years to be built, from 1918 to 1955.

2 **El Malecón Pedestrian Bridge and Walkway** is an extension of the famed boardwalk that runs the length of downtown and allows beach strollers to reach Isla Cuale, Viejo Vallarta, Playa de los Muertos, and several other beaches. Visitors can enjoy public displays of art while taking in the various sculptures adorning this boardwalk.

3 **Mismaloya**, is a small bayside village that was changed forever when Hollywood director John Huston chose to make the movie *Night of the Iguana* here in 1964. It is still a quaint beach location where the Mismaloya creek meets the sea.

4 **Museo de Cuale**, is a tiny yet fascinating museum with exhibits of archaeological artifacts from the Puerto Vallarta area and displays general information on the history, art and culture of Mesoamerica.

5 **El Centro**, is the heart of Puerto Vallarta, where the Malecón (the boardwalk) can be found welcoming visitors into the center of town. There are historic buildings, beautiful cathedrals, shops, galleries, beaches, and restaurants galore.

6 **Los Arcos**, is an amphitheatre that faces the sea, hosts live performances and musical festivals throughout the year and is situated across from the Main Plaza, just two minutes away from the Church of Our Lady of Guadalupe.

7 Unquestionably one of Puerto Vallarta's best beaches, **Playa de los Muertos** is a long stretch of golden sand that lines Puerto Vallarta's coast, it's easy to understand why this beach is so popular and has such a magnetic appeal. Its unusual name comes from a battle fought long ago. Whether you'd like to parasail, have a leisurely lunch, relax and swim, enjoy a tropical drink from under your own umbrella or simply sunbathe, this beach of constant activity has it all.

8 **Downtown South** is also known as **Los Muertos Beach**, consisting of the main streets of Olas Altas and Basilio Badillo. Restaurants, bars, trendy boutiques and abundant nightlife line the streets.

Beyond Puerto Vallarta

Bucerias is an area popular with North American visitors. Bucerias, or "Place of the Divers", enjoys a 5-mile stretch of white sandy beaches that is the longest along the entire coastline of Banderas Bay.

La Cruz de Huanacastle is a tranquil town north of Puerto Vallarta settled in the 1930's. Banderas Bay is the site of the beautiful and peaceful La Manzanilla beach.

SHORE EXCURSIONS To make the most of your visit to Puerto Vallarta and its surrounding areas we suggest you take one of our organized Shore Excursions. For information concerning tour content and pricing consult your Shore Excursion Brochure or contact the Shore Excursion Desk. When going ashore, please be advised to take only necessary items and to secure any valuables onboard.

LOCAL CUSTOMS Bargaining: Though prices in restaurants and retail stores are usually fixed, bargaining is widely practiced in open markets.

Tipping: A tip of 15% or more is appropriate in restaurants. Check your bill, because a 10% service fee may already be added.

Local Cuisine: As a coastal town, Puerto Vallarta is known for its variety of fresh seafood dishes. Some favorites include: *Ceviche*, a seafood dish in which chunks of raw fish are marinated in lime or lemon juice, which pickles or "cooks" the fish without heat. Strange as it may sound, ceviche is delicious and hugely popular all over Latin America. *Tacos de pescado*, are tacos made with lightly fried fish and corn tortillas, topped with a variety of condiments.

Drink Specialties: *Tequila* – Puerto Vallarta is in the Mexican state of Jalisco, the birthplace of tequila. The high quality tequila here tends to be sipped rather than taken in shots. *Margarita* – This ubiquitous drink, whether made frozen or "on the rocks," is made with tequila, triple sec, and lime juice.

SHOPPING FACILITIES Old Vallarta has the highest concentration of both shops and restaurants. On Calle (Street) Libertad, Juarez, and Morelos there are many small shops selling traditional Mexican apparel, folk art and beach ware as well as art galleries and boutiques selling original art, pottery and designer ware.

Pueblo Viejo Artisans' Market is very popular with tourists looking for vacation souvenirs and the vendors are prepared to bargain! Mercado Municipal is filled with stalls of artisans and vendors, this market has it all...from handmade crafts to t-shirts.

LOCAL CURRENCY The Mexican peso (MXN) is used in Puerto Vallarta, though U.S. dollars are widely accepted. The symbol \$ refers to pesos, not U.S. dollars, unless specifically noted.

ATM's are usually available, especially in heavily trafficked tourist areas.

POST OFFICE AND TELEPHONE FACILITIES The Post Office is located in downtown Puerto Vallarta.

Place a call with your personal calling card using the following access numbers: