

# FREE 60-Day Buyer's GUARANTEE



Shop with confidence, and experience Alaska's treasures to the fullest

The merchants listed on this map advertise with the cruise line in order to promote the wonderful shopping opportunities shoreside. They have paid an advertising fee to advertise onboard the ship, and they guarantee their merchandise for 60 days.

This guarantee assures buyers that merchants listed on this map will repair or replace any unsatisfactory item, excluding buyer's negligence, buyer's remorse, watches, and lost or stolen merchandise. Many stores in port may offer similar guarantees. Some watches and other branded merchandise will be repaired or replaced by the brand service centers. Please inquire about individual store return policies before finalizing any purchase.

For purposes of determining quality and value of jewelry related to a buyer's complaint, only appraisals secured by a buyer from gem laboratories or independent graduate gemologists, not affiliated with jewelry retailing, will be acceptable. Watches and other branded merchandise valuation comparisons must be based on retail prices offered by authorized brand retailers.

All returns must be authorized by the merchant. Please ask about individual store return policies before you buy. The port shopping program is operated by Onboard Media, Inc. who stands behind all customer relations claims relating to the guarantee. If you become aware of a problem during your cruise, please contact the Port & Shopping Guide onboard for immediate assistance. If a problem arises after your cruise but within 60 days of the purchase date, please contact the Customer Relations Department at Onboard Media.

### ONBOARD MEDIA, INC.

1691 Michigan Ave., Suite 600, Miami Beach, FL 33139  
 Phone: (800) 396-2999 • Fax: (305) 673-2741  
 E-mail: shoppingissues@onboard.com  
 Hours (EST): Monday through Thursday, 9:00 am to 6:00 pm;  
 Friday 9:00 am to 5:30 pm

**Port Agent Information:**  
**Cruise Line Agencies of Alaska**  
 P.O. BOX 729 #1 Ore Dock Road  
 Skagway, AK 99840  
 Phone: (907) 983-2842

## SPIRIT OF SKAGWAY

Shop in these locally owned businesses and enjoy a truly native Alaska experience!

**SKAGWAY OLD TOWN GIFTS**  
 The Largest Gift Shop in Southeast Alaska  
 7th and Broadway

**SKAGWAY OUTLET STORE**  
 Alaska's Original Outlet Store;  
 One-Stop-Shopping for All Your Souvenir and Apparel Needs  
 7th & Broadway

**LYNCH & KENNEDY**  
 Like Nowhere Else—  
 The Skagway Original  
 350 Broadway

**BRACKETTS TRADING POST**  
 520 Broadway

**SKAGWAY BREWING CO.**  
 Skagway's New & Improved Brew Pub  
 7th & Broadway

**NORTH TO ALASKA**  
 Gourmet Food & Gifts  
 Located across from the Post Office  
 7th and Broadway

**ALASKA CHRISTMAS STORE**  
 Celebrate Christmas Alaska Style!  
 405 Broadway, between 4th & 5th

**GOLDRUSH GALLERY**  
 Family Owned Gallery of Fine Jewelry, Art and Glass  
 Located between 6th & 7th and Broadway

## IT'S NOT TOO LATE!

Order the \$30 Savvy Traveler and your Travel Organizer will be delivered to your stateroom

*Savvy Traveler*



All the benefits of the Savvy Traveler come packaged in your very own Travel Organizer by Parazul (Retail Value \$85)

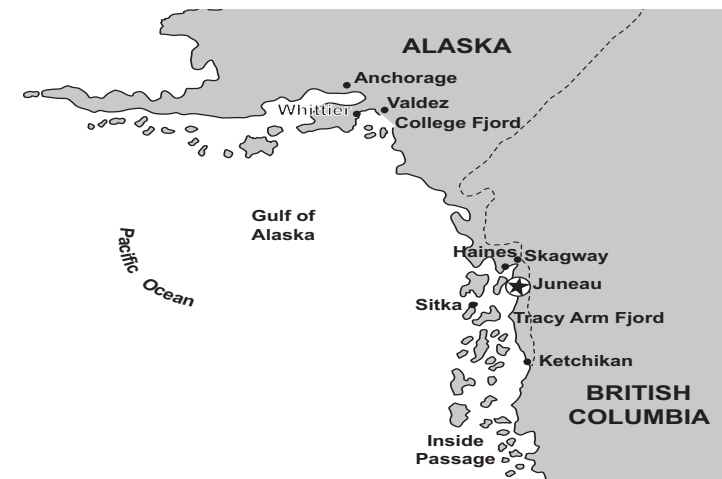
You'll get more than \$2,500 worth of value with exclusive gift cards, special offers and discounts!



Your guide to the best shopping in port



# Skagway Map



**HEAD DOWNTOWN**  
 for the best deals!  
 Map of Downtown inside...

**DIAMONDS INTERNATIONAL**

**MILANO**  
 DIAMOND GALLERY

**EFFY**  
 JEWELERS

**VENETIAN**  
 BLUE DIAMONDS

### Getting around in Skagway is as easy as 1, 2, 3:

1. Make a point of seeing your **Port & Shopping Guide** on the gangway. They are available to answer any last-minute questions and will welcome you to Skagway with **coupons** and **VIP savings cards**.
2. Stroll 5-10 minutes to the rustic, wild western **downtown district** of Skagway.
3. Plan for lunch in one of Skagway's **authentic saloons** so you can enjoy the entire day exploring this historic town.

### Shopping Checklist

Find the best deals on the designer brands listed below at the recommended & guaranteed shops!

<input type="checkbox"/> Adagio black diamonds	<b>7</b>	<input type="checkbox"/> Hearts On Fire diamonds	<b>3</b>
<input type="checkbox"/> Ammolite by Korite jewelry	<b>1 2 13</b>	<input type="checkbox"/> Jorg Gray watches	<b>13</b>
<input type="checkbox"/> Balissima jewelry	<b>6</b>	<input type="checkbox"/> Kabana jewelry	<b>1 13</b>
<input type="checkbox"/> Bulova watches	<b>1</b>	<input type="checkbox"/> Mark Henry Alexandrite	<b>9a</b>
<input type="checkbox"/> Cartier watches	<b>1</b>	<input type="checkbox"/> Orocal jewelry	<b>8 12</b>
<input type="checkbox"/> Crown of Light diamonds	<b>1 2</b>	<input type="checkbox"/> Philip Stein watches	<b>1</b>
<input type="checkbox"/> DiVersa jewelry	<b>6</b>	<input type="checkbox"/> Royal Oh!mega	<b>13</b>
<input type="checkbox"/> Ernst Benz watches	<b>1</b>	<input type="checkbox"/> Sophia Fiori Blue Diamonds	<b>7</b>
<input type="checkbox"/> Everlon jewelry	<b>7</b>	<input type="checkbox"/> Star of Alaska jewelry	<b>8 12 13</b>

SEE SHOPPING MAP INSIDE FOR CORRESPONDING STORE LOCATIONS

Featured businesses have paid a promotional fee to advertise in the integrated media shopping program, including shopping maps, television commercials and in-stateroom publications.

## DIAMONDS INTERNATIONAL 1

### Largest Selection of Loose and Set Diamonds in Alaska

- 5th generation American owned company with over 125 stores worldwide
- **NDTC Sightholder:** Diamonds from the source with incredible selection and savings
- **Diamond Essentials:** Rings, journey pendants, bracelets, studs, hoops, dangling earrings
- Crown of Light, Hearts On Fire, The Eighty-Eight, Canary Star; White, yellow, pink, blue
- **GIA and EGL diamonds:** Certified gemologists on staff; Lifetime trade-in policy
- Collect your Alaska charm bracelet, Totem charm, and Limited Edition Train charm.

## TANZANITE CENTER 2

### Experience the Largest Selection of Tanzanite in Alaska

- Direct from the Tanzanite Leaders and Tanzanite One Sightholder
- Museum quality pieces in all prices; Loose stones available from 1 Ct. to over 100 Ct.
- Huge selection of tanzanite from light lavender to ocean blue
- Create your own ring, pendant or earrings; Every size and shape to suit all budgets
- Tanzanite, alexandrite and stunning Ammolite by Korite

## DIAMONDS INTERNATIONAL WATCH & DESIGN 3

### Alaska's Source for Fine Timepieces and Designer Jewelry Located inside Diamonds International

- **Swiss Timepieces:** Cartier, Movado, Ernst Benz, Hublot "Big Bang", Philip Stein, Bulova, Longines, Maurice Lacroix, Piaget, TAG Heuer, ESQ, Hamilton and more
- **Designer Diamonds:** Crown of Light, Gift, Journey, The Eighty-Eight, Hearts On Fire, O Diamond and Canary Star
- **Fine Designers:** Largest selection of Ammolite by Korite, Kabana, John Hardy, Marahlago
- Featuring Parazul handbags and accessories

## DEL SOL 4

### World's Largest Color-Change Retailer; Guaranteed to Make You Say WOW!

- **Just Add Sun!** See Del Sol products change vibrant colors outside in the sun!
- **100% WOW Guarantee™:** All products guaranteed to change colors for life
- **Gifts for All:** T-shirts, sweatshirts, jackets, hats, stuffed animals, and more
- **Solize®:** See glaciers glare-free with polarized sunglasses; Guaranteed for life!
- **Color-changing Nail Polish:** 20+ colors plus Alaska's exclusive "gold rush" color

## MILANO DIAMOND GALLERY 5

### Top Choice for Jewelry under \$1,000

- **Loose Diamonds for Less:** GIA/EGL certified; White, blue, black, chocolate, canary yellow
- **Guaranteed Low Prices:** Fine quality of tanzanite and natural alexandrite jewelry
- Tanzanite Dreams, Firefly diamonds, Charriol, Larimar, Judith Ripka, Honora, Pandora, Hello Kitty
- **Designer Watches:** Maurice Lacroix, ESQ, Skagen
- An NDTC sightholder; High value paid on trade-in diamonds for upgrades

## EFFY JEWELERS 6

### Exclusive Retailer of DiVersa and Balissima Jewelry

- **DiVersa:** Only changeable jewelry brand with a 60-day guarantee; 2 looks in 1
- Changes from studs to dangles, necklaces to pendants, sapphires to diamonds
- **Balissima:** Handcrafted in Bali, sterling silver and stone intensive jewelry
- #1 recommendation for innovation and colored gemstones
- Since 1979, men's jewelry, certified diamonds, lifetime guarantee

## VENETIAN BLUE DIAMONDS 7

### The Blue Diamond Authority and Colored Diamond Specialists

- **Blue Diamonds by Sophia Fiori:** Now featuring the Victoria and Penelope rings
- **Siteholder for Blue Diamonds:** Cut the middleman and go straight to the source
- **Ammolite and Alexandrite:** Top quality at rock bottom prices direct from the mines
- Exclusive retailer for Adagio Black Diamonds and De Beers Everlon Diamond Knott

## LYNCH & KENNEDY 8

### Vibrant and Authentic! Featuring Quality Alaskan Art and Jewelry

- **Gold in Quartz Boutique:** Natural gold jewelry by Orocal; In house jeweler
- One of Skagway's largest retailers for Star of Alaska gemstone jewelry
- **Wildlife Sculptures:** Curtis, Regat, Starlite, Legends, Hook and Medly
- Collectible knives by William Henry

## GOODMARK JEWELERS 9a

### Skagway's Ultimate Shopping Destination; Founded in Alaska Over a Decade Ago

- **Skagway Snowflake Jewelry:** Select from diamond snowflake rings, pendants, earrings
- **Spectacular Golden Grace Collection:** Tanzanite, diamonds and topaz set in rose gold
- **Tanzanite and Diamonds Galore:** Tanzanite One and diamond jewelry in 1000+ designs
- One stop shop for Alaska inspired jewelry, gold nuggets, gold quartz and Alaska topaz

## ALEXANDRITE BOUTIQUE BY GOODMARK 9b

### Your Alexandrite Source!

- **Become One in a Million:** The world's leading designer for rare alexandrite jewelry
- **Instant Color Shift:** True Russian-quality; Cabernet red hues transform to forest green
- **Decadent Designs:** 18K gold, premium diamonds, natural color-changing alexandrite
- **Guaranteed Investment:** Certificate of authenticity, appraisal, lifetime guarantee

## NORTH TO ALASKA 10

### Featuring Unique and Affordable Gifts for the Entire Family

- **Personalized Customer Service:** Alaskan owned, 4th generation experience
- **Limited Edition Eskimo Dolls:** Designed by the owner, exclusive to this store
- **Made in Alaska Ulu Knives:** Handles made from wood, antler, fossilized bone, ivory
- Yellow Cedar totem poles signed by the artist; Authentic Alaskan foods and salmon

## ALASKA CHRISTMAS STORE 11

### Celebrate Christmas Alaska Style!

- **Alaska Ornaments:** Hundreds of styles of handcrafted Alaska made ornaments
- **Santas, Nativities, Porcelain Eskimo Dolls:** Handmade in Alaska
- **Exclusive Precious Moments Dolls:** Meet the designer and have your doll signed
- **Autographed Alaska Children's Books:** "When Grandma and Grandpa Visited Alaska"

## GOLDRUSH GALLERY 12

### Family Owned Gallery of Fine Jewelry, Art and Glass

- Located at the Historic Skagway Inn and Garden, a gold rush era bordello
- Swarovski, Starlight, Marvin Oliver, Orocal, Star of Alaska, Jimmy Crystal
- One of the largest selections of glass totem poles

## ROYAL JEWELERS 13

### Color, Color, and More Color!

- **Exclusive Distributor of the Royal Oh!mega Necklace:** Ruby and blue sapphire clasp
- **Wall of Slides:** Choose your Omega pendant from their immense selection
- **Designer Brands:** Ammolite by Korite, Kabana, Royal Oh!mega
- **Colored Diamonds and Gems for Every Budget:** Icy white, yellow, pink champagne, blue

## OMNI JEWELERS 14

### Family Owned Store in Business for 30 Years

- Diamonds, rubies, emeralds, sapphires, precious and semi-precious gemstones
- Colored diamonds, tanzanite, alexandrite and men's jewelry
- 14K and 18K white and yellow gold, platinum, gold quartz
- **Linens:** Hand embroidered tablecloths, Tuscan lace, Battenburg lace, microfiber



in Skagway

### North to Alaska 10

2010 Cruising Alaska T-Shirt for \$9.99

### Del Sol 3

Solize® Sunglasses: Lifetime Guarantee for \$45

### Effy Jewelers 6

DiVersa Diamond and Sapphire Pendant for \$475

### Goodmark Jewelers 9a

14K gold Skagway Snowflake Diamond Pendant for \$249

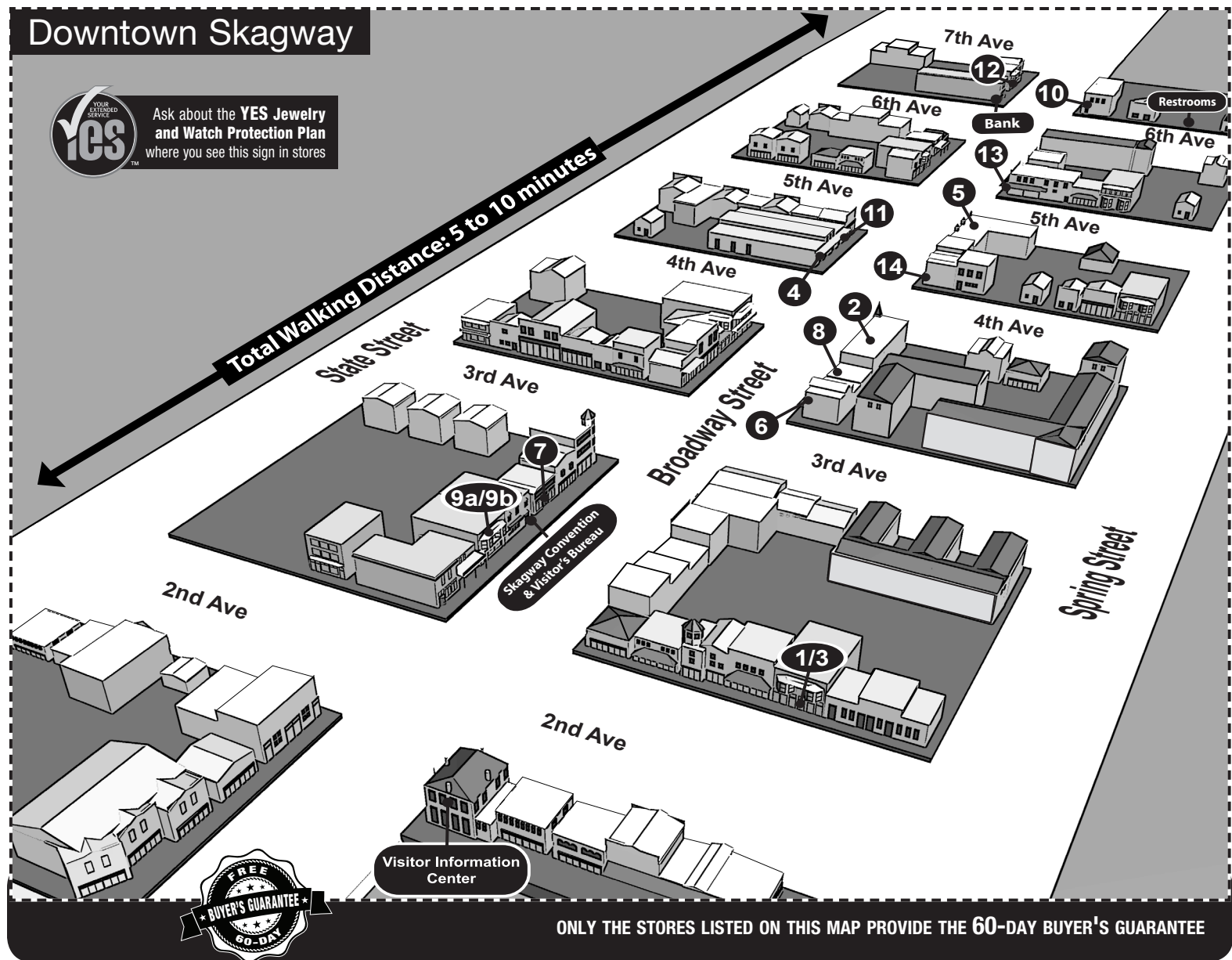
### Venetian Blue Diamonds 7

Adagio Black Diamond Stud Earrings for \$199

## Downtown Skagway



Ask about the YES Jewelry and Watch Protection Plan where you see this sign in stores



ONLY THE STORES LISTED ON THIS MAP PROVIDE THE 60-DAY BUYER'S GUARANTEE

