COZUMEL

AAPA Cruise Seminar
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COZUMEL’S IMPORTANCE

✓ Proximity
  • 8 U.S. home ports within 1,000 mile range

✓ Destination Desirability
  • Scores high on guest satisfaction

✓ Accessibility
  • Three ports within 6km of downtown Cozumel
  • Depth
EARLY ADOPTER – Scaling for Size & Volume

- One of three W. Caribbean ports expanded to accept Oasis Class in 2009
- Accommodate between 15k-18k guests and crew
- Scaling of
  - Infrastructure
  - support functions
  - guest and crew facilities
SOLUTIONS
INFRASTRUCTURE – “SCALE UP”

- Tender pier – 68m
- Pier widened – 12m to 17m
- Pier extended (mooring dolphin)berths span 420m and 408m (2 x OA class)
SECURITY – SHORESIDE FACILITY

- Only cruise port in Mexico to offer shoreside ISPS screening for cruise customers – 2,000 guest/crew per hr.
- Reduces on-board security hours and expense (crew cost vs. shoreside staff cost)
- Guest wait in shade, screened in climate controlled facility
Tour dispatch area relocated to front of terminal…
Retail and F&B expanded
136 Shops, Restaurants and Bars
“Something for Everyone”
RETAIL, F&B, ENTERTAINMENT

136 Shops, Restaurants and Bars
“Something for Everyone”
ONSITE STAFF AND OTHER SERVICES

- **22** direct employees **81** subcontracted Security and Maintenance staff
- Other services available include:
  - Water
  - Grey Water
  - Recycling
  - Luggage handling
CONTINUOUS IMPROVEMENT
• Leveraging terminal technology – “bottlenecks and opportunities”
• Biometrics (facial recognition)
• Dedicated crew facilities
• Aesthetics
• Brand partnerships
• Expansion
THANK YOU