



## Can Your Port's Current Condition Attract and Increase Cruise Traffic?

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## POM's Strategic Plan

The Port of Miami is among America's busiest ports. To retain its competitive rank as a world-class port, development plans of over **\$250 million** are moving along to accommodate the changing demands of cruise vessel operators, passengers, shippers and carriers.



## Cruise Operations

3,499,584  
Passengers

- Cruise Capital of the World
- Mega Ships Embark & Disembark Thousands of Passengers





## Cruise Operations

- In FY '04, there were **719** cruise dockings.
- The Port is able to house the largest passenger vessels with exciting itineraries and on-board entertainment which make cruising among the best and most economical vacation experiences for families.



## Cruise Programs

- Features an exciting **Port-of-Call Program**, which began in 2003 with the Norwegian Dawn.
- **Cruise Miami Program** - Promotes awareness of Miami as the premier cruise homeport and port-of-call, as well as a destination offering pre-and post-cruise activities.

## Homeport-of-Call

As the **“Cruise Capital of the World”** and the **“Homeport-of-Call”**, Miami homeported 19 megavessels last year and hosted its first port-of-call ship.

Being a Port-of-Call, benefits the seaport and several tourist attractions, such as Everglades tours, South Beach, Vizcaya, Parrot Jungle, the Miami Seaquarium, and local shopping venues.

Thousands of cruise passengers have the opportunity to visit South Florida and contribute to our local economy.





## Cruise Miami Program

**“Cruise Miami Program”** - the Port has partnered with the Greater Miami Convention and Visitors Bureau to encourage cruise vacationers to arrive in Miami either before or after their cruise vacation to enjoy our many entertaining destinations. Thus, contributing to our local economy.

Encourages our port-of-call program, where cruise lines bring their vessels mid-week and passengers can spend a day in Miami with the hope of returning for a future vacation.





## Economic Impact

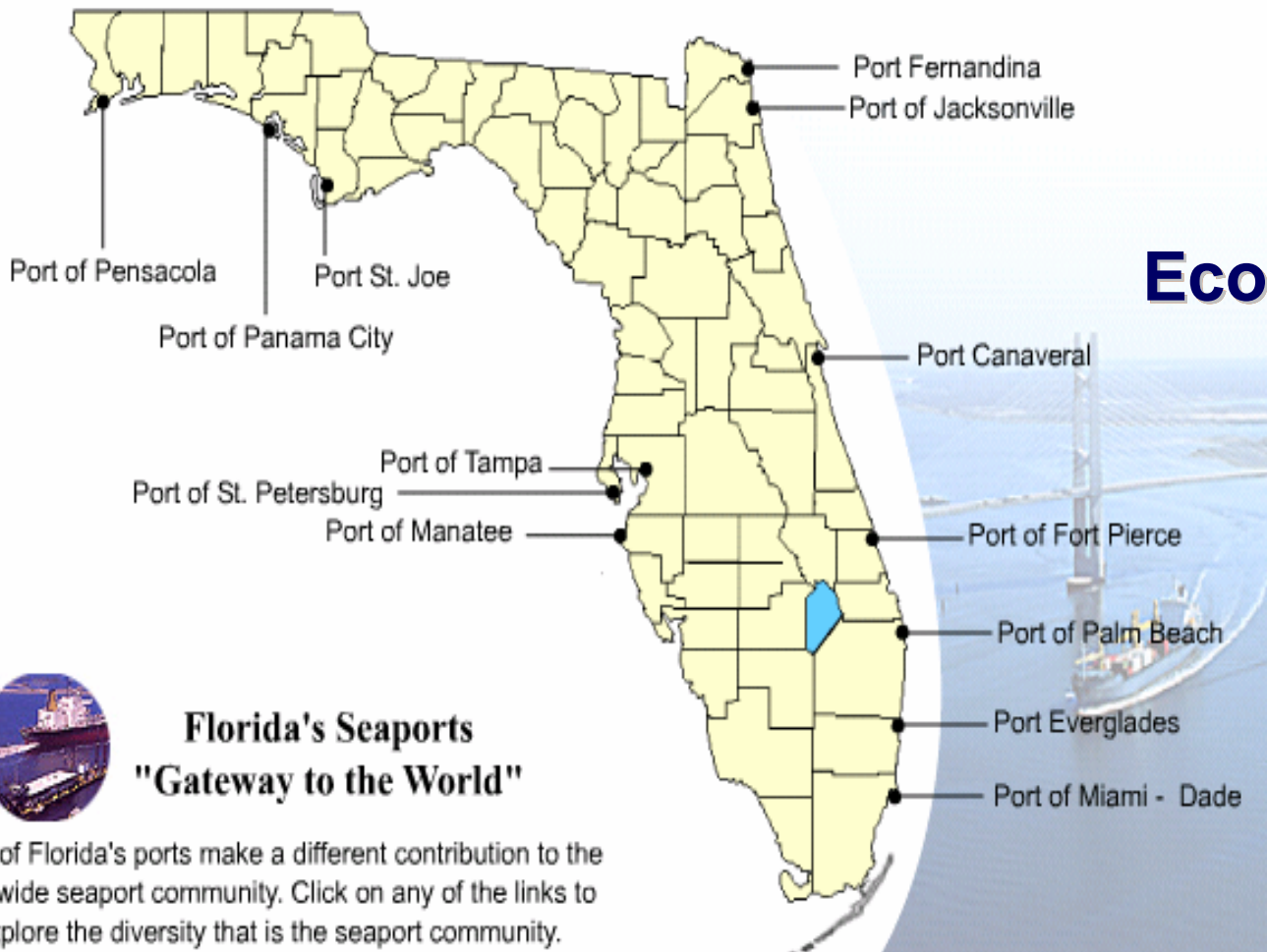
- The Port is one of the two main economic generators for the local economy
- Estimated total impact exceeds \$12 Billion and 98,000 Jobs





## **Economic Benefits in Miami**

- Half of the Passengers extended their stay in Miami before or after their cruise
- Average passenger expenditure is \$89.00 per day
- Overnighters spent an average of \$280.00
- 68% flew on a commercial airline and 24% drove



## Economic Benefits in Florida



### Florida's Seaports "Gateway to the World"

Each of Florida's ports make a different contribution to the statewide seaport community. Click on any of the links to explore the diversity that is the seaport community.

## Economic Benefits of the Cruise Industry in Florida:

- Florida received nearly \$4.6 billion in direct spending
- Cruise industry generated 130,750 jobs and wages totaling over \$4.6 billion in income for Florida workers
- Passengers and crew spent \$421 million in Florida in 2003



## Economic Benefits Nationwide

### **Nationwide, the Cruise Industry Generates:**

- \$25.4 billion in total economic benefits
- \$12.9 billion in direct spending by the cruise lines and passengers on U.S. goods and services
- 295,000 total U.S. jobs generated by cruise expenditures
- \$11.6 billion in total wages for U.S. employees

\*Figures Compiled by Business Research & Economic Advisors – August 2004





## Other Economic Benefits

### Industries benefiting from the cruise industry:

- Airline transportation
- Ground Transportation
- Food and Beverage
- Business services
- Ship maintenance and repair
- Hotels and lodging
- Entertainment
- Retail and Trade



## **A Successful Homeport**

### **5 Points considered key to being a successful homeport:**

- Outstanding port services and an equally appealing city
- Modern and efficient airport with substantial airlift
- Attractive tourist destinations and itineraries
- Large population center
- Drive accessibility to that population



## HomePorts and Ports-of-call

### Commonality between homeports and ports-of call:

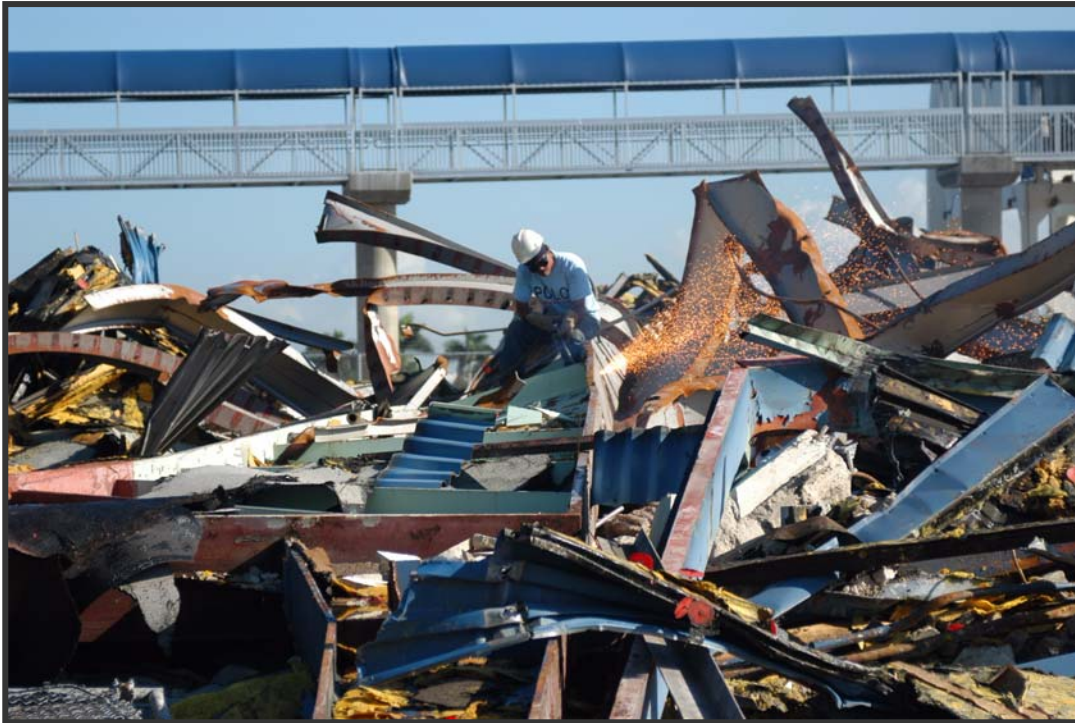
- Infrastructure must be developed from the waterside in
- Both must provide adequate, cost-effective facilities and infrastructure
- Basic safety and security, convenience and attractions



## Security



- Security is a Top Priority
- Security Capital Infrastructure needs have increased from \$9.2 million to \$55.4 million



## 2020 Master Development Implementation Plan

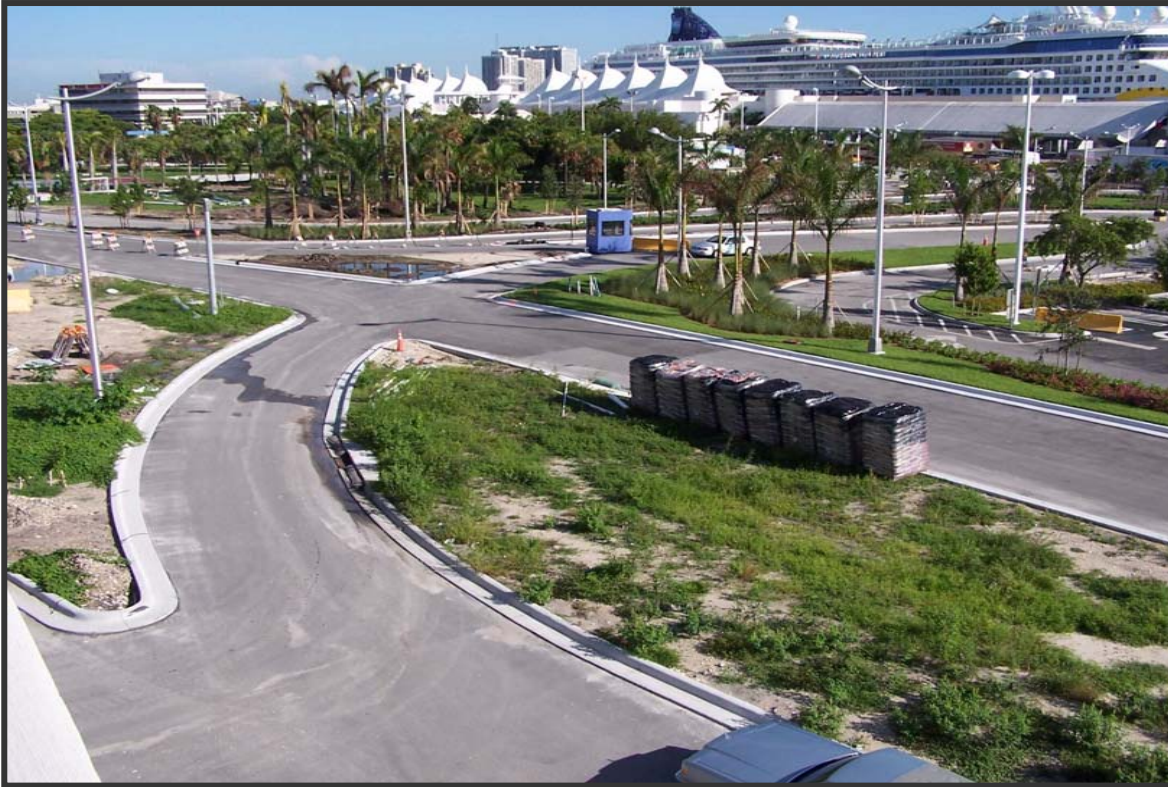
- Enhancements & Developments
- \$250M In Capital Improvements
- Maintain Competitiveness
- Accommodate Changing Demands



## New Parking Facilities

- A \$7 million parking garage that can accommodate 1,000 cars near Terminal 5 has been completed
- \$13.5 million was spent to add 1,350 parking spaces near Terminals 8 and 9
- \$2.5 million was spent to add 1,000 ground-level parking spaces at the two new cruise terminals





## **Newly Redesigned Roadway System**

The redesign and construction of the main artery roadway that separates cruise and cargo vehicular traffic results in increased safety of cruise passengers.

## Two New Cruise Terminals



- The Groundbreaking Ceremony for new Passenger Terminals D & E was held in January 2005
- Expected to be complete in the Fall of 2005
- Estimated cost: \$27.6 million (each terminal)

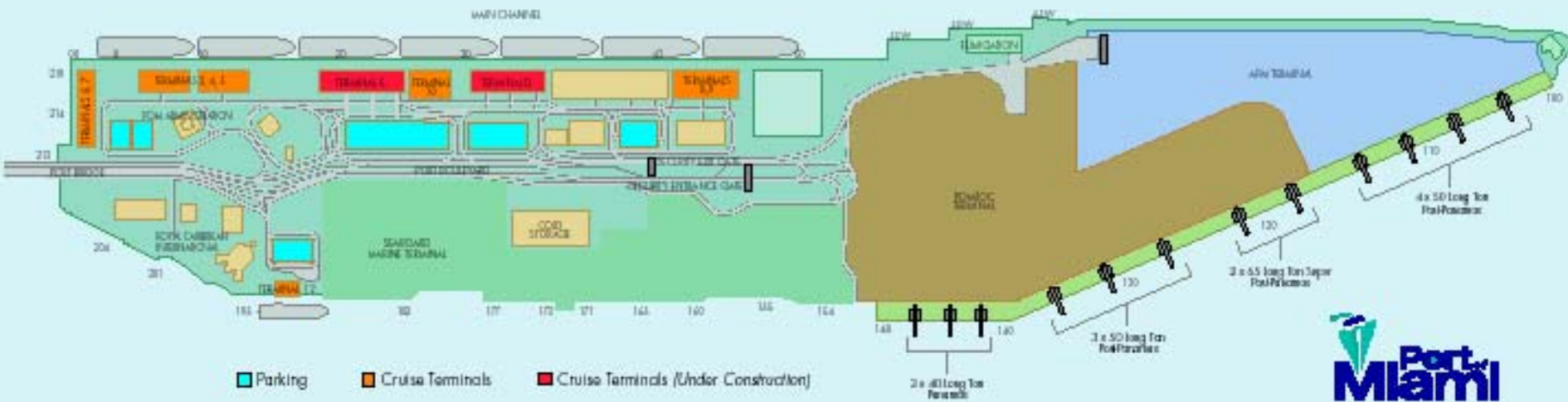
## Two New Cruise Terminals

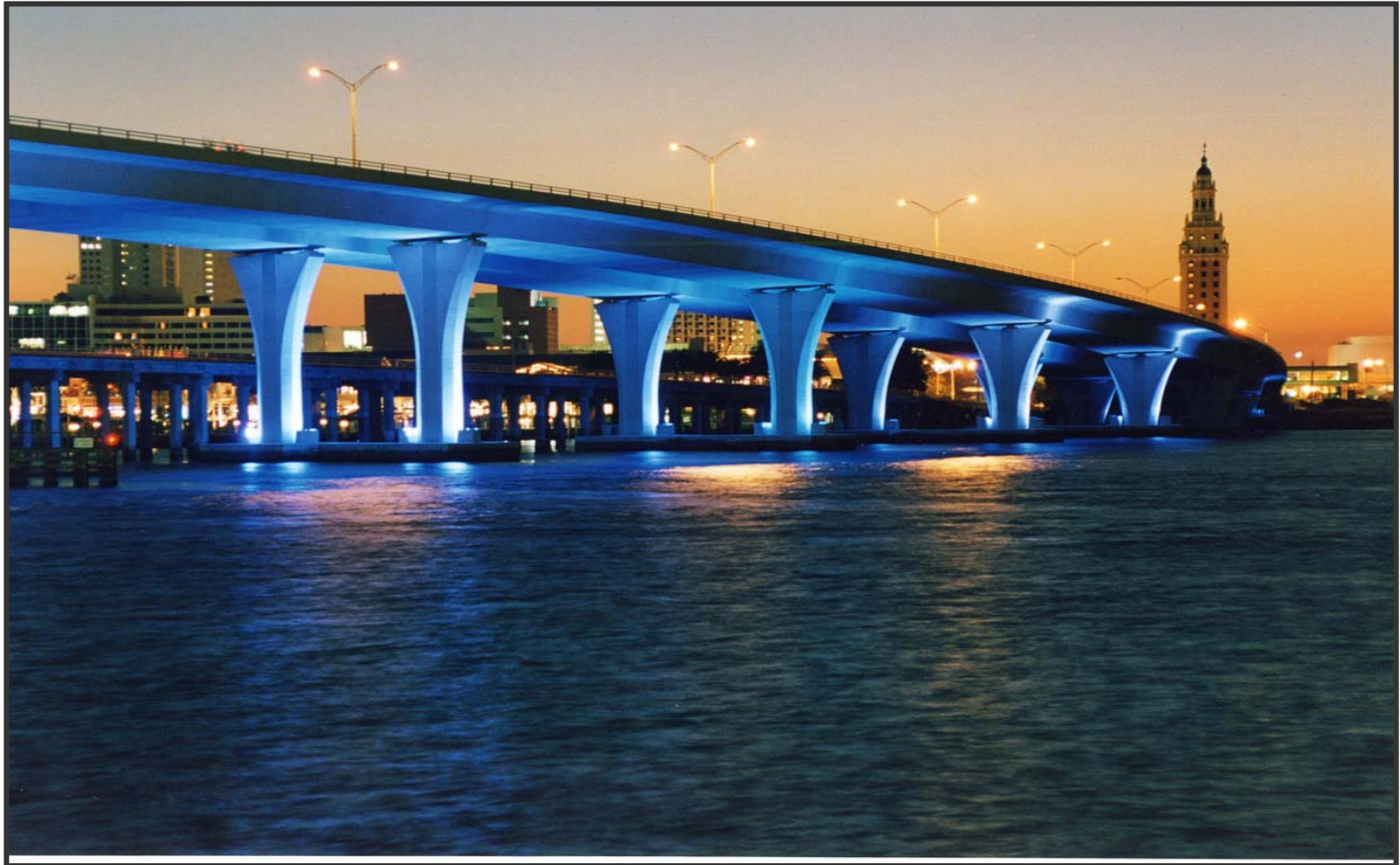


First terminals in the country to incorporate the new “one stop shopping” concept proposed by TSA for federal agents processing passengers at the Port.



# Port Diagram





Thank You!