

# Destination, Port and Cruise Industry

Alfonso Gil. CEO Port of Mazatlan.  
Mexico

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A large cruise ship is shown from a low angle, sailing on the water. The ship's hull is dark with a red stripe at the bottom. The upper decks are white with many windows. The ship is moving towards the right, leaving a wake in the water. The sky is a mix of orange and blue, indicating sunset or sunrise. The water reflects the colors of the sky.

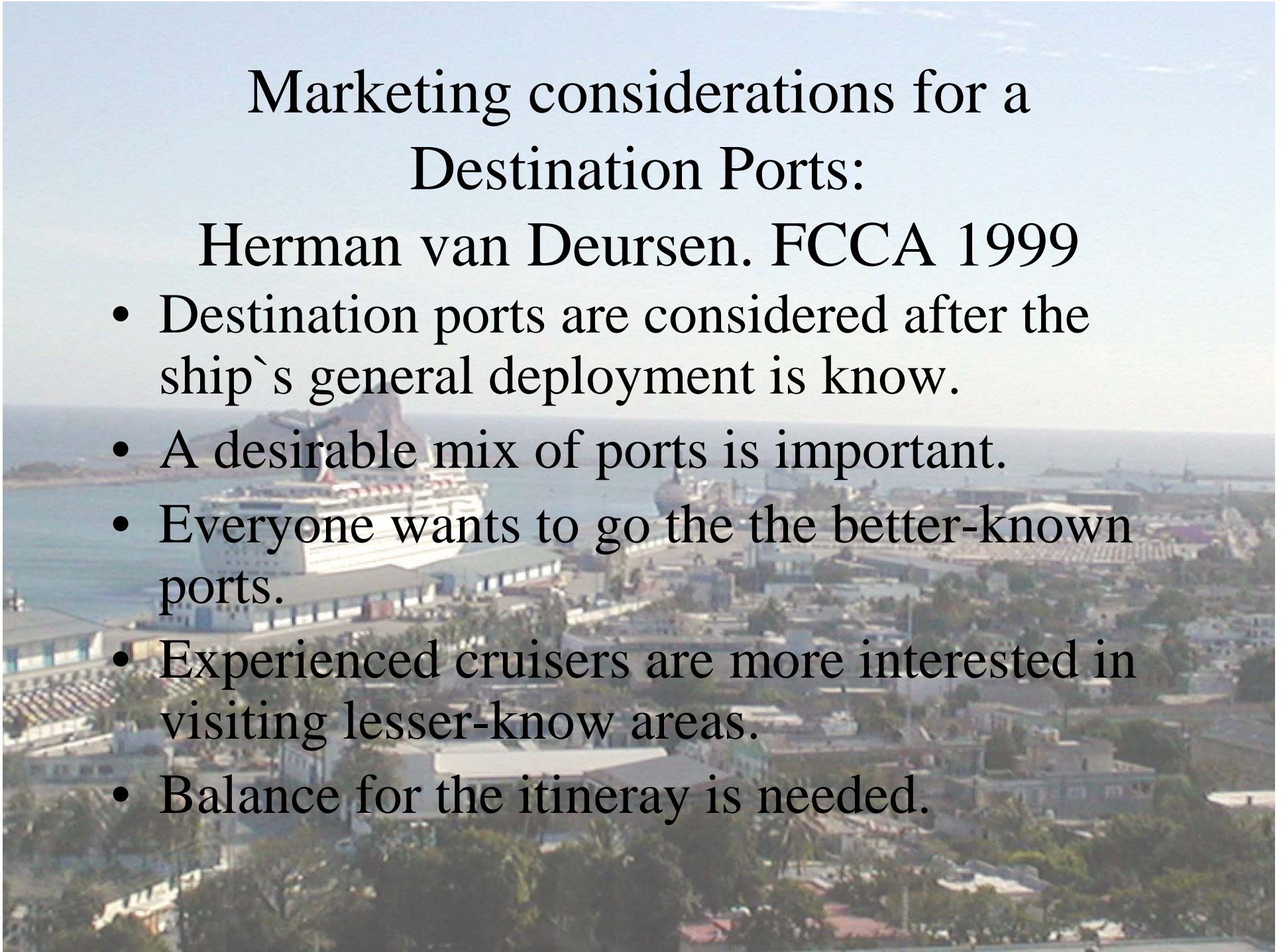
# The cruise market

- Three vectors: Port, Tourist Destinations and the cruise lines in order to create an itinerary.
- Permanent challenge: balance the development of the Port and the Destination with the cruise lines needs and expectations

# Marketing considerations for a Destination Ports:

Herman van Deursen. FCCA 1999

- Destination ports are considered after the ship`s general deployment is know.
- A desirable mix of ports is important.
- Everyone wants to go the the better-known ports.
- Experienced cruisers are more interested in visiting lesser-know areas.
- Balance for the itineray is needed.





# Marketing considerations for a Destination Ports:

Herman van Deursen. FCCA 1999

- Marine facilities and whether the port can handle the number of people from the ships.
- Transportation structure: how people can move around, attractions, history and culture, the people of the area.
- Minimum and maximum number of hours to spend in a port.
- Cruise lines research the port from a guest enjoyment perspective.

# Marketing consideration for a Destination Ports:

- Cruise lines survey past passengers for their preferences and look at the competition.
- Destination trends are taken into account in the selection process: Where do people want to go?
- Assess the current social, political and health conditions of port under considerations. Cruise lines look for ports that have not had negatives news stories about them or travel warnings from the US Department of State.



# Marketing considerations for a Destination Ports: Herman van Deursen. FCCA 1999

Extent of harbor costs and how much  
cooperation the cruise lines can receive  
from the ports.



# The Caribbean Vs. Mexican Pacific

- Differentiation
- California market Vs. East Coast market
- Very fragil routes: Ensenada –very close to California-
- More homeport in the East Coast Vs. Few homeport in the West Coast.

The background image shows a busy port area. In the foreground, there is a blue metal railing with a banner that reads "Mazatlán" in large, colorful letters. Below the banner, it says "One day is not enough". To the left, there is a sign that says "Shows". In the middle ground, several people are walking, including a man in a white shirt and a man in a grey shirt. There are also some vehicles, including a yellow Volvo truck. In the background, there are more people, vehicles, and buildings. The sky is clear and blue.

# The Mexican Pacific Ports

1995 to 2007: From Government agencies to client oriented companies.



## II. Port Investment (USD Millions)

- Ensenada:
  - Cruise Port Village: \$25.0
  - Coastal Blvd. Expansion: \$10.0
- Guaymas: New Terminal \$9.3
- Topolobampo: \$10.0 Terminal to be build in years 2008-2009
- Mazatlan: 14 millions. New pier.





# Investment (USD Millions)

Puerto Vallarta: \$30 Piers 2 and 3 in years 2005 to 2007. \$10 New Terminals piers 1 and 2.

- Manzanillo: \$10.0 New Terminal. Years 2007-2008.
- Chiapas: \$8.5 for new pier and terminal.