



Jackie Williams  
*Port of San Diego Marketing Manager*





# Cruise Ship Terminals Have Been Used For

- Weddings
- Special events
- Stakeholder events
- Industry receptions
- Goodwill functions
- Travel agent familiarization tours



# *Holland America & Carnival Cruise Fair*



A consumer event inviting potential cruise customers to book or obtain more information about cruising with Holland America and Carnival.

# The Risks

Things to consider when using a cruise terminal as a multi-purpose facility.



# Weigh Your Risk

The Port of San Diego requires insurance from the event planner to protect itself and event attendees.

# Be Mindful of Dates

Keep in mind core goals and do not displace important Maritime related business to book a non-maritime related event.

# Devil is in the Details

Special events require additional attention, sometimes outside the normal day-to-day operations.

Existing staff would need to take focus of their regular duties.

# The Rewards

The positive impact a multi-purpose facility has on  
your business

# Positive PR

In partnership with customers and stakeholders, the Port of San Diego has utilized its terminal to educate and entertain cruise agents.

Military families have utilized the terminal for recognition events and an annual career fair inside the terminal has helped local college and high school students find jobs in the hospitality industry.



# Promotional Opportunity

Events open the facility to the public, who are then able to experience and embrace the Maritime market. It allows them to become familiar with the Maritime business and care about its future.

## Profit Center

Events can be profitable if managed well and marketed strategically. However, most public venues break even or lose money in the long run.

Jackie Williams

[jwilliam@portofsandiego.org](mailto:jwilliam@portofsandiego.org)

(619) 686-6464



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of San Diego