

PORT OF MIAMI



Bill Johnson, Port Director
AAPA – Trends in Cruising

February 18, 2009



About The Port of Miami



- **Cruise Capital of the World – 4.1 Million PAX**
- **Cargo Gateway of the Americas**

Economic Impact - 2007



- **Second Largest Economic Engine in Miami-Dade County**
- **176,000 Jobs**
- **\$17 Billion Annually**

World's Leading Cruise Lines

- POM offers a choice of popular multi-day cruises.
- We are proud to be home to the world's most distinguished cruise lines:



Fred. Olsen Cruise Lines

- POM hosts 24 of the world's finest cruise ships representing 10 cruise lines, four of which have their world headquarters in Miami-Dade County.

Economic Linkage Airport - Seaport




- Of the **4 million** cruise passengers that visit the Port of Miami a year, **60%** fly in.

Main Challenges

- **Competition**
- **Infrastructure Improvements**
- **Port Passenger Fees and Services**
- **Security Costs**
- **Fluctuating Oil Prices**
- **World-wide Economic Factors**



Cruise Vessel Development

	<i>Passengers</i>	<i>Drafts</i>	<i>Air Drafts</i>	<i>Ship Displacement (In Thousands Grt.)</i>
 <p>1960 ' s</p> <p>400 FEET</p>	400-500	Up To 30	-	18
 <p>1970 ' s</p> <p>500 FEET</p>	600	20-36	-	20
 <p>1980 ' s</p> <p>800 FEET</p>	1200-2000	26-30	140-175	80
 <p>+1990' s</p> <p>900-1050 FEET</p>	2600-3800	26-34	160-180	90-150
 <p>+2000' s</p> <p>1050-1300 FEET</p>	3500-5000	30-34	+/- 200	150-180

Cruise Industry Trends Impacting Infrastructure

Waterside:

- Berthing
- Fenders
- Bollards
- Bulkheads/Piers
- Water Supply
- Provisioning
- Gangways
- Fueling

Landside:

- Ingress/Egress
- Roadways
- Parking
- Terminals
- Customs
- Transport from
Airports
- Attractions
- Shopping

Services:

- Security
- Stevedoring
- Trash

Building For The Future



Sustainable Capital Improvement Program

- Partnering Long-Term Contracts
- Sustainable Development
- Community Involvement
- Security Enhancements

Cruise Projects

<u>PROJECT</u>	<u>ESTIMATED COST</u>	<u>COMPLETION DATE</u>	
➤ Cruise Terminals D&E	\$62 million	October 2007	
Upgrades/Finalization	\$7.8 million	October 2009	
Provisioning Warehouse	\$7 million	November 2009	
➤ Cruise Terminals F & G			
A/C – Phase 1	\$860,230	May 2009	
CBP Consolidation	\$1.2 million	October 2009	
➤ Cruise Terminals Renovations	\$19 million	October 2009	B & C
➤ Parking Garage D	\$15 million	October 2009	
➤ Wharf Access Gates	\$2 million	December 2009	
➤ 2035 Master Plan Update	\$1.3 million	Summer 2011	

Accomplishments

2007

- October/November 2007– Opening of two new ultra-modern cruise Terminals D & E

2008

- December 2008 – Execution of a 10-year berthing agreement between Miami-Dade County and Norwegian Cruise Line (NCL).

2009

- January 2009 – NCL and POM announced the new F3 ship, the *Norwegian Epic* – the cruise line’s largest and most innovative Freestyle Cruise ship, which will sail year-round to the Caribbean from the Port of Miami beginning Summer 2010.

Two New Cruise Terminals



Terminals D & E together include 175,000 square feet of PAX processing area and 55,700 feet for intermodal/baggage handling including integrated security and inspection functions.

New Ultra-Modern Entrance

front lines



>> trade

Paying tribute to international trade pioneers

Miami was not always the "Gateway to the Americas," one of the nation's leading Customs districts for international trade with more than \$79 billion in annual imports and exports.

With a tip of the hat to those who pioneered that growth over the last half century and more, the Florida Foreign Trade Association unveiled its new tribute to them at the entrance to the Port of Miami last month.

The multi-year effort to establish the statue was led by, among others, FFTA President Ralph Puga, Gene Rodriguez, Jose Perez Jones of Seaboard Marine, Jorge Rovinsky of Florida Stevedoring as well as the Port of Miami and the Florida Department of Transportation.



Port of Miami Director Bill Johnson speaks at the ceremony unveiling the new tribute to the early leaders of the international trade community in Miami.

- The Port of Miami in conjunction with various government and industry partners developed a world-class entrance feature that symbolizes the Port's past, present and future commerce.

Security



- The Port of Miami is recognized as one of Florida's leading ports in safety and security.

GMCVB – POM Cruise Programs



Besides offering a great homeport, Miami offers vacationers the opportunity to extend their stay with a wide variety of cultural and professional attractions, sporting events, dining, shopping, and energizing beaches.

THANK YOU



For more information about the Port of Miami please visit our
website at:

www.miamidade.gov/portofmiami

