



# Marketing and Use of Cruise Facilities

AAPA Cruise Seminar

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Mazatlan, Mexico

# Typical Sources of Port Revenue

- Tariffs
  - Berthing
  - Warpage
  - Head tax
- Water
- Usage fees
- Security charges
- Parking



# Additional Sources of Revenue

- Alternate use of your multipurpose facility
  - Groups
  - Special events
    - Exhibits
  - Tenants with terminal / meeting and conference center
    - Quebec
  - Meeting conference center
    - Norfolk





Port of Quebec Aerial View



Port of Quebec Terminal Interior

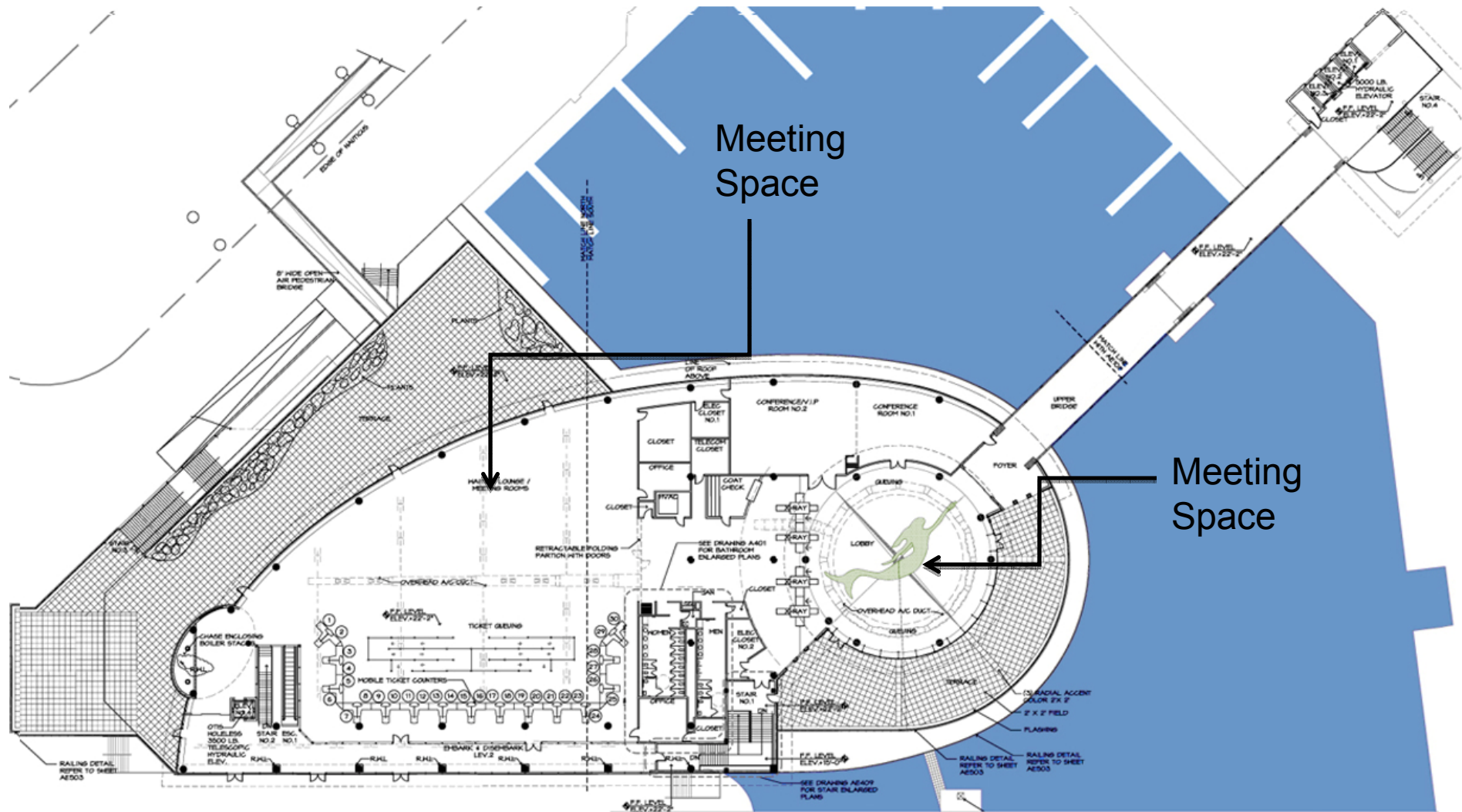


Nauticus  
Museum

**Norfolk Half Moone Cruise & Celebration Center**



Norfolk Half Moone Cruise & Celebration Center







Norfolk Half Moone Cruise & Celebration Center



Norfolk Half Moone Cruise & Celebration Center

# Private/Public Venture

- Puerto Vallarta, Mexico

- Port has available land and location
- Developer develops destinations
  - Private developer
  - Cruise line
- Port/developer share in profits

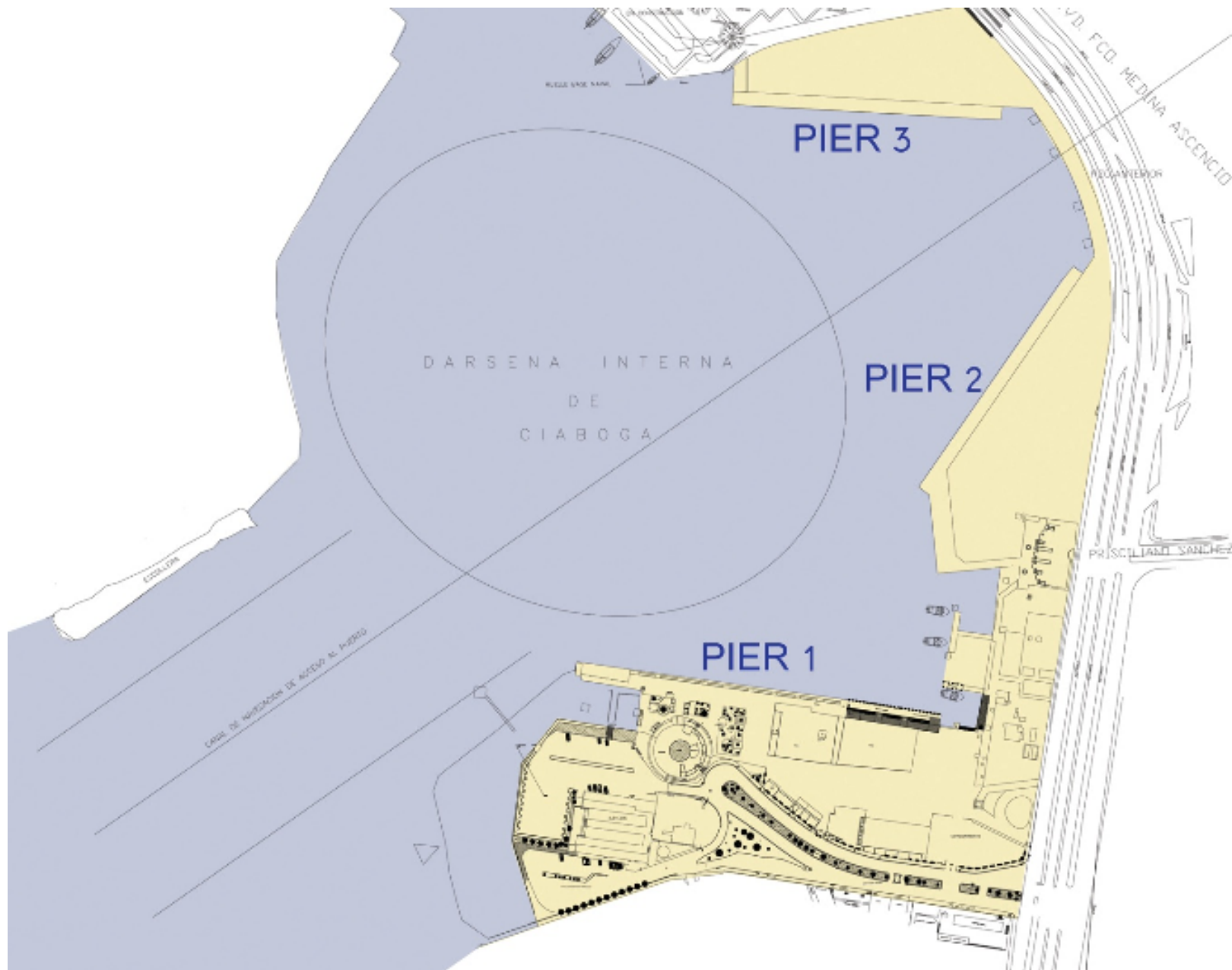




## Puerto Vallarta Existing Conditions



Private/Public Venture



## Puerto Vallarta Existing Site Plan



**AAPA**  
American Association  
of Port Authorities

# Puerto Vallarta Master Plan

**BEA**  
architects

# Private/Public Venture

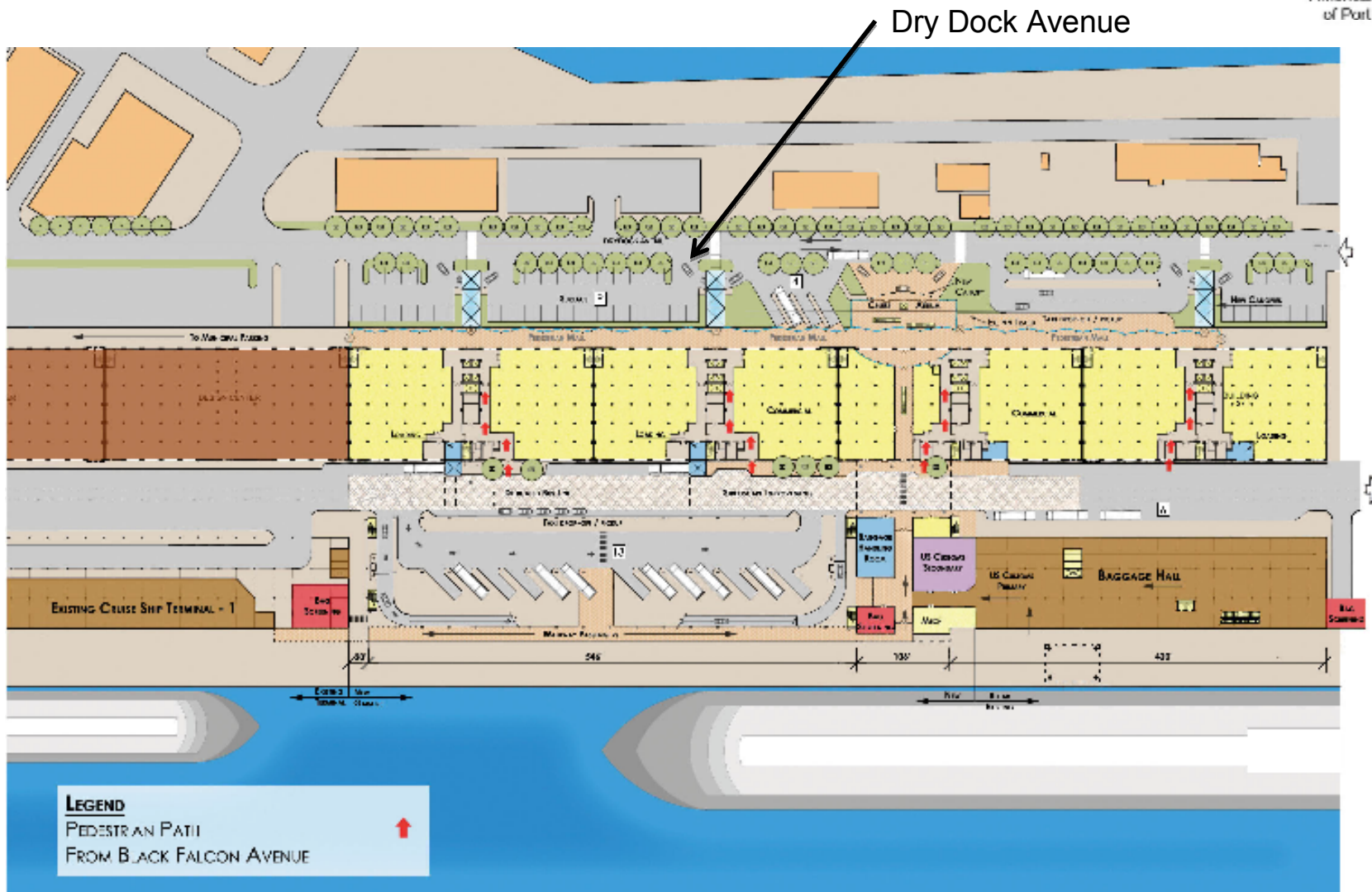
- Boston, Massachusetts, USA

- Developer owns asset on or near port property
- Developer needs a concession
  - Additional land
  - Use rights
  - Other
- Developer agrees to build-out entire project for the port and developer in exchange for concession(s)

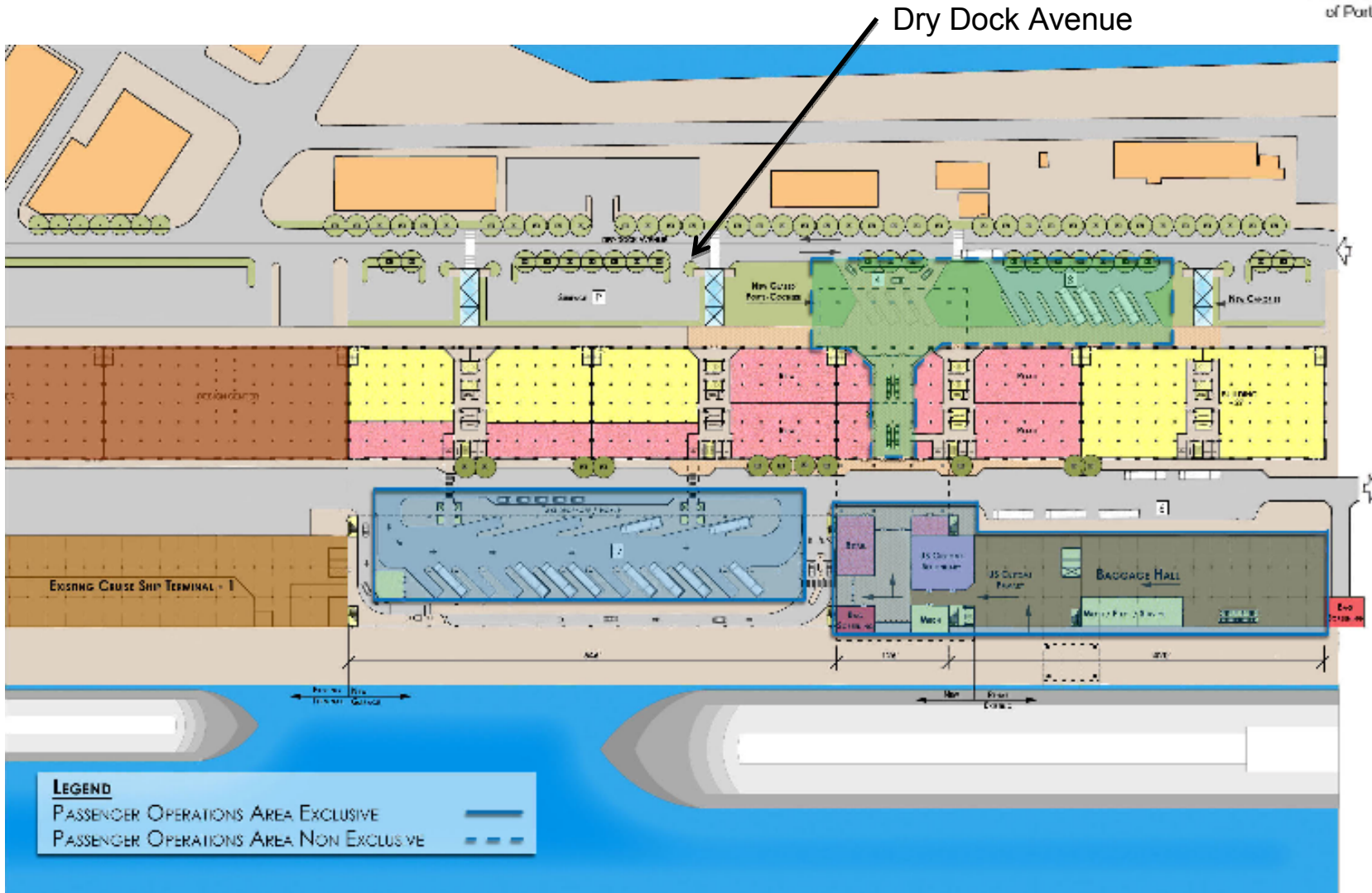


**Existing Condition**  
**Boston's Bronstein Center Cruise Ship Terminal**





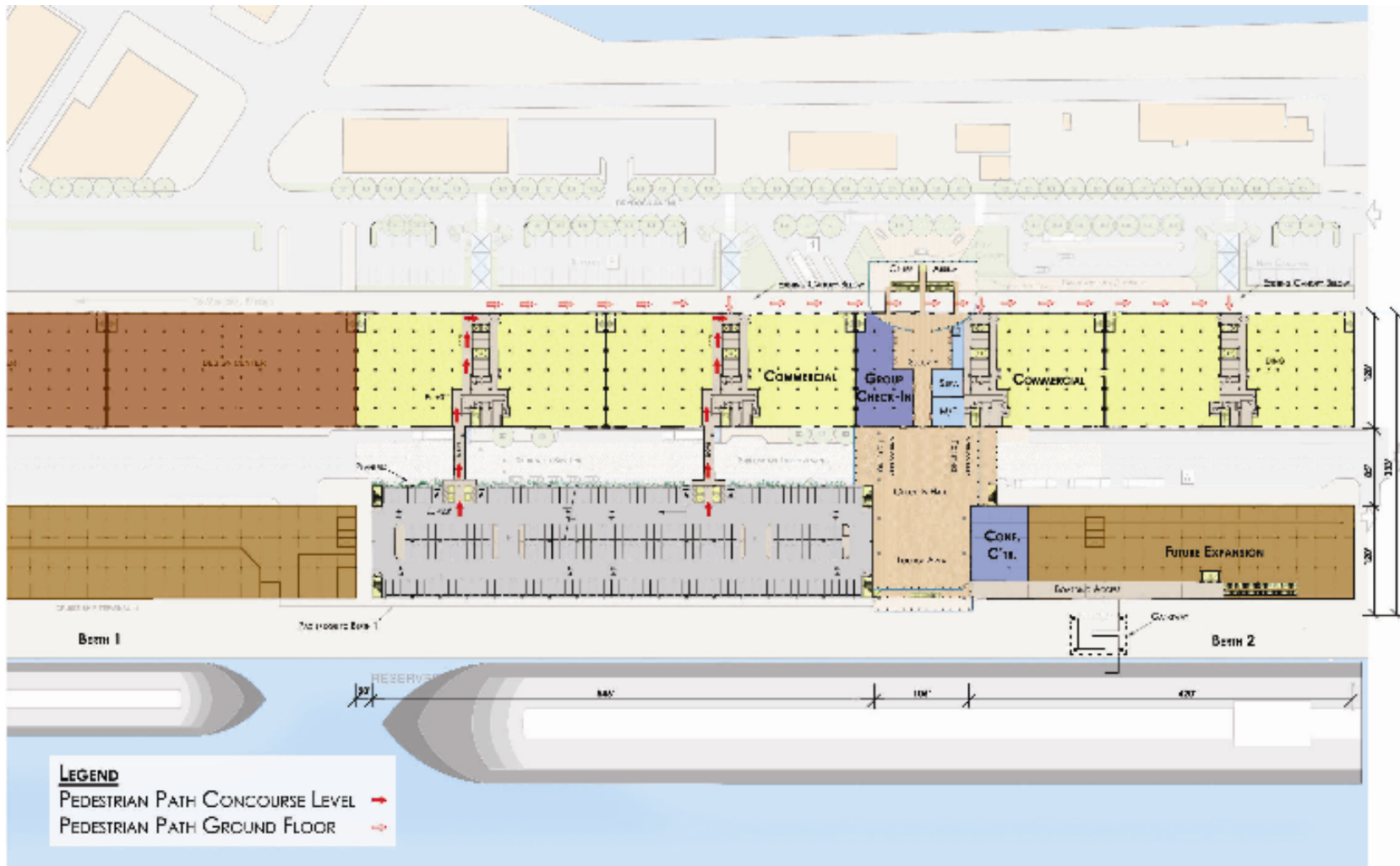
Ground Floor Plan  
Boston's Bronstein Center Cruise Ship Terminal



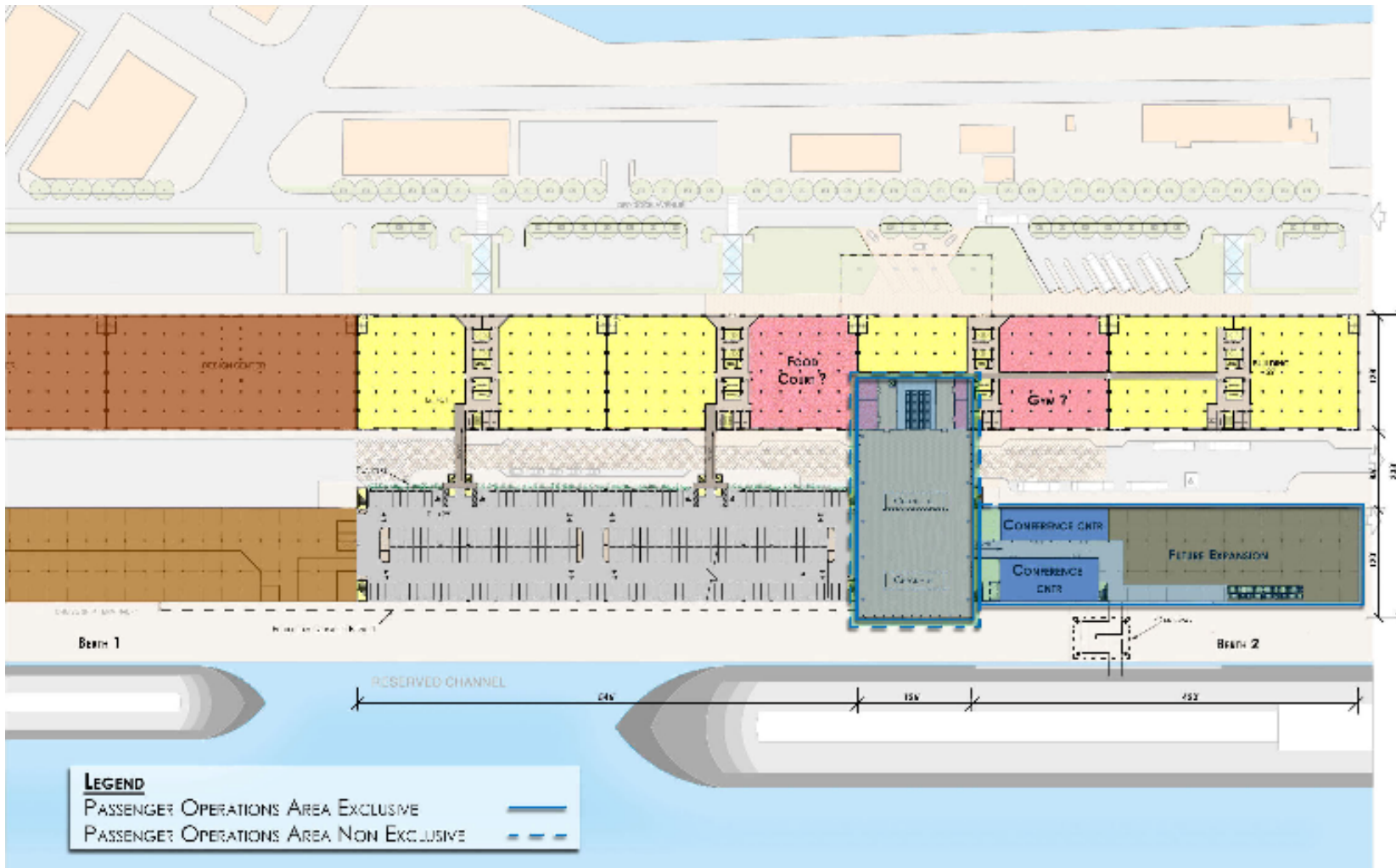
## Ground Floor Plan Boston's Bronstein Center Cruise Ship Terminal



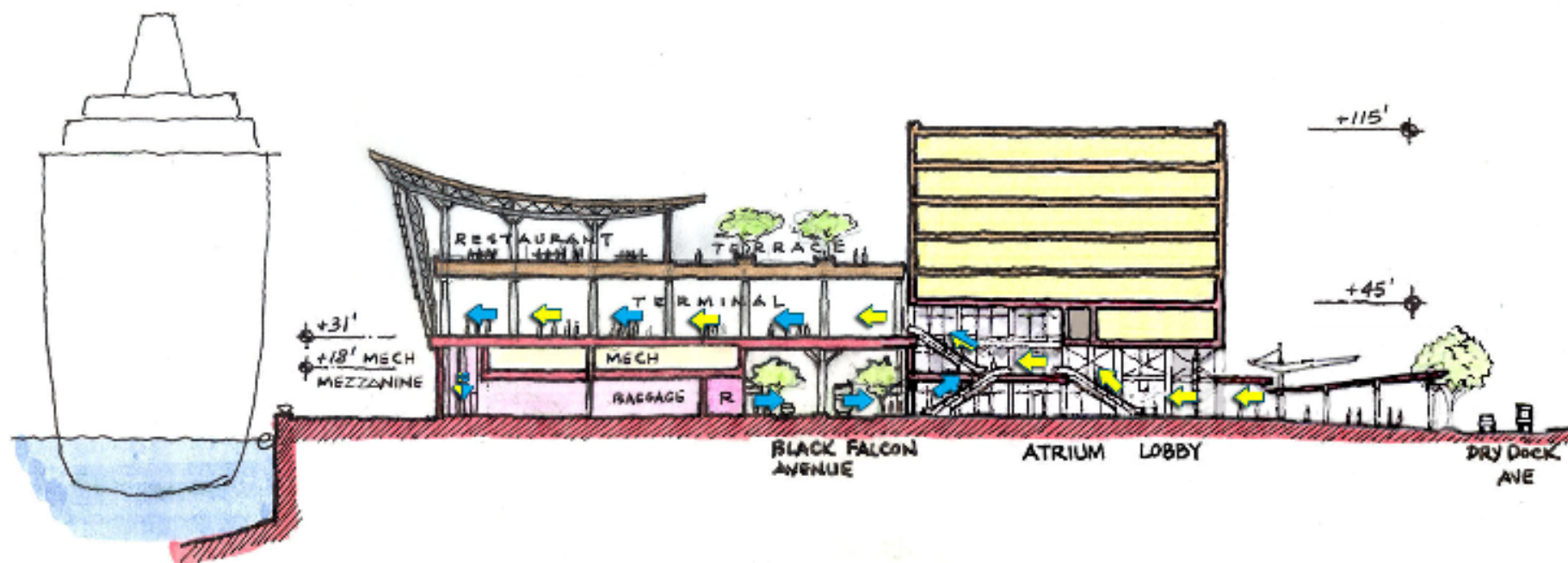
## Garage (2<sup>nd</sup>) Level Floor Plan Boston's Bronstein Center Cruise Ship Terminal







**Concourse (3<sup>rd</sup>) Level Floor Plan**  
**Boston's Bronstein Center Cruise Ship Terminal**



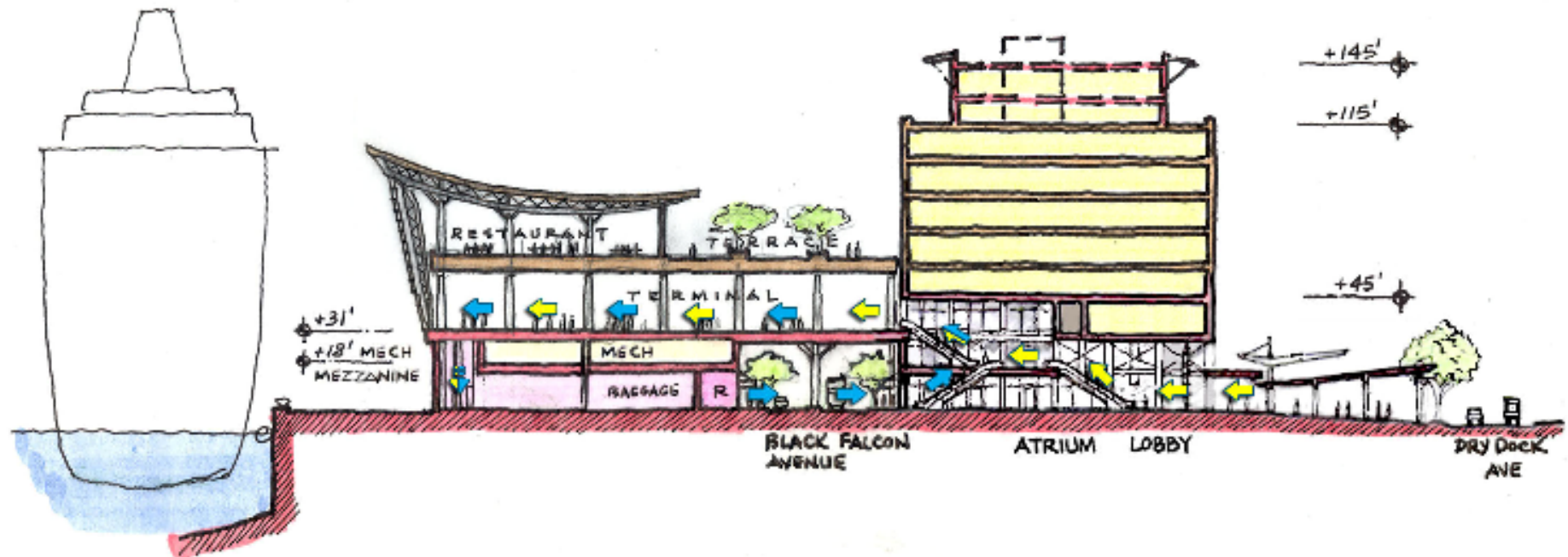
## Concourse (3<sup>rd</sup>) Level Floor Plan Boston - Bronstein Center Cruise Ship Terminal



**LEGEND**

- PAX WEEKDAY EMBARKATION  PAX WEEKDAY DISEMBARKATION   
 PAX WEEKEND EMBARKATION  PAX WEEKEND DISEMBARKATION 

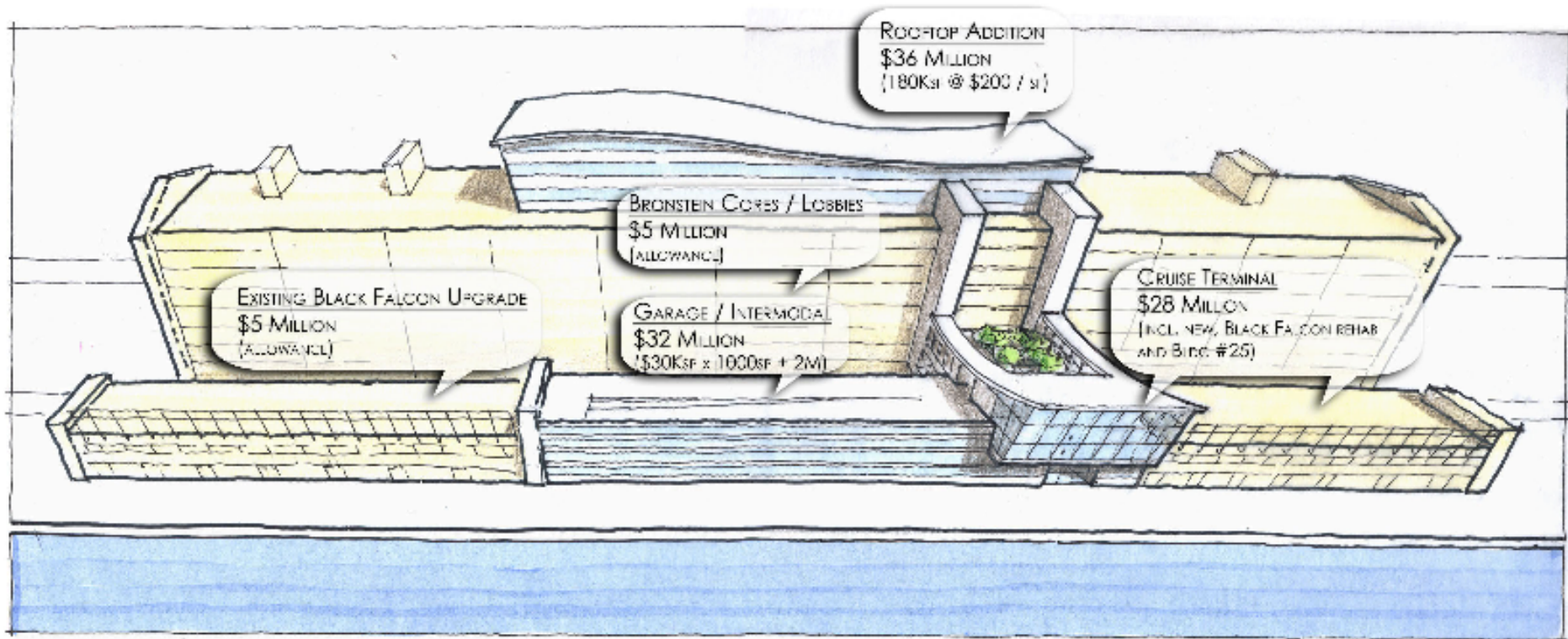
**Building 25/Cruise Terminal Section  
Boston's Bronstein Center Cruise Ship Terminal**



**LEGEND**

- PAX WEEKDAY EMBARKATION ➡ PAX WEEKDAY DISEMBARKATION ⬅
- PAX WEEKEND EMBARKATION ➡ PAX WEEKEND DISEMBARKATION ⬅

**Building 25/Cruise Terminal Section  
Boston's Bronstein Center Cruise Ship Terminal**



SUBTOTAL	\$106 MILLION
FEES / SOFT COSTS (15%)	\$16 MILLION
CONTINGENCY (10%)	\$11 MILLION
<b>PROJECT COST</b>	<b>\$133 MILLION</b>

## Massing Concept Boston's Bronstein Center Cruise Ship Terminal



# Summary - Boston, Massachusetts

## • Port gets:

- 1 new state-of-the-art cruise terminal
- 1 remodeled cruise terminal
- New intermodal vehicle facility
- New drop-off along Dry Dock Avenue

## • Developer gets:

- Updated 750,000 SF office building
- New parking structure to serve existing office space
- 300,000 SF office space addition
- Landmark restaurant at cruise terminal site
- New meeting/conference center
- Use of terminal for additional meeting/conference center on non-cruise days

**Thank You!**

