

AAPA 2013 CRUISE SEMINAR

Cruise Facility Design, Processing, Safety &
Security

INTRODUCTION

Background & Current Role within Carnival Cruise Lines

Carnival Cruise Lines

- Operates 24 cruise ships on more than 1500 voyages per year
- Approximately 4.5 million guests expected in 2013
- 18 North American homeports including 12 year-round departure points
- Roughly half of the US population lives within a day's drive of a North American homeport
- Operating cruises in the Bahamas, Caribbean, Mexican Riviera, Alaska, Hawaii, Canada, New England, Mediterranean, South America, British Isles, Norway, Baltics, Tahiti, Pacific Islands, Australia & New Zealand

TWO DISTINCT AREAS OF OPERATIONS

Homeports (aka turn-around ports)

Ports of Call

PURPOSE OF A HOMEPORT CRUISE TERMINAL

For Carnival Cruise Lines a homeport must be able to accommodate:

- A comfortable and expeditious guest disembarkation and embarkation process
- A luggage discharge and loading process that keeps pace with the guests departing and arriving
- Garbage & other items to be offloaded expeditiously and in a cost effective manner
- Stores, provisions & other items to be loaded expeditiously and in a cost effective manner
- A fully secure environment in compliance with all applicable laws and regulations

Perhaps the most accurate gauge of success is the time in which the entire operation can be completed while adhering to the above necessities.

MAIN CHALLENGES & CONSIDERATIONS FOR A CRUISE LINE

- Clearly, first and foremost a safe approach to the berth
- Size and layout of the buildings and their various individual areas (i.e. guest check-in, security screening, luggage lay down, Federal Inspection Areas, intermodal areas etc.)
- Adherence to evolving Federal Inspection Requirements
- Port Congestion
- Mooring Restrictions
- Traffic / Infrastructure challenges inside & outside the Port
- Cost of services in a specific port (i.e. stevedoring, security, tugs, pilots, etc.) & competition restrictions

CRUISE TERMINAL DESIGN – CRUISE LINE PERSPECTIVE

With very few exceptions, the various cruise lines do not own the cruise terminals but rather the Port Authority / Municipality.

The process of design of a successful facility should always involve solicitation of feedback from the targeted cruise lines.

In most cases a commitment from cruise lines is desired in order to justify the investment. The parties will have to:

- Establish the level of demand
- Establish the operational needs for that particular port
- Reconcile Cruise Lines needs with those of the Port Authority / municipality / etc.

THANK YOU !