



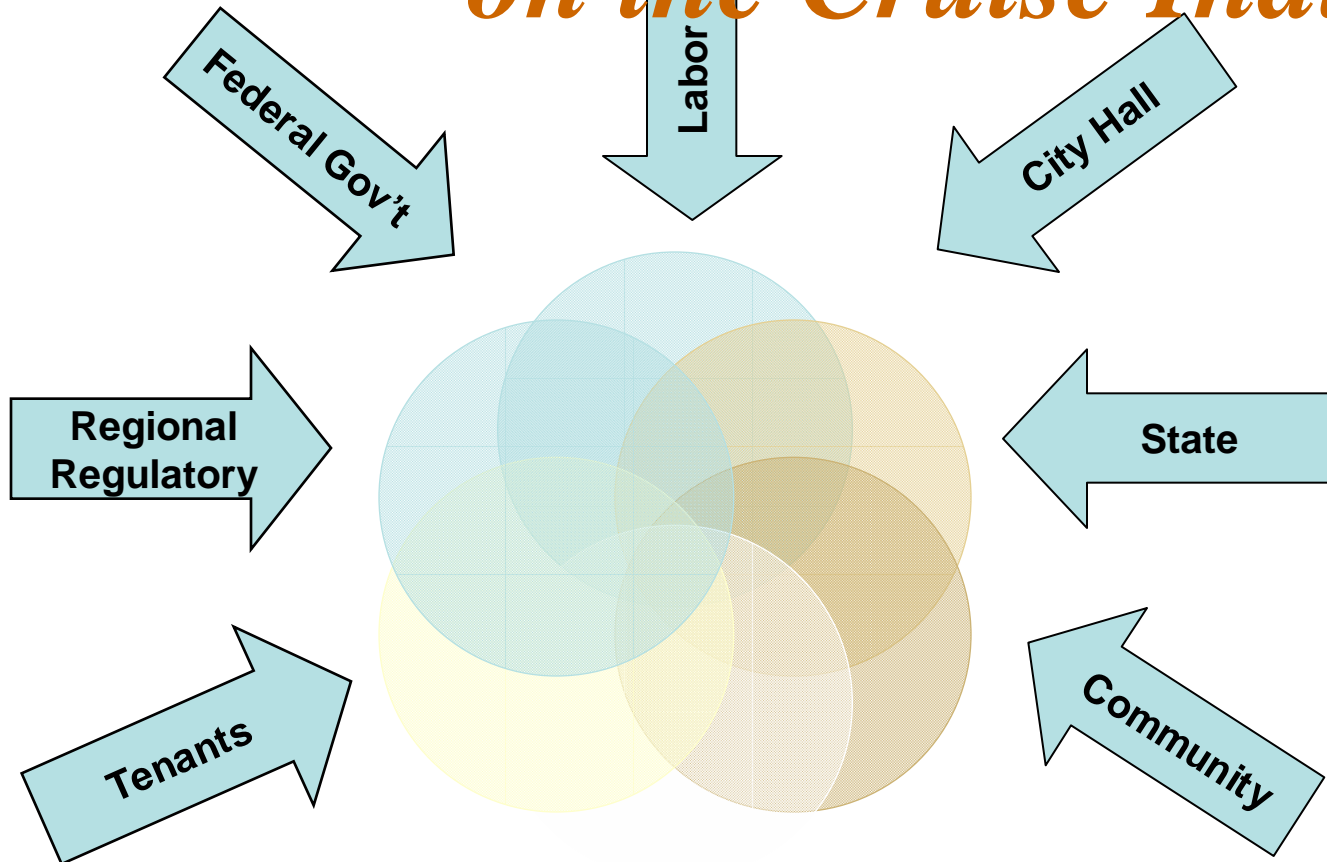
**AAPA**  
American Association of Port Authorities

*CRUISE  
COMMITTEE*

Peter Dailey  
Maritime Director  
January 10, 2007



# *The Public Process - Impact on the Cruise Industry*





## *Cruise Business – 2006*

⊕ 4 Markets - 87 calls / 242,000 pass.

⊠ Alaska

⊠ Trans-Canal

⊠ Mexico

⊠ Round-the-World

⊕ 29 Different Ships

⊕ 15 Different Brands





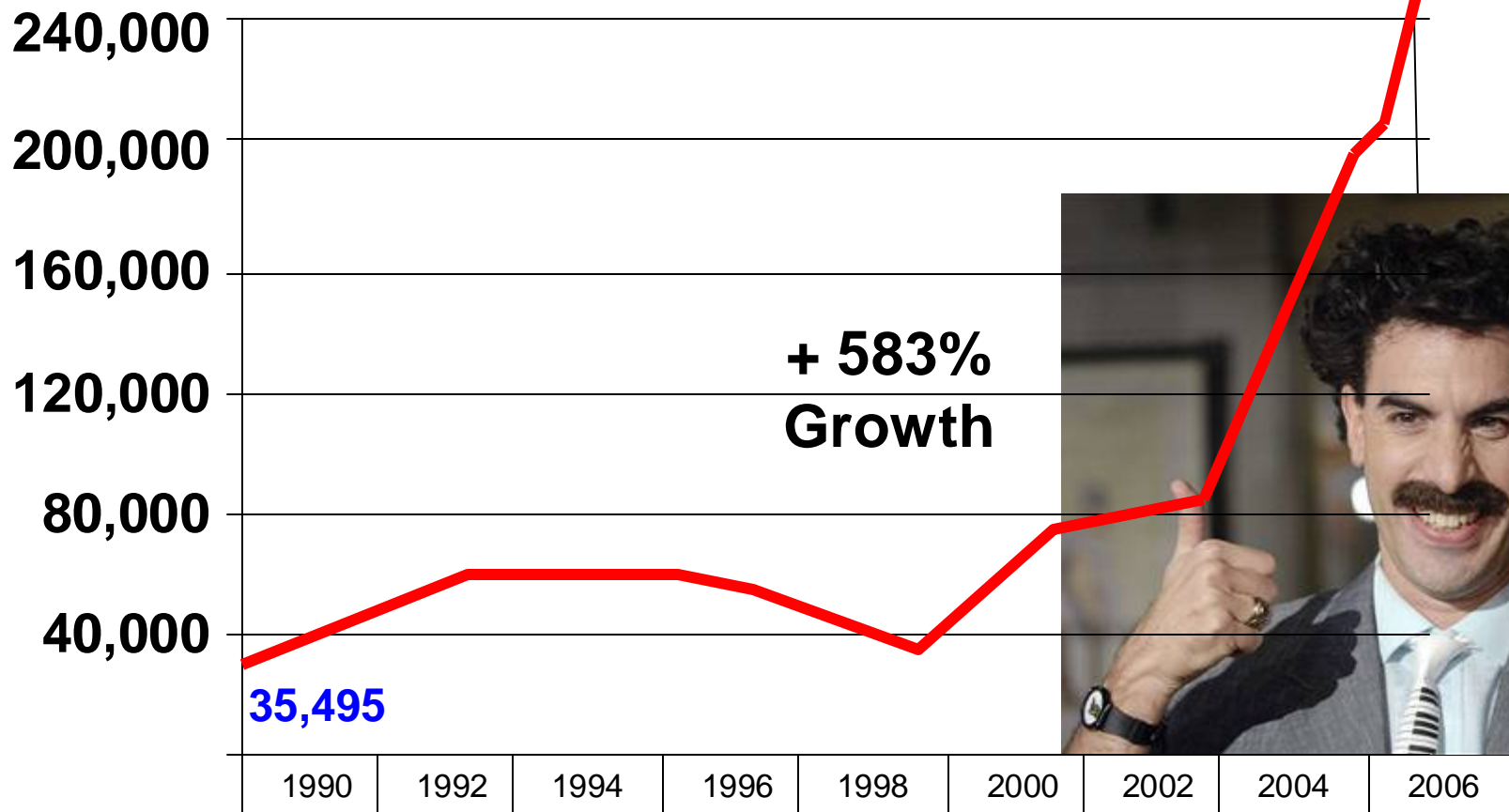




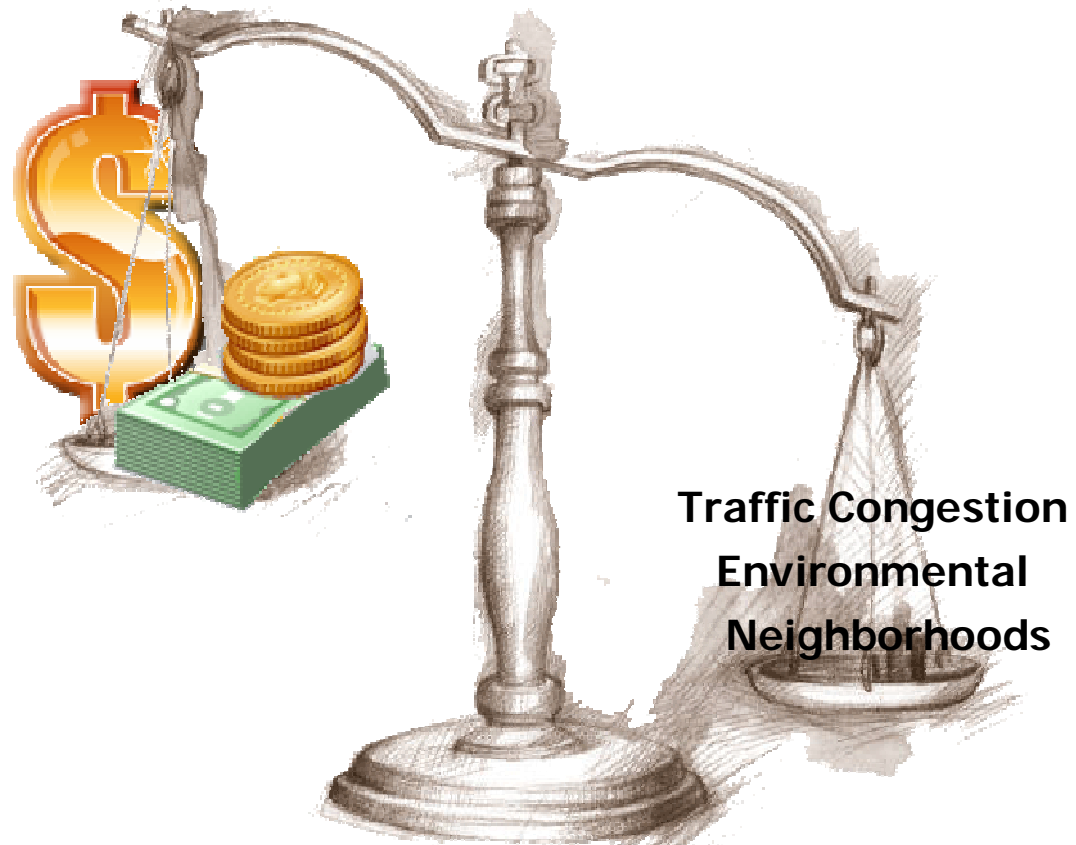
*Good Old Days . . .*

*More Business was Better*

**242,500  
(2006 est.)**



# *New Reality*



ECONOMIC  
IMPACT



ENVIRONMENTAL // TRAFFIC //  
COMMUNITY CONCERNS



# *Cruise Terminal Experience*

- \$400 Million Development
- Multi-million Dollar Economic Impact
- Job Creation
- Public/Private Partnership







- Much Civic Support
- Entitlement Process Politicized  
the Development Project
- Provided Opportunity for Community  
and Environmental Groups to  
Voice their Concerns





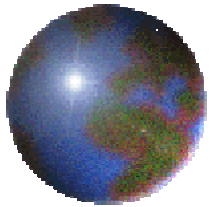
op  
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Oceans

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029'03



Permit & Entitlement Delays Created  
Opportunity for Port to Take a  
*Collaborative* Approach



# Established Cruise Terminal Environmental Advisory Committee

- Creating dialogue between
  - cruise industry
  - regulatory agencies
  - environmental organizations
  - labor
  - community groups
- Consensus based & professionally facilitated



# Cruise Terminal Environmental Advisory Committee

- *2-day Workshop*
- *25 Scheduled Meetings*
- *Numerous Sub-Committee Meetings*

# CTEAC



## Cruise Terminal Environmental Advisory Committee Results



- *Cruise Berthing Application Revision*
- *Cruise Ship Environmental Award*
- *E.P.A. Low-Sulfur Fuel Grant*
- *Shoreside Power Feasibility Study  
for Future Implementation*







## *Additional Benefits*

- ⊕ Full Regulatory Project Approvals
- ⊕ Better Understanding of Cruise Industry
- ⊕ Increased Credibility with Environmental & Community Groups



## *Lessons Learned*

- ⊕ Port Managers Need to Embrace Reasonable Collaborative Approaches
- ⊕ Adequate Port Resources Must be Made Available
- ⊕ Cruise Industry Participation is Paramount
- ⊕ Collaborative Efforts Must be Constant



*Thank You*

