Destination, Port and Cruise Industry

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The cruise market

• Three vectors: Port, Tourist Destinations and the cruise lines in order to create an itinerary.

• Permanent challenge: balance the development of the Port and the Destination with the cruise lines needs and expectations
Marketing considerations for a Destination Ports:
Herman van Deursen. FCCA 1999

- Destination ports are considered after the ship`s general deployment is known.
- A desirable mix of ports is important.
- Everyone wants to go the better-known ports.
- Experienced cruisers are more interested in visiting lesser-known areas.
- Balance for the itinerary is needed.
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• Marine facilities and whether the port can handle the number of people from the ships.
• Transportation structure: how people can move around, attractions, history and culture, the people of the area.
• Minimum and maximum number of hours to spend in a port.
• Cruise lines research the port from a guest enjoyment perspective.
Marketing consideration for a Destination Ports:

- Cruise lines survey past passengers for their preferences and look at the competition.
- Destination trends are taken into account in the selection process: Where do people want to go?
- Assess the current social, political and health conditions of port under considerations. Cruise lines look for ports that have not had negatives news stories about them or travel warnings from the US Department of State.
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Extent of harbor costs and how much cooperation the cruise lines can receive from the ports.
The Caribbean Vs. Mexican Pacific

- Differentiation
- California market Vs. East Coast market
- Very fragile routes: Ensenada – very close to California-
- More homeport in the East Coast Vs. Few homeport in the West Coast.
The Mexican Pacific Ports

1995 to 2007: From Government agencies to client oriented companies.
II. Port Investment (USD Millions)

• Ensenada:
  – Cruise Port Village: $25.0
  – Coastal Blvd. Expansion: $10.0
• Guaymas: New Terminal $9.3
• Topolobampo: $10.0 Terminal to be built in years 2008-2009
• Mazatlan: 14 millions. New pier.
Investment (USD Millions)

Puerto Vallarta: $30 Piers 2 and 3 in years 2005 to 2007. $10 New Terminals piers 1 and 2.


• Chiapas: $8.5 for new pier and terminal.