Marketing and Use of Cruise Facilities
AAPA Cruise Seminar

by: Bruno-Elias Ramos, AIA
February 19, 2009

Mazatlan, Mexico
Typical Sources of Port Revenue

- Tariffs
  - Berthing
  - Warpage
  - Head tax
- Water
- Usage fees
- Security changes
- 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 Terminal Interior
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 Master Plan
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
Garage (2nd) Level Floor Plan
Boston’s Bronstein Center Cruise Ship Terminal
Concourse (3rd) Level Floor Plan
Boston’s Bronstein Center Cruise Ship Terminal
Concourse (3rd) Level Floor Plan
Boston - Bronstein Center Cruise Ship Terminal
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

Boston’s Bronstein Center Cruise Ship Terminal
Thank You!