MEDIA

Perception Drives Reality
San Diego Forecast

Cruise Passengers

- 2006: 4000000
- 2007: 8000000
- 2008: 10000000
- 2009: 8000000
- 2010: 5000000
- 2011: est. 2000000

(Bar chart showing Cruise Passengers from 2006 to 2011 with estimated data for 2011.)
San Diego Forecast

Cruise Calls

- 2006: 0
- 2007: 50
- 2008: 150
- 2009: 200
- 2010: 250
- 2011: 300
- 2012: est.

Unified Port of San Diego
California Cruise Market

- 11% share of the U.S. Market
- $1.9 billion in direct expenditures
  - San Diego Market Share – estimated 30% = $570 million
- 42,300 Jobs in 2009 with an average annual wage of $51,000
- 1.3 million passengers embarked from a California Port in 2009 – 14.2% of U.S. share
- 12% decrease in passengers over 2008
- Global Deployments

Source: The Contribution of the North American Cruise to the U.S. Economy in 2009 - CLIA
San Diego Cruise Market

- $570 million in economic impact*
- 12,600 jobs*
- Every homeported cruise ship is estimated to contribute $2.56 million to the local economy*
- Primary Itineraries
  - Baja Mexico
  - Mexican Riviera
  - Hawaii

*Estimated from 2009 California data in *The Contribution of the North American Cruise to the U.S. Economy in 2009* - CLIA
What Can We Do?

- Relationships
  - Federal Mexican Agencies
  - Baja Norte & Baja Sur
  - Sister Port – Ensenada
  - Federal Level
- Cruise Lines
  - FCCA & CLIA
- Marketing & Sales Effort
  - Continued Sales Effort
  - Travel Agent Effort
  - Advertising Promotions
- Social Media
San Diego Bay Security
Tactical Challenges:

Military Facilities

Commercial Facilities

Significant Bridges

High Visibility Public Sites

Marinas, Attractions, Passenger and Cruise Vessel Terminals
Joint Harbor Operations Center (JHOC)

“...reinforcing rather than duplicative.”

**INTELLIGENCE**

- Field Intelligence Support Team
- Maritime Intelligence Fusion Center
- Joint Terrorism Task Force

**USCG, DHS, DOD, & OTHER NATIONAL USERS**

**VARIOUS REGIONAL OPCENS**

**NAVY Offshore Range Radar Network**

- COAST GUARD
  - PT Loma Radar, AIS, Near IR, Thermal, & CCTV Cameras

**SAN DIEGO PORT**

- HPD Dispatch & MARITIME CAMERA SYSTEMS

**NAVY Region Southwest**

- WATERSIDE SURVEILLANCE SECURITY SYSTEM

**LAW ENFORCEMENT DATABASES**

- Automated Regional Justice Information System
- Marine Information Safety and Law Enforcement System

**JHOC**

Common Operating Picture
Welcome to San Diego!
Carnival Splendor
November 11, 2010
Thank you to our Partners

- Carnival Corporation
- Carnival Cruise Line
- San Diego Convention & Visitors Bureau
- Five Star Parking
- Flagship Cruises & Events
- Paxton, Shreve & Hays
- San Diego County Regional Airport Authority
- San Diego Port Tenants Association
- Stevedoring Services of America
- U.S. Coast Guard
- U.S. Customs & Border Protection
- City of San Diego
Carnival Splendor Economic Impact

- Hotel Room Nights: 4000+
  - $170 X 4000 = $680,000
- Buses: 90+ at 700 = $63,000
- Catering and Food Provisions: 1 day ($38,000)
- Airline Charters: 2: estimated $500,000
- Air Travel: Guests and Crew
- Ship Repair
- Ship arrived Nov. 11 and will depart January 20. (Approximately 9-weeks)
- Port Revenue: $518,000
- Security Costs: $248,000

Estimated regional impact = $4 - $6 million, plus tens-millions in positive international media exposure
Carnival Splendor Economic Impact

• Web
• Online Media
• Tweets
• Positive Publicity for San Diego and the Port
• Our reputation was at stake and so was theirs
• Estimated total value for the San Diego Region: $50 - $100 million
New Cruise Terminal

Port Pavilion at Broadway Pier

- Opened December 2010
- Successful Event Venue
  - Whale Days
  - Coming RC 44