

# OPERATION PORT OF CALL MIAMI

## PORT OF MIAMI

The Port of Miami is among America's busiest ports and recognized throughout the world with the dual distinction of being the Cruise Capital of the World and the Cargo Gateway of the Americas. The Port of Miami is a deep-water port accessed through Government Cut. The Cut is 500 feet wide with a maximum 34-foot draft. The Port contributes over \$17 billion annually to the South Florida economy and helps provide direct and indirect employment for over 176,000 jobs.

Miami is home to the world's leading cruise lines, including Carnival, Celebrity, Costa, Crystal, Norwegian Cruise Lines, Royal Caribbean International, and Oceania. This past year, the Cruise Capital of the World served approximately 4.1 million cruise passengers taking to the high seas.

With regard to cargo, we are proud to continue as the "Cargo Gateway of the Americas". Cargo destined for more than 100 countries and 250 ports around the world flow through our seaport.

Among the Port's top trading partners, China ranked highest for the third year in a row. Due to its strategic location, last year the port included among its top ten trading partners countries from the Far East, South and Central America, Europe and the Caribbean. Furthermore, as part of its strategic business plan the Port is seeking to further diversify this list.

By 2020, it is expected that most U.S. container port gateways will double or triple in volume. Meeting the challenge, the Port continues to work on major capital development improvements.

These capital improvements represent a series of steps envisioned in the Port's Master Development Implementation Plan. It provides for more than needed infrastructure enhancements for our Seaport facilities to maintain their competitiveness in this changing industry.

One of our primary goals is to promote growth in both our cruise and cargo industries in Miami-Dade County and to make sure that every port user can conduct business effectively and efficiently at the Port of Miami. To this end, the Port of Miami has many marketing advantages – location, its facilities, and economic impact.

On the cruise side, the Port of Miami is able to berth the largest passenger vessels with exciting itineraries and on-board entertainment, which make cruising among the best and most economical vacation experiences.

In partnership with the Greater Miami Convention and Visitors Bureau and other local tourism entities, we are looking to promote Miami as a port of call destination. The Cruise Miami program promotes awareness of Miami as the premier cruise homeport and port-of-call, as well as a destination offering pre- and post-cruise activities. The program encourages cruise vacationers to spend a night in Miami either before or after their cruise vacation benefiting several tourist attractions in our community, such as the Everglades, South Beach, Vizcaya, Parrot Jungle, the Miami Seaquarium, and local shopping venues.

Additionally, we are working with economic development organizations such as the Jay Malina International Trade Consortium, Greater Miami Chamber of Commerce, Greater Miami Convention and Visitors Bureau, the Beacon Council, and CAMACOL as well as existing cargo and cruise partners towards maximizing our full potential for growth.