

Memorandum



Date: March 31, 2016

April 19, 2016
Agenda Item No. 2B3

To: Honorable Chairman Jean Monestime
and Members, Board of County Commissioners

From: Carlos A. Gimenez
Mayor

A handwritten signature in blue ink, appearing to read "Carlos A. Gimenez", written over the printed name.

Subject: Report Regarding a Cruise Visitor Center at Miami International Airport -
Directive 151953

On October 6, 2015, pursuant to Resolution No. R-883-15, the Board of County Commissioners (Board) directed the Seaport Department (PortMiami) and the Miami-Dade Aviation Department (MDAD) to work with local cruise lines to develop a plan to establish a Cruise Visitor Center at Miami International Airport (MIA).

As Miami-Dade County's two (2) largest economic engines, MIA and PortMiami bolster tourism and trade in South Florida. PortMiami, the world's leading cruise port, continues to expand, processing nearly 4.9 million multi-day passengers in 2015, more than any other port in the world. Likewise, MIA surpassed its previous record, greeting more than 40 million passengers in 2015. Many of our cruise line partners currently lease individual spaces at MIA to welcome their passengers and transport them to PortMiami to embark on their cruise.

PortMiami and MDAD met on three (3) occasions with cruise line partners to ascertain interest in a Cruise Visitor Center. The meetings were held on February 16, 2015 (prior to the adoption of this Resolution), June 10, 2015, and December 16, 2015. Several cruise lines participated in one (1) or more walkthroughs at MIA, including Carnival Cruise Lines, Norwegian Cruise Line Holdings, Royal Caribbean Cruises Ltd, Disney Cruise Line, and MSC Cruises S.A.

MDAD staff identified one (1) central location in Concourse G as a potential site for a Cruise Visitor Center. The cruise line generally liked the concept of a centralized Cruise Visitor Center at MIA, however, they would prefer to continue leasing their individual spaces throughout MIA, partly due to the fact that cruise lines have contracts with select air carriers throughout MIA. The cruise lines need to keep their passenger operations close to these air carriers and transportation hubs. Therefore, a centralized location in Concourse G is not desirable for the cruise lines.

Although the cruise lines are not in support of consolidated Cruise Visitor Center at this time, the meetings led to some positive results: Disney Cruise Line is currently in negotiation with MDAD to commence operations at MIA and Norwegian Cruise Line has expanded its existing lease footprint to include an additional passenger counter in Concourse J. The meetings also led to the consideration of improved landside operations, with a focus on bus staging at MIA, which will require additional meetings.

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and Members, Board of County Commissioners
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If you have further questions regarding this information, please contact MDAD Director Emilio T. González at (305) 876-7077.

Pursuant to Ordinance 14-65, this memorandum will be placed on the next available Board meeting agenda.

c: Abigail Price-Williams, County Attorney
Jack Osterholt, Deputy Mayor, Office of the Mayor
Emilio González, Director, Aviation Department
Juan Kuryla, Port Director, Seaport Department
Charles Anderson, Commission Auditor
Eugene Love, Agenda Coordinator