



*Port
Canaveral*



Niche

1. A recess in a wall, as for holding a statue or urn
2. A cranny, follow or crevice, as in rock.
3. a) A situation or activity specially suited to a person's interests, abilities, or nature.
b) A special area of demand for a product or service.
4. a) The function or position of an organization or population within a ecological community.
b) The particular area with the habitat occupied by an organism.

From the American Heritage Dictionary of the English Language

Niche

“A special area of demand for a product or service.”

Is Hampton Roads a niche port for containers?



Portsmouth Marine Terminal

Small ports are not necessarily niche ports – they're just small compared to whatever standard you happen to be applying.

Port Canaveral's FY 04 operating revenues were \$42,568,943. Its operating income was \$13,058,776 or 31%.

Maybe Port Canaveral is a large port.



Strategic Plan

Determine what the challenges are.
Then refine until you reach the point
you have challenges you can act
upon.

Port Canaveral

Overview

World-class cruise, Brevard-county class cargo, overwhelming tenant issues.



CRUISE

1. How to stay a world-class cruise port and, in fact, grow.



2. How to grow cargo when cargo is so overshadowed by cruise in terms of revenue generation and return on investment



3. How to manage a small city of tenants ranging from restaurants and marinas to lawyers, doctors and hair stylists.



CRUISE

I. How to stay a world-class cruise port, and, in fact, grow?





- Make Port Canaveral a port of choice for travelers.
- Create a world-class experience for cruisers before and after their cruise.



CRUISE

Make Port Canaveral a port of choice for cruise lines.



CRUISE

Create an organizational structure that empowers employees to meet the needs of the cruise lines.

Service, Service, Service

Look for a different skill set for cruise
than cargo.



Understand that corporations have personalities, and they're all different.



CARGO

II. How to grow Cargo

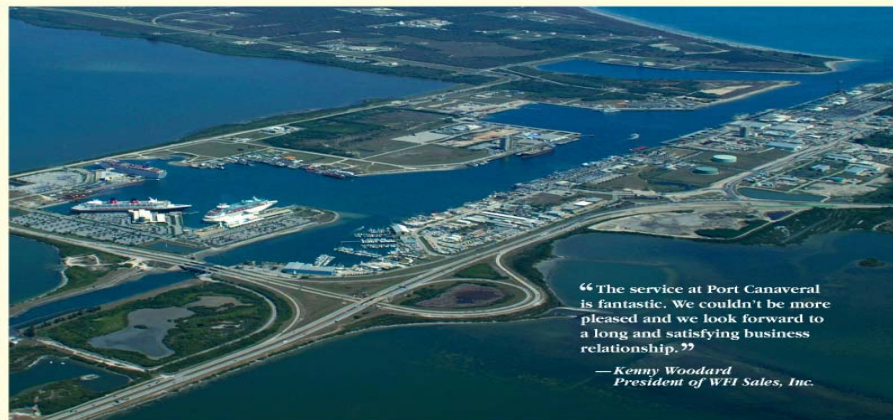


CARGO

Don't discount culture and tradition
as a cause for ...
no growth, slow growth, peculiar strategies.



Why Shippers select Port Canaveral as the *right channel* for their breakbulk cargo in Florida



"The service at Port Canaveral is fantastic. We couldn't be more pleased and we look forward to a long and satisfying business relationship."

—Kenny Woodard
President of WFI Sales, Inc.

Shippers of construction materials and other breakbulk cargo specify Port Canaveral as their seaport of choice because of its Central Atlantic coast location, efficient land transportation links and a business-friendly attitude. At Port Canaveral we also can offer all the elements you need to accomplish your goals: ships agents, freight

forwarders, warehousing facilities, truck transportation and government and independent inspectors—all conveniently located at the Port.

For more examples of why shippers have "tuned in" to our channel contact the Business Development Department at 321-783-7831 or visit www.portcanaveral.org and click on cargo.



P.O. Box 267, Cape Canaveral, Florida 32920



Give me a rifle, you keep the
shotgun.

Smaller ports are different in one way – they
have fewer “human” resources so...
efforts must be focused.

Do what you do well.



Yes



Yes, but...



III. How to manage a small city of 200 tenants and subtenants.

Answer: Form a Tenant Relations Department.



IV. Tools that reach across the goals.

1. Branding
2. Customer Service
3. Advertising

BRANDING

Branding, again!



BRANDING

Branding

Name, term, sign, symbol or design, or any combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors.

Philip Kotler

BRANDING

“Brand – the total experience associated with the purchase and the role of the product in the lifestyle of the user.”

*The Infinite Asset
(Hill, Lederer)*

BRANDING

Why Branding?

- A Brand tells the consumer that they can have confidence in their decision to buy based on the brand – no independent support or confirmation is necessary.

 **Carnival.**

Holland  America

 **Disney**
CRUISE LINE


NORWEGIAN CRUISE LINE
FREESTYLE CRUISING


PRINCESS CRUISES
escape completely

 **Royal Caribbean**
INTERNATIONAL

 **Sterling Casino Lines**


SunCruz
C-A-S-I-N-O-S

 **Port Canaveral**

BRANDING

- A Brand consumers into the experience, the aura of the brand, those who might not ordinarily be interested.
- A Brand can support the loyal customer base, especially one for which quality of the experience is more important than price.

Port Canaveral as a symbol today means (pick one)

- One of the world's largest cruise ports
- Part of NASA
- The closest port to Orlando



- A navy base (there is a Trident submarine basin)



- A small fishing port through which Space Shuttle boosters are towed



Port Canaveral as a symbol today means (pick one)

- The home port of Disney Cruise Line
- Florida's Fun Port, with a beach, boat ramps.
- All sorts of recreation



THE FUTURE

Port Canaveral as a brand
should be -

- One of the world's largest cruise ports and an increasingly important cargo port.
- The closest port to the booming Central Florida region.
- Perhaps the most easily accessible and physically beautiful port in the US.

THE FUTURE

Huh?



*Port
Canaveral*



CUSTOMER SERVICE

Who's the customer?

- At the macro level, it's the cruise or ship line.
- On a micro level, it's cruise passengers, shippers, ship agents, and the public.

CUSTOMER SERVICE

- Your parking attendants have the distinct ability to “poison” a traveler’s cruise before they even set foot on the ship.
- Your harbormaster (we call them Port Operations Managers) can “poison” a call by a cargo vessel before the first bundle is loaded or unloaded.
- Our own internal analysis shows to no one’s surprise, that most problems arise from attitude (which is either a hiring or training issue) or communication or lack thereof (which is either an attitude or structural issue).

“We get Pixie Dust
Training.”



CUSTOMER SERVICE

Payne's Pointers

- Customer Service issues cannot be allowed to fester.
- The customer is not always right.

ADVERTISING

1. The medium – is it right for your target audience?
2. The message (the ad) – Is it right for your target audience?
3. What is your target audience?

ADVERTISING

Targeted Advertising

- “Easy In, Easy Out”
(soon to be released)





Short Sea Shipping

STCW 95 and USCG License Training

STCW 95 Courses

- Basic Safety Training:
 - Personal Safety & Social Responsibilities
 - Personal Survival Techniques
 - Basic First Aid & CPR
 - Basic Marine Fire Fighting
- Combined Basic and Advanced Marine Fire Fighting (CMFF)

USCG License Courses

Offered as a joint venture by
Chapman School of Seamanship

- Operator Uninspected Passenger Vessel (OUPV)
- 100 Ton Upgrade from OUPV
 - Master/Mate License Up to 100 Gross Tons
 - Bridge Resource Management (BRM)

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Instructors.**

**All Courses USCG
Approved.**

**Reduced Lodging
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PORT CANAVERAL MARITIME ACADEMY

8970 Columbia Road • Cape Canaveral, FL 32920
Ph: 321-783-4251 Fax: 321-783-4887

www.portcanaveral.org



VISIT OUR NEW
TRAVEL AGENT WEB PAGES
[www.portcanaveral.org/
funport/travelagents.htm](http://www.portcanaveral.org/funport/travelagents.htm)

One trip, two vacations, twice the fun!

Ahoy Orlando



In Central Florida, discovering fun and relaxation at sea is as easy as finding theme-park thrills on land. Simply combine Orlando and Florida's Space Coast attractions, including 72 miles of beaches and Kennedy Space Center, with a daily gaming cruise or a 3-, 4- or 7-day island getaway to the Bahamas, and the Eastern and Western Caribbean — all departing from Port Canaveral.

Offer your clients two vacations and twice the fun with one trip combining a cruise from Port Canaveral with Central Florida attractions.

For your FREE Travel Agent Resource Kit and answers to frequently asked questions, visit our new travel agent web pages at www.portcanaveral.org/funport/travelagents.htm



Carnival Cruise Lines • Disney Cruise Line • Norwegian Cruise Line • Princess Cruises
Royal Caribbean International • Sterling Casino Lines • SunCruz Casinos



AFTER CHARLEY, FRANCES, JEANNE AND A TORNADO,

The **FUN** is back at the **PORT**



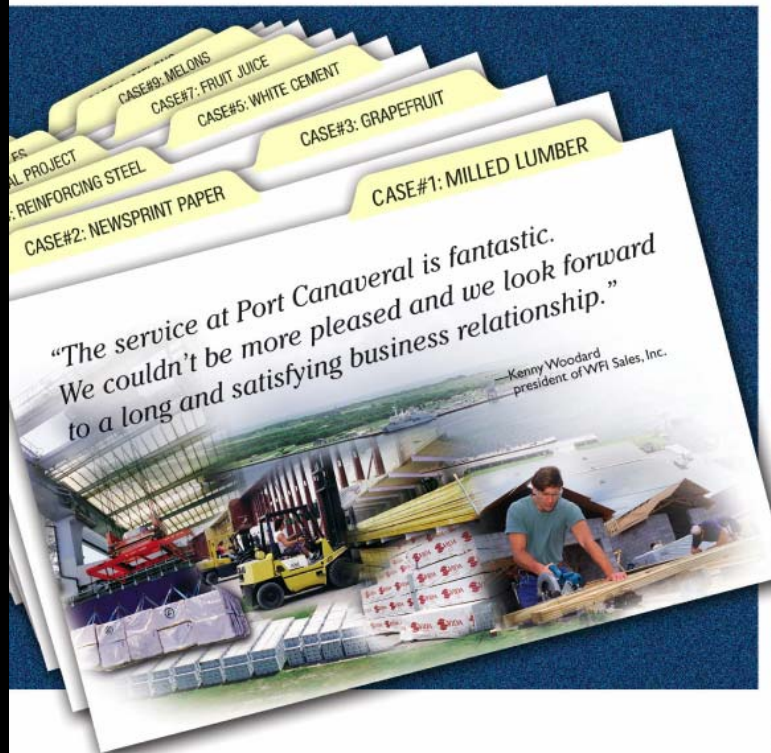
- Harborside dining and entertainment
- Picnicking, camping and ocean beach fun
- Four daily gaming cruises
- Cruises to the Bahamas and Caribbean
- Deep-sea fishing via charter and party boats



For additional information and a FREE gift, visit www.portcanaveral.org
or call 1-321-783-7831 and choose option 4.



Why shippers SELECT Port Canaveral as the RIGHT CHANNEL for their BREAKBULK cargo in Florida



Shippers of construction materials and other breakbulk cargo specify Port Canaveral as their seaport of choice because of its Central Atlantic coast location, efficient land transportation links and a business-friendly attitude. At Port Canaveral we also can offer all the elements you need to accomplish your goals: ships agents, freight forwarders, warehousing facilities, truck transportation and government and independent inspectors—all conveniently located at the Port.

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P.O. Box 267, Cape Canaveral, Florida 32920

Stop by our booth, 241, to find out how we may be able to help you with your breakbulk cargo in Florida and receive a limited edition space shuttle medallion.

Port Canaveral



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Bringing the World to You Since 1953