

## Blog: Cruise industry report

# Banana Coast Port Looking For Cruise Line

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Editor



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The developers of the first mainland cruise port in Central America say they are negotiating with cruise lines about who will call when it opens in 2012.

The \$20 million [Banana Coast port](#) is scheduled to open in the town of Trujillo, Honduras. The name reflects one of the region's agricultural products.

The cruise destination development project is led by Grande Trujillo Autoridad – a partnership involving the municipality of Trujillo, local landowners led by Life Vision Properties and Miami-based Global Destinations Development.

"This project will create a sustainable landside tourism industry, coupled with a custom-built cruise port infrastructure in a destination that combines ecotourism and soft adventure opportunities for cruise line guests," Life Vision Developments CEO Randy Jorgensen said in a news release.

Development of new Caribbean ports is important to business in South Florida because they help to attract veteran cruisers who are looking for new Caribbean destinations from Port Everglades and the Port of Miami.

The new [Port of Falmouth](#) in Jamaica and the Port of Costa Maya in Mexico are among the ports that have been developed to serve cruise ships.

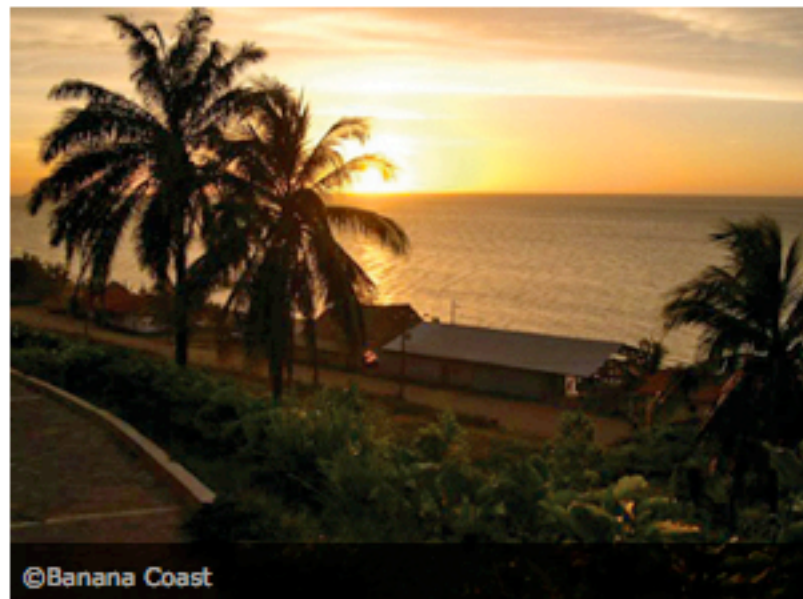
Trujillo has a deepwater bay and a population of 30,000. Christopher Columbus landed in Trujillo in 1502, during the last of his four voyages to the New World, according to the Banana Coast website.

Some of the historic attractions include a largely intact fort and the San Juan Baptista Church. Mounts Capira and Calentura rise to about 4,000 feet behind the town and have been made into a national park, according to the Trujillo Honduras [website](#).

The project will feature Banana Coast Landing, a themed retail destination with about 50,000 square feet of shopping, a restaurant and an excursion marina framed by the town's tropical setting.

Initially, ships will anchor and tender guests, but GTA plans to eventually build a dock capable of accommodating two vessels near downtown Trujillo.

Cruise ships are already calling in Honduras at the island destination of Roatan.



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