

Banana Coast Hosts Carnival, RCCL and NCL for Site Inspection

MIAMI (Feb. 16, 2012) — Representatives of Carnival Corp., Royal Caribbean Cruises Ltd. and Norwegian Cruise Line visited the site of the Banana Coast project — the only new Caribbean destination currently under construction — on Feb. 7. The cruise line executives flew into Trujillo, Honduras, by helicopter as part of an initiative by the Florida-Caribbean Cruise Association.

The VIPs included Carnival Corp.'s Jose Negron, director, port operations, port and destination development; RCCL's Federico Gonzalez, director of government and community relations, Caribbean and Latin America, and Colin Murphy, vice president of destination and strategic development for NCL.

The \$30 million project, led by Grande Trujillo Autoridad, Desarrollos Vision de Vida and Miami-based Global Destination Development, currently is in the site-work stage with dredging, marine works and site-fill under way.

According to Randy Jorgensen, CEO of Desarrollos Vision de Vida, the executives were favorably impressed with Banana Coast's potential.

"Cruise lines are always looking for new destinations that offer the elements of a great port of call," he said. "They liked that Banana Coast is within the city limits of a Spanish colonial town just walking distance from the beach, restaurants, bars and historic sites. The port's location in a protected bay that offers year-round anchorage also was very well received."

Jorgensen noted that the area's combination of natural, historical and cultural assets distinguishes Trujillo from most western Caribbean destinations. He said the cruise line executives consider Trujillo a viable alternative cruise destination, and indicated that they would continue to monitor the development of the port.

Plans for Banana Coast call for construction of a two-berth, Post-Panamax dock and a 50,000-square-foot shopping facility and transportation hub on 10 acres of beachfront land. Themed "Where the Rainforest Meets the Sea," Banana Coast has accepted its first cruise ship reservations for the 2013 season.

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PHOTO CAPTION

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From right: Colin Murphy, vice president of destination and strategic development for Norwegian Cruise Line; Charlie Biondolillo of Desarollos Vision de Vida; Federico Gonzalez, director of government and community relations, Caribbean and Latin America, for Royal Caribbean Cruises Ltd.; Jose Lainez, mayor of Trujillo, Honduras; Cynthia Solomon, vice minister of tourism for Honduras; Jose Negrón, director, port operations, port and destination development for Carnival Corp.; Romeo Silvestri, Congressional Tourism Commission president, and Congressman Oscar Najerra.

The three cruise line executives visited the site of the Banana Coast project — the only new Caribbean destination currently under development — in Trujillo, Honduras, on Feb. 7. The \$30 million project includes two docks and a 50,000-square-foot shopping facility, and is expected to receive its first cruise ships calls in 2013.

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