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# Florida's Seaports: A Gateway to International Trade and the Global Cruise Capital

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[www.flaports.org](http://www.flaports.org)



# Florida Ports Council

## Who We Are:

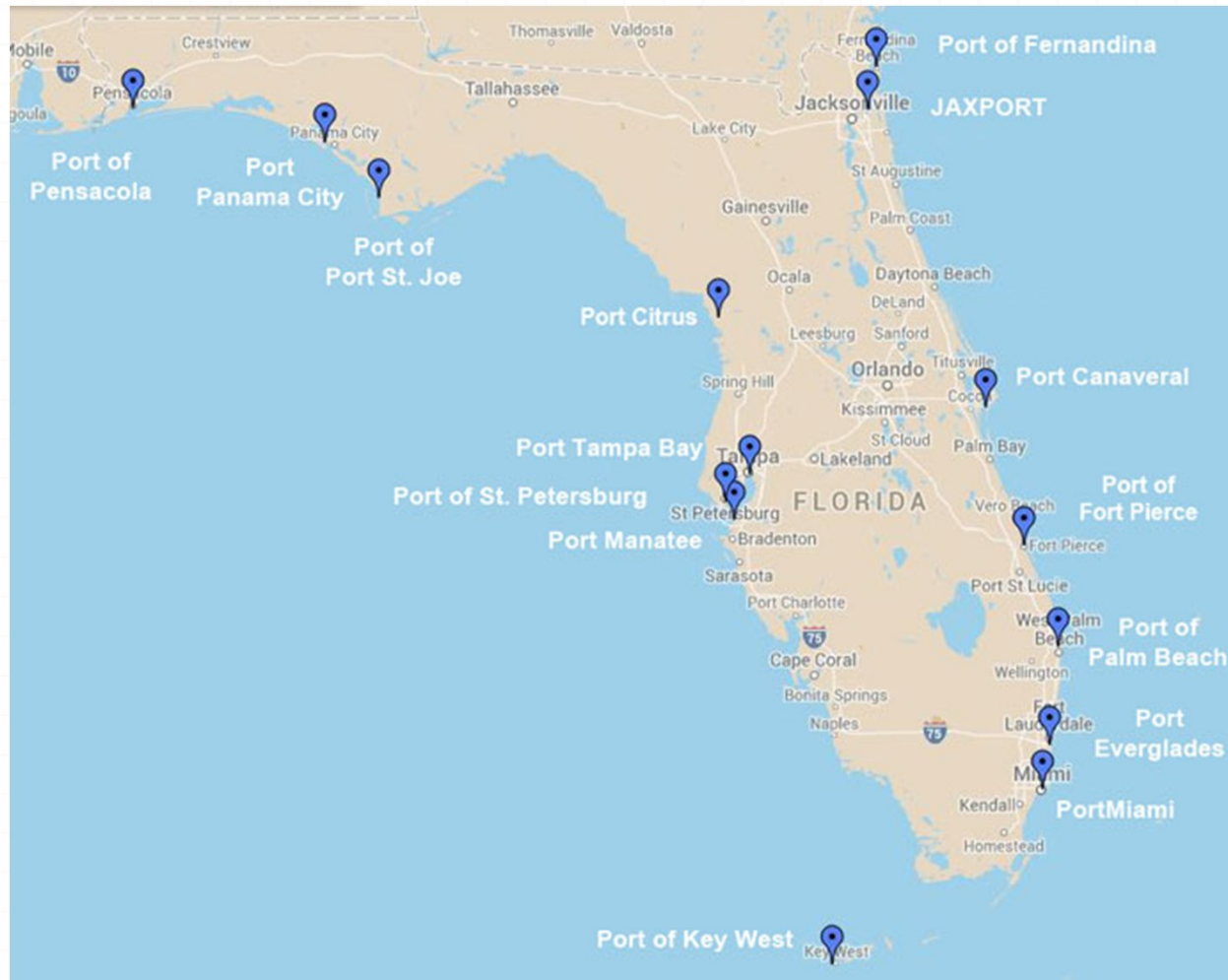
- ✦ The professional association for Florida's 15 public seaports

## What We Do:

- ✦ Advocacy – State and Federal seaport policy
- ✦ Planning – Research on state and federal seaport issues
- ✦ Administration of the statutory Florida Seaport and Transportation Economic Development Program (FSTED) – a funding program of the Florida Legislature.



# Florida Seaports



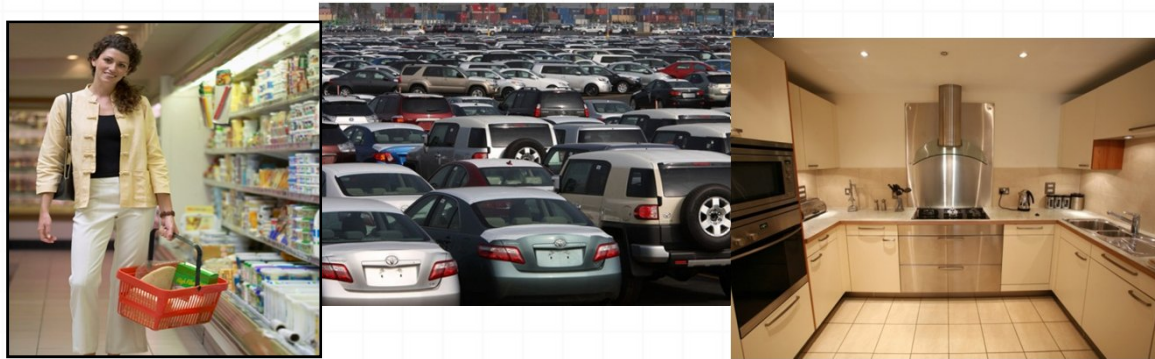
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# Florida's Consumer Population

- ✦ Florida has almost 20 million residents with more than \$800 billion in personal income.
- ✦ Approximately 98.9 million visitors came to Florida in 2014, spending more than approximately \$80 billion on goods and services.
- ✦ This consumer market continues to grow as Florida is now the third largest state in the U.S. with more tourists than any other state.



# Impact of Seaports



Almost every type of product Florida consumers wear, eat or use in their daily lives flows through Florida seaports.

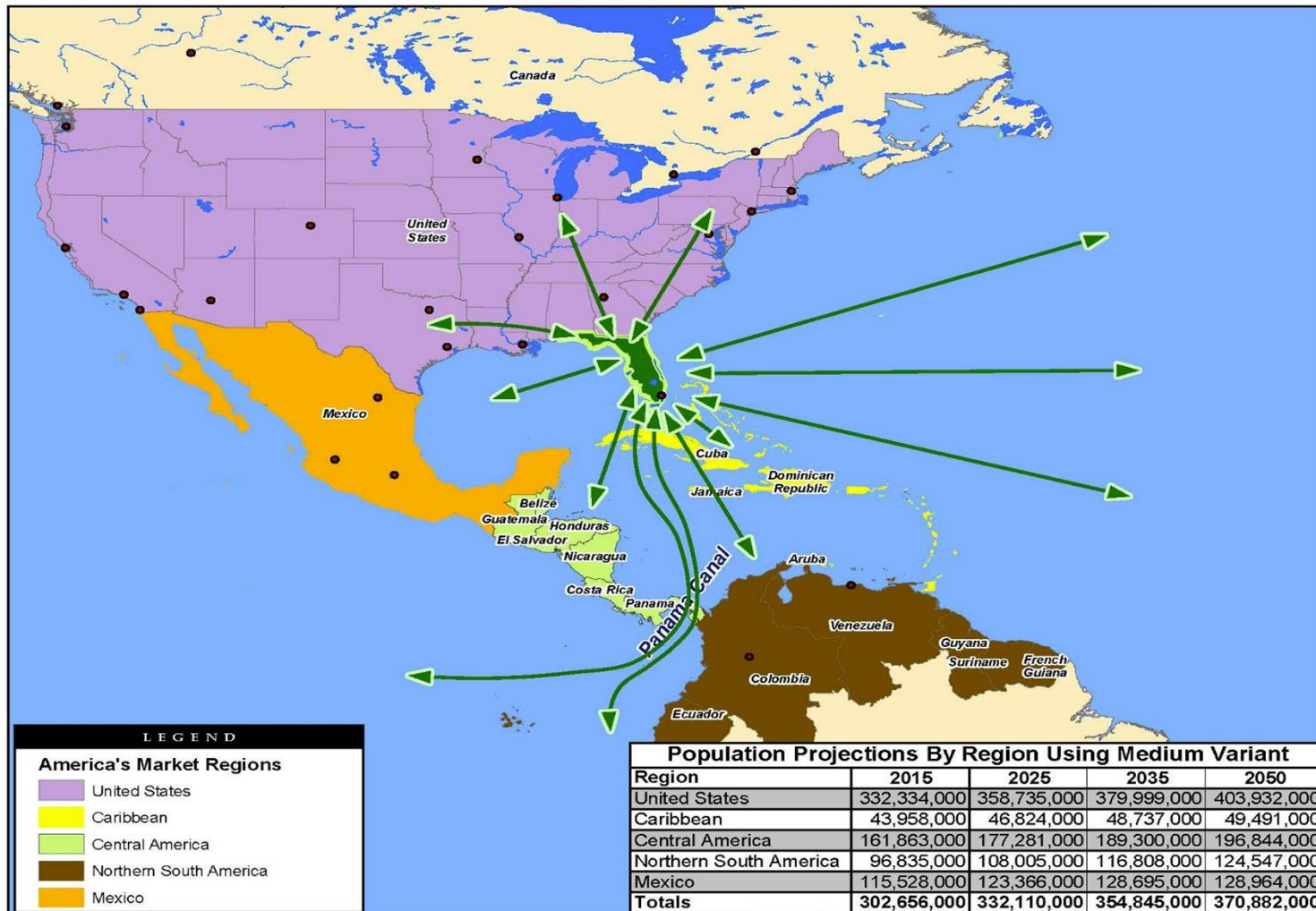


# Goods shipped through Florida Seaports include:

- ⚓ Aggregates, Asphalt, Automobiles, Automotive Parts, Aviation/Jet Fuel, Biofuels, Building Materials,
- ⚓ Clothing, Coffee, Cement, Computers and Electronics, Copper, Dairy Products, Feeds, Fertilizers, Fruits, Furniture
- ⚓ Gasoline, Grain, Household Appliances, Leather Goods, Lumber,
- ⚓ Orange Juice, Natural Gas, Petroleum, Power Plant Fuel, Refrigerated Products, Salt, Steel, Sugar, Wood Pellets

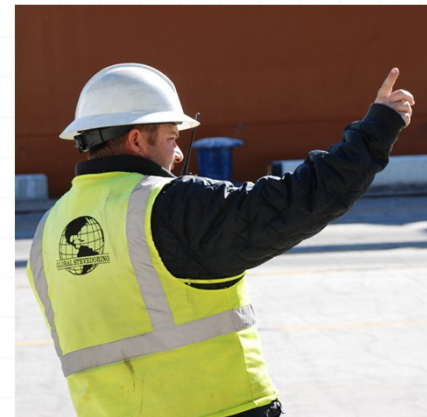


# Key Markets for Florida Seaports



# Economic Impact of Seaports

- ❖ Over the last four years, Florida has committed more than \$850 million in state funds to strategic port infrastructure investments.
- ❖ Cargo and cruise activity in Florida is responsible for more than 680,000 direct and indirect jobs and \$96.6 billion in total economic value.
- ❖ These activities contribute more than \$2.4 billion in state and local tax revenues.
- ❖ The national average annual wage of seaport-related jobs is \$54,400, double the average annual wage for all other non-advanced degree occupations (\$26,933) and \$15,000 more than the average annual wage for all occupations (\$38,470).



# Florida's Road Network



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# Florida's Rail Network



# Florida is the World Cruise Capital

- ✦ In 2013/14, more than 15.6 million passengers came through Florida's ports, up 10.5 percent from 2012/13.
- ✦ PortMiami is the top cruise port in the world with 4.9 million passengers.
- ✦ Port Canaveral counted 4.2 million passengers including one-day cruises.
- ✦ Port Everglades, with 12 cruise lines and 42 vessels in 2014, has more home-port cruise ships than any port in the world.



# The Cruise Industry in Florida

- ✦ Florida is ranked first in the nation for cruise industry expenditures with \$6.7 billion in direct spending according to the Cruise Lines International Association (CLIA).
- ✦ Florida's five cruise ports handled 62 percent of all U.S. cruise embarkations.
- ✦ The state of Florida is home to the HQs of 12 cruise lines, including the three largest: Carnival, Royal Caribbean, and Norwegian Cruise Lines.
- ✦ Cruise Industry Spending generated 140,000 jobs and wages totaling nearly \$6.5 billion in income for Florida workers.



# Florida Ports

Port Canaveral



Port Citrus



Port of Fort Pierce



Port Everglades



Port of Fernandina



# Florida Ports

JAXPORT



Port of Key West



Port  
Manatee



PortMiami



Port of Palm Beach



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# Florida Ports

Port Panama City



Port of Pensacola



Port  
Tampa Bay



Port of St. Petersburg



Port of Port St. Joe



# Florida Ports Projects

Port Canaveral Cranes



Port Everglades Cruise Terminal 4



Port Panama City  
Intermodal  
Distribution Center



# Florida Ports Projects

PortMiami Tunnel



Port Tampa Bay I-4 Connector



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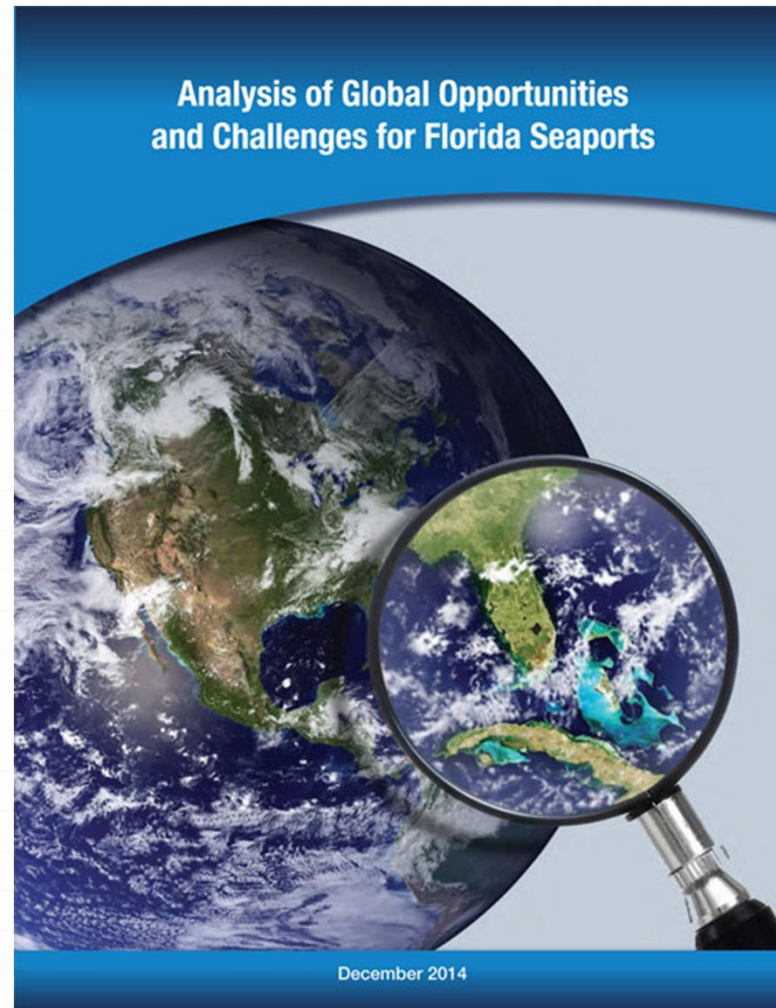
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# Analysis of Global Opportunities



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