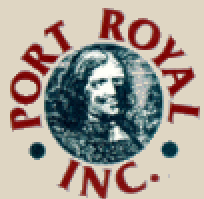


THE PORT ROYAL HERITAGE TOURISM PROJECT AND CRUISE SHIP PORT OF CALL



Robert Stephens
Pragma Consultants Ltd.
Nov 2003



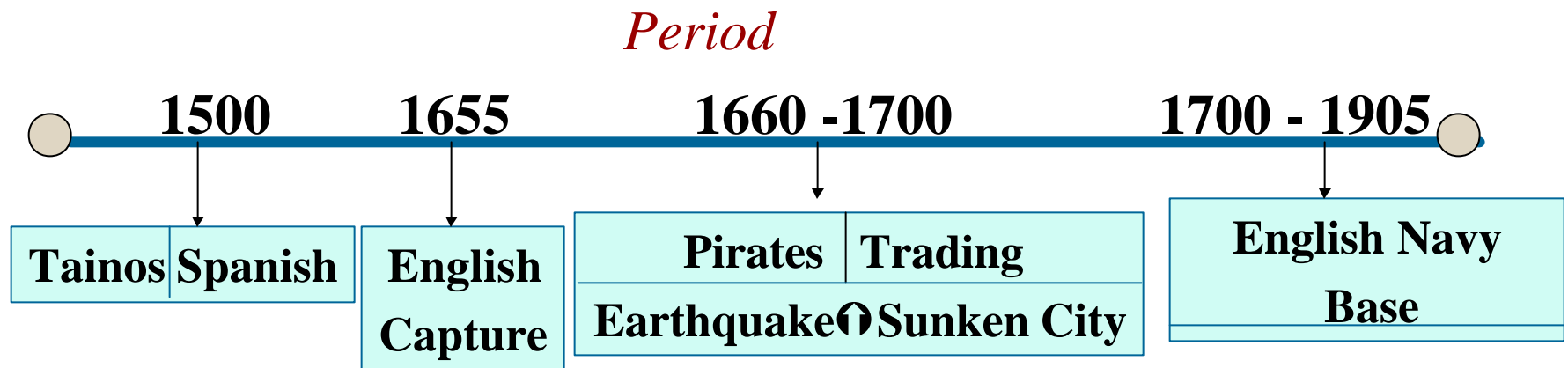


Background



✦ Port Royal strategically located

✦ Vibrant history

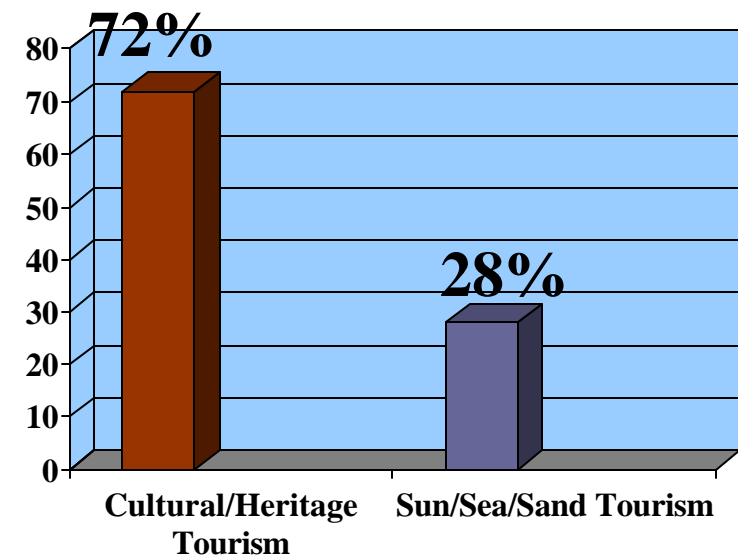
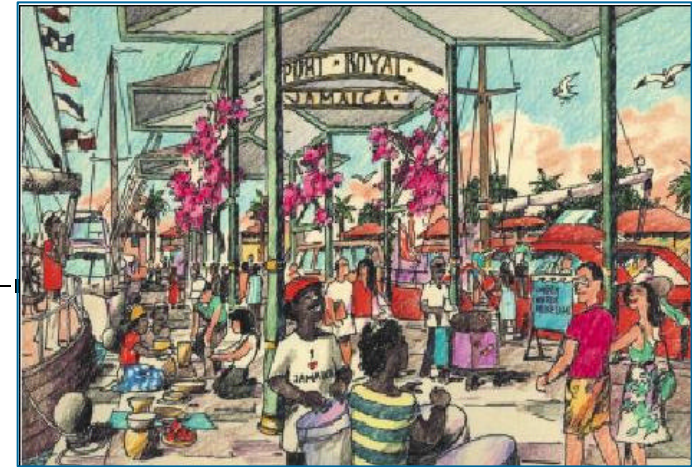


Events



Background

- ✦ Cruise Tourism growing
 - ✦ 8.5%/Yr. worldwide
 - ✦ 20% in 2000 in Caribbean
 - ✦ New exciting ports of call in demand
- ✦ Cultural/Heritage Tourism
 - 72% of world tourism
- ✦ Sun/Sea/Sand 28%





Major Project Goals

- ✦ Generate attractive financial returns for investors
- ✦ Develop the most exciting heritage tourist attraction and cruise ship port of call in the Caribbean
- ✦ Provide the gateway for the revitalization of the Historic Triangle of Port Royal, Kingston and Spanish Town
- ✦ Create a model sustainable development for replication



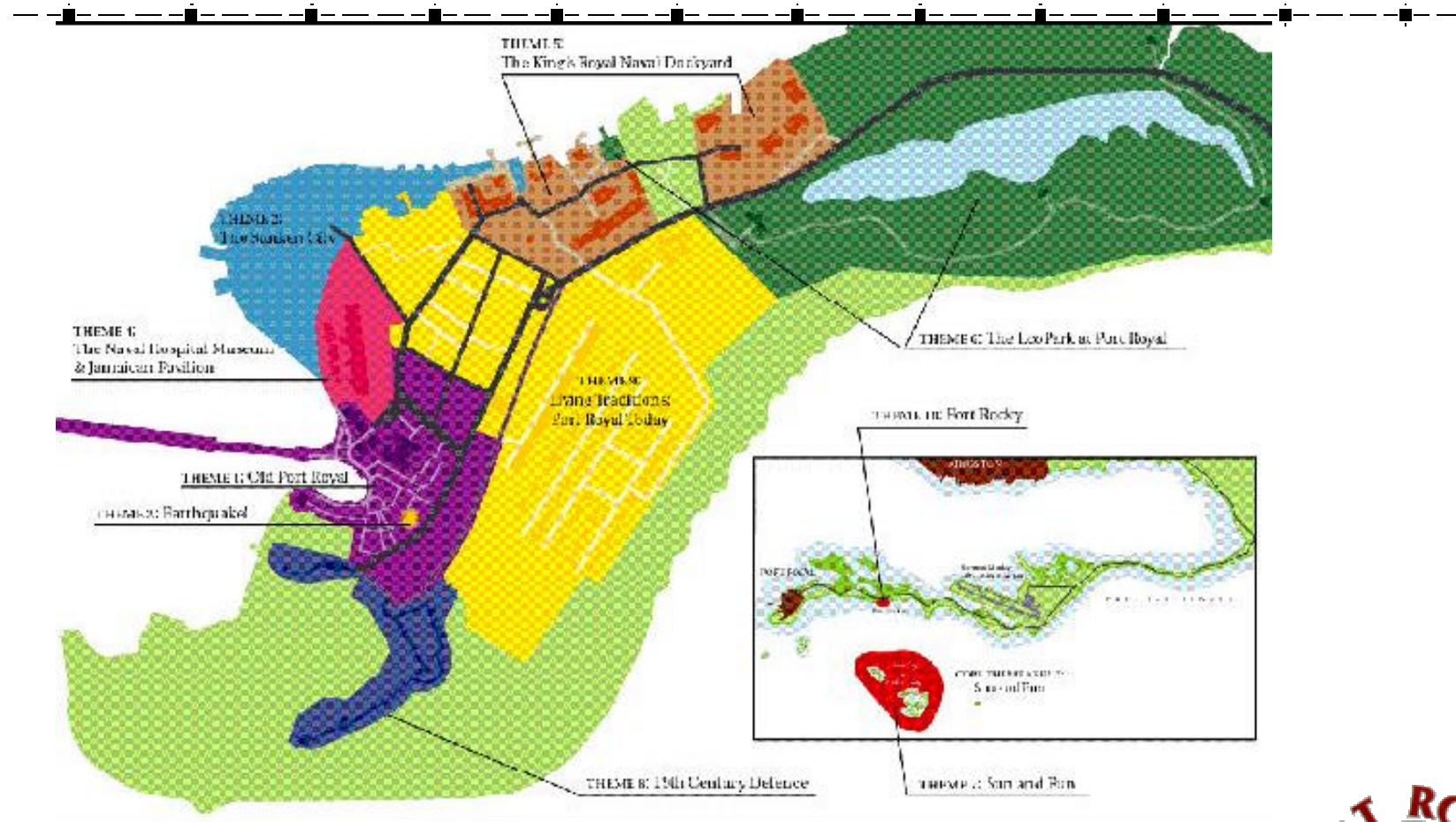
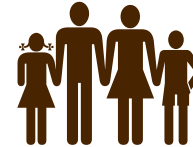
PO



THE PORT ROYAL HERITAGE TOURISM PROJECT



-10 THEME AREAS



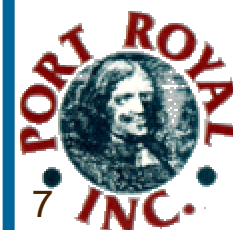
The Port Royal Heritage Tourism
Project



THE PORT ROYAL HERITAGE TOURISM PROJECT

☠ -THEME 1 👤 👤 👤 👤

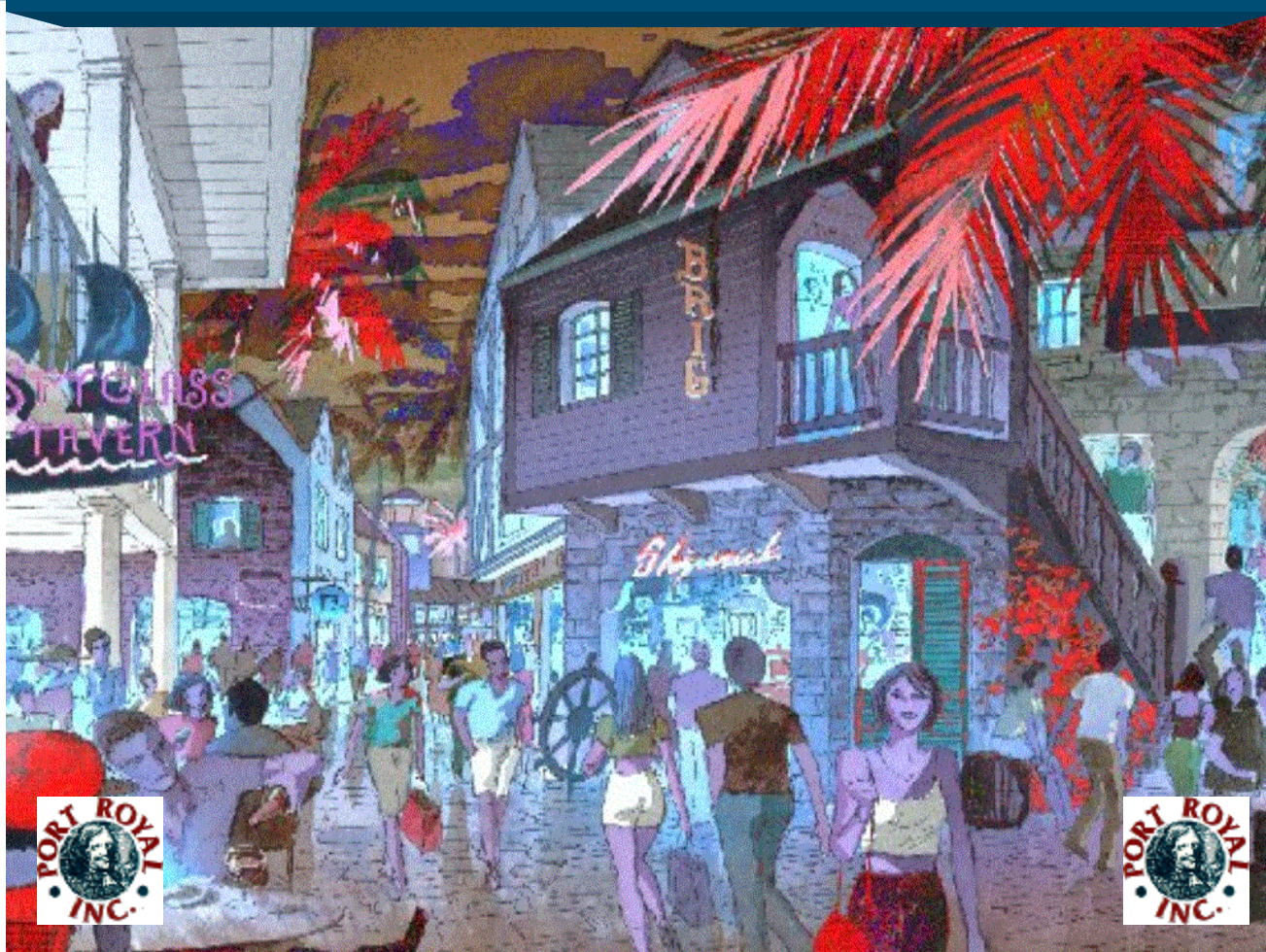
1. Old Port Royal: Pirates, Riches and Trade



THE PORT ROYAL HERITAGE TOURISM PROJECT

☠️ -THEME 1 👤👤👤👤

1. Old Port Royal: Pirates, Riches and Trade



THE PORT ROYAL HERITAGE TOURISM PROJECT



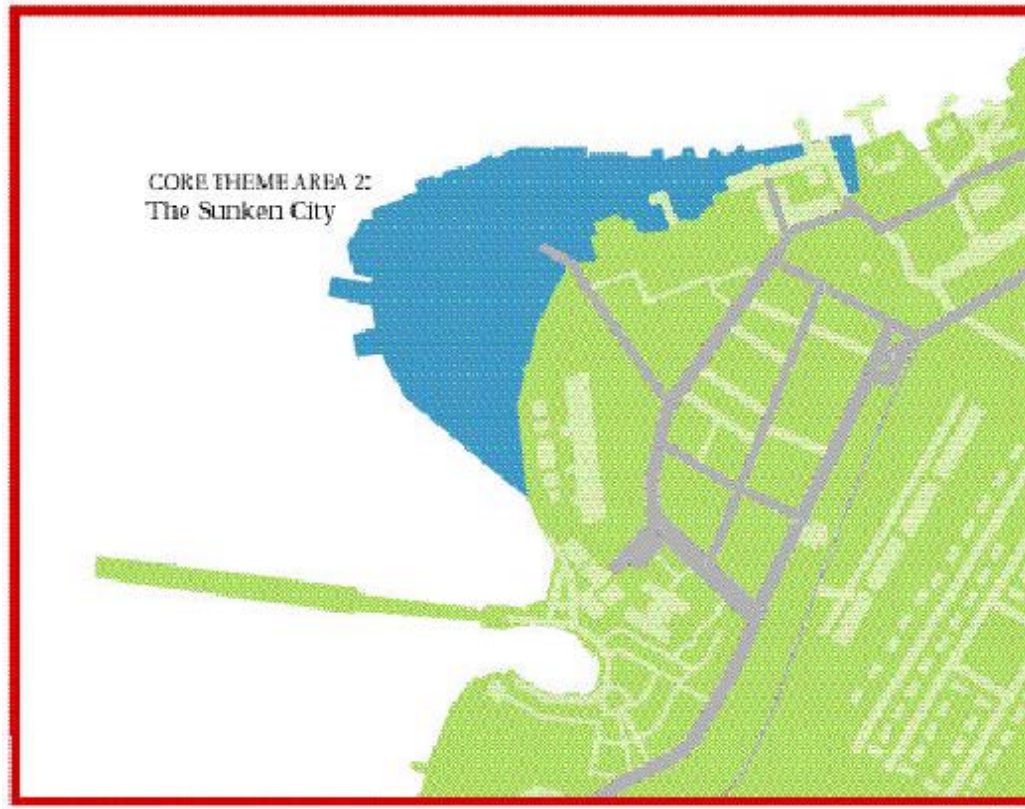
1. Old Port Royal: Pirates, Riches and Trade

- ✦ Main recreation, entertainment and shopping area with restaurants, shops, taverns and sidewalk café's around Chocolata Hole Bay;
- ✦ All buildings constructed in the Architectural style of the 17th Century with a 2 story max.;
- ✦ Entertainment provided by period costumed historical interpreters of 17th & 18th century characters from the pirates era such as Captain Henry Morgan, Anne Bonney, Mary Read, Calico Jack Rackham, Blackbeard et al to Rodney, Nelson or Benbow to name a few;
- ✦ Visitors will be able to participate in skits and entertainment and can rent or buy a Pirates costume for the day;
- ✦ Shops will carry a wide variety of goods from the historical periods but will also have modern boutique goods.

THE PORT ROYAL HERITAGE TOURISM PROJECT

☠️ -THEME 2 👨‍👩‍👧‍👦

2. The Sunken City



The Port Royal Heritage Tourism
Project

THE PORT ROYAL HERITAGE TOURISM PROJECT



2. The Sunken City

- ✦ Sunken City Museum
- ✦ “virtual reality walk the streets of the sunken city”
- ✦ Real scenes brought to life with underwater archeologists
- ✦ Virtual Reality Diorama
- ✦ Sound, Light and Movement Scenes brought to life
- ✦ Interpretation provided in multiple languages

THE PORT ROYAL HERITAGE TOURISM PROJECT

☠️ -THEME 3 👨‍👩‍👧‍👦

3. Earthquake!

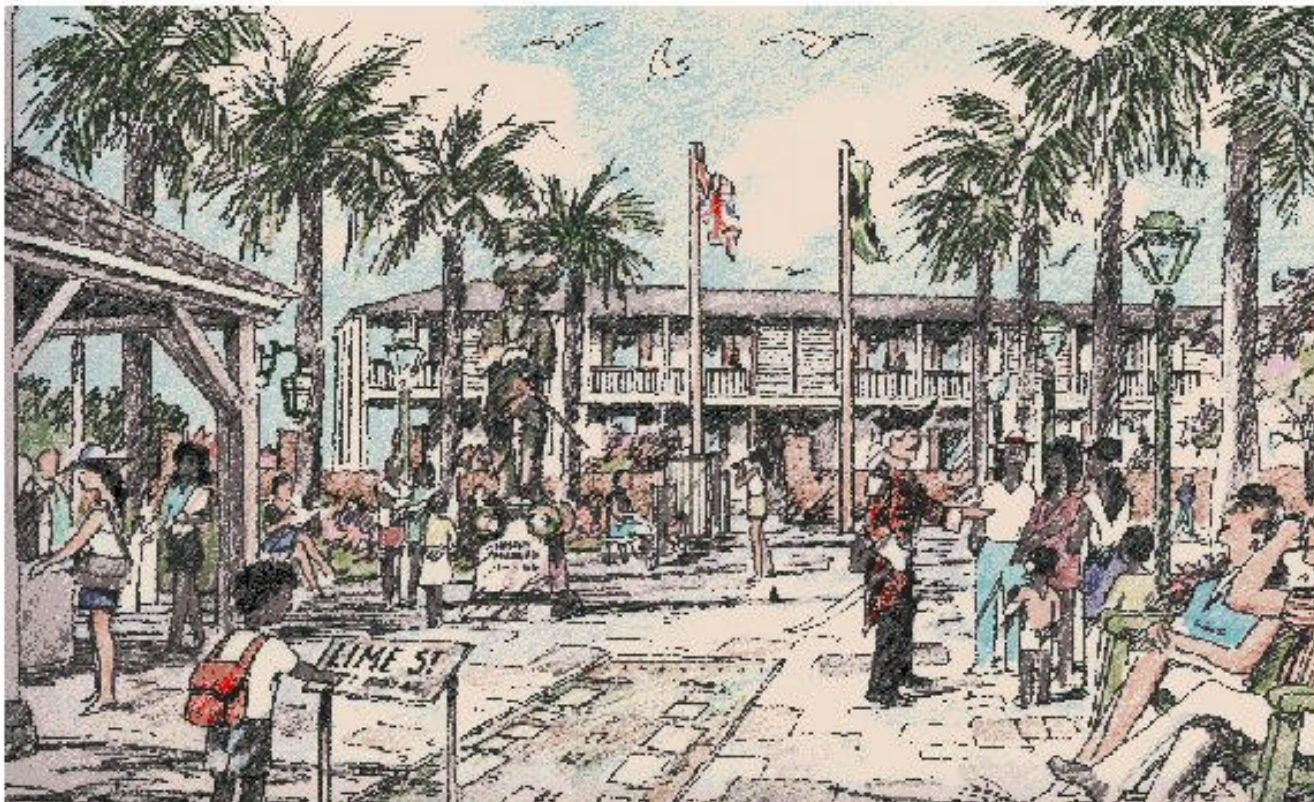


The Port Royal Heritage Tourism
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THE PORT ROYAL HERITAGE TOURISM PROJECT

☠️ -THEME 4 👤👤👤

4. The Naval Hospital Museum/African-Jamaican Pavilion



NAVAL HOSPITAL

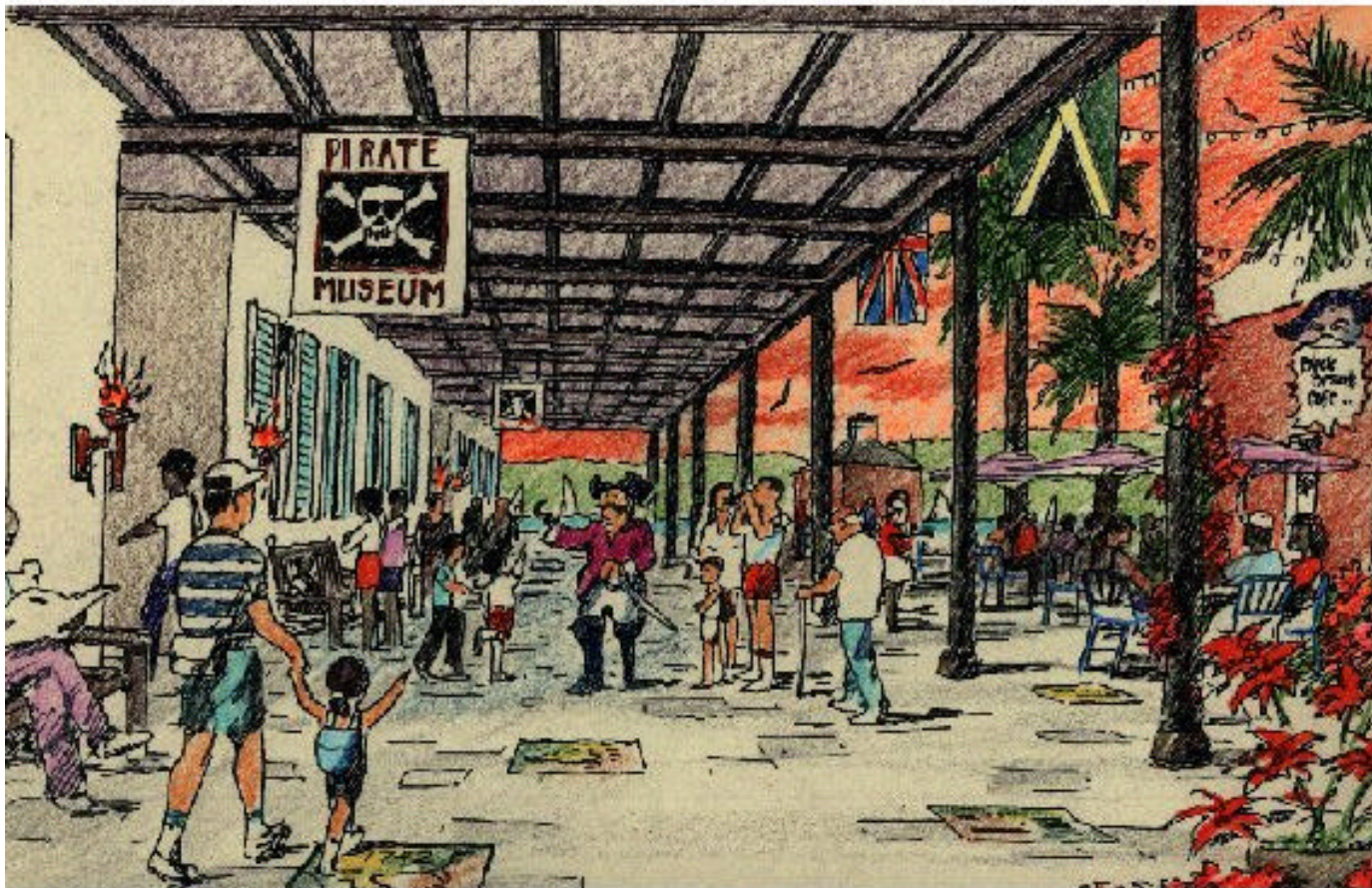
MARVINE GOODMAN & ASSOCIATES

The Port Royal Heritage Tourism
Project

THE PORT ROYAL HERITAGE TOURISM PROJECT

☠️ -THEME 4 👤👤👤

4. The Naval Hospital Museum/African-Jamaican Pavilion



The Port Royal Heritage Tourism Project

THE PORT ROYAL HERITAGE TOURISM PROJECT

☠️ -THEME 5 👨‍👩‍👧‍👦

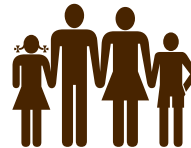
5. The King's Royal Naval Dockyard



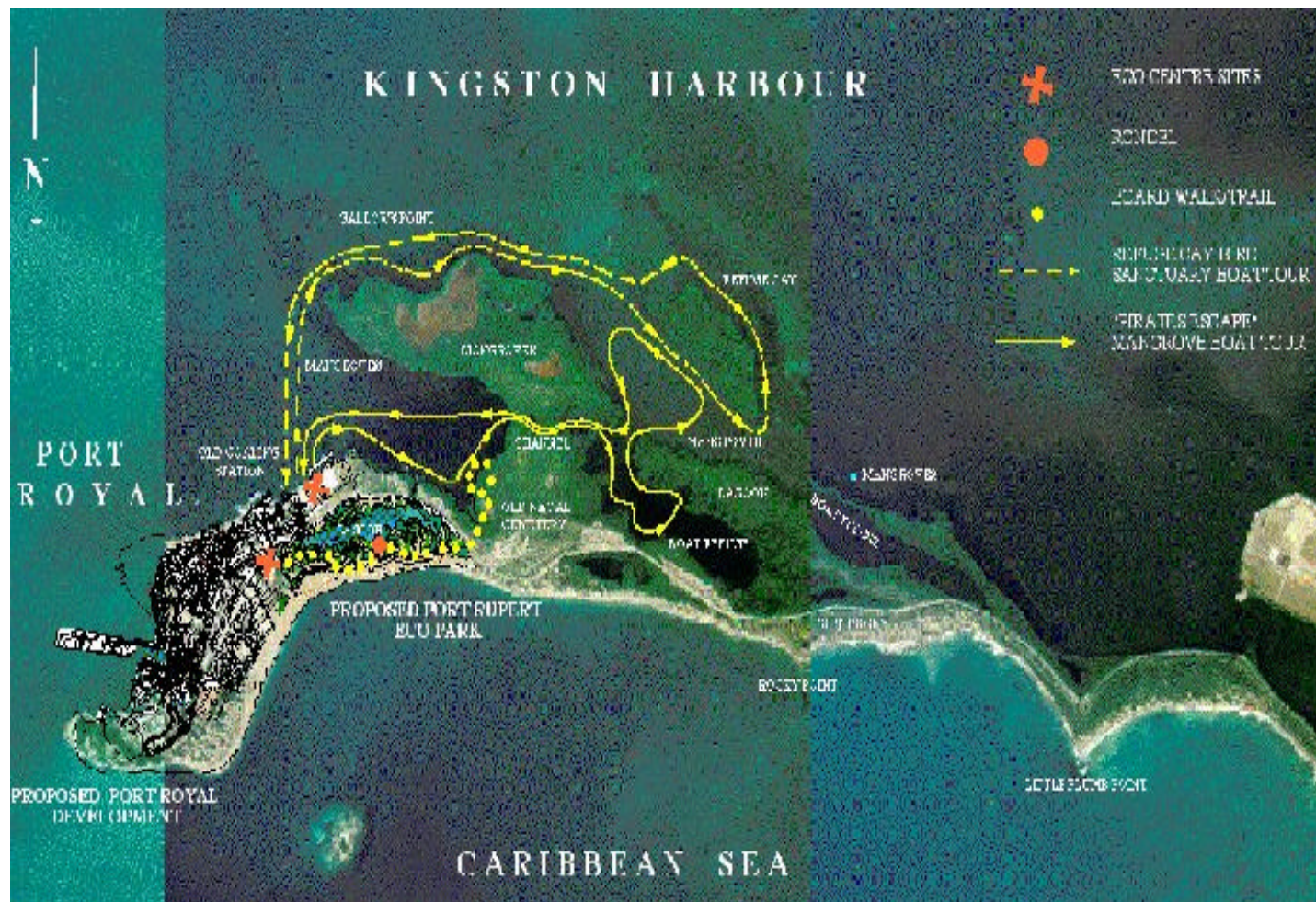
THE PORT ROYAL HERITAGE TOURISM PROJECT

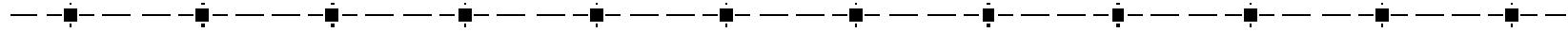


-THEME 6



6. The Eco-Tours at Port Royal





6. The Eco-Tours at Port Royal



THE PORT ROYAL HERITAGE TOURISM PROJECT

☠️ -THEME 7 👨‍👩‍👧‍👦

7. Sun & Fun: The Cays and Reefs



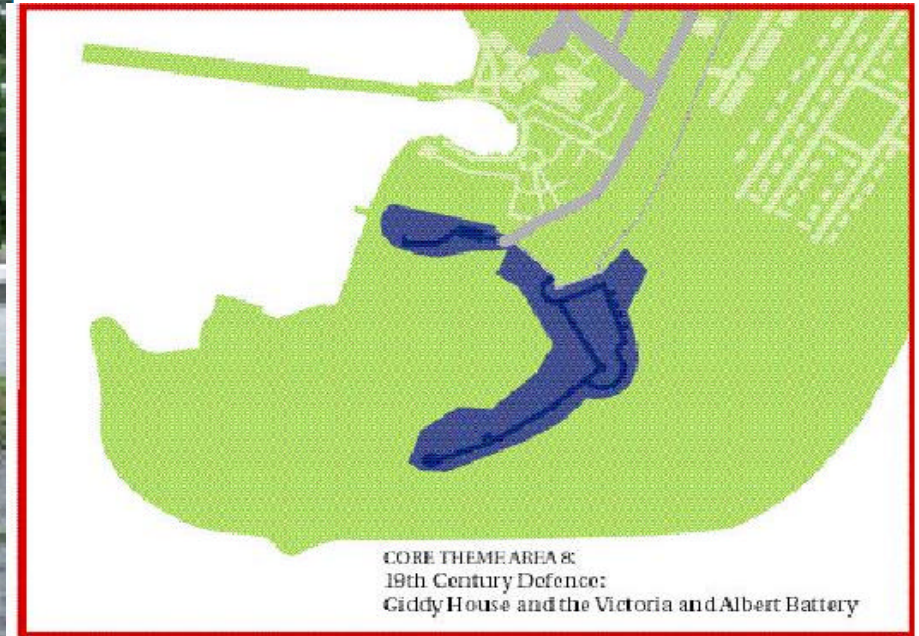
THE PORT ROYAL HERITAGE TOURISM PROJECT

☠️ -THEME 8 👨‍👩‍👧‍👦

8. 19th Century Defense: Giddy House and Victoria & Albert Battery



GIDDY HOUSE

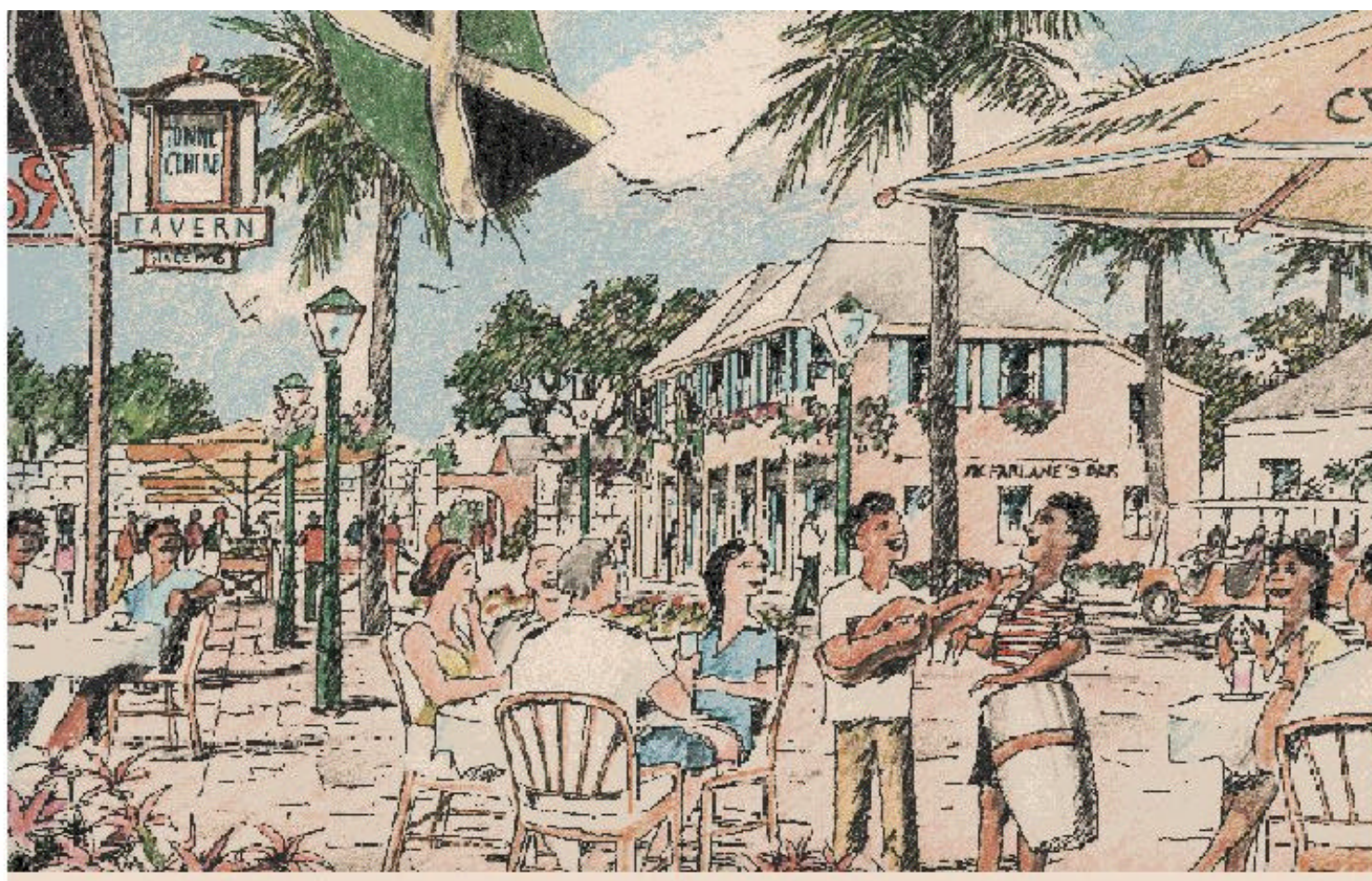


CORE THEME AREA 8:
19th Century Defence:
Giddy House and the Victoria and Albert Battery

THE PORT ROYAL HERITAGE TOURISM PROJECT

☠️ -THEME 9 👨‍👩‍👧‍👦

9. Living Traditions: Port Royal Today



THE PORT ROYAL HERITAGE TOURISM PROJECT

☠️ -THEME 10 👤👤👤👤

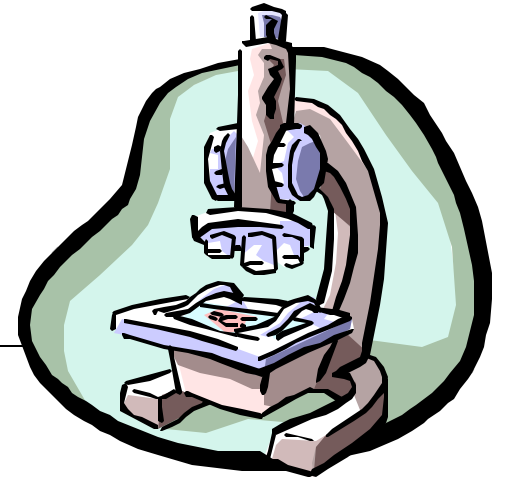
10. Fort Rocky Entertainment Centre



FORT ROCKY ENTERTAINMENT CENTRE

MAXWELL GOODMAN & ASSOCIATES

MARKET RESEARCH REVEALED (PLOG)



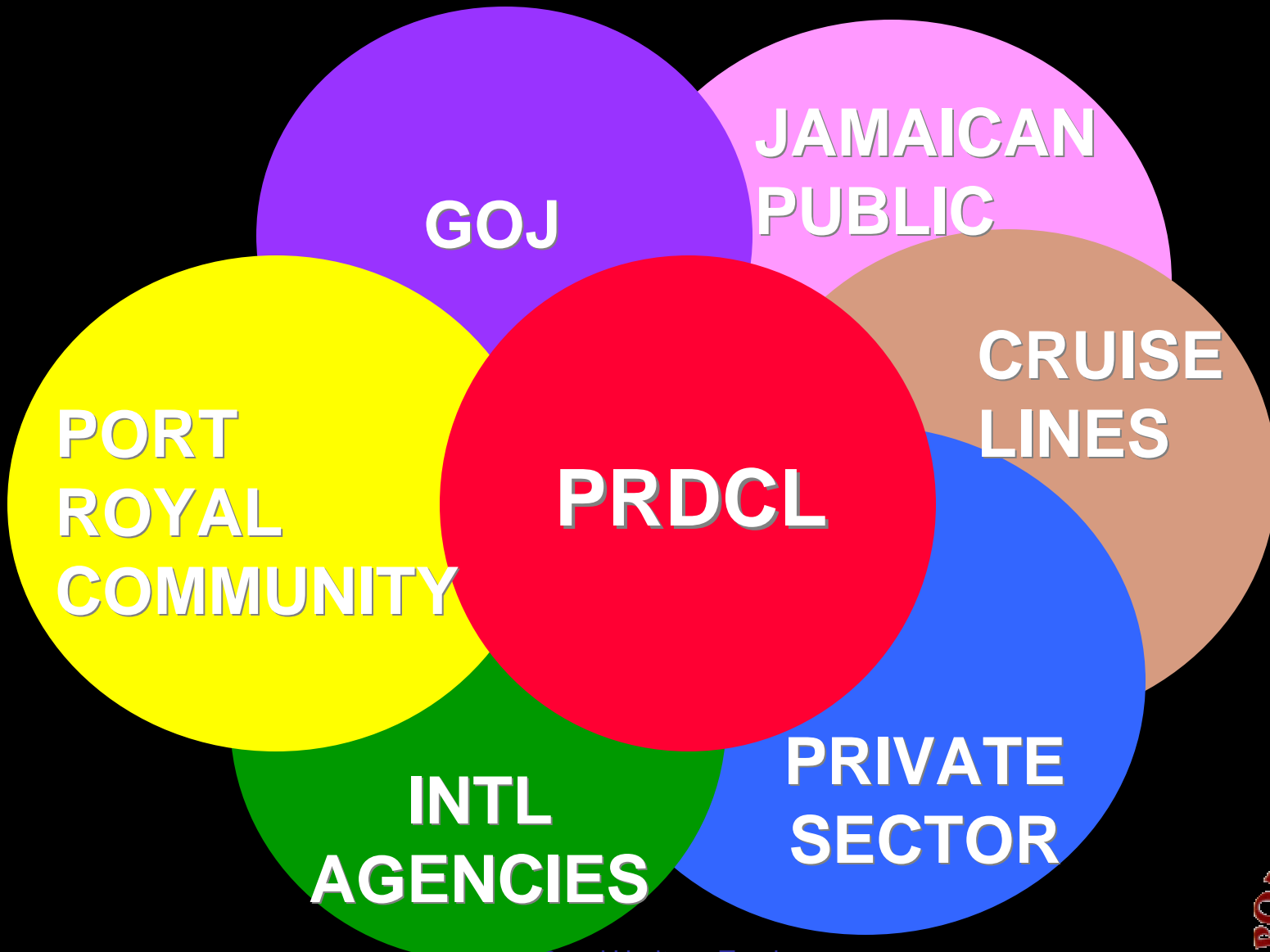
- PORT ROYAL is
- Best viable development opportunity for the Kingston area and all of Jamaica.
- Focus on authenticity, variety & quality
- Safety and security critical and addressed.
- Divorce Port Royal from Kingston at First
- Develop **convenient** port facilities.

Completed Documents & Reports



- ✦ **Interpretive Master Plan**
- ✦ **Architectural Drawings - Preliminary**
- ✦ **Socio Economic Impact Assessment**
- ✦ **Environmental Impact Assessment**
- ✦ **Archaeological Impact Assessment**
- ✦ **Retail Plan**
- ✦ **Housing Study**
- ✦ **Engineering Designs - Sewage & Water Systems**
- ✦ **Security Plan**
- ✦ **Business Plan**

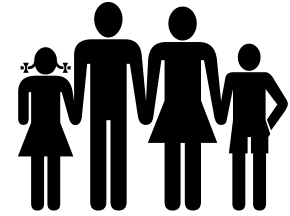
PARTNERSHIPS



The Port Royal Heritage Tourism
Project

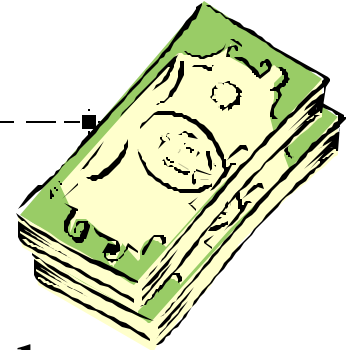


Socio-Economic Benefits



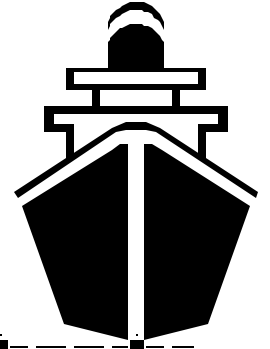
- ✦ Phase I Direct Investment US\$100 M
- ✦ Average Foreign Exchange Earnings US\$147M/Y
- ✦ Average GOJ Revenue US\$60M/Y
- ✦ Job Generation: Over 19000 jobs, direct & indirect

Opportunities/Financial Returns



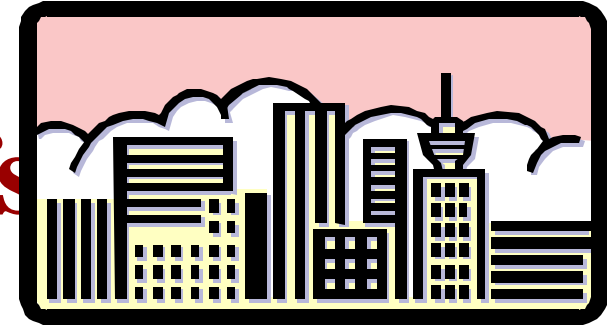
- ✦ Attraction/Entertainment Hub for Kingston, Jamaica and wider Caribbean
- ✦ Shopping Center/Merchandising variety
- ✦ Premier Cruise Port of Call in Western Belt of Caribbean
- ✦ Attractive income from Cruise Passengers, Jamaicans and Long Stay Visitors
- ✦ ROI estimated @ 25%+

Port Royal By 2025



- ✦ Average of 10,000 visitors/day
- ✦ Earnings/Year of over US\$1 million/day
or over US\$365 million/year
- ✦ Attraction/Entertainment Capital of
Caribbean
- ✦ Shopping Center of Caribbean
- ✦ Premier Cruise Port of Call in Western
Belt of Caribbean

2025 Kingston Spin-offs



- ✦ Kingston as Major Cruise Ship Hub/Home Port to access Central and South America
- ✦ Hotels to accommodate 3000/day built
- ✦ Kingston ascends to Cultural & Business Capital of the Caribbean
- ✦ Kingston as Distribution Hub of the Americas
- ✦ Kingston as ICT Hub of Americas
- ✦ Kingston as Sports Capital of Americas

Conclusions



- ✦ **Exciting & Viable Project**
- ✦ **Financially attractive Investment**
- ✦ **DONE RIGHT - A Model for Sustainable Development for Jamaica, the Caribbean & the World**



Ladies & Gentlemen

Thank You!

For your attention & participation

