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New Honduras Cruise Port Banana Coast Launches Website



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Banana Coast, the first mainland cruise port in Honduras, is scheduled to open in 2012 in the town of Trujillo. The port has launched its official website at www.bananacoast.com. The site contains information about the \$20 million port development, the city, its history and culture, things to do in the region and a photo gallery.

The cruise destination project is led by Grande Trujillo Autoridad (GTA), a partnership between the municipality of Trujillo, local landowners led by Life Vision Properties and Miami-based Global Destinations Development. Discussions with several premium cruise lines already are under way.

“We are putting together the final pieces of what will become the Western Caribbean’s newest cruise destination,” said Randy Jorgensen, CEO for Life Vision Developments and GTA board member. “This project will create a sustainable landside tourism industry coupled with a custom-built cruise port infrastructure in a destination that combines eco-tourism and soft-adventure opportunities for cruise line guests.”

Creation of a cruise port at Trujillo has been under discussion since 2004. Global Destinations Development conducted a test to assess the area’s feasibility as a cruise destination. The test analyzed the major factors that constitute a successful cruise destination, including geographic location, docks, condition of the town, marketing attractiveness to cruisers and travel agents, maritime operational costs, onboard revenue potential and predicted guest satisfaction.

Located on Honduras’ northern coast, Trujillo has a population of about 30,000. The project will feature Banana Coast Landing, a themed retail destination with approximately 50,000 square feet of shopping, a restaurant and an excursion marina. Trujillo is located on Trujillo Bay, a natural, protected deep-water harbor discovered by Christopher Columbus in 1502. While initially ships will anchor and tender guests, GTA plans eventually to build a two-slip dock capable of accommodating two post-Panamax vessels simultaneously near downtown Trujillo. For more information, visit www.bananacoast.com.

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