

# Sandy Beach Resort Marinas and Cruise Homeport

## SRB

### Puerto Peñasco, Sonora, Mexico

#### Services Rendered

- Site Inspection
- Marina Market Assessment
- Cruise Market Overview
- Engineering Peer Review
- Marina Economic Feasibility
- Master Plan for Marinas and Cruise Homeport

#### Project Summary

ATM was asked by a resort master developer to provide engineering, market, and planning services for all the boating infrastructure and cruise facilities for a proposed project in Puerto Peñasco, in the northern end of the Sea of Cortes, Mexico.

ATM teamed with a land planner and a resort market specialist consultant to conduct a comprehensive review of the existing master plan. ATM reviewed all engineering studies in detail, identified needs for additional information, and used all available background information for planning and feasibility studies.

ATM conducted market analyses for both the marina facilities and cruise homeport. Existing marina facilities in the area are extremely limited, so ATM conducted an in-depth study of potential demand from the U.S. market, including an extremely detailed evaluation of the boating market in Southern California.

The cruise homeport concept for this area is unique. Due to its location relative to the U.S. and customs free zone, it has the opportunity to attract a drive-to cruise market in which tourists would drive to the homeport in addition to those flying in from their hometowns. ATM explored this potential, which may become the first overseas homeport to serve a U.S. drive-to cruise market. An exhaustive analysis of potential destinations and itineraries was also undertaken, both for the cruise business and yacht charter activities out of this facility.

ATM's reports set the stage of the marina and boating infrastructure to be developed over several years and conceived a master plan that may or may not include a cruise homeport. The Client is using the report produced by the team to negotiate agreements with cruise lines and government agencies, as a recommended step in implementation of a cruise facility development strategy.

