

Society of Naval Architects and Marine Engineers
Panel O-36
Maritime Economics
presents:

WORKSHOP: The Economics of Fast Ferries

THE CHALLENGE:

High-performance marine vehicles have captured the imagination of Vessel Operators, Shipbuilders, and Naval Architects alike. A prevalent commercial application of this high performance technology has been the transportation of passengers and vehicles in so-called "fast ferry" services.

Unfortunately, recent evidence suggests that a number of fast ferry services have encountered financial difficulties or have failed entirely. This underscores the importance of comprehending the economic environment in which these craft operate, and understanding the characteristics comprising a profitable market for these vessels. Accordingly, Panel O-36 has organized a one-day WORKSHOP to address the following pertinent topics:

(1) Commercial Markets For High-Performance Marine Vehicles

- o Market Identification
- o Geography and its Implications
- o The Competitive Environment

(2) Craft Technology

(3) Economic Analysis Methodology

- o Basic Model Framework/Tailoring to Specific Applications
- o Evaluating the Model's Strengths and Limitations
- o Data Requirements/Sources of Market and Cost Data
- o Sensitivity Analysis

The WORKSHOP will be held Thursday, January 27, 1994, from 10 AM to 4 PM at:

Fort & Schlefer
1401 New York Avenue, N.W., Suite 1200
Washington, D.C. 20005

All are welcome to attend.

Please RSVP by January 14, 1994, to Jennifer J. Zeien, Chairman Panel O-36, (202) 467-5900.