



Yachting: a hobby, a sport or a business ?

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Global Marina Institute

Sport

A sport is an organized, competitive, entertaining, and skillful activity requiring commitment, strategy, and fair play, in which a winner can be defined by objective means. Generally speaking, a sport is a game based in physical athleticism.

Regattas (sail) or races (motor)

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Yachting > 20m (sail and motor)

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Dinghy sailing: definitely a sport + hobby



Professional crewed sailing yacht racing: sport but less affordable



Pelorus 115m Very expensive entertainment



Eclipse, 170m

No comments



Yacht Running Costs per Year as percentage of Yacht's Value (2008)

Service and Refit	Direct Costs	Guests and Crew Expenses	Crew Salaries	Management and Financial	Total
1,5% - 2,7%	0,5% - 0,7%	0,8% - 1.1%	1,5% - 1,8%	0,8 %- 1,1%	5% - 7%

Pelorus 115m



2,10%	0,20%	0,30%			2,06%
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50% yachts > 30m avg 15M € / yacht

1885 yachts 28.275.000.000 € 2,06%

582.465.000 €

7,40%

2.092.350.000 €

Data
courtesy
of



My Thanks to Bill Andersson, CEO of
WESTREC Marinas USA , for the
following information.

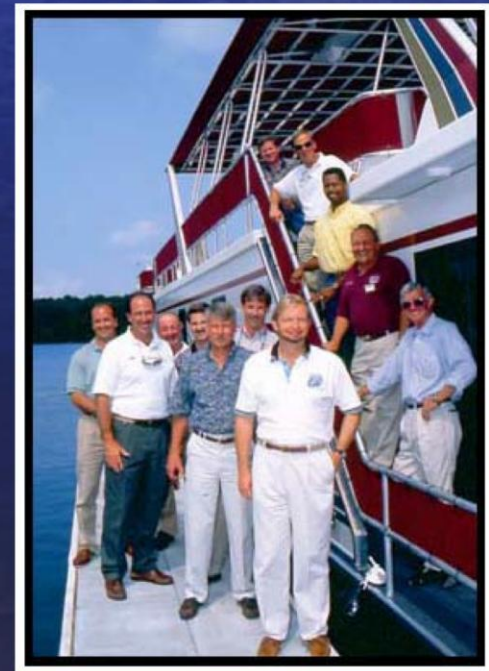
Trends that we've identified in this downturn:

- Impacting more small boat customers than larger boats;
- Even the larger boats are moving less and looking for deals;
- Those that value boating continue to value it, maybe even more now than before;
- The boat is not the first thing to go!



What are we doing to get through these challenging times?

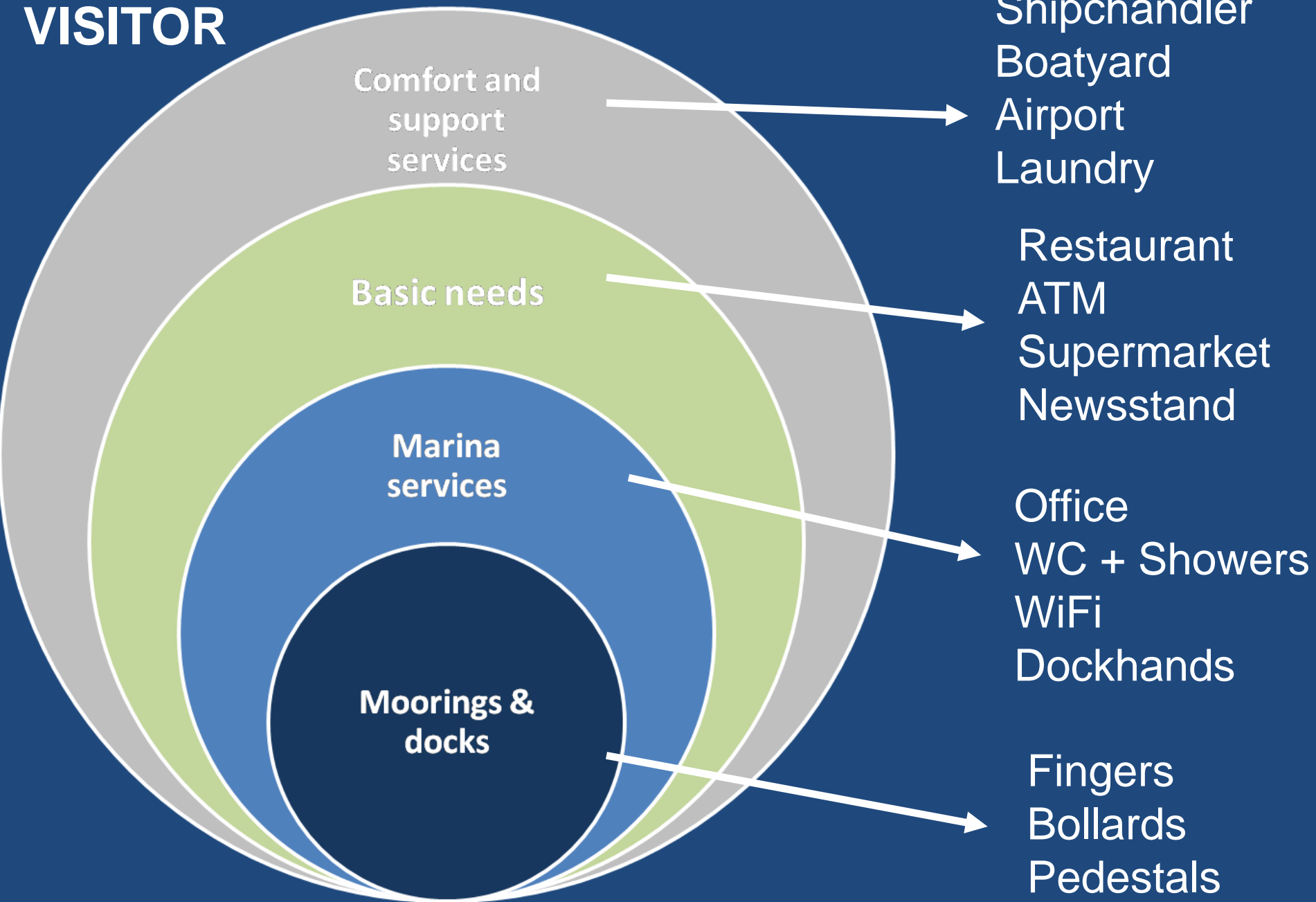
- Focusing on Customer Service;
- Recognizing and Rewarding Quality Employees; and
- Delivering More!



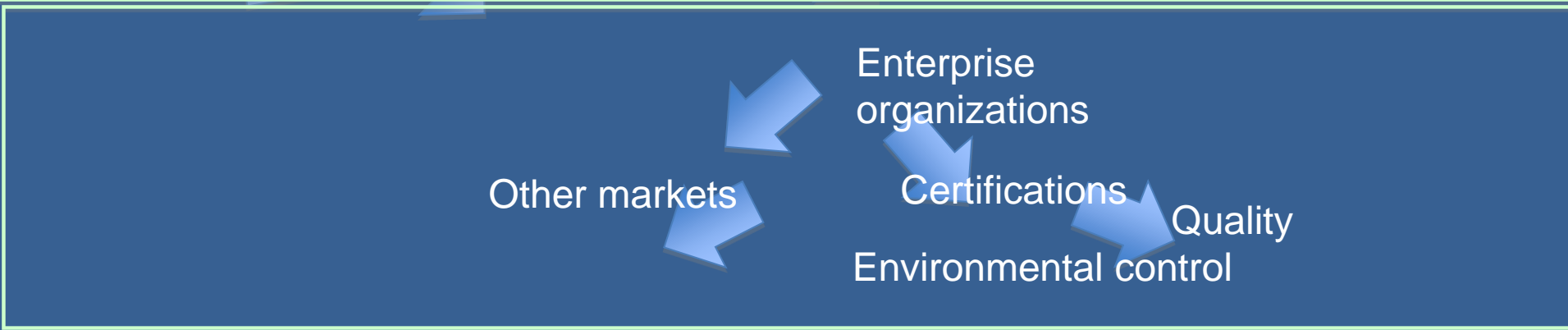
Some of today's challenges that will likely continue into the future:

- There are few “new starts” in marina development
- Instead we're trending toward renewal, redevelopment, and upgrading existing facilities
- The challenge is to create “new” revenue through redevelopment – getting more out of existing footprints

VISITOR



Generation of activities



RESIDENT

Transport
and events

Paint contest
Transport
School visits

Promenade
or
viewpoints

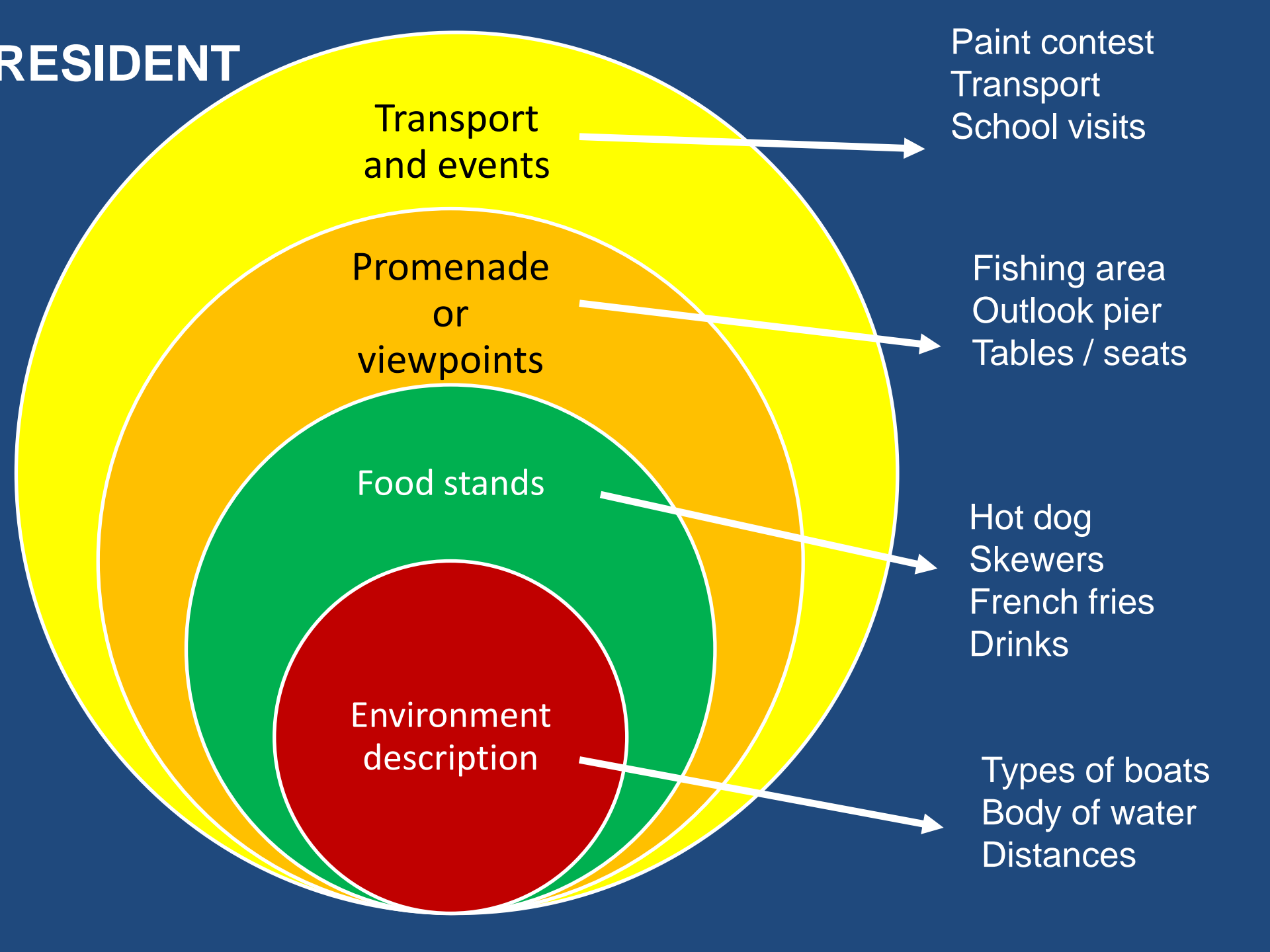
Fishing area
Outlook pier
Tables / seats

Food stands

Hot dog
Skewers
French fries
Drinks

Environment
description

Types of boats
Body of water
Distances



Thank you

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