

# The business of superyacht marinas

Marinas are one of the most important components that contribute to an owner's or charterer's experience in the superyacht world. Infrastructure, operation and good management are fundamental for a marina to work on all levels – for guests, crew and owners alike.

RACHEL REDHEAD REPORTS



Close to Turkey's biggest island is a new marina. Development by C&N.

Marina management

**W**ith the Mediterranean summer and main cruising season upon us, there is, as ever, a pressing

need for more superyacht berths. As widely reported, the superyacht orderbook is steadily growing once again, with more than 150 yachts due for launch in the next two years. New vessels have increased the demand for superyacht marinas with a new, more discerning breed of superyacht owner – a direct result of the global downturn.

The Mediterranean remains a hotspot, with the majority of the superyacht fleet based in the area. As Marc Colla, general manager of Port Tarraco says: "If we consider that 95% of the global yacht fleet spends the summer in the Mediterranean, that the fleet is more numerous each year and that the yachts are bigger, there's an excellent outlook."

The need to source locations and then develop, plan, invest and build superyacht marinas has become imperative. This requirement rests on some well-known companies in the superyacht market, along with a few independents and interestingly, major companies from outside the superyacht and marine sectors.

### Core companies

There are a handful of well-known companies in the superyacht market that are fully established in the business and have dedicated berths and facilities for these large vessels.

One such company is C&N Marinas, which started its marina business more than 40 years ago. However, the origins of the company date back to 1782 with the foundation of its shipyard in Gosport. The Camper & Nicholsons name is renowned and is today a public company listed on the UK

Stock Exchange. Even though it shares the same name and derives from the same company as Camper & Nicholsons International, C&N Marinas is completely separate and under different ownership.

Not only is the company one of the largest superyacht marina networks, with a portfolio of 12 operating facilities. Three of these are owned by C&N Marinas: Grand Harbour Marina in Malta, Port Louis Marina in Grenada and Cesme Marina in Turkey (a joint venture with IC Holding). Four of the marinas – Yas Marina in Abu Dhabi, Limassol Marina in Cyprus, Porto San Rocco in Italy and Cala Ponte Marina in Italy are operated by the company. Finally, five of the marinas are 1782 Club Members: Athens Marina and Sani Marina in Greece, Palmarina Bodrum in Turkey, Dukley Marina in Montenegro and Marina & Yacht Service Center Trogir in Croatia.

The new 1782 Club by C&N creates a set of

standards to measure captains, guests and crews as to the level they will be catered to at the marina. C&N Marinas have no direct operation over these marinas, but the association and being part of this club will reassure many. The company aims to make the 1782 Club a worldwide network of around 20 marinas over the next few years. The concept makes good use of the quality and respect that the brand has garnered through the years and will offer a wide selection of berthing options and privileges.

Another advantage of working with C&N Marinas is that the company is instrumental in the design and development of marinas worldwide and has project-managed the build of many of their marinas, as well as others in locations such as the UK, Malta, Turkey, Grenada, Egypt and Singapore. Sean Purdy, marketing director of C&N Marinas explains: "We do consultancy work for other companies, which invest in and build superyacht marinas.

## We've grown the network to 13 IGY destinations, each with their own distinct local flavour, but all with a single vision

We work out the design and feasibility of the project and whether they are looking at the right place, even if we have no other involvement in the marina."

### Consultancy is common

Consultancy it seems, has become a natural part of the marina management company's portfolio, with the majority of the main companies offering this service.

Since its inception in 2005 Island Global Yachting (IGY) has worked on over 600 marina projects in more than 50 countries, spanning the whole spectrum of planning, market and financial analysis, design, development,

redevelopment and operational expertise.

The company was founded by Andrew Parkas, former chairman of Insignia Financial Group and is an affiliate of Island Capital Group, a real-estate merchant banking firm. IGY's marinas operate under the Yacht Haven Grande Collection and the IGY series brands, as well as several private labels. In total IGY has around 300 slips that can accommodate yachts over 24m and manages 13 marinas, seven of which the company owns. As Parkas comments: "We've grown the network to 13 IGY destinations, each with their own distinct local flavour, but all with a single



Athens is one of five of C&N Marina's portfolio that is branded Club 1782

vision: to consistently provide our customers with the ultimate yachting experience through a world-class level of facilities, services and staff." Unlike C&N, IGV is more regionally focused, with the company's marinas mainly based in the Caribbean and a few in the US.

**Regional focus**

Location is key, and therefore regional dominance and expansion plays a big part in marina management, something that Wayne Shepherd, general manager of Mourjan Marinas, acknowledges about his company: "Mourjan Marinas is an international marina developer and operator based in Dubai, which is driving the growth of marina development throughout the Middle East. We aim to keep growing in the Middle East."

Like IGV and C&N, the company offers the full range of technical, developmental, operational, marketing and administrative expertise required to design, construct and manage marinas. Indeed, Mourjan Marinas was formed through a partnership between IGV and the Malta-based corporation G-Marin in 2005. Mourjan Marinas' Middle East division was then bought out by Ghanim bin Saad Al Saad & Sons Group Holdings (GSSG) in 2009, which owns the

organisation today. GSSG was founded by Ghanim bin Saad Al Saad in 1993 and works across a range of industries including aviation, maritime, automobiles, oil and gas, real estate, manufacturing, contracting and trading, finance and asset management, engineering, education, fitness, hotels, hospitality, fashion, information technology and telecommunications.

Mourjan's portfolio currently includes three superyacht marinas: Alhuotj Marina, part of The Wave, Oman's residential development in Muscat; Luxail City in Doha, Qatar; and the Four Seasons Corniche in Doha. Currently, different marina management companies dominate in different areas; MDL Marinas in the UK, Westrec in the US, Setur in Turkey and D-Marin in Turkey, Greece and Croatia.

**Specific areas for different companies**

MDL Marinas has been established since the early 1970s and has around 18 marinas in the UK, three of which are superyacht-capable facilities and all are based in Southampton. The company has expanded and invested

**Wayne Shepherd**  
general manager of  
Mourjan Marinas



internationally, with three recent additions to its portfolio: Sant Carles Marina in Catalonia, Spain plus Marina di Scabie and Marinara in Italy. The international locations are part of MDL's Mediterranean Network marinas. The company is now pursuing a number of other opportunities for further marina development projects and acquisitions with the aim of creating a network of destinations at chief locations across Europe. In total it currently has the largest collection of marinas in the UK and the most superyacht marinas in the country.

MDL is owned by Yntendon Group, a private company that has operations in the UK and Canada, with interests in newspaper publishing, television, electronic media, marinas and property. The company also has a specialist consultancy division called MDL Consultancy, focusing on marina development which has advised other superyacht marinas such as Marina Port Vell in Barcelona.

Another project carried out by MDL Consultancy required a thorough operational and technical audit of Marina di Loano in Liguria, Italy, which was undergoing redevelopment and expansion. Recent business planning conducted by MDL has included Sant Carles Marina in Spain and the Ocean Village site redevelopment, both projects from MDL's own portfolio.

In a similar vein as MDL, all of Westrec's four superyacht-capable marinas are based in one area – this time in Florida. Again, like MDL, it has a larger collection of marinas that mainly cater to smaller-sized vessels, and has one of the largest chain of marinas within the US. Founded in 1987, Westrec manages, develops, redevelops, acquires, plans and invests in marina facilities, and also provides consultancy for other marina complexes.

**Investments in new locations**

Another two main marina management companies in the sector, D-Marin and Setur, have also both realised the potential in new areas. D-Marin is part of the Doğuş Group,

founded in 1951 and one of the largest private-sector conglomerates in Turkey, active in eight core businesses – financial services, automotive, construction, media, tourism and services, real estate, energy and entertainment – a portfolio of around 200 companies.

The company entered the marina industry in 2003 with D-Marin Turgutreis (Bodrum) and continued with

Looking good is one thing, looking cool is another...For that you need the ultimate finishing system, one you can rely on to keep you looking in all seasons. For more than thirty five years Awlgrip has been recognized as the trusted, most desirable yacht paint. Awlgrip's reputation and dependability are second to none, as too is our technical back-up and support. Few things in life are as cool...be one of them. Awlgrip, your first and only choice. FINISH FIRST.

www.awlgrip.com | facebook.com/awlgripfinishfirst | twitter.com/awlgrip

Awlgrip is a registered trademark owned by, or licensed to, the AkzoNobel group of companies. © AkzoNobel 2015.

AkzoNobel



the construction of the Didim and Göcek facilities. In 2009 the company expanded and invested internationally by purchasing D-Marin Mandalina in Croatia. This was followed by the acquisition in 2012 of D-Marin Dalmacija and D-Marin Borik. The company then went further by acquiring 6.92% of Adriatic Croatia International in December 2012, which owns the largest chain of marinas in Croatia, many of which can accommodate superyachts.

Strategic investment with existing companies and marinas has served D-Marin well, and the company followed the Croatian expansion by entering into partnerships with Lambda Development and Kiriaotoulis Mediterranean Cruises Shipping (which owns Medmarinas) in Greece. That resulted in the addition of a superyacht marina – Flisvos Marina – and three other marina destinations in Greece (Gouvia, Lefkas and Zea) to its portfolio.

With such investments in existing marinas and by developing them into superyacht destinations, the company feels it is creating a superyacht and marina network and is achieving its target of becoming a regional powerhouse in the Eastern Mediterranean basin and Adriatic Sea.

Setur Servis Turistik A.S., a member of the tourism division of the well-known Koc Group in Turkey, was founded in 1964. The company started its marina activities in 1978 with Altun Yunus Marina, but it wasn't until 1991, when Setur rented the marina within the commercial port of Antalya, that the



Salamanca Group owns and manages Marina Port Vell in Barcelona

Capital Group (for IGV) and the Yattendon Group (for MDL) before them, there are many big companies from other sectors now entering the marina management, operation and ownership business. These companies may not be so well-known for their involvement in the industry, but have each made quite a significant splash in the sector with dedicated superyacht marinas.

One such company is the Salamanca Group, which is best known for its merchant banking practices and operational risk expertise. Since its inception in 2002, the

Group acquired Marina Port Vell in 2010 as part of the group's ongoing focus to secure asset-backed opportunities with strong value enhancement and growth potential. Over the last four years, the marina has undergone a significant transformation as the Group invested approximately US\$100m in the upgrade of facilities and development of state-of-the-art infrastructure. "The group, it seems, was attracted to the superyacht industry as it is "a growing asset class and a niche market directly linked with the purchasing power of the world's UHNWIs." In the future the company is open to considering taking on new marine destinations worldwide.

**Government backing**

Two companies that have also entered the dedicated superyacht marina sector are Catalan group Grupo Copisa and Qatari Diar Property – Qatari Diar Real Estate Company, which was established in 2005 by the Qatar Investment Authority, the sovereign wealth fund of the State of Qatar.

For Grupo Copisa, the regional government body Ports de la Generalitat awarded the company a public contract in 2004 to build and operate a superyacht marina, known as Vilanova Grand Marina, located at the existing harbour of Vilanova i la Geltrú in Barcelona. The contract was granted under an administrative concession for a period of 35 years, until 2040. Marina Par Vilanova S.A. was the holding



Marina Port Vell is managed by Sea-Alliance where Lisa Klajman is the current representative

company in charge of the design and development, and today still deals with the marketing and management of Vilanova Grand Marina, which is privately owned by Grupo Copisa. With an initial investment of €33m, the marina was purposely re-built to accommodate superyachts when the company took over as they understood the urgency and need for this type of facility. It was the company's former chairman Xiqui Mas, who recognised this after he witnessed the influx of superyachts arrive at his original shipyard and marina, Varador 2000.

Another government-backed company Qatari Diar Real Estate, which has been instrumental in building Lusail City and many other projects such as the Olympic Village in London and the Sharm El Sheikh development in Egypt (stalling a combined value of more than US\$35bn), changed direction from real estate by investing in the build and redevelopment of Port Tarraco Marina in North Eastern Spain through its subsidiary Qatari Diar Marina Tarragona (QDMT).

The company has created a committed superyacht marina by partnering with well-known superyacht companies, most noticeably the refit and repair yard MB'92 in Barcelona, which owns 5% of QDMT. Mourjan Marinas was also bought in to consult and helped with the marina's early stages. Now the company has experienced the world of superyacht marinas, it recognises the growth potential and is actively looking at investing in other global prospects.

Along with the many large companies from other sectors entering the market in a big way, there are some companies that have an established history in the business and are able to pool together their expertise from within their own company.

One such company is the Sea-Alliance Group. Director Roy Klajman says: "Sea-Alliance Group has been active in three main areas during the last 15 years – yacht sales and charters, yacht management and marina management." This has given the company a strong skill set to supply necessary services such as consultancy, investment, marina planning and marina management to various projects.

Klajman elaborates: "The company's marine projects division has acted as a consultant for the construction, management and operation of many marinas, as well as seafront tourist and real estate projects."

**Why the company manages the Port of the Anchorated Bay in Cyprus, which has infrastructure specifically built for superyachts.**

Marine Partners is another all-round company that manages marinas and organises events within the yachting field. Most recently the new Marina Sant'Elena in Venice has joined the company's portfolio. Marine Partners also works with many other Italian marinas supporting them to varying degrees – from start-up to management and publicity. The company believes that "an acknowledged and sought-after location is no longer

sufficient" to create a successful marina. Specialist skills, credible and sustainable business models and the ability to join a network of marinas is now imperative.

This is exemplified in IPM Group, a private group of companies, which has worked on the construction and development of superyacht shipyards and repair and maintenance zones in Spain for many years. Patrick Reynés, CEO of IPM Group and manager of Marina Port de Mallorca divulges: "In the early 1990s, the yachting industry began to develop strongly in order to meet the demand for marinas and shipyards in Mallorca, IPM Management launched a new line of facilities for this sector. IPM activities started in 1999 when the company obtained the building permit and the granting of Marina Port de Mallorca."

Since then IPM Group has participated in the construction and development of other major marinas, with the latest one, Marina Ibiza, added to a portfolio that includes Marina Port de Mallorca, Marina Palma Auroreña, STP, Valadero Valencia, and Valadero Ibiza.

**Independent concerns**

Not all companies are part of a chain or network, one such is the Sudentier marina in the gulf of Naples. The company was created in 1970 with the foundation of the boatyard and the private marina built around it. Even then the marina was designed to be internationally competitive and ideal for high-quality nautical tourism, and later on fully adapted to superyacht needs.

Another example of independence is the marina at Christophe Harbour, on the island of St. Kitts. Chosen as it forms the third point of the triangle between Antigua and St. Maarten and doesn't have what the company feels are "overcrowded berths found in other destinations," the marina opened this year and was created, developed and led by superyacht owner and real estate developer Charles "Buddy" Darby, and was built on what was once a salt pond.

Christophe Harbour, pitched as a homeport for superyachts, has had \$100m pumped into it, but is family owned and operated by Darby's company Christophe Harbour Development Company, established in 2007. "The arrival of the marina at Christophe Harbour comes at a time when the yachting industry is stronger than it has been in years," comments Darby. "New yacht builds are up, charter business is booming and there is a real appetite for new

**Salamanca Group acquired Marina Port Vell, Barcelona, in 2010 as part of the group's ongoing focus to secure asset-backed opportunities**

company moved its focus to marina management. The company has since searched actively for new superyacht capable marina investments and added Çeşme, Fınike, Kalamış & Fenerbahçe and Netsel Marmaris marinas to its chain. More recently, Setur looked beyond Turkey and took the opportunity to acquire the Mytilini Marina in Greece, which can also accommodate superyachts.

**Companies entering the market**  
Like the Koc Group (for Setur), GSG (for Mourjan), Doğuş Group (for D-Marin), Island

privately owned company has focused on structured investments in the real estate, metals and mining, industrials and infrastructure markets.

The newest foray for the Salamanca Group is the ownership and management of Marina Port Vell (MPV) in Spain, through its company OneOcean Ventures, created in 2014, which wholly owns the marina. Originally the marina was built for the Barcelona 1992 Olympic Games, and has undergone a multi-million-euro, four-year transformation to facilitate yachts up to 190m. Paul Cook, MPV General Manager, clarifies: "Salamanca

destinations like St. Kitts.”

Darby has previous experience in development having been instrumental in the planning, design, development and marketing of The Lodge at Doonbeg on the coast of southwest Ireland and Kiawah Island, South Carolina.

Darby didn't plan, design and build the marina on his own – he had the help of expert designers, architects, engineers and planners. As a superyacht owner, Darby and his team designed the marina knowing the needs and desires of yacht owners and crews. Aeneas Hollins, yachting development director at Christophe Harbour, expounds: “Our company's owner is a superyacht owner himself and designed the dock specifically with superyachts in mind. We employed consultants from the industry to guide policy and practice, and our marina leadership is made up of former superyacht captains.”

Superyacht berths at the marina are for sale freehold, so that an owner can own outright a piece of the marina (in terms of a berth). The developers felt the traditional leasehold model of berth ownership wasn't specifically created for superyachts and their owners. This way they can make an investment, but it also grants the owner the opportunity to take up St. Kitts and Nevis citizenship. Alongside that, the company has set up a team to manage berth rental on behalf of the owner when needed.

The marina is part of the Christophe Harbour resort community and as a single-focus developer, Hollins explains



Vilanova Grand Marina In Barcelona - conceived and designed specifically for superyachts

development,” states Sean Purdy, marketing director of C&N Marinas. It has been able to enter into new marina projects using capital raised by CNMI's alignment with First Eastern Investment Group, who now owns 52.4% of the company.

Victoria Quay in East Cowes is the first project resulting from this joint venture. Contracts were signed in March this year to begin the process of redeveloping the area into a new 400-berth marina. The facility will include a boutique hotel together with a wide range of CNMI's residential, commercial and leisure facilities on the 2.6-hectare site. Site owner, the Homes and Communities Agency,

company has completely redesigned the Sanya Serenity marina in Hainan Island, China, which can accommodate yachts up to 40m. It will no doubt only be a matter of time before the company builds and operates its own marina in the area.

IGY is also investing heavily into new opportunities and this spring took over management of North Cove Marina in Battery Park City, New York. Currently the marina has four superyacht berths for vessels up to 55m and under the direction of IGY, it will be renovated with capital raised from the company. Tom Mukamal, president of IGY, explained the importance of this new marina in IGY's portfolio: “IGY's opportunity to join Brookfield Property Partners as the operating partner of the marina is tremendous and allows us to offer our current customers access to a truly unique New York City experience. North Cove Marina is located in one of the greatest cities in the world and at the epicentre of Brookfield's iconic redevelopment in Lower Manhattan, offering the very best in cultural, culinary, and architectural surroundings.”

**Planning and development**  
One of the key facets to ensuring infrastructure for a superyacht marina, begins with the planning and development to create the right facilities for the right areas, the correct number of berths, the balance of pricing and the building of relationships with suppliers. Using their experience in the industry companies such as C&N Marinas and IGY are able to do this comparatively easily, as Sean Purdy elaborates: “We know how this business works, how the business models

works, how to approach it and how to keep adding value to a marina investment. How we cater to superyachts varies on where the marina is situated.

For example, at our marina in Grenada most of the visitors are charter guests and need access to airports for international flights. We don't hire consultants as we have gained experience and knowledge in this sector through an organic development along with the superyacht industry. The only outside consultants that we use are very specialised such as geological or archaeological ones where and when needed. Even the design of our marinas is done in-house.”

It has become common practice among the more established marina management companies to consult for the newer businesses

transformed into a superyacht marina. Superyacht owners and captains were interviewed to generate valuable insight for the design. Salamanca Group also worked with consultants Marina Developments Limited (MDL) and various Catalan companies during the build phase to take advantage of their local knowledge.

Like Marina Port Vell, many of these new developments are actually redevelopments, where it is evident the area is a good marina location, but needs superyacht facilities to make it superyacht suitable. This has been the case with Port Adriano in Palma de Mallorca, which was redesigned by designer Philippe Starck. The same for Marina Genova Aeroporto, where a new nautical tourist settlement within the port of Genova was built in the

knowledge, through to the independents who employ former superyacht captains.

Christophe Harbour is a good example of this, which has Aeneas Hollins as director of yachting at the marina. Hollins has helped to build the new superyacht hub from the ground up, having had an extensive career as a captain, so he knows what yachts, guests and crew need from a marina. Many staff members at marinas it seems, are employed through usual interviews methods such as adverts, along with recommendations, through to conferences and headhunting, as well as specialist marina recruitment companies.

Patrick Reynès, CEO of IPM Group explains: “To recruit our staff we usually rely on recommendations or rely on the help of



Superyacht marina Port Adriano, Palma de Mallorca

and marinas entering the sector, either by using their services as a consultant or by partnering up. Marc Colls, general manager of Port Tarraco feels planning is of utmost importance: “It's essential to have infrastructure adapted to the size of the boat. A marina that was originally designed for 50m boats may be able to accommodate 80m vessels, but its infrastructure is not adapted to provide the services a boat of that size needs. This is typical in the Mediterranean because 30 years ago it was unimaginable that they would end up building recreational boats measuring more than 100m. So it is often the case that the infrastructure isn't designed for them. It's like trying to park an elephant in a garage! Small bollards, low electrical power and so on.”

Port Tarraco, which has been designed for superyachts (30-160m), has had the assistance of MB'92, a Barcelona-based operator of marinas, and briefly Mourjan Marinas. Marina Port Vell was an existing marina that has been

existing dock of Sestri Ponente.

Redeveloping a marina isn't always easy as Ignacio Erroz, general manager of Vilanova Grand Marina clarifies: “During the development of the facility the marina suffered several modifications from the original project in order to adapt it to superyacht requirements.” Erroz went on to explain how they learnt what was needed for a superyacht marina: “As a construction company (Copisa Group), specialising in public construction and big infrastructures, we used our own resources for the design and construction of the marina. Our technicians were also supported by experience in the yachting industry through the management team of the marina.”

**Staff and security**

Learning about the requirements of superyachts from marina staff has been common practice for many facilities, from established companies hiring locals for their

outsourcing companies that enable us to identify the profile we seek.” It is also imperative for many to bring in a mix of local as well as international staff as Liza

Erroz over 100 professionals as Sestri Grand Marina says: “With about 40 people employed at the marina during off seasons and about 80 in the main season, it is very important to include both local and international staff members.”

Training is typically a mixture of both internal and external, which includes ISPS code compliance where necessary. Today Marinas are aware of security issues, and have measures such as 24-hour CCTV surveillance, night-vision cameras, computerised gated access, alarm systems and security personnel, as well as being ISPS compliant where it is felt to be essential.

**Initial encouragement**

Staff and security is all very well when the yacht is in the marina, but what

**We employed consultants from the industry to guide policy and practice, and our marina leadership is made up of former superyacht captains**

that they are not looking to develop any more marinas.

**Continuous investment**

The Christophe Harbour Development Company is definitely an exception in this regard. Most marina management companies are constantly looking to expand, looking at new areas, watching superyacht trends and sourcing where to make their next investment. C&N Marinas is so focused on this side of the business that it has a separate division called Camper & Nicholsons Marina Investments (CNMI). “We are always keeping an eye out for new areas in which to build or invest in a marina

selected C&N Marinas to work as part of a consortium to lead the development. Westcourt Real Estate, who are involved in developing the London City Cruise terminal in Greenwich, will work with C&N to redevelop the area on land. The £50m project sees the return of the C&N brand to the UK after more than 10 years.

China is another potential hotspot for C&N Marinas thanks to its partnership with First Eastern Investment Group, which goes under the banner of CNFE. Via offices in Hong Kong and First Eastern's established network, resources and investment track record, the company will be able to design, develop and operate marinas across the region. To date the



Industry insider

Marina management

encourages a superyacht to be there in the first place? The Mediterranean is always popular, however creating a superyacht marina is not purely about location, it is also about the right facilities and mixture of events. Many of the marinas are in locations that sell themselves, for varying reasons and have different cruising advantages. One of the greatest benefits that will encourage superyachts is

solid, distinctive and relatively unknown to the yachting industry is the East Mediterranean, although North Cyprus is located on a familiar and well known island in the Mediterranean, the Turkish Republic of Northern Cyprus coastline was defined as a military zone. These locations were filled with vegetation so that the vessels have been free sailing and cruising grounds for the last three years."

seasonal or homeport marina. Marc Coils of Port Tarraco highlights why crew need to be the focus at a homeport: "In the case of long-stay marinas, a very important point is to ensure that the crew, the people working on the boat, have facilities available to them: accurate weather forecasts, services and ideally a town nearby." Partnering with big names to offer services, as Vilanova Grand Marina has done



Sudantieri marina has boatyard facilities



The newly developed Christophe Harbour on St. Kitts

knowing that they can fit into the marina properly. Marc Coils, general manager of Port Tarraco believes size is certainly an issue: "The special thing about Port Tarraco is that its inner harbour has space for lots of yachts and very large ones. It's currently one of the few Mediterranean marinas with the capacity to simultaneously moor more than half a dozen boats measuring over 100m."

Having boatyard facilities along with the marina is also a benefit such as Sudantieri, first and foremost a boatyard, and MDI's Ocean Village in Southampton – among many others.

Christophe Harbour's Aeneas Hollins believes that other infrastructure outside of the marina also comes into play: "A modern airport that can accommodate large aircraft and a private jet terminal both just 15 minutes away means ease of access for beginning and ending a charter." Christophe Harbour's berths are also freehold and come with the opportunity to gain citizenship in a nation with no personal tax and with no residency requirement for citizenship – a very enticing prospect. Other marinas are also offering berth deals such as Marina Port Vell, which is currently selling leases for 21 years until 2036.

Location shouldn't be everything, but certainly encouraging superyachts to new areas can still sometimes be a challenge.

which has long been owner's representative of Regatta Club Marina, highlights: "The main challenge for us is to inform potential visitors about North Cyprus, which is a new

What makes a marina successful?

Following on from the planning, investment and building, a marina needs to ensure its success. Today superyacht marinas are doing this by not only providing the usual marina bar, restaurant and yacht services, but also by going one step further with concierge services, spas, parking spaces, land and sea activities, and major events. "More and more, superyachts are thinking of marinas not just as a place for dockage but as full service areas where all their necessities should be attended to. In that sense, superyacht marina managers will turn their minds to offer a high quality and large range of services to their customers, from personal assistance and hospitality to technical issues. The crew is also asking the marinas to make them feel at home, so a well-trained and experienced hospitality team is one of the key points to success in the marina industry," states Ignacio Eroz, general manager of Vilanova Grand Marina.

It almost goes without saying that these superyacht-capable marinas now provide guests and crew with all the necessities, along with specific benefits relating to the area that the facility is in, ranging from tournaments, sailing regattas, music events and other social activities.

One distinction between marinas and the way they cater to clients, and therefore build upon their own success, is whether they are used as a

recently with the signing of a Ferretti service point at the facility, meaning that Ferretti yachts can go there to receive an after sales service when required, will certainly assist with generating profit and a superyacht owner's or captain's trust. When it comes to the money side of things, many realise that there is a new breed of owner, captain and crew today. Paul Cook agrees by saying: "People want this experience and value for money. Captains and crew are also demanding a better facility and marina that supports them and provides a real service – not just somewhere to berth at night."

Fortunately with these new types of owner, guest, charterer, captain and crew, has come the new type of marina that has been properly acquired, planned, designed and built for superyacht needs. Patrick Reynés, CEO of IPM Group and manager of Marina Port de Mallorca cautions: "The market is currently feeling the joy. At the marinas there is more demand for greater length vessels. However, due to the economic crisis, the return on marina investments is around 10-12 years."

Marina managers and investors need to therefore look at the long-term and forecast the benefits they will reap. With the superyacht fleet numbering around 4,500 in the water and the average length of yacht still on the rise, demand continues to swell and proper built facilities are now needed more than ever. **ES**



Patrick Reynés, CEO of IPM Group

**LANTIC**  
ENTERTAINMENT SYSTEMS  
WWW.LANTIC-SYSTEMS.COM | PHONE: +45 7030 0071

THE NEW EFFICIENCY, STORAGE AND RETRIEVAL SYSTEMS FOR MONITOR AND BUILT INTO THE BOAT FOR SUPERYACHTS. EFFECTIVE, EASY TO USE AND AVAILABLE.

ANTEA W BARCELONA  
**SHIP & YACHT REGISTRY**

ADDAMS St. Julian's  
Tel: +1 350 482 1212  
Fax: +1 350 482 4248  
Email: admin@antew.com, info@antew.org  
www.antew.org.jm

Passion, Detailed, Quality, Streamlined, Safety, Luxury...

The Fabric Boat, the Boat of the Future & the Boat of the 21st Century.