

Xiamen Yachting Industry Deve

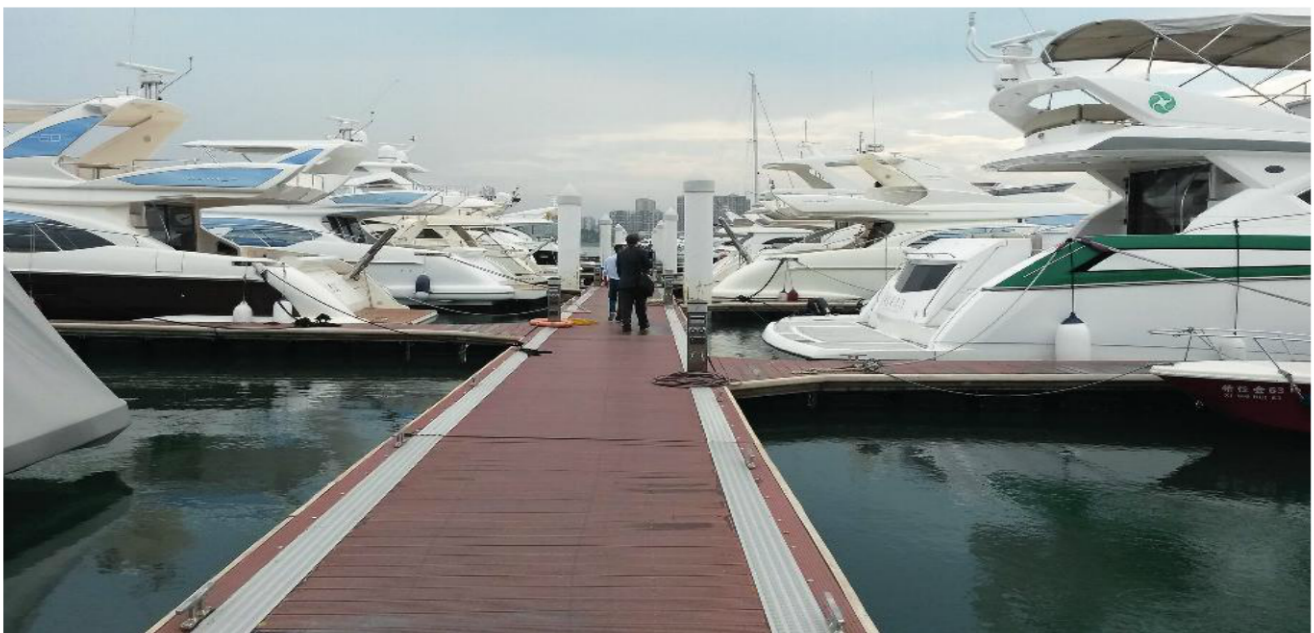


A coastal city of Fujian Province, Xiamen is located on the South-East coast of China. The city has a lot to boast about – it is highly ranked among top ports in China (and in the world) and was voted China’s cleanest city. Due to its strategic location, stunning coastline with islands, beaches and waterfront developments, Xiamen has its own distinctive development advantages to become an important regional yachting hub in the Fujian coastal area

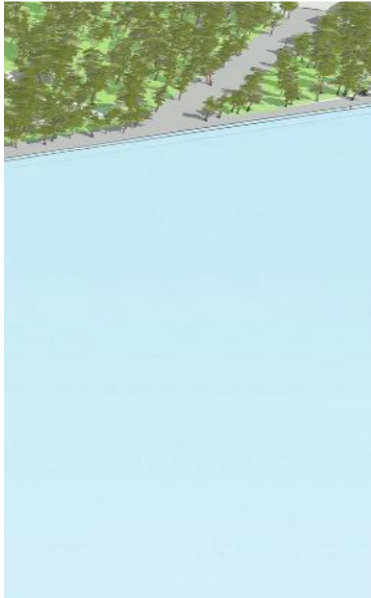
between Hong Kong and Shanghai. In the Spring of 2014, Waterfronts NL partners, Royal HaskoningDHV and WA Yachting Consultants, were asked to create a Yachting Industry Development Plan for the optimisation of the yachting industry, distribution of yachting, and development of a yachting network and marinas in Xiamen. The region was familiar to the team, who had delivered a similar plan in 2006, and they were keen to see how the industry had developed over the previous eight years.

Demand for private yachts has gained traction in China over the past few years, although the country still makes up only 1-2% of the global yacht market. Boat builders are racing to fill that demand, hoping to make up ground lost to the US and Europe, traditionally the industry’s two most important markets. Compared to the supply of yachts for sale, it is interesting to note that few Chinese are buying into the yachting lifestyle. For example, there are currently only 1,500 boat-owners

in all of China (excluding around 3,500 in Hong Kong), while there are over 500,000 estimated High Net Worth Individuals with liquid financial assets exceeding \$1 million, which indicates that there is definitely a large, but as yet unrealised potential, to buy yachts. To understand this gap, Royal HaskoningDHV and WA Yachting Consultants explored the development of the entire yachting industry chain in Xiamen, comprising the existing marinas, yacht importers,



lopment Plan



boat builders, yacht service facilities, sailing schools, training facilities, local and regional routing networks, rules and regulations and much more.

The development plan first looks around the world and applies lessons learned from Abu Dhabi, Hong Kong and Barcelona on developing a yachting network and culture to analyse the situation in China. It then focuses on the regional assets surrounding Xiamen, and proposes a yachting network that connects the region and provides destinations for

yachts to go to. The final task was to assess the marina network within Xiamen and create five sketch designs for new marinas.

The lessons learned are put together in a proposal for the regional development of a yachting

network based on a distribution of yachting industrial clusters, a spatial plan for the Xiamen City Marina and a list of recommendations for enhancing yachting in the region in the short, medium and long-term. These recommendations range

from improving the regulatory environment and government support to establishing marina services clusters and more.

Waterfronts NL
info@waterfrontsnl.com
www.waterfrontsnl.com

Royal HaskoningDHV

A leading international consultancy and engineering company, Royal HaskoningDHV provides services and sustainable solutions. Its headquarters are located in the Netherlands and it maintains a network of 5,300 staff in 70 offices worldwide. People are attracted to water, overlooking it with modern cities for living, ports for industry and transportation, resorts and beaches for recreation, and marinas for leisure. The waterfront – the transition zone between land and water – can be considered as one of the most valuable spaces for commercial, urban, marina, ecological and port development. The company has a unique perspective on

waterfront development that aims to: connect people with water by creating networks and destinations for commercial, recreational, industrial and infrastructural purposes; identify potential areas for specific waterfront activities like beaches, marinas, passenger ferries and fishing ports; exploit the market potential for recreation, yachting, cruising and tourism, to be translated and developed into a development program; develop spatially attractive plans, combining (detailed) engineering and planning solutions; harmonising public and private spaces, activities, networks and programs between waterfronts, marinas and fishing ports; and integrate water infrastructure into the spatial plan in order to avoid

conflicts and create harmony between land and water.

In combination with more traditional urban and architectural planning methodologies (land to water) we create successful waterfronts and marinas that are inspirational, realistic, feasible and viable. Over the years, we have co-operated with a wide range of clients such as private developers, architectural companies, governments, municipalities, water boards and marina operators in China, Korea, Kuwait, Abu Dhabi, Malta and the Netherlands.

WA Yachting Consultants

This independent Dutch consultancy firm specialises in the yachting industry, marinas and

waterfront development, working with other Dutch and international organisations in the sector.

WA Yachting Consultants' services focus on the beginning and end stages of waterfront development. Through market research, feasibility studies, and other analyses, its team of experts can help develop a waterfront idea into a robust concept plan. The firm also specialises in the evaluation of waterfront projects, including SWOT analysis. Although working independently, it also collaborates with teams of architects, designers, engineers, operators and suppliers across every stage of a waterfront project.