

2012 China's Yacht Club Investigation

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Abstracts

Although the international financial crisis brings about caused the poor performance of global yacht market since 2008, China's yacht market continuously keeps growing. In 2011, the size of China's yacht market was about CNY 5.1 billion (USD 440 million), with an increase of about 30% YOY. At present, the size of China's yacht market is relatively small, while the development prospect is bright.

In recent years, China's economy continuously rises. With the increase in incomes, some wealthy groups and official consumption begin to pursuit life styles with the higher grade and quality. Yachting is gradually known by Chinese people. As a kind of typical imported goods, the new trend not only attracts the attention of some high-income groups, but also brings unprecedented opportunities for many cities developing new-type service industry.

In recent years, China's yacht clubs present a rapidly growing trend. According to statistics, by the end of 2012, there are nominally over 200 yacht clubs in China. However, limited by regional consumption levels, natural conditions, lagging related laws and regulations and poor personal operation, the actual yacht clubs in operation are about 90 to 100. China Research and Intelligence investigated about 60 of them at the end of 2012, most of which normally are in operation. A handful of them suspend businesses because of various reasons, but they prepare to reopen and continuously recruit members in the near future.

Among China's each yacht club in operation, their strength largely differs. Some yacht clubs can only provide about 20 berths, while some are able to offer hundreds of berths. Smaller yacht clubs have only 20 members, while some larger ones have over 400. Membership fees vary from CNY tens of thousands to millions. Some clubs collect certain annual fees (or called management fees). As for the same yacht club, members will also be divided into different levels, with different charges and permissions

correspondingly.

China's yacht clubs also provide catering, accommodation, entertainment, yacht sales, yacht driving training and other services besides basic services such as yachts anchoring, maintenance and renting. The business revenue of China's yacht clubs is over CNY 1 billion in 2012. The growth rate is expected to maintain over 20% in the coming years.

In China, yacht clubs not only play a role in providing travel, leisure or sports locations, but also undertake functions such as business communication, official activities of the government and the status show-off. It is predicted that in future years, China's yacht club industry will rapidly increase, with membership and incomes of yacht clubs explosively increasing.

The report will be updated every half year. The publication date of the next version will be May to June in 2013. It is the necessity for yacht manufacturers, sales enterprises and yacht clubs to know trends of China's yacht club industry.

More following information can be acquired through this report:

Development Status of China's Yacht Clubs

Situations and Contact Details of China's Major Yacht Clubs

Existing Investment Opportunities of Yacht Clubs

Prediction on Development of Yacht Clubs

Following people are recommended to buy this report:

Yacht Clubs

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