

Research Report on Yacht Clubs in China, 2014

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Abstracts

Description

The yacht industry is prospering as economy develops in China. Measures are taken by some local governments such as Sanya, Xiamen, Qingdao, Tianjin and Dalian to promote the development of the yacht industry as well as related industries like tourism, catering and accommodation. Normally, services of yacht consumption are provided by yacht clubs, which aim to popularize marine recreation activities and provide members with the places for business and entertainment.

The first yacht club in China was established in the 1990s. There are dozens of large-scale yacht clubs in Qingdao, Dalian, Shanghai, Suzhou and Nanjing. Many yacht clubs are under construction or planning in China.

In April 2014, CRI conducts an investigation on 69 yacht clubs in China, Some of which closed down. Some yacht clubs are reconstructed to expand while the others start to sell yachts and lease out berths. Through investigation, CRI got valid data from 40 of them. The investigated yacht clubs mainly locate in Anhui, Fujian, Guangdong, Hainan, Jiangsu, Liaoning, Shandong, Shanghai, Zhejiang, Tianjin and Chongqing.

Major locations of yacht clubs are East China and South China due to the large areas of water. Additionally, developed regions like Guangdong, Jiangsu, Zhejiang, Shanghai and tourist attractions like Hainan and Fujian can attract numerous customers. The scale of yacht clubs in Qingdao and Dalian is small compared with those in East China and South China while clubs in Anhui and Chongqing have even smaller scale.

According to CRI, yacht clubs usually charge membership fees and provide services of yacht leasing, maintenance, driver training, navigation and affiliated entertainment. Members of certain yacht clubs, including individuals and enterprises, need to pay

annual fees to enjoy all services. Members can rent or purchase yachts, which will be berthed and maintained by the clubs. Some yacht clubs in Qingdao and Dalian are transformed into aquatics centers.

Yacht clubs become increasingly popular among ordinary people as economy develops in China. For yacht manufacturers, trading and service enterprises, numerous investment opportunities exist in the industry chain of yachts in China.

Through this report, the readers can acquire the following information:

Development Status of Yacht Clubs in China

Numbers of Members/Berths and Charging Standards of Investigated Yacht Clubs

Regional Distribution of Yacht Clubs in China

Prospect of Yacht Clubs in China

The following enterprises and people are recommended to purchase this report:

Yacht Design and Manufacturing Enterprises

Yacht Trading Enterprises

Yacht Clubs

Investors/Research Institutes Concerned About China Yacht Industry

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