

YACHTING STRATEGY

The marina-and yachting industry was identified as one of the high-potential development sectors within the most recent Curaçao Port Policy Plan (2012). The 2012 Port Policy Plan was used as the foundation on which the decision was made by the Government of Curaçao to prepare a ten-year yacht tourism development strategy plan. This plan, intended to be used as the road map for the further development and improvement of the yachting sector on Curaçao, can enable economic growth, creation of additional jobs and enhance the diversification of the tourism industry on Curaçao.

An integral and comprehensive “ten-year yacht tourism development strategy / plan” was required in order to effectively plan and implement a sustainable development of the yachting sector on Curaçao across a range of yachting segments and facilities. With the objective of enabling a diversified development of the yachting industry, while at the same time identifying the most promising segments with the highest potential economic impact the plan was intended to define the needs and requirements to be considered within the development strategy scope. Consequently, enabling sustainable development in terms of profitability, job creation, foreign exchange earnings as well as government revenues and development of the area.

The resulting strategy lead to key recommendations covering among others policy, regulations and procedures, management and control, development opportunities, infrastructure and marketing and promotion.