

A coherent yachting strategy for your territory

Connect national and regional ambitions with coastal infrastructure, public policy and a practical investment roadmap.

Public authorities & institutions



The decisions ahead

Your priorities determine the scope and the people involved.

Evidence & demand

Which vessel flows, services and market segments should guide development?

A connected coast

How should marinas, ports, anchorages and refit facilities work together?

Public value & delivery

Which governance, environmental and skills priorities will support implementation?



One advisory perspective across the lifecycle

Based in Monaco, M3 connects commercial analysis with the practical requirements of marina, yacht club and waterfront operations.

Strategy & project foundations

National yachting strategies, business planning, investment & fundraising.

Design & readiness

Operational requirements, coordination and preparation for opening.

Operating assets

Service improvement, assessment and development priorities.

Marina and yacht club destinations

A selection from the M3 portfolio.



AMAALA Yacht Club

Saudi Arabia



Corinthia Yacht Club

Qatar



Jeddah Yacht Club

Saudi Arabia

Expertise for your priorities

A starting point for a conversation with public authorities & institutions.

National Yachting Strategy

Align market demand, coastal infrastructure, public policy and investment through a national or regional yachting strategy and implementation roadmap.

Explore the scope

Waterfront destination development strategy

Connect marinas, retail, wellness, longevity and beach clubs through waterfront destination planning, commercial strategy and operating models.

Explore the scope

Marina operator strategy & selection

Define how the marina should be operated and create a structured basis for selecting the organisation responsible for delivery.

Explore the scope

A clear basis for the next decision

The work produces documents your project and operating teams can use.

A sector diagnostic

Market and flow analysis, infrastructure gaps and destination benchmarks.

A strategic framework

Coastal network, policy options, environmental priorities and skills needs.

An implementation roadmap

Priority projects, indicative economics, responsibilities, KPIs and consultation briefs.

A waterfront for visitors and local life

Public spaces and marine activities need to function alongside hospitality and commercial uses. The programme connects access, community life and the practical demands of operation.

Access & shared spaces

User journeys and the relationship between public and controlled areas.

Nautical participation

Sailing schools, education and opportunities for water-based activities.

Destination activity

Events, hospitality and commercial uses coordinated with the wider place.



Requirements backed by evidence

S3 connects sustainability, service quality and operating practices through a structured assessment framework.

Baseline & priorities

Identify applicable requirements and information gaps.

Development & readiness

Track actions, responsibilities and supporting evidence.

Assessment & follow-up

Document findings and review corrective actions.

La Belle Classe Destinations is a separate Yacht Club de Monaco process. M3 supports preparation; the YCM makes the admission decision.

Industry dialogue that continues beyond the meeting

M3 brings professionals together through events and the Smart Marina Connect platform.

Monaco Smart & Sustainable Marina Rendezvous

Industry dialogue, innovation and professional connections.

World Yachting Summit

Conversations across the international yachting ecosystem.

Smart Marina Connect

Networking, events and professional resources throughout the year.



Smart Marina Connect



A common basis for the next public decision

We agree a focused starting point around your project, its available information and the decision ahead.

O1

Which territory and public objectives should the strategy cover?

O2

Which authorities, records and stakeholders can inform the diagnostic?

O3

Which decisions and priority projects should the roadmap support?

Discuss your project

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