

A marina that works for its users and its team

Bring service quality, operating responsibilities and commercial priorities into one improvement programme.

Marina owners & operators



The decisions ahead

Your priorities determine the scope and the people involved.

Daily operations

Where do users and teams encounter recurring friction?

Commercial performance

Which assumptions and services deserve closer review?

Investment priorities

Which changes should come first?



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 marina owners & operators.

Marina operations & commercial optimisation

Assess current operations and turn the findings into practical service, management and commercial priorities.

Explore the scope

S3 marina & yacht club assessment

Use the M3 Monaco Smart & Sustainable Standard to examine practices, structure evidence and establish an improvement roadmap.

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.

An operating baseline

Service organisation, available evidence and the main issues to resolve.

Clear responsibilities

Roles, shared services and procedures for consistent delivery.

An improvement roadmap

Priorities, dependencies and a framework for reviewing progress.

Services that support the marina experience

The experience extends from arrival and berthing to shoreside activities. An integrated review connects user expectations with the facilities and people providing the service.

Yacht users & crews

Arrival, reception, servicing and the information they need.

Shoreside activities

Nautical services, hospitality and complementary operators.

Team coordination

Maintenance, security and service interfaces that support daily operations.



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



An improvement programme for the operating asset

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

O1

What is the most pressing operating issue?

O2

What records and team inputs are available?

O3

Which changes can the organisation support first?

Discuss your project

info@m3monaco.com / +377 97 98 41 82