

Marinas, yacht clubs and waterfront destinations

Advisory across development, operations and the communities that bring a destination to life.

Corporate overview



The decisions ahead

Your priorities determine the scope and the people involved.

The destination

What should the place offer, and who will use it?

The operation

How will the facilities, services and teams work together?

The next decision

What evidence and expertise will help the project move forward?



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 your team.

Investment & fundraising

Define the investment case, prepare funding materials and identify potential investors and financial partners for marinas, yacht clubs and waterfront developments.

Explore the scope

Yacht club development & consulting

Develop yacht clubs, sailing schools and nautical centres through a coherent concept, service offer and operating model.

Explore the scope

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

A clear basis for the next decision

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

A shared project brief

Objectives, available information and the decisions that need attention.

A defined programme

Activities, facilities and operating responsibilities that fit the destination.

An action roadmap

Recommendations, priorities and ownership of the next steps.

A connected waterfront offer

The marina, yacht club and surrounding uses shape one visitor experience. We examine how their programmes, spaces and operating models fit together.

Marine & nautical activities

Berthing, yacht services, sailing schools and water sports.

Hospitality & everyday life

Retail, dining, public spaces and beach clubs.

Wellness & longevity

Facilities and service concepts shaped with suitable specialist operators.



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



The right starting point for your project

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

O1

Where does the project stand today?

O2

Which decision needs to be made next?

O3

Who needs to contribute to that decision?

Discuss your project

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