

# A yacht club shaped around its members and activities

Translate the club's identity into its programme,  
spaces and everyday service.

Yacht club managers



# The decisions ahead

Your priorities determine the scope and the people involved.

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## Purpose & membership

Who is the club for, and what should membership offer?

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## Facilities & activities

How should sailing, hospitality and social life share the space?

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## Operating readiness

What will the team need to deliver that experience?



# One advisory perspective across the lifecycle

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

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## Strategy & project foundations

National yachting strategies, business planning, investment & fundraising.

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## Design & readiness

Operational requirements, coordination and preparation for opening.

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## 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 yacht club managers.

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## Yacht club development & consulting

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

Explore the scope

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## Marina pre-opening & commissioning support

Connect commissioning, handover, staffing and service preparation so the operating team has a clear basis for opening.

Explore the scope

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## 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

# A clear basis for the next decision

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

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## A club and member brief

Positioning, membership journeys, acquisition and year-round activities.

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## A club & academy programme

Learning pathways, fleet needs, facilities and operating requirements.

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## An opening roadmap

Governance, service procedures, team capability and readiness rehearsals.

# Sailing schools, nautical centres and member life

The club's nautical purpose informs its facilities and programme. Complementary hospitality and wellbeing services should support that purpose and the intended member experience.

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## Sailing & education

Junior and adult pathways, coaching needs and school partnerships.

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## Member experience

From application and onboarding to reservations, feedback and renewal.

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## An active club

Regattas, community relationships and a coordinated annual programme.



# 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 shared brief for the club's next chapter

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

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O1

How is the club's purpose defined today?

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O2

Which activities and facilities need further development?

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O3

What should members experience differently?

Discuss your project

[info@m3monaco.com](mailto:info@m3monaco.com) / +377 97 98 41 82