



# MARIGOT SUNSHINE LTD.

## VILLAGE YACHTING CONCEPT & TEMPLATE

### CONCEPT

Whilst Saint Lucia offers superb facilities for visiting yachts of all sizes at the IGY Rodney Bay Marina and The Marina at Marigot Bay it has failed effectively to exploit the beauty and natural shelter of the various bays on the Caribbean coast to the benefit of the local fishing villages.

This document sets out the basic requirements for the satisfactory implementation of this concept based on the lessons learnt in Marigot Bay, Rodney Bay & Soufriere.

### TARGET COMMUNITIES / BAYS IN ORDER NORTH TO SOUTH

<b>Castries</b>	Especially Vigie Cove / Ganters bay and airport transfers.
<b>Anse la Raye</b> (Anse Cochon)	Deliberately omitted, already overloaded.
<b>Canaries</b>	
<b>Soufriere</b>	Some experience needs to be evolved before “back applying” the concept.
<b>Choiseul</b>	
<b>Laborie</b>	Already some excellent initiatives are under way.
<b>Vieux Fort</b>	Particular emphasis on airport transfers.

### OBJECTIVES

- ☀ Retain yachts on Saint Lucia for longer periods to increase total tourism spend.
- ☀ Widen the scope of tourism benefits beyond established centres.
- ☀ Feed yachting expenditure directly into local coastal communities.
- ☀ Increase tourism awareness in local communities.
- ☀ Increase sales opportunities for local vendors, producers, farmers & fishers.
- ☀ Improve guest / crew arrival experience.

**For these objectives to be achieved, an attractive, safe & welcoming yachting environment has to be created. In particular issues of harassment and unlicensed vending have to be addressed and existing Laws enforced.**



## BASIC REQUIREMENTS

- ☀ A Secure, Managed Dinghy Dock.
- ☀ Adjacent Information Centre & Local Tour Guides / Taxi Service.
- ☀ Mooring Buoys.
- ☀ Designated Anchorage Area.
- ☀ Agreed Environmental Protection measures.
- ☀ Established Community Organization to co-ordinate. (Council / Dev Committee, etc.)
- ☀ Water Taxi and/or Boat Boys / Vendors Association to manage activity.
- ☀ Training for Water Based Vendors & Boat Boys.
- ☀ Routine Marine Police Security Patrols.
- ☀ Marine Band VHF Radio in Police Station.
- ☀ Established Police Procedure for dealing with reports of crime against / by yachts.

## IMPLEMENTATION

- ☀ Agree target communities & sequence.
- ☀ Generate investment & revenue budget for each agreed community.
- ☀ Establish financial feasibility and funding.
- ☀ Establish local community associations using existing networks as far as possible.
- ☀ Implement Training & Certification.
- ☀ Construct infrastructure. (NB Duty Concessions available under C.C . 717)
- ☀ Seek to get 2 new “Village Yachting” centres functional for 2012/13 season.

## CONCLUSION

This paper deliberately does not seek to prescribe the best model for each location. Such models can vary between an entirely Private Sector approach involving a Company or NPO set up by the local Association through the spectrum of Joint Ventures to an entirely Public Sector approach involving the City, Town or Village Council. The contents of the Template above are all considered to be vital for the success of the venture. It should be remembered that currently between 10 & 15% of all stay-over visitors to Saint Lucia are yachtspersons and that their per-capita daily spend on island is significantly greater than those staying in Hotels, Guest Houses or Rental Villas.

Bob Hathaway  
Marigot Sunshine Ltd.  
27<sup>th</sup> May 2014