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SAINT LUCIA
The Yachting Sector

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1. EXECUTIVE SUMMARY

This study is a measure of the impact of the yachting sector in Saint Lucia specific to the terms of reference as presented by the Economic Commission for Latin America and the Caribbean (ECLAC). This study is part of the project: Development of a Subregional Marine-based Tourism Strategy, co-funded by the Government of the Netherlands, which is aimed at the development of sustainable yachting in the Eastern Caribbean and focuses on the island arc from the British Virgin Islands in the north to Trinidad and Tobago in the south. This study was compiled based on information gathered through interviews, reviewing of existing data and current findings and observations in areas where data was not presented. This study reviews specifically the yachting sector, or pleasure boat industry, which can be defined as a complex set of activities that are required to sustain boating and cruising in Saint Lucia. These activities are emphasized by yachting tourists, who are visitors to the island, staying for more than 24 hours on their vessels.

A comprehensive economy-wide input out model is not available for Saint Lucia's yachting sector and therefore the measuring of successive rounds of the indirect impact is not possible.

The following are the major findings of this study:

- In 2000 the yachting industry visitor expenditure generated an impact of 48.2 m on the GDP of Saint Lucia.
- Saint Lucia's yachting sector comprises mainly cruising yachts, live-aboard and a limited number of offshore charter yachts. Greater efforts must be made to attract crewed and independent yachts to make Saint Lucia their homeport.
- A total of 5519 yachts visited Saint Lucia during 2000.
- The onshore developments are concentrated on the West Coast of the island, with the greater concentration of yachts between Marigot Bay and Rodney Bay.
- A total number of yachting-related jobs on the island are estimated at 450.
- Saint Lucia's yachting industry has significant potential, however, neglect and bureaucracy retard this potential.
- The agencies charged with the responsibility of regulating the yachting industry in Saint Lucia have little knowledge about this industry.
- The yachting industry in Saint Lucia needs clear non-ambiguous guidelines to foster future growth.

- Greater effort must be made to involve local participation in the yachting sector.
- The yachting sector in Saint Lucia needs ownership and must be appreciated as an integral part of the island's overall tourism product.
- Environmental implications of yachting must be monitored with emphasis on water quality control.
- There is an urgent need for sound liquid and solid management practices in all marinas, ports and anchorage areas.
- Saint Lucia over the last four years has lost three charter-based operations to other islands.
- Marinas, boatyards and other ports of entry must improve the infrastructure to attract and service the growing mega yacht industry.
- A greater effort must be made to organize boat boys and over zealous salesmen who ply the marinas, ports of entries and anchorage spots for their daily trade.
- Saint Lucia Tourist Board must give greater promotions to the local Heineken regatta by marketing the event at the beginning and end of the Atlantic Rally for Cruisers.
- The yachting sector in Saint Lucia needs the formation of a Marina Trades association; this will give the sector greater visibility and recognition by government.
- Emphasis must be given to the development of training facilities specializing in skills directly related to the yachting sector.

2. INTRODUCTION

The objective of this report is to understand the yachting industry in Saint Lucia with the intention of formulating a policy towards promoting sustainable yachting tourism in Saint Lucia. Because of a lack of understanding the following issues were addressed in this report:

- The socio economic impact of yachting
- Issues which need to be addressed to facilitate growth within this industry
- The environmental impacts of yachting.

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