

L'industrie du yacht de la Chine devra augmenter le nombre de bateaux de plaisance de 3000 à 100.000 d'ici 2020, avec un marché de l'industrie du yacht estimé à environ 50 milliards de yuans (8,16 milliards de dollars).

Seemingly, China's yacht industry will increase the number of leisure boats in country from 3,000 to staggering 100,000 by 2020, with yacht business value estimated at around 50 billion yuan (\$8.16 billion).

The fact that government is supporting marine tourism is a positive signal for our industry, Zheng Weihang said, secretary general of China Cruise and Yacht Industry Association. He also pointed out the increase in infrastructure for yachts.

Industry insiders have openly said that yacht manufacturers are finding numerous ways to make boats simpler to use and operate.

Lars Petersen, manager of Jebsen Marine and the sole dealer of UK Fairline and Riva (Italian yacht brand) has stated that yacht industry in China is currently in first phase, but he is expecting that it will soon move to next stage in terms of different and more modern use of boats. Next stage would mean that customers will change their boats usage from primarily business purposes to various entertainment activities, Petersen said.

Private yachts are marking increased sales this year, which are also an indication of China's improved luxury patterns.

It has been stated, by Fortune Character institute, that total revenue of China's yacht market

Chine croissance spectaculaire de l'industrie de la plaisance

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had reached staggering 1.76 billion yuan last year. **These figures are also showing that annual growth of country's yacht market was more than 7 times bigger than the one from 2006 to 2011.**

Currently, there are about 1.4 million Chinese multimillionaires who spend 1.56 mil. yuan every year on average. On the other hand, middle class is also expected to become common consumers of yachts in the near future.

Many European and North American yacht manufacturers are carefully watching over the Chinese yacht market. For example, Jepsen Marine is planning to set up 8 dealer ships in Beijing and few other mainland cities in the next three years. There are also numerous other yacht companies who are waiting for their entry on Chinese market.

Read more at <http://www.tourism-review.com/chinas-yacht-industry-is-booming-news3752#hv7JjdrfohwFkaBv.99>

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