



Marina and Yacht Club Management Course: Berth Revenue, Dock Operations and Superyacht Services



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Introduction:

Marina and yacht club management, covering berth revenue, dock operations and superyacht services, is a 5-day course for marina, harbour, boatyard, waterfront development and yacht club teams, ending with a Marina Operations and Revenue Plan for a case marina. Marinas lose income when berths sit empty beside long waiting lists, fuel and haul-out services run without controls, and pollution or fire incidents expose weak emergency arrangements. Nominees already supervise pontoons, boatyards, member services or waterfront assets, and the course runs as a modelling build of occupancy, tariffs and service income. CoreConcept Training Center delivers this marina management course.

Course Objectives:

- Compare marina ownership and operating models and map each revenue stream from wet berths, dry stack, fuel, haul-out, boatyard and member services
- Set berth allocation rules, waiting list policies and tariff structures for annual, seasonal and visiting vessels by length and beam
- Organise daily dock master duties, vessel arrival and departure handling, utilities at pontoons and fuel dock procedures
- Control boatyard, travel hoist and hardstand risks and apply clean marina practices for waste oil, bilge water, sewage pump-out and runoff
- Plan safety, security and emergency response for pontoon fires, pollution spills, man overboard and severe weather, alongside superyacht, membership and event services
- Build a Marina Operations and Revenue Plan with an occupancy and tariff model, concession terms and a marina KPI dashboard

Target Audience:

- Managers responsible for the commercial performance, berth sales and customer service of a marina or boat harbour
 - Managers responsible for harbour and dock operations, vessel movements, pontoon safety and fuel dock control
 - Managers responsible for boatyard, haul-out, dry stack storage and marine technical services
 - Managers responsible for yacht club membership, clubhouse services, regattas and sailing activities
 - Managers responsible for planning, leasing or operating waterfront developments that include berths for leisure craft
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Course Outline:

Day 1: Marina Business Models, Revenue Streams and Current-State Review

- Marina Ownership Models From Club to Resort and Municipal
- Marina Revenue Map Across Berths, Fuel, Haul-Out and Services
- Wet Berth Versus Dry Stack Storage Income and Cost Profile
- Yacht Club Governance Structure With Commodore, Committees and Staff
- Marina Current-State Profile of Berths, Occupancy and Service Lines

Day 2: Berth Allocation, Pricing Structures and Marina Eco-Label Criteria

- Berth Mix Planning by Vessel Length, Beam and Draught
- Berth Allocation Rules and Waiting List Management Policy
- Berth Tariff Structures for Annual, Seasonal and Visiting Vessels
- Dynamic Pricing and Occupancy Yield Analysis for Visiting Berths
- International Marina Eco-Label Criteria for Environmental Policy and Education

Day 3: Dock Master Duties, Fuel Dock, Boatyard and Clean Marina Operations

- Dock Master Shift Log for Arrivals, Departures and Mooring Checks
- Pontoon Utility Pedestals for Shore Power and Water Metering
- Fuel Dock Operating Procedure With Spill Kits and Bonding
- Travel Hoist Lifting Plan, Slings and Hardstand Blocking Checks
- Clean Marina Controls for Waste Oil, Bilge Water and Pump-Out

Day 4: Marina Safety, Security, Superyacht Services and Operator Agreements

- Marina Emergency Response Plan for Pontoon Fire and Pollution
- Access Control, CCTV and Night Patrol Marina Security Routine
- Superyacht Berthing, Crew Services and Provisioning Request Handling
- Yacht Club Membership Categories, Regatta Calendar and Event Permits
- Concession and Operator Agreements for Boatyards, Chandlery and Restaurants

Day 5: Modelling Build of the Marina Operations and Revenue Plan

- Case Marina Briefing With Berth Plan and Service Data
 - Case Occupancy and Berth Tariff Revenue Model Build
 - Case Ancillary Income Model for Fuel, Haul-Out and Concessions
 - Marina KPI Dashboard for Occupancy, Yield, Incidents and Satisfaction
 - Marina Operations and Revenue Plan Completion and Peer Review
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Skills You Will Gain:

- Marina Revenue Mapping
- Berth Yield Management
- Waiting List Administration
- Dock Master Supervision
- Haul-Out Lifting Control
- Fuel Dock Spill Prevention
- Superyacht Client Servicing
- Marina Concession Oversight

Why Attend This Course:

- Present a Marina Operations and Revenue Plan with occupancy, tariff and ancillary income figures to the marina owner or yacht club board
- Decide berth mix, tariff bands and waiting list rules for annual, seasonal and visiting vessels using occupancy and yield data
- Avoid travel hoist incidents, fuel spills, pontoon fires and lost berth income that damage the marina's licence, insurance and reputation
- Share the dock master shift log, fuel dock procedure, emergency plan and KPI dashboard templates with harbour and boatyard teams

Conclusion:

Back at work, the participant gives the marina owner, operating company or yacht club board a Marina Operations and Revenue Plan that sets the berth mix, tariff bands, waiting list rules, service procedures, concession terms and a KPI dashboard. Management uses it to approve pricing for the coming season, renew operator agreements and fund boatyard or pontoon safety improvements. After the first season under the plan, the organisation should review occupancy, revenue per berth, incident records, eco-label audit findings and berth holder feedback, then adjust tariffs and targets.

Frequently Asked Questions FAQ:

What should participants know before the marina and yacht club management course?

Participants should already work in a marina, boatyard, yacht club or waterfront development and be comfortable with spreadsheets. Bringing a berth plan, current tariff sheet or occupancy figures helps them apply the modelling exercises to their own site.

How does the marina and yacht club management course differ from a beach management or cruise terminal course?

It concentrates on running berths, pontoons, fuel docks, boatyards and member services for leisure craft and superyachts. Beach courses cover bathing zones and lifeguard cover, and cruise terminal courses cover passenger ships, so both appear here only where they touch a marina.

Why do marinas use waiting lists and tiered berth tariffs in marina and yacht club management?

Berths of each length are limited, so waiting lists allocate scarce annual berths fairly while tiered tariffs reflect vessel size, season and contract length. Together they keep occupancy high, protect income from visiting yachts and give berth holders clear, published rules.

What do participants take back from the marina and yacht club management course?

Participants take back a Marina Operations and Revenue Plan for a case marina, with an occupancy and tariff model, ancillary income model, KPI dashboard and concession terms, plus a dock master shift log, fuel dock procedure and emergency plan they can adapt.
