



Marine leisure and Atlantic Maritime Strategy

Challenges and opportunities for the development of the marine leisure sector in the Atlantic regions





Marine leisure and marine leisure sector

■ Marine leisure

- Watersport and leisure activities related to water: recreation, discovery, group or lone activities, Marine education, Sporting competitions, events, adventure, lifestyle choice.
- Sailing, kayaking, surfing, rowing, diving, sand-yachting, kite surfing, water skiing, surf life saving, angling, swimming, coasteering, aquatic walk,...
- Increased coastal population has a direct effect in the growing popularity of those activities on the sea and also on inland waters

■ **The Marine Leisure Sector:** the private, public and voluntary organizations of three complementary and interdependent subsectors:

- Supervised activities: teaching, training, coaching, club activities,.....
- Ports and marinas of all sizes: pontoons, moorings, dry marinas, tidal slipway
- Industry, trade and services: equipment manufacturing, services delivery, retail



- **The Atlantic Area**
 - 25 000 km of coastline
 - 100 million tourists
 - 30% of the European marine leisure

- **The economic and social weight of the Atlantic marine leisure sector**

- 10 million participants
- 6 000 structures for marine leisure supervised activities
- 1 600 marinas and 230 000 berths on pontoons
- 8 500 businesses: industry, trade and services
- 9 billion euros in turn-over
- 85 000 equivalent full-time direct jobs





Nautisme Espace Atlantique 2: www.nea2.eu

- A Project of the Atlantic Area Interreg IVB Programme (CCDRN). LP: CR Bretagne
- 23 partners and 100 actions and experiments aiming to explore opportunities of development and to build and test new innovative tools and packages
- Three main themes: economy, environment, social cohesion
- Examples: business innovation survey, observatory tool, range of Atlantic « balades nautiques », actions in environmental qualities of the marinas, training modules, inventory of adapted sites and facilities, Atlantic Games,...
- Consultation for the Atlantic Maritime Strategy: contribution sent on 15th Oct 2010
- 26 - 27 October 2011: Organisation of the first European Marine leisure Atlantic Area Conference: 300 participants, 50 speakers : www.brest-nea2.com The conference presented key facts of the sector to date, identified new development opportunities and shew the development potential and the issues to overcome
- Commitment to participate in the 2012 Atlantic Forum and help formulate an Atlantic Marine leisure sector Action Plan to feed into the Atlantic Maritime Strategy



Marine leisure, an asset for the Atlantic Area

- **Significant assets to further explore**
 - Coastal and maritime landscapes, watersports infrastructures, environmental conservation, maritime heritage and culture
 - Increased demand of tourists and residents for Watersports and Marine and leisure activities
 - Marine leisure is a key interface between the communities and the Ocean

- **A unique experience in marine leisure**
 - Millions of participants and stakeholders aware of maritime environment
 - An emerging high performing economic sector: manufacturing companies, High Tech SMEs, research poles on natural materials, experiments in the development of new services on offer , industrial collaborations with motor, aerospace, boatbuilding industries
 - Increase quality jobs with significant training and apprenticeship programmes
 - A growing expertise in the regions: boat-building, services, ports, supervised activity centers...
 - Emerging regional and local clusters, transnational networks, experiments of cooperation



- **Significant potential for development**

- Research shows that, if it takes into account the new demands of tourist and resident populations, sector is likely to double in the next 15 years, acting as a stimulus to local economies and increasing employment opportunities
- Another challenge: How do we answer to the huge increasing demand for marine leisure in emerging countries?

- **The objective of an Atlantic Area marine leisure action plan**

- For the Atlantic Area to become the international reference area for the sustainable development of the marine leisure sector
- In order to succeed, the sector, which comprises many of SME's, needs
 - Innovate in performance development to stimulate of the Atlantic marine economy and employment, increase work ethics in environmental protection and increase quality of life, social cohesion, health benefits to communities
 - Develop cooperation at local, regional, national, cross-border and transnational scales by boosting networks
 - Develop governance of the sector at local, regional, national, cross-border and transnational scales



Actions to implement

- Act for democratization of marine leisure, contribute to the sea education of the young europeans, to the maritime culture and to the Atlantic identity of the populations, promote youth exchanges between countries and interest in the sea
- Support innovation and develop quality in practices, products, boats, materials,,
 - in response to new trends and demands, secure and accessible
 - in line with good environmental practices
 - increasing promotion, marketing, social networks
 - develop further training, apprenticeship, engineering opportunities,
 - provide research, cooperation and networks
 - develop cross sector partnerships
- Build the Atlantic Marine Leisure Destination: variety of marine leisure tourism packages, promoting environment and attractive for all, raise awareness in maritime heritage and increase access to marine leisure activities, networking marinas, watersports infrastructures
- Develop Atlantic image through high performance watersports and international events
- Develop a strategic response of the Atlantic Area to the demand in emerging countries
- Cooperate with other parts of Europe and with the continents and countries that surround the Atlantic Ocean