

Barcelona Clúster Nàutic and Costa Brava Yacht Ports join forces

The Secretary of Infrastructure and Mobility and President of Ports of the Generalitat, Ricard Font, presented this Friday at the facilities of the yacht club of the port of Sant Feliu de Guíxols (Baix Empordà) the alliance of the brands Costa Brava Yacht Ports and Barcelona Clúster Nàutic. A union that responds to the demand of the nautical sector and diversifies the port activities with the aim of promoting superyacht industry, attract a new tourist profile and boost the socio-economic dynamism in the Catalan coast.

In this act Ricard Font was accompanied by the president of Barcelona Clúster Nàutic, Toni Tió; the mayor of Sant Feliu de Guíxols, Carles Motas; the mayor of Palamós, Lluís Puig; the mayor of Roses, Montse Mindan; the councilor of Tourism of the Town Hall of Torroella de Montgrí, Sandra Pibernat; the conseller of the Patronat de Turisme Costa Brava Girona, Xavier Ribera; and the manager of Ports of the Generalitat, Joan Pere Gómez.

The Mediterranean, first destination in summer

The alliance of Costa Brava Yacht Ports and Barcelona Clúster Nàutic is a model of public key collaboration to diversify activities and join efforts to capture the market of superyachts in the Costa Brava and Barcelona. The two brands will share the knowledge of the sector and the economic resources to promote themselves as destinations.

"In the Barcelona Clúster Nàutic we are very happy because the authorities are betting on the nautical sector, as an economic engine and as an industry," explained Cluster President Toni Tió. "With this alliance we win, because after placing Barcelona in the international map of the superyacht industry, getting the MYBA and LYBRA fairs for the city, now we want the yachts that stay in Barcelona and the metropolitan area in winter, in the technical bases, to discover the charms of the Costa Brava as a destination. Each boat creates nine jobs and leaves one million euros in the city where it is moored, therefore it is an opportunity to create quality economy".

The Mediterranean is in summer the first destination of superyachts of the world, with an 80% occupancy. This positioning has been paramount for the two brands to join together. Both brands will boost the growth of superyacht activity through their complementarity. Barcelona is a pole of international attraction that wants to

consolidate itself as a winter technical base and project itself as an international nautical destination also in summer. For this, it must count on the collaboration of other attractive destinations such as the Costa Brava, a summer destination.

Costa Brava Yacht Ports and Barcelona Clúster Nàutic want to unite these synergies so that the superyachts can stay all year round on the Catalan coast. Among the proposed actions is the positioning of the Costa Brava Yacht Ports brand through the communication elements of Barcelona Clúster Nàutic and the organization of promotion actions in the territory.

The Costa Brava

The Costa Brava has a destination, a product and quality infrastructure in accordance with the demand of the superyacht industry. The strong points of this destination are the good geographical location in the Mediterranean, located at the epicenter of a triangle of success that form Barcelona, the French Riviera and the Balearic Islands, as well as the attractive tourist offer of beaches and coves, a gastronomy of first order and a variety of cultural, sports and leisure activities for all tourists.

Currently, the Costa Brava has about fifty moorings of between 24 and 150 meters in length distributed between the ports of Roses, L'Estartit, Palamós and Sant Feliu de Guíxols. This activity has experienced in recent years the arrival of this new nautical tourism that little by little is making its way. In 2017 about sixty superyachts visited the coast of Girona.