



# MARINA MENU

*A project conducted by  
Robert Holmes, Monica de Vast, Rob Vrolijk  
and the Research Centre for Coastal Tourism.*



## Colophon

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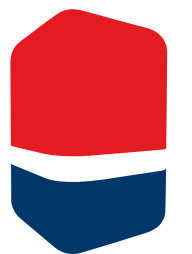
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## HISWA Holland Marine Industry, specialist in marinas.

The HISWA Holland Marine Industry represents 1,200 Dutch water sports companies, of which more than 500 operate a marina. That is over 85% of all commercial harbours in the Netherlands. HISWA represents the interests of its members in laws and regulations, environmental planning, socio-economic issues and nautical matters. The HISWA specialists also offer their knowledge and expertise in numerous areas such as the environment, working conditions, safety, legal matters and research. HISWA is member of ICOMIA and the International Marina Committee. HISWA is partner of the Blue Flag Foundation in the Netherlands and chairs the European Boating Industry. We work together with many groups which stimulate and professionalize water sports. That is why HISWA has partnered with the Research Centre for Coastal Tourism in several projects in watersport and leisure.

HISWA is the first specialist partner of this great initiative to draw up a typology of marinas. This unique tool has a wide range of uses and is important for decision-makers. It is an for the ambition to launch a project which concerns a typology and planning manual for all types of water sports companies. It is highly recommended. Together with our partners, HISWA will publish a water sports industry manual and show that there is not just one type of water sport. Nor is there just one kind of marina. And in this respect the sector turns out to be surprisingly many-sided for many people.

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# HISWA

## There is not just one kind of marina

"There is not just one kind of marina!" That's what Rob Vrolijk, Robert Holmes and Monica de Vast decided at the end of the sector discussion on recreation and tourism in the Dutch South-West Delta on 12th November 2009.

"Separately from each other and on different platforms we had all run up against this problem," according to Robert Holmes. "But when we met each other at this sector discussion it was confirmed yet again."

Monica de Vast observes that whenever the economic development of coastal and nautical regions is involved, the discussion logically turns to the development of marinas. But it is striking that everybody has their own frame of reference in mind. For instance, when the development of a marina in the vicinity of a restaurant was under discussion, one participant thought about a pier for temporary mooring, while another immediately translated the same marina development into hundreds of berths.

"This was clearly a case of comparing apples and oranges," says Rob Vrolijk. "But it does show that there are misunderstandings about marina development concepts."

"We see it as a challenge to get rid of this confusion tongues," says Robert Holmes. "We wanted to see how far we could get, using our own knowledge and experience, in unpicking the concept of "marina" and coming up with unambiguous terms and images." The initiators spent a few days together in the summer of 2010 to sort out types with the help of harbour/marina guides, navigation charts, their own knowledge, articles about water sports development and new ideas. The next step was to add information about space, economy, facilities, kinds of water and types of boats. Sometimes this resulted in types being merged, but sometimes they had to split types because of differences. "Initially we thought we would make it with 20 types. That it turned out to be 50 surprised us enormously. The final version contained 51, but we thought 50 was a better number," the initiators admit.



Robert Holmes



Monica de Vast



Rob Vrolijk

## Research Centre for Coastal Tourism

The Research Centre for Coastal Tourism is where the HZ University of Applied Sciences works together with NHTV Breda University of Applied Sciences to solve knowledge issues and in doing so, support the tourism and recreational sector in South-West Netherlands. After all, knowledge is essential to survive in the rapidly changing market. This involves all kinds of information, such as making details of existing research accessible or creating new information through research into specific topics. All this information contributes to the further professionalization of the tourism and recreational fields of activity.

Many of the issues are about how to stand out as a venue or company and distinguish yourself from competitors. Distinctiveness can be created by making good use of the unique features of an area; a destination unlike any other arises. So water has a prominent role in the development of tourism and recreation in the South-West Delta.

The Research Centre for Coastal Tourism is therefore paying a good deal of attention to knowledge issues with respect to water tourism and recreation. How much recreational activity is there on and by the water? How can we make an optimum connection between land and water? How can water sports businesses best anticipate the market opportunities?

One example is the “Bemanning paraat voor Water Rijk” project run by the Research Centre together with HISWA. The aim is to develop the Delta as a sailing holiday area. The project is supported by the government grants programme Pieken in the Delta South-West Netherlands and runs from the autumn of 2009 to 2011. “Bemanning paraat voor Water Rijk” concentrates mainly on informing parties in the sailing region. But there is more to a sailing region than just the people who work there; it also has to be designed as well as possible. It needs to be designed so it creates an optimum balance between economy, ecology, safety, residents and visitors. Marinas are an important and much discussed element in that design. The typology of marinas – developed by Robert Holmes, Monica de Vast and Rob Vrolijk – forms a tool that can help with the considerations involved in the development of marinas in sailing regions. The Research Centre for Coastal Tourism is therefore pleased to dedicate a theme report to this tool and hopes that it makes clear once and for all that “there is not just one kind of marina”.

Margot Tempelman, Coordinator at the Research Centre for Coastal Tourism.

## The added value of Marina Menu

The development of water recreation is on the agenda of many policy-making meetings, because it is a sector with growth potential. And yet the discussion stalls if the development of a new marina is raised, partly because everyone talks from their own frame of reference, experience, supporters and interests. The objective of Marina Menu is to realise an unambiguous idiom, making it possible to have a discussion that focuses on the future.

It is a tool that can be used to better balance the sorts of marina development against the sorts of environments in future organizational problems.

Working out various types of marinas in all their varieties and working out spatial conditions makes it possible to look for those types of marina that have a chance of developing. The complete manual (available in Dutch) and the corresponding database illustrate a wealth of potential directions for development. Various directions for solutions on a menu, as it were. The tool can serve as inspiration for policymakers, developers, town planners and marina operators.







Back garden marina



Beach marina



Shopping marina



Full Service marina



Green outer marina



Restaurant marina



Boathouses



Business marina



Campground marina



Plot mooring



Learning centre



Luxury berth marina



Catamaran marina

# MARINA

# MENU



Mini-floating marina



DIY marina



Village visitor marina



Dry stack



Mini marina



Mooring permanent berths



Museum marina



Simple berth marina



MICE marina



Floating village



Museum inhabited marina



Nature marina







Riverbank mooring



Covered marina



Passersby marina



Regatta centre



Rowing boat marina



Selfsupporting marina



Service marina



Sports boat marina



Town resident's marina



Town visitor marina



Town development marina



Storage marina



Time-share marina

# MARINA



Daycruiser marina



Slipway marina



Tidal marina



Charter marina



Covered dry stack



Marina resort



Maxi-floating marina



Rental marina



Sales marina



Fishing boat marina



Emergency marina



Waterfront marina



# MENU



## Overview of services and functions listed in Marina Menu:

Permanent berths	Winter storage uncovered	Restaurant
Visitors' berths	Winter storage covered	Entertainment team
Fuel point	Carpark	Supermarket
Tap	Bicycle storage	Bicycle hire
Slipway	Importer	Children's play area
Waste water station	Agent	Swimming pool
Waste containers	Showroom	Campground
Toilets and sanitation	Water sports shop	Walking route



## Overview of statistical indicators entered and calculated (calculation according to minimum and maximum variant):

Number of berths	Land / water ratio	Surface area for parking
Average size of boat	Surface area of land	Percentage of built-up area
Total room required	Carpark norm	Surface area of built-up area
Maximum turning circle	Surface area of car	Type of buildings
Surface area of water	Number of parking places	Permanent or temporary
		Built-up



## Overview of types of boats appropriate to marina types:

Dinghies	Boats on trailer	Rowing boats	Daycruisers	Open Sailing boat
Motor yacht <10m	Motor yacht >10m	Speed boat<10m	Speed boats>10m	Yacht <10m
Sailing boat <10m	Motor charter	Sail charter	Sightseeing boat	Museum ship

## Overview of types of water mentioned:

Moat	Lake	Canal	Basin	Stream, ditch
Tidal inlet	Coast	River	Inland sea	Non-tidal inlet



## Applications

### Regional level

A watersports area comprises a system of waterways and sailing opportunities, combined with destinations that are worth visiting, places boats can leave from and a touristic hinterland. The quality of the water sports area is formed by the variety that the relevant types of marinas also provide. It's this "menu" that has to be complete.

On a larger regional scale an investigation could look into the types of marinas necessary to achieve the objectives. That is a job for further interpretation at basin level or sailing route level. It is not meaningful to think of restraints at this regional level, because restrictions in capacity, possible pressure on nature reserves and the relationship with the commercial shipping sector will have been indicated already at basin level or sailing route level.

### Basin or sailing route

A basin or sailing route is sometimes a sailing destination in itself for short trips or a short stay and sometimes a part of a larger whole. It is essential to decide on the (desired) use of a specific basin or route to decide which types of marinas are possible or necessary.

Using the marina types tool helps you determine in more detail which sorts of development are appropriate in the area, the objectives and the restrictions of an area. You can specify which types do have a chance in an area, instead of restricting all the types of marinas in their development.

### Town level

Innumerable Dutch towns have been established at the water's edge and boast one or more harbours. Now that commercial shipping is leaving the old inner town harbours, towns are looking for new ways to fill the gap created, sometimes in combination with town development in the direct vicinity. Towns with a lot of water are also wondering how they could put the water they have to (even) better advantage. Marina types can be helpful in this too. By bringing together existing users and already existing and new objectives the appropriate types can be defined. Often this will be the basis for relocations, so that visually attractive and touristic functions will use the primary town marinas and space will be sought elsewhere for types with a more internal focus.

### Businesses

Marina types are intended especially as inspiration for businesses. They can help with deciding the appeal of existing activities and the problems this may throw up. The marina types can also give insight into the nature of the functions that are better matched to the existing business surroundings.

## Ambition

### Ambition for internationalisation

The initiators and their partners are interested in the further international extension of these ideas. This project is a prototype for a complete world wide database for waterfront and marina development . Perhaps as part of cooperative projects, as a means to increase in international understanding and as an instrument for comparison for this objective. Suggestions, projects or proposals in these directions are extremely welcome.

[www.havensalacarte.nl](http://www.havensalacarte.nl)

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Specific



## MICE marina

Marina facilities for exhibitions, conferences, etc., aimed at the business MICE market (Meetings, Incentives, Congresses and Events).

Organized for large public attendance, temporary exhibitions, good arrangements with berth owners.

Desire for large area, flexible marina design, multi-functional buildings, fast accessibility by land.

Information fact sheet  
export: 28 03 2011 12.19  
user: User name

Name: MICE marina  
Group: 4 specific  
Update: [lastupdate]

### Description of type

This marina has facilities for exhibitions, conferences and events. Designed for large public attendance with flexible elements of layout. It is a specific type of marina that must take international competition into consideration.

### Specific typological characteristics

Large hall areas both on land and on water. Flexible marina design and multi-functional buildings. Fast accessibility by land and good transport connections to airport.

### Specific characteristics of target group

Berth owners with (business) affinity with the water sports industry, water sports enthusiasts who are often on the road. Sophisticated character.

### Form of operation

On a commercial basis as primary income.

### Space requirements

A calculation of the space requirements of this type results in:

#### Number of boats

Minimum 450 berths, maximum 750 berths

#### Surface area

Wet area: 3.0-5.0 hectares.

Dry area: 2.2-3.8 hectares, of which 4500-7590 m<sup>2</sup> buildings

Carpark: 2.2-3.7 hectares.

### Marina in the surrounding area

This type makes high demands on its environment with respect to accessibility. Excessive carpark facilities must also be taken into consideration.

### Effect on the sailing area

During an event there is a minimum of pressure on the environment; all the effects are directed internally (noise, light) and there will be few sailing movements. If the event is an exhibition of watercraft, increased sailing movements before and after the event must be taken into consideration.

### Spatial selling point

This type has a predictable peak load that can be planned.

### Economisch effect

A maximum spin-off can be expected if it is operated successfully. This operation is labour-intensive.

### Policy issue

Estimate running costs on the basis of national/international competitive position.

### First steps towards typological confrontation

The typological confrontation must be applied per situation in an advisory process. The relationship with types of boat and types of water is taken as a point of reference.

- = not obvious, 0 = neutral, + = obvious

Dinghies	+	Sailing boat <10m	+	Stream, ditch	-
Boats on trailer	+	Sailing boat >10m	+	Moat	-
Rowing boats	-	Motor charter	0	Lake	0
Daycruisers	+	Sail charter	0	Basin	0
Open sailing boat	0	Sightseeing boat	0	Inland sea	0
Motor yacht <10m	+	Museum ship	0	Non-tidal inlet	0
Motor yacht >10m	+	River	-	Tidal inlet	+
Speed boat <10m	+	Canal	0	Coast	+
Speed boat >10m	+				

### Facilities for boats and people

A marina is a meeting point for services, functions and products that determine the appearance of the marina. For 24 of these facilities, the table below shows whether they are essential (e), desirable (d), possible (p) or impossible (i).

Permanenth berths	p	Winter storage uncovered	e	Restaurant	e
Visitors'berths	e	Winter storage covered	e	Entertainment team	p
Fuel point	e	Carpark	e	Supermarket	d
Tap	e	Bicycle storage	d	Bicycle hire	d
Slipway	e	Importer	d	Children's play area	d
Waste water station	e	Agent	d	Swimming pool	p
Waste containers	e	Showroom	d	Campground	d
Toilets and sanitation	e	Water sports shop	d	Walking route	d



