

**WRITTEN QUESTION TO THE MINISTER FOR SUSTAINABLE ECONOMIC
DEVELOPMENT**

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QUESTION SUBMITTED ON MONDAY 10th FEBRUARY 2025

ANSWER TO BE TABLED ON MONDAY 17th FEBRUARY 2025

Question

“In relation to super yachts (24 metres long and above), will the Minister detail –

- (a) the number that have visited Jersey in the last five years;
- (b) what strategies, if any, are being planned or implemented by Ports of Jersey to attract more yachts, and explain if these strategies aim to position Jersey as a top destination for high-net-worth visitors in the yachting community; and
- (c) what annual target, if any, is proposed for super yachts visiting Jersey in the future?”

Answer

The Government of Jersey’s 2024 [Ports Policy Framework](#), published by the Ports Policy Ministerial Group, sets out eight strategic objectives for Jersey’s ports sector, including support for the development of the harbour and airport estates.

Within this context the Government positively endorses measures which support growth in the blue economy, develop Jersey’s visitor economy, and support the sustainable development of the wider Ports sector.

a)

Table 1 Vessels over 35m (requiring pilotage) and showing individual vessels.

Year	Number of Super yacht visits (over 35m)
2020	2
2021	0
2022	2
2023	2
2024	3
2025 so far	1

Table 2 Vessels over 24m. Please note some of these visits are multiple visits from the same vessel.

Year	Number of Super yacht visits (over 24m)
2020	3
2021	5
2022	6
2023	17
2024	18
2025	2

b)

1. Superyacht Ready Accreditation – The Yacht Harbour Association (June 2024)

In June 2024, Jersey Marinas was awarded Superyacht Ready accreditation by The Yacht Harbour Association (TYHA). This internationally recognised certification ensures that our marina facilities meet the highest industry standards, offering larger yacht visitors a premium experience. The accreditation enhances Jersey's global reputation and provides assurance to yacht owners, brokers, and captains that Jersey is a well-equipped and welcoming destination.

2. Specialist berthing infrastructure – Albert Pier

Ports of Jersey Ltd has developed a product that meets the needs of the larger yacht market. The increased capacity of all tide access pontoons on the Albert Pier now provides berthing options for vessels between 25 and 70 meters.

- Berths are conveniently located close to the centre of St Helier, safe footpath access has also been developed to enhance the experience whilst moored on Albert Pier.
- Berthing on pontoons offers convenient access which is especially beneficial given Jersey's significant tidal range.
- Opportunity for increased security measures.
- Procedures have been developed to ensure vessels can refuel efficiently and safely via road tankers.

The ability to provide a berth on a floating pontoon will ensure that Jersey can accommodate and attract a greater number of larger yachts while maximising economic benefits for local businesses.

3. Partnership with Channel Island Port Services

A closer partnership with Channel Island Port Services and the Channel Islands Ambassador for Super Yachts UK is being leveraged to proactively engage with key industry stakeholders, including yacht brokers, charter operators, and yacht management companies. This collaboration aims to:

- Promote Jersey's enhanced superyacht facilities through direct industry engagement.
- Streamline the arrival and support process for visiting yachts.
- Provide a seamless, high-quality experience for owners, guests, and crew.

This targeted industry engagement is critical to increasing the visibility of Jersey as a superyacht destination and ensuring that our facilities align with market expectations.

4. Leveraging Jersey's Geographical Location

Jersey's location provides a natural advantage for superyachts traveling between Northern Europe, the Mediterranean, and the Caribbean. Positioned as an ideal stop-off point for refuelling, provisioning, and leisure, Jersey offers:

- A convenient, high-quality marina destination along key transatlantic and European yachting routes.
- A unique blend of British and continental European influences, offering an attractive stop for high-net-worth visitors.

By marketing Jersey's geographical advantages to the superyacht sector, Ports are enhancing its profile as a visitor location.

- c) While there is no target metric, superyachts have been identified within Ports of Jersey's Strategic business plan as a valuable opportunity, not only for Ports of Jersey but also for our key stakeholders and Jersey's wider blue economy through support services.

