

## Dockan Marina – Malmö City Harbour



# Denmark & Germany



# Key facts!

- Where Malmö City meets the sea!
- What is best with Malmö? Copenhagen!
- 200 berth as of 15 spots in the guest harbour.
- Approx 70-80 green spots in July!
- Most crowded days in July 70-90 boats per night!
- Increase in boat nights latest 10 years 10-15 % per year.
- 4 000 nights in 2023. Increase vs 2022 25 %.
- How will the season 2024 end?
- Winter storage in the water! Proximity to Copenhagen airport.

# Pre-pandemic: "Back to before times"?

- To crowded in 2023?
- Storm in winter 23/24!
- Financial situation boat owners!
- Late start season 2024!
- Market for used boats (and new boats)!
- Purchasing power for private individuals!

# Top first questions on arrival!

- Can I book a spot in advance?
- Nice place. Why did we not come before?
- Can I pay with cash and how do I activate the electricity?
- Can I rent a bicycle?
- What can I do in Malmö?
- Is it safe in the city?

# Marketing and cooperation!

- We can encourage boaters to visit other regions in the Baltic Sea by making the regions visible!
  - A boat is much slower than a car!
- I can benefit from the network of marinas:
  - To learn the market!
  - Tips and tricks!
  - Financial strength!

# Crowded Harbour!



# Bigger yachts & historical sailingships!

