

# 遊艇遊憩產業

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# 遊艇概述

## 遊艇定義

遊艇一般是以休閒、觀光、運動及競賽等為其航行目的之船舶的統稱。遊艇約略可分為動力遊艇（**Power boat**）及帆船（**Sail boat**）兩大類，當然依型態與功用又可細分為多種形式，就功能而言，有賽艇（**Racing yacht**）、巡弋艇（**Cruising yacht or cruiser**）、慢速傳統動力船（**Trawler**）、機帆船（**Motor sail**）、高速豪華遊艇（**High speed pleasure yacht**）等，就型態而言，在帆船有單桅帆船（**Sloop or Cutter**）、雙桅帆船（**Ketch or Yawl**）、多桅帆船（**Schooner**）等，在動力遊艇有**Motor yacht**、**Sedan**、**Sundeck**、**Yachtfisher**、**Sportfisher**等

# 遊艇概述

(一)  
遊艇  
(廣泛定義)

帆船  
(Sail boat)

傳統帆船(即無推進器帆船)sailing yacht

動力帆船sail with Motor Yacht、Sedan、  
Sundeck

動力艇(或稱汽艇)  
(Motor boat)

拖曳船Trawler；日光甲板艇(Sundeck)；座艙艇  
(Sedan)；遊釣艇(Sport Fishing Boat)；其他

(二)  
依其型態及  
功用分類

賽艇 Racing Yacht

慢速傳統動力艇 Trawler

巡弋艇 Cruiser or Cruising Yacht；旅遊艇

高速豪華遊艇 High Speed Pleasure Yacht

以帆裝分類  
帆船主要動  
力來源為風  
帆者

單桅帆船；單桅四角帆艇(Lugsail)；單桅雙縱帆艇(Sloop rig)；單  
桅三帆艇(Cutter)

雙桅帆船；雙桅三帆小艇(Yawl)；雙桅三帆艇(Ketch)；雙桅五帆  
艇

多桅帆船 Schooner

# 遊艇概述

以大小噸位  
分類

中、小型者稱為遊艇  
大型、巨型者稱為遊輪  
註：艇；一般係指500~600總噸以下之船舶。噸位超過此值者為船、艦。但近世紀來，潛水艇中大型者已達數萬噸級，巨型遊輪則有十萬噸級。上述界線已模糊。

(三)  
依材質分類

FRP遊艇(含碳纖、克維拉等複合材料)  
鋁合金遊艇  
鋼質遊艇(含鋼-鋁合金艇)  
木質遊艇  
其他如鋼骨水泥(Ferro Cement)、塑膠、鈦合金製等遊艇

# 遊艇經濟對國家形象及經濟的影響

具有國家進步程度之指標意義

漂浮在黃金水道上之巨大商機



# 遊艇遊憩產業範疇

- 遊艇製造業Boat and yacht manufacturing
- 遊艇拖車製造業Boat trailer manufacturing
- 海洋休閒產品Marine products
- 拖車經營業(拖運商)Retailers and dealers (brokers)
- 桅杆及帆製造業Spar and sail makers
- 遊艇進口業Boat and Yacht importers
- 遊艇共有(持分)服務業Boat Share
- 遊艇碼頭 Marinas (boat operations)
- 其他服務性產業Marine Industry Service providers (finance, insurance, recruitment)
- 海洋觀光經營業Marine Tourism operators

# 遊艇遊憩產業範疇

從消費者觀點，此項產業也包括下列活動：

- \*Fishing, Sports (deep-sea) fishing, Pleasure Power Boating
- \*Sailing, water skiing, sail boarding
- \*others – cruises, sight seeing, whale watching, scuba diving
- \*Running Boat Shows

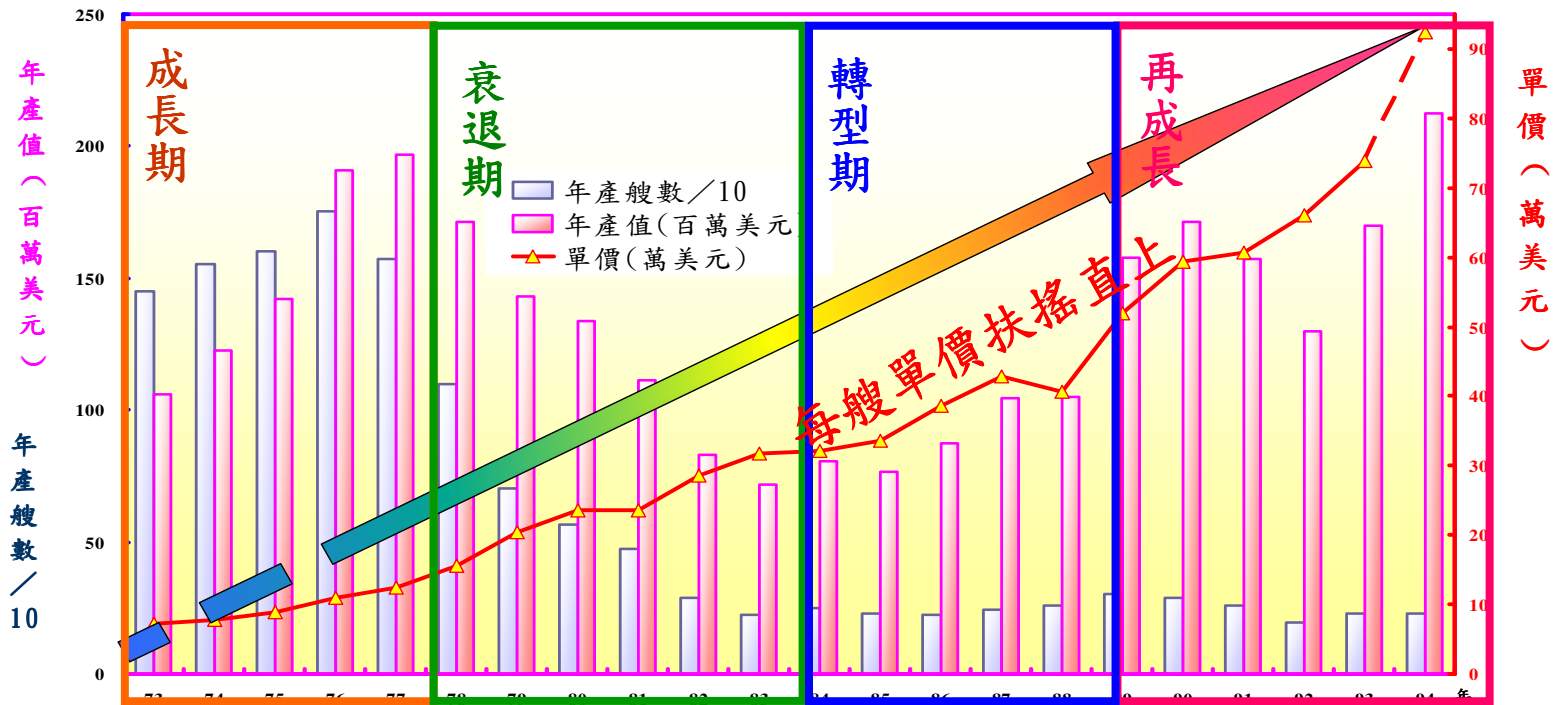


# 台灣遊艇遊憩產業發展概況

產業別	有無	民間組織
遊艇製造業	○	台灣區遊艇工業同業公會
遊艇拖車製造業	×	
海洋休閒產品	×	
拖車經營業（代理商）	×	
桅杆及帆製造業	×	
遊艇進口業	×	
遊艇共有（持分）服務業	×	
遊艇碼頭	×	
其他服務性產業	×	
海洋觀光經營業	○	

# 台灣遊艇遊憩產業發展概況

## 台灣遊艇製造產業發展歷程

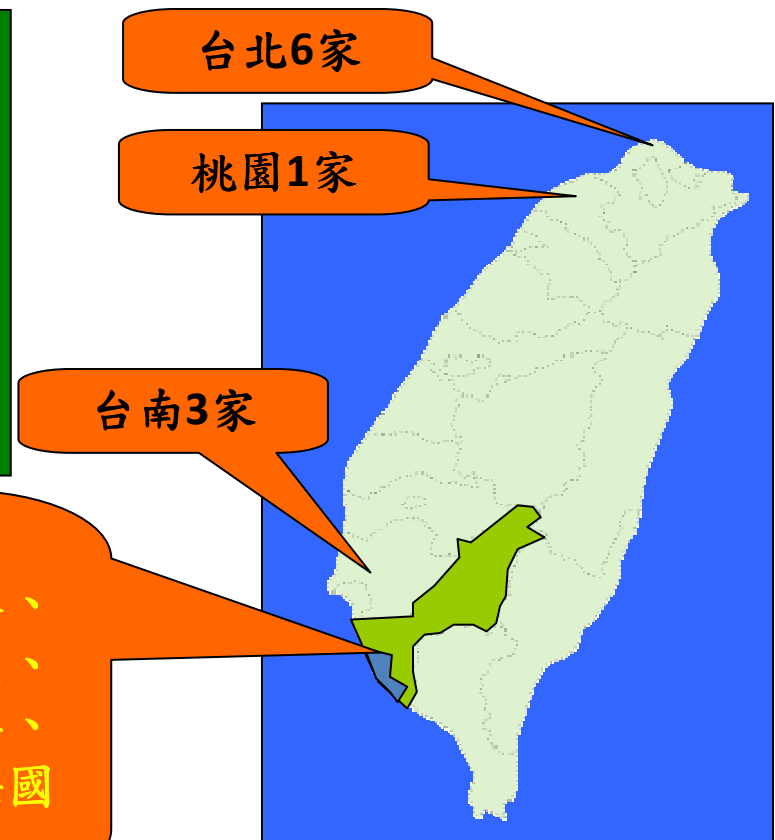


- 成長期：美軍駐台人員引進建造小型遊艇，跨出台灣遊艇的第一步。
- 衰退期：小型遊艇附加價值低、獲利少，國際競爭激烈，匯率變動嚴重，70%遊艇廠歇業。
- 轉型期：政府積極輔導業者船型設計開發，提高業者競爭力，市場占有率逐年提升。
- 再成長：產品多樣化，精緻化，並朝巨型與超級遊艇發展，提高競爭力，已進入世界前七大。

# 台灣遊艇遊憩產業發展概況

## 台灣地區遊艇廠分佈

北部區域(產值約占15-22%)  
— 群聚於台北縣、桃園縣  
— 以基隆港為出口中心  
南部區域(產值約占78-85%)  
— 群聚於高雄縣市、台南縣  
— 以高雄港為出口中心



### 高雄縣市21家

嘉鴻、嘉信、東哥、高鼎、高港、  
奎隆、聯華、亞港、隆洋、強生、  
宏海、大瑞、鴻鎰、冠昇、合興、  
東締、禾勒、鴻洋、大洋、宏海國  
際、新海洋

# 台灣遊艇遊憩產業發展概況

## 遊艇遊憩產業展示之窗

要能將在地遊艇遊憩產業做一總體性的介紹及行銷，舉辦“遊艇展”已經是一個被世界各國公認最成功而有效的方式。

# 國際及台灣鄰近地區遊艇展活動

## Boat shows in America

### **2010 Palm Beach(棕櫚灘) International Boat Show 25<sup>th</sup> Annual**

#### **Background**

The 25th Annual Palm Beach International Boat Show is one of the top ten boat shows in the country - featuring more than \$350 million worth of boats, yachts and accessories from the world's leading marine manufacturers. The event includes hundreds of Boats from 8 foot inflatables, power boats, fishing boats, center consoles, bow riders, personal watercraft to superyachts over 150'.

History	1986-2010
Character	International · Professional · Consumptive
Schedule	March 25-28, 2010
Venue	West Palm Beach, Florida
No. of boat manufacturer	53
Admission	Adult: \$14 - \$12(online) Children age 6-15: \$5 - \$3 (online)
Special Events	■ FREE Kids' Fishing Clinics ■ Ship Shape TV



# 2010 Miami International Boat Show & Strictly Sail

69<sup>th</sup> Annual

## Background

**The largest boating event.** More than **900 exhibitors** around the globe will showcase thousands of the latest products on more than 2.5 million square feet of exhibition space. The show offers something for every lifestyle, activity and budget, plus fun attractions for the entire family.

History	1941-2010
Character	International · Professional · Consumptive
Schedule	Feb. 11-15, 2010
Venue	Miami Beach Convention Center Sea Isle Marina & Yachting Center
No. of Exhibitors	Over 900
Admission	Adult: \$16 Children age 13-15: \$6 2 to 5 DAY PASS: \$30-\$75
Special Events	<ul style="list-style-type: none"> <li>■ Big Game Room Seminars (Experts)</li> <li>■ Affordability Pavilion</li> <li>■ Kids Aboard- Free Kids Boat Building</li> <li>■ Discover Sailing (Experiences)</li> <li>■ Major Live Concert Event</li> <li>■ Food Court – Hineken &amp; Bacardi</li> </ul>



**CHOOSE ONE OR MORE FAMILY ACTIVITIES**

Motorcycling

Golfing (single person)

Golfing (family)

Hunting

RVing

Theme Park Vacation

Second Home

Pro Football Game

Minor League Baseball Game

Major League Baseball Game

NBA Basketball Game

A Night Out/Movie Theater

Camping


SUBMIT

**THINK OWNING A BOAT IS TOO COSTLY?**

**THINK AGAIN!**

**COMPARE THE COSTS OF BOATING TO OTHER LEISURE ACTIVITIES.**

Powered By Discover **BOATING**





## Boat shows in the UK



### 2009 PSP Southampton Boat Show

#### Background

The PSP Southampton Boat Show, the UK's leading outdoor social event showcasing boating, watersports and lifestyle, is owned by the British Marine Federation. Organiser National Boat Shows (NBS) is delighted with the success of the Show, which has showcased almost 1,000 boats.

Character	International · Professional · Consumptive
Schedule	Sep 11-20, 2009
Venue	Mayflower Park, Southampton
No. of exhibitors	Over 500 
Visitors	<b>121,671</b> (282 )
Admission	Adult: £15.5- £23 Concessions: £10.5 - £18
Special Events	<ul style="list-style-type: none"><li>■ Ladies day</li><li>■ Platinum Experience ( £95 )</li><li>■ Outdoor eating and drinking area</li><li>■ Try a Boat Free</li></ul>



Fashion show



(reference: Palm beach international boat show [http://www.southamptonboatshow.com/2009\\_home/home.aspx/](http://www.southamptonboatshow.com/2009_home/home.aspx/) )



## Boat shows in Germany

### **2010 Boot-Duesseldorf International Boat Show 41<sup>th</sup> Annual**

#### **Background**

The 41th Boot-Duesseldorf International Boat Show still ranks as the world's largest yacht and watersports trade fair. More than 1,568 exhibitors from 55 countries showcase the entire world of water sports. All 17 halls are filled, with 675 participants from abroad, accounting for almost half of the exhibition space. At the end of the show, over 240,000 people visited the world's largest trade fair for yachting and water sports in Düsseldorf.

History	1969-2010
Character	International · Professional · Consumptive
Schedule	January 23-31, 2010
Venue	North Rhein-Westphalia, Duesseldorf
No. of exhibitors	1,568
Admission	Adult: €15 Students : € 10 Children age up to 14: € 6
Special Events	<ul style="list-style-type: none"><li>■ Beach World</li><li>■ Diving Show</li><li>■ Powerboat World</li><li>■ Water sports on the move</li><li>■ The Fishing Centre</li><li>■ World of Paddling and Blue Holiday World</li><li>■ The Maritime Class Room</li><li>■ Water Sports Arena</li><li>■ Sailing Centre</li><li>■ Classic Forum</li></ul>

# Boat shows in Singapore

## Boat Asia 2010 18<sup>th</sup>

### Background

In line with this emerging trend, Boat Asia 2010, Asia's premier leisure boat and luxury waterfront lifestyle event will be launching a superyacht segment to showcase a variety of opulent superyachts. .

Character	International · Professional · Consumptive
Schedule	April 15-18, 2010
Venue	Keppel Bay, Singapore
Visitors (2009)	Over 15,000
Admission	Adult: \$12- \$16 Children age 6-12: \$6- \$8 Family Package: \$30- \$40
Special Events	<ul style="list-style-type: none"><li>■ Bar on High Seas</li><li>■ The Fashion Runway</li><li>■ Island Suite</li><li>■ Sail Away</li><li>■ Charity Gala Dinner</li></ul>



Island Suite



Runway



Charity

## Boat shows in Australia

### **2010 Sanctuary Cove International Boat Show 22<sup>nd</sup> Annual**

#### **Background**

The annual four-day event is staged at Sanctuary Cove in the tourism region of the Gold Coast, within the state of Queensland in Australia. This marks the 22<sup>nd</sup> annual event.

Over two decades the Show has been recognised as an essential event for the marine industry's national and international marketing.

More than 400 exhibitors showcase hundreds of power and sail boats and a wide array of marine products and services

History	1988-2010
Character	International · Professional · Consumptive
Schedule	May 20-23, 2010
Venue	Sanctuary Cove, Queensland
No. of exhibitors	400
Admission	Adult: \$25-\$22 (online price) Children age up to 14: free



## Boat shows in Japan

### 2010 Japan International Boat Show 49<sup>th</sup> Annual

#### Background

The Japan International Boat Show 2010 is held in Yokohama in early spring. Through this show, we aim not only to **convey the value and social role of marine leisure** but to design a show that **maximizes the impact and power of the ocean**, the marine leisure stage.

History	1961-2010
Character	International · Professional · Consumptive
Schedule	March 4-7, 2010
Venue	Yokohama City
No. of boat companies (2009)	210 (5 from overseas)
Visitors (2009)	40533
Admission	¥1000
Special Events	<ul style="list-style-type: none"><li>■ Educational courses: <b>boat building, boat operation, the environment, weather and sea conditions and navigation</b></li><li>■ Dingy Sail Boat Rides</li><li>■ Milk Cartons to make a boat</li></ul>



dingy sail boat rides



Marine show



## 競っ

コアイベントは、ルアー使用によるボートフィッシング大会です。  
来たれ！腕自慢のマイボート・アングラー。

## 体験 する

キャプテン同乗のフネで海に出て、実際にボートフィッシングを体験できます。操縦体験会もあります。

## 学ぶ

ボート釣りのエキスパートによるルアーフィッシングセミナーを実施。  
達人の知識と技を会得してください。

## 楽しむ

ボートの展示会、海産物販売、キャストイングゲーム、魚料理教室など、一般の方も参加して楽しめます。



## Boat shows in China

### 2009 大連國際遊艇展覽會 2<sup>nd</sup> Annual

#### 背景

大連地處中國遼東半島最南端，依山傍水、三面環海、海岸線長達1906公里，是東北地區最具開放的城市，最大的海上門戶、國際貿易集散中心，中國著名的旅遊城市，在中國東北地區的工貿方面均擔當著龍頭的角色。大連舉辦遊艇展覽會是最理想地點。大連市政府籌建多家遊艇俱樂部，開辦遊艇駕駛員培訓中心等；其中大連星海灣遊艇俱樂部是中國距離市中心最近的俱樂部，停泊各豪華遊艇近70艘，其遊艇停泊數量在大陸名列前茅，遊艇產業在大連已現雛形。

歷史	2008-2010
屬性	國際性、專業性、消費性
日期	July 9-12, 2009 / July 8-11, 2010
場地	大連世界博覽會廣場
參觀人數	9000人 (業者：3000、商務人士與民眾：6000)
門票	有門票,但官網無顯示門票價錢
特別活動	<ul style="list-style-type: none"><li>■ 遊艇經濟發展系列論壇</li><li>■ 遊艇帆船試乘活動</li><li>■ 遊艇寶貝大賽 (攝影、泳裝名模)</li></ul>



# China (Shanghai) International Boat Show 2010 15<sup>th</sup>

## Background

CIBS is regarded as the largest comprehensive boat show in Asia. The 2010 World Expo will attract international attention and the city will welcome more than 70 million local and worldwide guests during a 6-month period.

Character	International · Professional · Consumptive
Schedule	April 08-11, 2010
Venue	Shanghai Exhibition Center , Shanghai
Visitors (2009)	<b>14,276</b>
Sponsors	AIMEX (Australia), FIN (France), NMMA (US), UCINA (Italy)
Special Events	<ul style="list-style-type: none"><li>■ The 3rd Shanghai Boat Show Charity Regatta</li><li>■ Academic conference and technical exchange seminars organized by industry associations</li><li>■ Gala Dinner, Cocktail Reception, Press Conferences</li></ul>

# China (Xiamen) International Boat Show 2009 2<sup>nd</sup>

## 背景介紹

中國（廈門）國際遊艇帆船展舉辦及配套活動的舉辦，不僅讓國內外嘉賓對廈門、對廈門的遊艇產業嘖嘖稱讚，更引導市民親近海洋。

據廈門游艇行業協秘書長留典芳介紹，雖然是第一屆展，但展區面積卻達到了8萬1千平方米，展商80多家，吸引了120多艘船艇展。

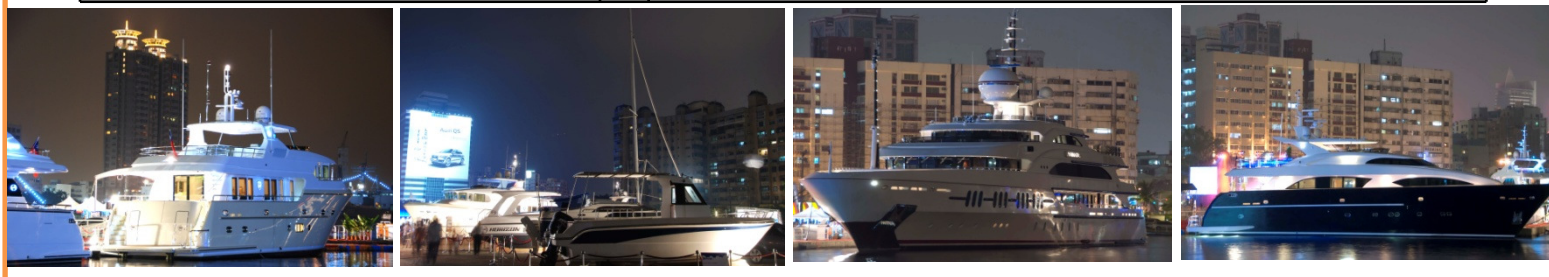
屬性	國際性、專業性、消費性
日期	October 31-November 03, 2009
地點	五緣灣,廈門
參展者(2009)	c.a 80
參觀民眾(2009)	10000 ↑
特別活動	<ul style="list-style-type: none"><li>■ 廈門飛鵬充氣艇隊特技表演</li><li>■ 水上展示區</li><li>■ 室內展示區</li></ul>





# 高雄遊艇展

歷史	2006-2010
屬性	地區性、非專業性、非消費性
日期	7月-8月暑假期間
場地	光榮碼頭（登1號至登2號碼頭）
參展遊艇廠數	3-4家(受補助參展)、參展船數10艘
參觀人數	13萬餘人
門票	無
特別活動	無、不開放民眾登船參觀



# 高雄遊艇展發展對策

- 建構遊艇碼頭
- 修正法令
- 輔導開辦帆船/動力遊艇航海學校/海洋遊憩活動認證中心
- 推動成立遊艇俱樂部/專業化、商業化服務
- 輔導成立更多元的遊艇遊憩產業組織

