

15 Years on Singapore's Waters: What 5,600 Yacht Charters Reveal About the Rise of Marine Leisure

SINGAPORE, SINGAPORE, SINGAPORE, August 27, 2026 /EINPresswire.com/ -- Singapore's relationship with its surrounding waters has long been shaped by its position as a maritime hub, but the country's seas are increasingly becoming part of the leisure landscape. Over the past 15 years, the growth of private yacht charters has reflected a broader shift towards experience-led recreation, with people turning to the water for celebrations, gatherings and leisure experiences.

For [White Sails Yacht Pte Ltd](#), that shift has been reflected in more than 5,600 yacht charters and 60,000 guests served since the company's establishment 15 years ago.

Rather than being limited to traditional boating enthusiasts, yacht charters are now used for a wider range of occasions, from birthdays and family gatherings to corporate events, weddings, and casual outings with friends. This diversification has contributed to a more accessible marine leisure culture in Singapore.

"Over the past 15 years, we have seen people use yacht charters for many different reasons. It is no longer simply about going out on a boat. For many guests, the yacht becomes the setting for an occasion or an opportunity to spend time together in a different environment," said Dev Naidu, Director of White Sails Yacht Pte Ltd.



White Sails Yacht Pte Ltd



From Boating to Experience-Led Leisure

Singapore's Natural Advantage for Water-Based Leisure

Singapore's geography provides a natural foundation for marine recreation. With coastline and

islands within relatively easy reach of the mainland, residents and visitors have access to a variety of waterways without having to travel far from the city.

This creates opportunities for activities ranging from private cruises and island trips to sunset outings and group celebrations. However, the continued development of marine leisure depends not only on consumer demand but also on the supporting infrastructure available to accommodate it.

According to Naidu, Singapore's competitive yacht charter environment could benefit from greater marina availability.

"Singapore is surrounded by water, so there is naturally a strong opportunity for more water-based activities. As the industry becomes more competitive, having more marinas and suitable infrastructure would help create greater capacity for marine leisure," he said.

From Boating to Experience-Led Leisure

One of the changes observed over the company's 15 years of operations is the growing emphasis on the overall experience.

For many customers, the yacht is not necessarily the destination itself. Instead, it provides a setting for an occasion, whether that means celebrating a milestone, hosting colleagues, spending time with family, or simply experiencing Singapore's coastline from a different perspective.

This reflects a wider consumer interest in experiences that can be shared with others and tailored around specific occasions. Private yacht charters can provide an alternative to conventional venues while allowing groups to combine sightseeing, dining, entertainment, and time on the water within a single outing.

The variety of charter occasions has also contributed to a broader customer base, with yacht experiences appealing to different groups rather than one specific category of boating customer.

Looking Beyond Singapore

The company's 15-year milestone also comes as it considers its next stage of growth, with plans underway to explore expansion into Phuket, Thailand.

Phuket's established tourism industry and extensive coastline provide a potential opportunity to apply the company's experience in yacht charter operations to another major marine leisure market. While planning is still underway, the potential expansion reflects the wider regional opportunities available within the sector.

For White Sails, however, the company's 15-year history provides the foundation for its next phase.

From its first charters to reaching 5,600 trips and 60,000 guests, the company's journey offers one perspective on how Singapore's relationship with yacht-based leisure has evolved.

As demand for experience-led recreation continues to develop, Singapore's maritime setting could offer further opportunities for the leisure sector—provided that the infrastructure and capacity needed to support that growth continue to develop alongside it.

About White Sails Yacht Pte. Ltd.

White Sails Yacht Pte Ltd is a Singapore-based yacht charter company that has operated for 15 years, completing more than 5,600 charters and welcoming approximately 60,000 guests aboard its vessels. The company offers yacht experiences for a range of private and group occasions and is currently exploring potential expansion into Phuket, Thailand.

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