

No. 07/2024

Icebreaker

Superyacht | Charter | B2B | Lifestyle

**Sailing into Success
with Chris Cecil Wright**

**Crew: The Key to Success
in Yacht Charter with
Raphael Sauleau**

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LUCIE GARDINER
Managing Editor

Dear Readers,

It's been an absolute pleasure working on Issue 7 of Icebreaker, delving deeper into the world of superyachts and sharing the stories that make our industry so fascinating. From catching up with Chris Cecil-Wright before the start of the America's Cup to exploring the intriguing world of polar helicopter operations with Felix Christians, I'm continually inspired by the talent and innovation that drive our industry. It's hard not to be in awe of the designers, architects, and technicians who turn visions into reality, equally, the captains and crew whose exceptional skill and dedication bring the magic to life on board.

In an age where screens dominate, there's something uniquely indulgent about taking a moment to savour a print magazine. As the Mediterranean season winds down and the boat show season heats up, I hope you find a screen-free moment to immerse yourself in this issue of Icebreaker. Whether you're en route to the yacht shows or regattas around the globe, or on that last flight home may this magazine offer a brief respite and a taste of the luxury and inspiration that define our industry.

Here's to celebrating the people, the artistry, and the passion that makes our yachting world so extraordinary.

Bon Voyage!

Never have I yearned,

to see a new yacht model, never wished to sea trial a new engine, never measured performance of a new sail. Nevertheless, I was always surrounded by people who did all that, lived for it, in fact. I find those people inspiring.

Moreso, I find it amazing that many have made it their job, their vocation. So, I feel honoured to support their passions, help them grow their business. Creating a trade show like ICE in Amsterdam, or a superyacht show like CYS in Zadar - very interesting.

Publishing a magazine - maybe a dream come true for myself. My hope is that this fusion of bareboat and superyacht charter topics will be engaging enough to generate new ideas, maybe create new partnerships, synergies, or just move an industry professional to enjoy a moment with a magazine and an espresso.



TINO PROSENIK
CEO of Yachtmaster Group

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Unveiling the Future of Sustainable Luxury

SUNREEF ECO 80



In an era where innovation and eco-conscious design are paramount, the Sunreef Eco 80 stands as a testament to the future of yachting. This groundbreaking Super Cat redefines luxury, seamlessly blending state-of-the-art integrated solar technology with grand design. Well-worthy of being our cover yacht in Issue 7 of Icebreaker Magazine.

Sunreef Yachts has recently launched the Sunreef 80 Eco Otoctone. Commissioned by a repeat customer, having previously built two Sunreef motor yachts, the electric sail yacht will offer a noiseless and fume-free cruising experience.

Equipped with two 180 kW engines and a set of 550 kWh batteries, the super cat is fitted with Sunreef Yachts' revolutionary solar power system with panels fully integrated with the composite structures. Thanks to this technology, the Sunreef 80 Eco provides unrivalled solar power for extended range and clean cruising. The yacht is also equipped with a hydrogeneration system, producing clean power while under sail.

The 4-cabin catamaran boasts a custom-tailored layout to accommodate eight guests in full luxury.



Her interiors stand out with a contemporary and refined look, accentuated by designer furniture and light natural fabrics. The main saloon's panoramic glazing lets plenty of natural light in, enhancing the feeling of space.

The starboard part of the saloon offers a soothing lounging area with a large sofa. To portside, there is a big dining table seating up to ten. The relaxation space of the saloon opens both onto the aft cockpit and bow terrace.

The décor of the staterooms continues the chic and contemporary ambience found in the main saloon, with a slightly darker colour scheme. All of the cabins offer luxury, style, lots of practical storage and beautifully appointed bathrooms.

The full-beam aft cockpit offers a fantastic dining space with ocean views, a daybed, a drinks bar and a hydraulic platform to enjoy long sunning sessions and watersports.



The bow terrace of Otoctone 80 is a wonderful retreat with spectacular views. Here, the yacht's guests can enjoy long get-togethers on the oversized sofas and lounging on the split trampolines.

The flybridge is quite possibly the catamaran's best alfresco dining spot, with a large modular table, numerous seating options and a bar with barbecue.

GENERAL CHARACTERISTICS

LENGTH OVERALL	23.87 m / 78.31 ft
MAXIMUM BEAM	11.53 m / 37.83 ft
NUMBER OF PASSENGERS	12+4 (crew)
SOLAR PANELS	33.74 kWp
MAIN ENGINES	2x 180 kW
RANGE EXTENDERS	2x 75 kW
BATTERY BANK	550 kWh
Category	A
CONSTRUCTION	Composite
NAVAL ARCHITECTURE	Sunreef Yachts
INTERIOR DESIGN	Sunreef Yachts



Direct Enquiries



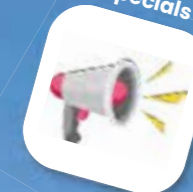
Integrations



Availability



Specials

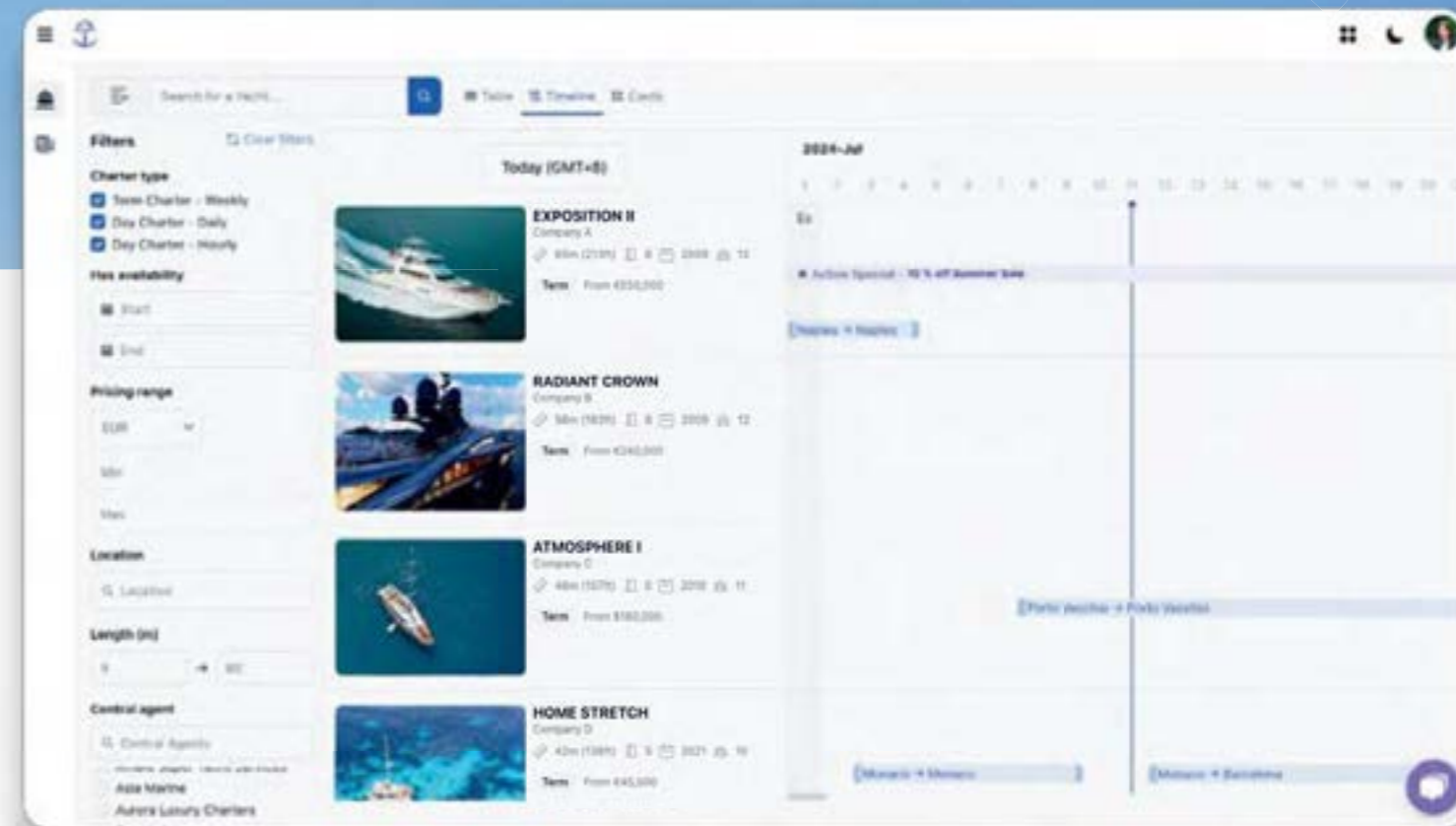


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C.Gregory Ineos Britannia

SAILING INTO SUCCESS

Interview by Lucie Gardiner for Icebreaker Magazine

When it comes to the world of superyacht brokerage, few names command the respect and recognition that Chris Cecil-Wright does. With over three decades of experience, Chris has been at the forefront of the industry, playing a pivotal role in shaping the landscape of yachting.

His journey began at Edmiston, where he spent 17 years, eventually becoming a founding partner and helping to build the company into a global leader in yacht sales and charter.



In 2013, Chris took a bold step, leaving Edmiston to establish Cecil Wright & Partners. His vision was clear: to create a boutique brokerage that offered unparalleled service, deep industry knowledge, and a personalised approach to both yacht sales and charter. Over the past decade, Cecil Wright & Partners has grown steadily, becoming synonymous with discretion, integrity, and a keen understanding of clients' needs.

The firm's evolution has been marked by significant milestones, including a focused expansion into Charter Central Agency management—a move driven by Chris's recognition of the synergies between yacht sales and charter services. With a curated fleet that includes some of the world's most prestigious yachts, such as the new Lürssen-built 122m KISMET, Cecil Wright & Partners is now a leading name in the industry.

Icebreaker's Lucie Gardiner caught up with Chris after he finished competing in Palma's classic regatta.

■ *Chris, what motivated your expansion into Charter Central Agency management, and how does this align with your overall strategy?*

When I left Edmiston 12 years ago, I had spent many years in a big business environment. I wanted to do my own thing, in my own way. As the business grew, we focused heavily on yacht sales but soon realised that our charter arm was inadequate if we wanted to call ourselves a full-service brokerage. We recognised the importance of building a strong charter fleet because it's a fantastic marketing tool. Having boats available for charter attracts clients directly, bypassing other brokers. It became essential for our business, and now, we've put a lot of focus into it, building a team of experts who have been in the industry for decades. We now have around 16 boats in our fleet, including several over 80 metres, with KISMET as our jewel in the crown.

■ *KISMET is a key addition to your charter fleet. What sets this yacht apart, and how do you see it impacting your charter business?*

KISMET is truly special. She's a 122m masterpiece, designed specifically with the charter market in mind. The owner is very commercially minded and wanted to create the ultimate charter yacht, capable of attracting the world's top clients. This is quite unique in the superyacht world, where many large yachts are designed primarily for private use and may not be

as well-suited for the broader charter market. KISMET, however, has been meticulously crafted to offer the highest levels of luxury and entertainment for charter guests, with an experienced crew dedicated to delivering an exceptional experience. Her presence in our fleet significantly enhances our offering and sets a new standard for luxury charters.

■ *With the 37th America's Cup approaching, can you tell us about your collaboration with INEOS Britannia?*

Our involvement with INEOS Britannia actually began during the 35th America's Cup cycle. I've known Ben Ainslie for many years, and during that time, he asked me if I could introduce some clients who might be interested in supporting his campaign. At the time, I felt the campaign wasn't yet established enough to warrant those introductions. However, by the 36th America's Cup, Ben's team had made significant strides, and it felt like the right moment. That's when I introduced Ben to Jim Ratcliffe.

The introduction took place at 5 Hertford Street in London, where I arranged a meeting between Ben and Jim over gin tonics. Within just 20 minutes, Jim saw the potential and offered to fund the entire campaign. Ben was astonished—it was a game-changing moment. Jim's involvement brought the resources necessary to build a truly competitive team, which marked the beginning of INEOS Britannia's journey in the America's Cup. Though the 36th cycle was a learning experience and didn't yield the results we hoped for, it set the stage for what's happening now in the 37th America's Cup.



For this upcoming cycle, Jim has continued to invest heavily, including bringing in Mercedes-AMG Petronas Formula One Team to help with technological advancements. The synergy between high-performance sports like Formula One and the America's Cup is remarkable, and we're now less than a week away from the start of AC37 in Barcelona. It's incredibly exciting to see how far the team has come.

■ *Could you elaborate on how Cecil Wright & Partners is supporting INEOS Britannia as an official supplier?*

As an official supplier, we've been able to leverage our connections in the yachting world to support INEOS Britannia in a very practical way. We're providing all the electric tenders for the team, which is no small feat. These aren't just any tenders; they are custom-built to meet the team's exacting standards, providing reliable and sustainable transport around the race areas. It's a great example of how we can contribute to the team's efforts beyond just financial support.

Our involvement also means that during the event, we'll be fully embedded with the team, working from the same offices as Jim and the INEOS Britannia crew in Barcelona. It's going to be an incredible couple of months, and we're all really looking forward to it.

■ *You've mentioned that the worlds of competitive sailing and business are increasingly intersecting. How do you see this trend impacting the future of yachting and your business?*

The connection between yacht racing and the broader yachting industry is something I'm deeply passionate about. Personally, I've always loved yacht racing—it's what I do four days a week, and I believe it's the heart of why people go to sea. It's where most of us start, whether as dinghy sailors or in yacht racing, and it's a fundamental part of the industry's DNA. While it might seem far removed from the world of luxury motor yachts, there's a shared spirit of competition, precision, and the pursuit of excellence that links the two.

In terms of business, the America's Cup and other high-profile yacht races bring a level of visibility and prestige that benefits the entire industry. They attract attention, drive technological innovation, and inspire new generations to get involved in yachting. For Cecil Wright & Partners, being involved in these events—whether through sponsorship, supplying tenders, or simply sharing our love of the sport—aligns perfectly with our brand and our commitment to excellence in all areas of yachting.

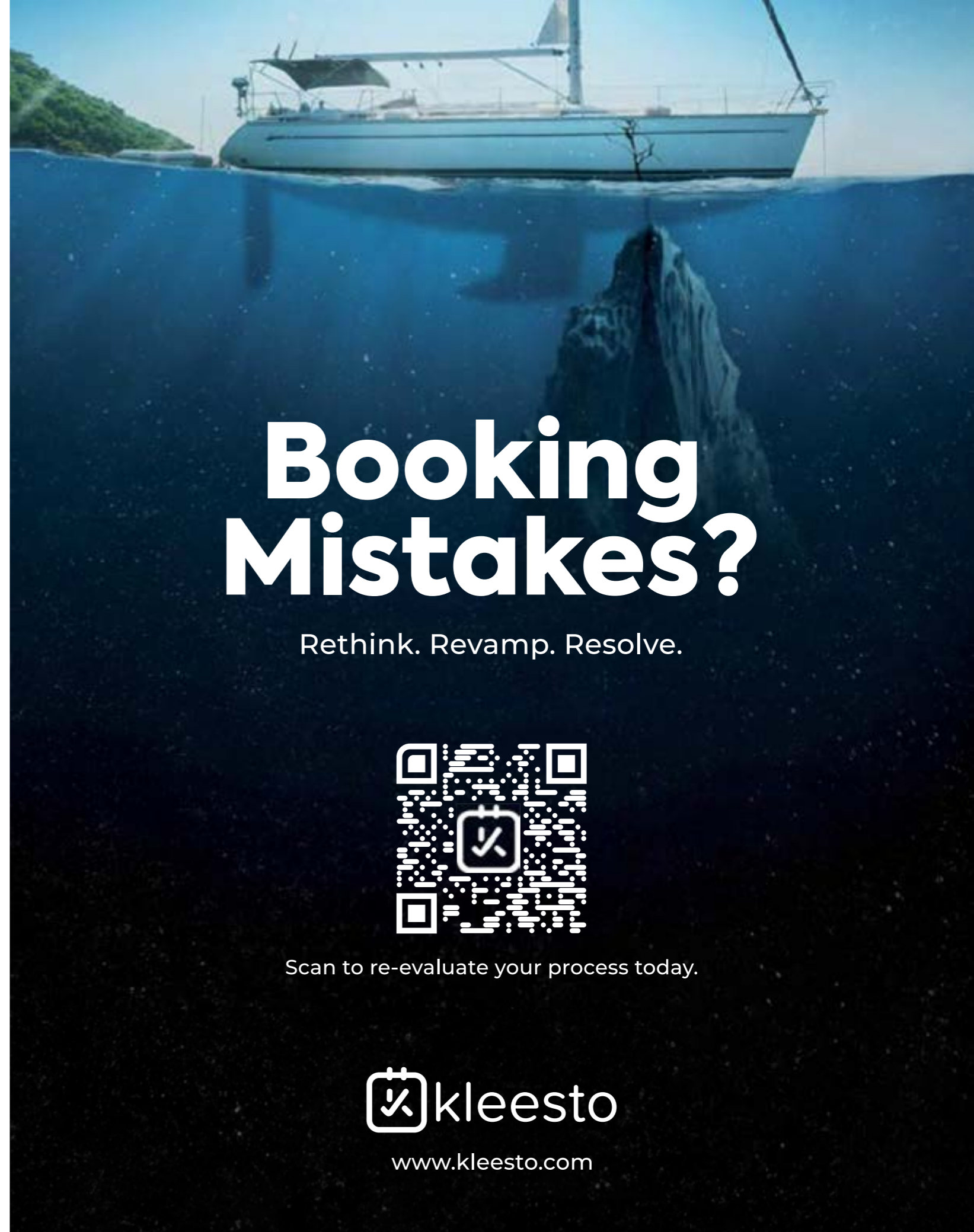
■ *What similarities do you see between the grit and tenacity required in both competitive sailing and the superyacht brokerage business?*

The parallels are striking. Yacht racing is incredibly technical and requires a relentless drive to win—it's highly competitive, and the margin for error is tiny. The same can be said for the superyacht brokerage business. Every day, we're working in a highly competitive environment where attention to detail, perseverance,

and a commitment to excellence are essential. The challenges we face in brokerage might be different in nature, but the mindset required is very much the same. It's about striving to deliver the best, staying ahead of the competition, and never giving up.

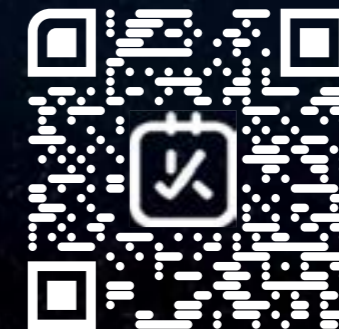
And while not all of my team members are sailors, they all understand and appreciate these values. The upcoming regatta in Barcelona, featuring the America's Cup, Women's Cup, Youth Cup, and Classic Cup, is set to be one of the most significant gatherings of yachting enthusiasts ever. It's going to be a thrilling event that embodies everything we love about the sport and the industry.

C.Gregory Ineos Britannia



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Interview by Tino Prosenik for Icebreaker Magazine

CREW IS HALF OF YOUR SUCCESS

How Raphael Sauleau sees crew as paramount to success in yacht charter

Since the beginning of his career, Raphael was in some way, shape, or form, in crew management. From commercial shipping vessels to yacht charter, crew was the liveliest part, the variable of the equation, the software of the machine so to speak. By optimizing this software, improving it, one could overcome significant issues of a non-perfect vessel, challenging weather, and especially client relations.

How does crew management of today compare to when you started?

Fundamentally, not much has changed. The main difference is that there are far more units at sea than 25

years ago; both in commercial shipping and yachting. With this increase in demand, certain difficulties arose. On the other hand, today we have many more tools at our disposal, much more advanced than before. You could almost say it evens out and makes the difficulties different, but not bigger than before.

What are the reasons for such an increase in units at sea?

Other than the organic growth of the yacht charter industry, Covid was a big booster. Not only by increasing the number of yachts in charter, but also transforming some cruisers - shifting to yacht-like services, with much higher demand for crew.

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What are the tools and challenges in crew sourcing today?

We need to acknowledge that there are two categories of crew: year-long and seasonal. Those carry different challenges. The sourcing of seasonal crew is very demanding; especially in the case of technical crew, while hospitality crew is somewhat easier to manage. It helps a lot that the 21st century tools are now available – mostly through social networks, but recently also through AI implementation. Strange at first glance, but a very effective tool, and readily available. It enables yacht managers or owners to source crew from any corner of the planet, previously hardly imaginable. The downside of sourcing seasonal crew is obvious: getting qualified personnel is hard enough by itself but repeating it every year can be very tough. Crew packages, including pay, leave and other terms will define how hard it will be to find the right crew for maximum performance.



How helpful is it for an owner to use the brokerage for crew management?

I would like to say that crew is 50% of your success. I also believe that the rest will depend on the yacht, the weather and finally, the owner. The personality and decisions of the owner will always be in the mix. Sometimes it will even be dominant. Whether the owner



decides to source his/her own crew, or use the CA, that's a free choice. Statistically, through my career, I feel that it is vastly more beneficial to leave it up to the manager, not to the owner. It's not just that the professionals generally do it better, it's that they take full responsibility for it. In the long run, it can contribute to a more homogenous and more efficient crew.

What are the key crew positions today, in yacht charter?

We can talk about the ones hardest to find, and those most valuable to the charter business, even though mostly those two overlap. Nowadays chefs are hardest to find. The profession is in high demand both on land and at sea. More and more in yacht charter the chef is elevated to a key role, even a marketing asset. It's a demanding position, often filled with by offering candidates lavish packages. Next, the chief engineer position is highly important and equally hard to fill properly. Same with the chief stewardess. I would be remiss if I didn't mention captains. It's not the same in all destinations, but in some, more challenging ones, like Greece, a captain's skill will be a huge asset, differentiating him from the rest. Generally, the more focus is put on sourcing good crew, the better results one can expect in charter.





Speaking of performance in charter, how do companies differentiate? What can a CA do to compete in the market?



All companies are obviously both similar and different, even though they operate in the same market. From my own experience, there can be differences depending on how long a company has been on the market, where the focus lies and especially regarding the message related by the sales force. There's a variety of subtle differences and approaches. Some companies, like Fraser, have been on the market for over 75 years, while others, like IYC, less than 20. Obviously, there will be differences in how they reason, communicate and operate. I believe that the key today is, besides striving for the highest quality of service, is to focus on a specific market segment. Determining where you're headed, and then focusing your operations and communication, will be crucial for your success.



Explore the hidden  of the Saronic Islands & the Peloponnese

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MIRRIOR INTERVIEW



BRUNO KOLOVRAT,
VP of GLOBAL OPERATIONS



IOANNIS KOUROUNIS,
FOUNDER and CEO of ISTION



SIMONE MORELLI,
Founder and CEO of NSS CHARTER

Interview by Tino Prosenik for Icebreaker Magazine

What is your size of fleet and base locations: primary, secondary?

■ We currently manage between 280 and 300 yachts in charter, mostly bareboat. Our primary base is in BVI where we grew significantly over the last 2 years, but we are also strong in the Mediterranean, mainly in Croatia. We have another 10 bases worldwide, with a growing fleet.

■ We manage about 250 bareboats, located primarily in Greece and secondarily Croatia: running 10 bases in Greece and one in Croatia, still growing, now 24 yachts strong.

■ Our fleet size is 151 yachts, 61 monohull and 90 catamarans. We are located in 4 different bases in Italy and one Caribbean base. Our primary location is in Sardinia, in Marina Cala dei Sardi. Our fleet is mostly bareboat, but we manage a dozen yachts with professional crew, up to a size of Lagoon Seventy7 and Seventy8.

How are you feeling with the number and geographic positioning?

■ We feel that the Mediterranean bases are facing challenging times and the Caribbean fleet could be somewhat reduced in the future. Warm water

destinations are more suitable for growth, but with a changing market, one must be careful when expanding. Caribbean is highly populated with charter yachts and several of them depend strongly on the demand from the US market.

■ I think Greece and Croatia are the best location for bareboat charter. Greece has been doing extremely well in crewed charter over the last couple of years. With its first crewed luxury yacht show this year, I believe Croatia will become the new destination for luxury yachting in Europe.

■ We started 24 years ago with 5 boats and 1 base and we slowly increased the fleet and number of bases. The key moment for growth has been in 2009, when we most aggressively expanded in Italy and Caribbean. We feel good in terms of the strategy of our fleet size and geographic positioning.

What is the ratio of bareboat/crewed yachts in your fleet?

■ Out of the roughly 300 yachts, only 5 are with professional crew - mostly Lagoon catamarans in 55 ft range with 2 or 3 crew, depending on the destination. The challenge is to find boat buyers for a more expensive than average yacht. Our bareboat fleet is performing very well, so most buyers are staying within the bareboat range. Also crew sourcing is increasingly a challenge.

■ Out of the 250 yachts, 40 are with professional crew, all of them in Greece. The good thing in Greece is that we have many owners of super yachts and mega yachts living here or having Greece as a secondary base and this helps a lot. I believe bareboat is easier to expand geographically, that's why we did it in Croatia. Crewed is a bit more complex.

■ At the moment we are a predominantly bareboat fleet, even though the share of skippered and crewed charter is increasing. We are still growing our fleet of professionally crewed catamarans, but in percentage, it's still a minor share. If our crewed catamarans keep performing well, there will surely be more soon.

How was season 2023, bareboat, crewed?

■ We started to feel the downturn in Q3, 2023. Up until then, we were riding on the Covid rebound wave. The war in Ukraine, even though geographically far away from the Med, influences the consumer behaviour, mainly for European customers in the big markets such as Germany. The BVI fleet has grown significantly in a relatively short period of time and we are seeing signs of a potential imbalance in the demand vs. offer

equilibrium. We are currently still happy with the performance even though one could see a potential issue short term.

■ I believe 2023 was a record year, a boom in our industry after COVID, for both segments - bareboat and crewed. There has been a downturn in the bookings for 2024, but 2023 was outperforming in the number of bookings, as well as high retail pricing.

■ The 2023 season was very good, still in the tail of the "covid euphoria" for boating, a lot of crewed and slowly more bareboat, but still very good in terms of prices.

Projections for 2024-25-26? Bareboat, crewed?

■ I see a minor downsizing trend in the next 2 or 3 years, in terms of the number of yachts. In the same time we will be increasing levels of service and yacht equipment, probably also yacht size. An increase in crewed charter might also be possible, if crew sourcing doesn't present a problem. I believe the focus in the next years will be on value for money, to improve the cost - benefit ratio for the customer.

■ 2024 is a correction seasons year for our industry. The bareboat charters are going to close in Greece at about 10 to 15% lower than last year. Various geo-political events were a factor that affected the market this year. Additionally, the charter fees went up, as a result of a significant increase in the prices of new yachts and charter overhead. Also, travel costs increased for the customers. I believe 2025, maybe even 2026 will be somewhere close to 2024.

■ The 2024 season has been a little bit tricky - highly discounted, and by Q3 2023 the booking was not good. From December on, we have started to sell at reasonable prices and despite the poor start, it corrected nicely. For 2025 I am very confident and the expectation are optimistic; 2026 is far away. Bareboat is coming back, in particularly with the monohull and with the cat up to the size of Lagoon 46. Still, I believe that because of the general growth of yacht charter and higher demand for crewed charter, the crewed segment will be growing.

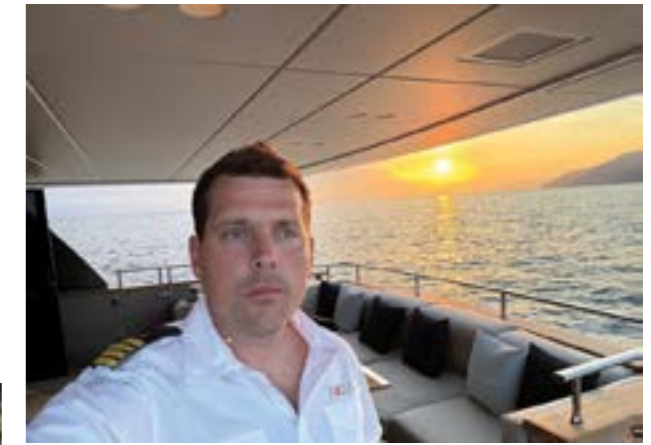
Where are the clients coming from?

■ Continue aggressive digital marketing campaigns and activities for yacht and charter sales. Constant presence at the main boat shows such as Annapolis Sail Boat Show or Miami International Boat Show.

We also have to continue delivering exceptional service during the sales process and more importantly, in our charter bases. American clients are, colloquially said, more sensitive to the level of service provided and

M/Y AKIRA

Experience the ultimate charter aboard M/Y AKIRA, a 28m (90') Sanlorenzo SD90 crafted in 2024. Accommodating up to 8 guests, with 5 crew members led by Captain Andrej Gričar, AKIRA promises unmatched luxury. Includes a Ranieri Cayman 28 Executive chase boat. Available for charter in Croatia, 2025.



exceptional service is greatly rewarded. On the other hand, there is less understanding for insufficient or bad service and that is often “loudly” expressed on public review platforms.

■ We have some Mediterranean clients, mostly Italian and French. These customers sail mostly in high season. Germany and UK were historically the best outgoing markets for us, both venturing in the off season a swell. There was a long period when Russia was important too, especially in the crewed segment. Now a large part of that market doesn't exist any more.

■ We have clients from all over the world, mainly from north Europe: specifically Eastern Europe, France and Spain. We are increasingly getting more US and SA clients, but also South American and just recently also from China. Of course Italy is a very important market for us.

What are the prospects of gaining US clients in the long term?

■ For Americans a charter in Europe is somewhat more expensive than the same in the Caribbean. But in larger yachts, especially crewed catamarans, the difference is less significant. We have substantial share of US clients, but increasing this share would be beneficial. I see that happening mostly in the crewed catamaran segment.

■ US will remain important for us on the luxury yachts. The stability of Mediterranean countries, especially Turkey, as well as the economy of the region, will be key.

Next to the US economy, of course. The Med shows huge potential to expand it's appeal in the US market. The quality of the services will be crucial, not only on crewed yachts.

■ We have an influx of sailing US clients, but not in the numbers we'd like. Much can be done on the promotion of the Mediterranean as a sailing destination - not on a specific destination or base, but together with other operators. Italy has great results in attracting US clients to major touristic cities, the fleet operators must work together to promote the appeal of sailing.

What would be an ideal ratio of bareboat/crewed and how to achieve it?

■ Bareboats are still our primary revenue stream. This will not change significantly. We have a long term plan of increasing the ratio of crewed yachts, but we also need to achieve certain targets first. Lagoon 55 to 78 would be our range.

■ Some most popular Greek islands are packed with bareboats and land-based tourists. That creates a significant loss in privacy and comfort. This could be remedied by increasing the share of luxury crewed charter.

■ A charter yacht with professional crew is much more efficient in terms of yacht management, but in many aspects bareboat is more efficient and thus appealing for both investors and fleet operators. I believe a good balance between the two is key.



Freepik

AMENITIES

Chase boat: Ranieri Cayman 28 Executive | Water toys: Jetski, wakeboard, waterski, paddle board, Fliteboard, Sea Bobs, and more | Entertainment: SMART TVs, hi-fi systems, and marine audio on the flybridge.

INTERIOR

The interior features a blend of textured wood and neutral fabrics. The salon is furnished with two Minotti sofas, a central coffee table, and additional seating. On the main deck, you'll find a galley equipped with Gaggenau kitchen appliances, a day head, and a master suite with an ensuite bathroom. The yacht accommodates up to 8 guests in 4 ensuite cabins, including a convertible lounge area.

EXTERIOR

M/Y AKIRA boasts a spacious bow with sunpads and a cozy forward lounge featuring corner sofas and flexible tables. The sun deck offers a scenic dining area, while the main deck aft provides another dining space sheltered by the flybridge overhang, with steps leading to the swim platform.

Builder/Designer: SANLORENZO

AKIRA SPECIFICATIONS

Type/Year:	Sanlorenzo/2024
Beam:	7.00 m (23')
L.O.A.:	28 m (90')
Crew:	5
Guests:	8
Max Speed:	14 knots
Cabins:	4
Engines:	2 x MAN i6-800
Cruise Speed:	12 knots

LOCATIONS: Zadar, Trogir, THE MEDITERRANEAN, Split, EUROPE, East Med, Dubrovnik, Croatia, Adriatic Sea

SOS YACHTING CELEBRATES TEN YEARS OF SUCCESS



ICEBREAKER speaks with Sanja Dujmic, Managing Director of SOS Yachting Croatia about the company's achievements and future goals.

Congratulations on the 10th anniversary of your office in Croatia. How does it feel to reach this milestone?

Thank you! It feels wonderful to celebrate our first decade in Croatia. Initially, Croatia wasn't seen as a prime yachting destination compared to the French and Italian Rivas. However, our efforts to highlight the stunning waters and beautiful islands here have paid off, as more clients are eager to explore these lesser-known locations, keeping us very busy.

Your company has offices in several key yachting destinations across Europe. Can you tell us more about your presence in France, Greece, Italy and Spain?

SOS Yachting has a strong presence across the Mediterranean. We aim to provide localised services with a high level of attention to detail. To this end, we invest heavily in developing local expertise and ensuring that our staff is dedicated to delivering the exceptional service that defines an SOS Yachting experience.

Over the past two years, we have seen changes in your management and team. How has this impacted your business?

Change is always a challenge, but we view it as an opportunity for growth and innovation. In the past year, we've introduced new team members who bring fresh perspectives and skills, enhancing our approach and helping improve the services we offer our clients.

What are some of the key challenges you've faced over the past decade, and how have you overcome them?

A significant challenge is the unpredictability of the charter market. While destinations like St. Tropez and

the like are easier for brokers to sell, introducing clients to lesser-known locales like Croatian islands has required adaptability. Additionally, integrating the euro presented challenges for the local economy, but we managed these changes effectively and are now well-prepared to meet the needs of discerning yachting enthusiasts who wish to come our way.

How do you manage to balance all the travel involved in your work?

Balancing travel with office demands is challenging. Our team frequently travels to meet clients, provide educational opportunities, and host events. These efforts are crucial as they help us maintain a personal touch, which is essential for building trust and fostering long-lasting relationships.

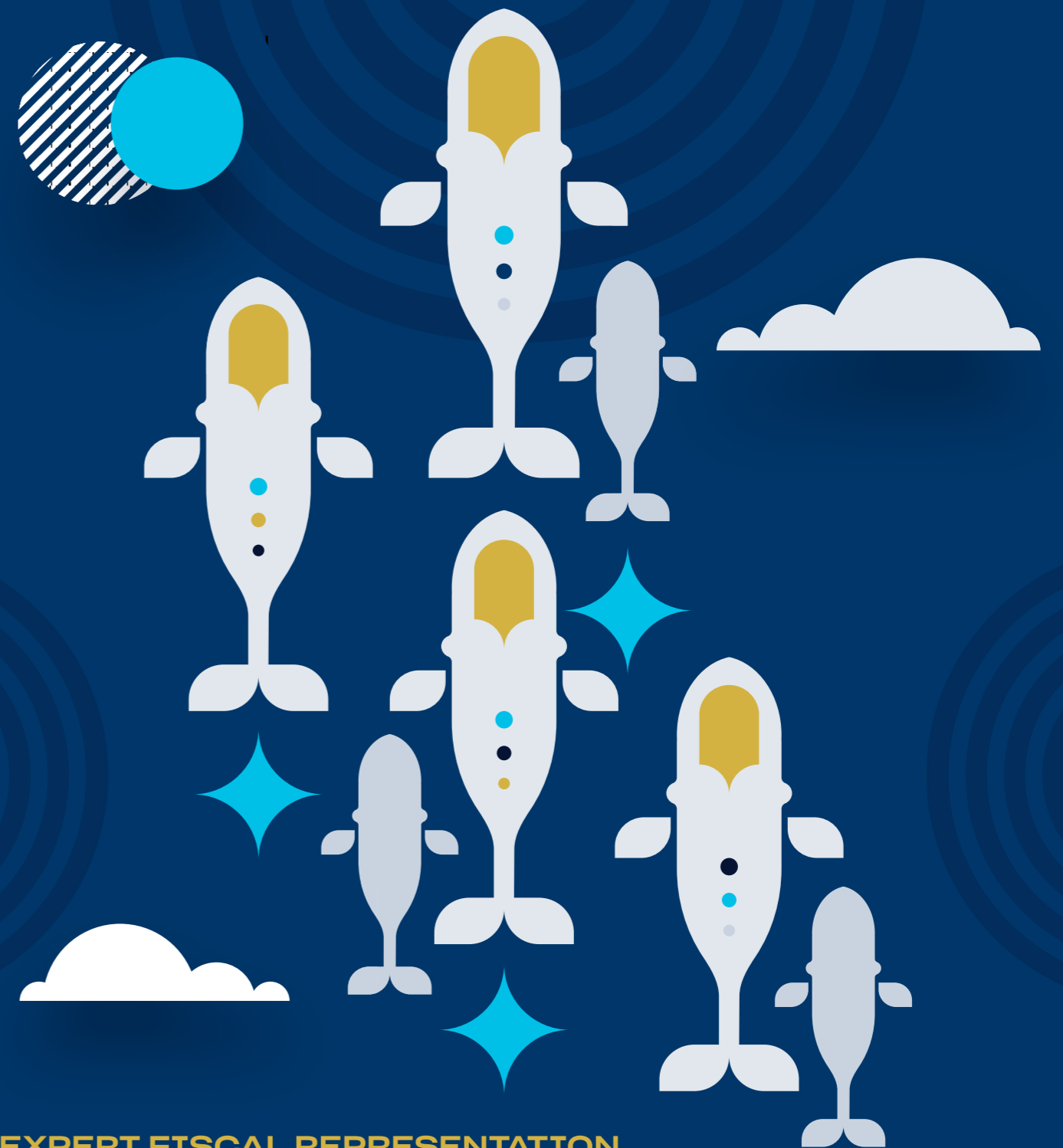
These interactions are invaluable for understanding their needs and tailoring our services accordingly. Plane and desk - all part of the job.

Looking ahead, what are your goals for the future of your company?

Our goal is to enhance how we serve our clients continually. Every interaction is a learning opportunity that helps us improve. While SOS Yachting has been successful, particularly in VAT-focused services, we aim to broaden our offerings to better meet the diverse needs of our global clientele and ensure their yachting experiences are seamless and enjoyable.

Sanja Dujmic, Managing Director and Operations Manager at SOS Yachting Croatia.

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Since 2012, SOS Yachting has been at the forefront of providing operational guidance and fiscal expertise for commercial yachts. Operating out of key yachting hubs in Croatia, France, Greece, Italy, Monaco and Spain, our up-to-date knowledge of charter operations, EU, and maritime regulations equips us with a unique perspective in the industry.

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ANCHORED IN AMBITION

Icebreaker meets the founders of WE ARE SUPERYACHTS.

By Lucie Gardiner



In 2023, Bogdan Guzarev and his industry colleague and friend Oguz Bilgin met at a Young Professionals in Yachting (YPY) meeting in Istanbul. Later that same year, they brought together 300 people at the Çırağan Palace for the inaugural Superyacht Summit Türkiye. Building on this success, they launched a podcast series at BOOT Düsseldorf, followed by a second summit in Split, and hosted the opening cocktail of the TYBA Charter Show in Gocek. As the second edition of the Superyacht Summit Türkiye approaches, we explore what's next for the formidable founders of WE ARE SUPERYACHTS.

■ Can you share the inspiration behind starting "We Are Superyachts"? What gap in the industry did you aim to fill with your events?

Our goal was to bring a fresh perspective to yachting and luxury, emphasising creativity and style. We wanted to make yachting more enjoyable and accessible, breaking away from the traditional, and sometimes rigid, image of the industry.

■ The Superyacht Summit Türkiye in Istanbul garnered significant attention. What were the key highlights and achievements from the event in November 2023?

We had around 300 attendees representing the Turkish yachting industry, including all major shipyards, brokers, captains, and some owners. It was wonderful to see the united and strong Turkish industry come together in one place for the day.

■ Hosting the Superyacht Summit Adria in Split, Croatia was another milestone. What factors influenced your decision to expand into this region, and what were the outcomes?

The Adriatic region is a popular destination among yacht owners, but the industry there tends to operate in isolation. Our aim was to unite countries like Italy, Croatia, Slovenia, Montenegro, and Albania for a day of connection and collaboration. With 100 people attending, it was clear there was a strong willingness to connect and generate business together. As a result, we plan to host the conference again next year.

■ Starting a podcast at BOOT Düsseldorf is quite innovative. How has this platform contributed to your mission, and what kind of responses have you received from your audience?

Our podcasts provide background insights into the individuals who run successful yachting companies. Each episode typically lasts an hour and explores the guest's journey into yachting, their current role, and their

vision for the future. It's not a mainstream format, but for those interested in a particular company or person, it's compelling content. We've had over 1,000 hours of viewing in the past three months, which I consider a great achievement.

■ Looking ahead, what can attendees expect from the upcoming Superyacht Summit Türkiye in Istanbul this November? Any new features or themes you're excited to introduce?

We've lined up a diverse group of speakers, including a 45m Yacht Owner, Eleonora Pitasso from Burgess, Alexei Mikhailov, CEO of Bering, Omer Malaz, CEO of Numarine, Sergio Cutolo, Founder of Hydrotec, Michael Frohoff, Founder of Kruger Media, and Aykut Özgülsün, Founder of Yacht Factory, among others. We've also adjusted the format to include more engaging sessions.

■ How do you see "We Are Superyachts" evolving over the next few years? Are there any new projects or expansions on the horizon?

Our aim is to become the go-to platform for superyacht events and podcasts.

■ What are the biggest challenges you've faced in growing your company, and how have you overcome them?

The biggest challenge was getting started, but after a successful first event and recording over 20 podcast sessions, we're excited for what's to come.

■ Collaboration is key. Can you discuss any strategic partnerships or collaborations that have been particularly impactful for "We Are Superyachts"?

We love working with partners and growing together. We've collaborated with hotels, shipyards, designers, and many others, which has been instrumental in our success.

■ How do you ensure your events remain relevant and engaging for industry professionals amidst evolving trends and challenges?

We stay adaptive and always listen to the market.

■ Finally, what advice would you give to aspiring entrepreneurs looking to make an impact in the superyacht industry?

Plan well and take risks.



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FROM EIS TO SEALOGY

German insurer EIS talks Icebreaker through their strategic rebranding to Sealogy, detailing the evolution of their global yacht insurance services and their ambitious vision for the future.

■ *We see that EIS Insurance recently rebranded to Sealogy. Can you tell us why?*

EIS – European Insurance & Services – started in 1999 as a tied agent of a German insurance company, providing coverage for smaller vessels in Germany. Over the past 25 years, we’ve evolved into a managing general agent (MGA) representing top-tier insurance carriers with a global client base. As our ambitions grew beyond European borders, we felt the need for a name that better reflects our global mission and specialised focus on yacht insurance. “Sealogy” was chosen to embody our dedication to providing bespoke yacht insurance solutions worldwide.

■ *What changes can we expect with the new name?*

The name change to Sealogy is a natural progression in our journey. While our name has evolved, our unwavering commitment to delivering exceptional service to our partners and clients remains unchanged. We are focused on continuous improvement, striving to enhance our products and services every day.

■ *Why did you choose the name Sealogy?*

Choosing a new name was a meticulous process. We wanted something positive, memorable, and aligned with our brand essence. “Sealogy” ticked all the boxes. The “Sea” highlights our exclusive focus on yacht insurance, while “Logy” signifies our analytical and innovative approach to creating tailored insurance solutions that perfectly fit our client’s needs. It’s a name that encapsulates our core values and our dedication to the maritime world.

■ *You mentioned positive developments in recent years. What do you attribute that success to?*

We’ve become a trusted partner in the global yachting industry, collaborating with international brokers and partners who entrust us with their clients. They appreciate our bespoke yacht insurance solutions, the quality of our service, and the attractive commissions we offer.

■ *It hasn’t all been smooth sailing in recent years, though, has it?*

Certainly, the journey has had its challenges. In late 2022, our primary Croatian insurance carrier unexpectedly ceased underwriting international yacht insurance due to regulatory reasons. Additionally, the transition of ownership and management from Boris Quiotek, the founder of the company, to Ulf Rimmel and me had to be carefully managed. Despite these challenges and the high demand for our insurance solutions, we secured new partnerships with AXA and Allianz Global Corporate & Specialty, and continued working with Helvetia and other reliable partners. We also significantly expanded our team last year, ensuring we maintain the high service levels our partners expect.

■ *What are your current areas of focus?*

There’s a lot happening behind the scenes. We’re expanding our network of insurance carriers while refining our IT systems, structures, and processes to build a strong organisational foundation for the future. It’s an exciting and intense journey, and we’re always on the lookout for talented individuals to join our team and help Sealogy become a key player in the global yacht insurance industry. I want to extend my gratitude to our dedicated team for their trust, hard work, and unwavering commitment.

■ *You’ve mentioned tailored yacht insurance solutions several times. What does that mean to you?*

While we’re happy to insure standard boats and yachts valued below £1 million, our expertise lies in providing insurance solutions for charter fleets and higher-value yachts between £1 million and £15 million. These often include specialised risks like performance yachts, refitted vessels, speedboats, or vintage yachts that require careful attention when it comes to insurance. We work closely with owners and their representatives to create what we call the “Sealogy Risk Triangle” – tailoring coverage, deductibles, and premiums to perfectly fit the needs of the yacht and its owners. We’re not magicians, and we haven’t reinvented the industry, but we work hard to find the best-fitting insurance cover for our clients. The market has recognised and appreciated this commitment.

■ *It sounds like you have a lot of ambition. What drives that?*

Our primary ambition is to ensure our customers and partners have peace of mind, knowing they are well-insured and well-served. We are 100% dedicated to making Sealogy the best it can be. Success and growth will hopefully follow as a result of that commitment.

Sealogy

Sealogy is the new name of EIS - European Insurance & Services

Tailor-Made Yacht Insurance Solutions for the Charter Industry since 1999



Our journey began in 1999 with one person selling boat insurance in Germany. Today, with a crew of thirty, we insure charter fleets and yachts worldwide. It was time for a new brand to reflect what we stand for. Our new brand name Sealogy embodies our unwavering support and commitment to your maritime adventures, ensuring you are well-protected every step of the way. With deep knowledge and expertise, we offer yacht insurance solutions tailored to your unique needs, providing you with the peace of mind to pursue your dreams with confidence.

Sealogy

Navigate with confidence

KING BENJI REIGNS SUPREME

By Roxanne Hughes



Jeff Brown

Delivered at the end of 2023, 47m King Benji is set to command the oceans and rule the waves, taking her owner and charter guests on worldwide adventures.

The full-custom superyacht was built by Dunya Yachts in Turkey to a design by Gregory C. Marshall Naval Architect Ltd and features an interior by UK-based design studio, Design Unlimited. We spoke to Design Unlimited's creative director, Mark Tucker, to find out more.

"I have to start by recognising the owner's incredible vision and ambition to create something truly unique,"

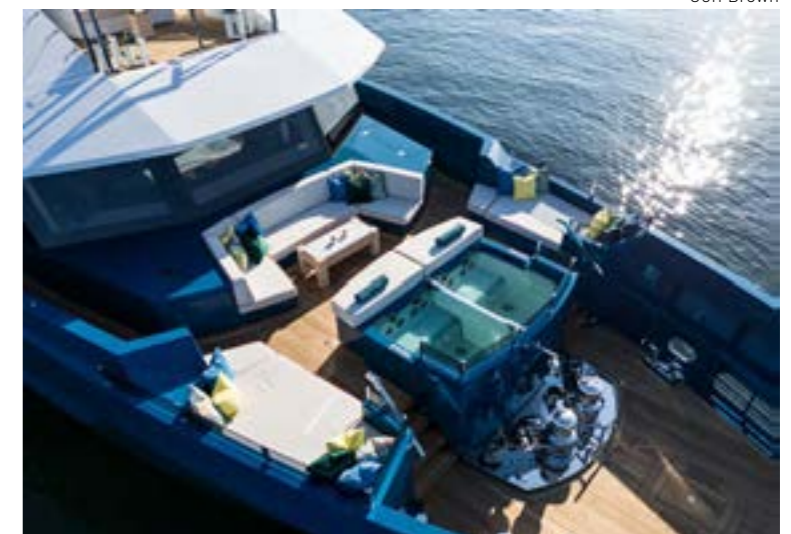
begins Tucker. "This was his first new-build superyacht commission, and he placed great trust in our team to design a living environment that was fun, flexible, and broke away from the typical superyacht 'fuss'."

The interior design is reminiscent of lush tropics and ocean-side landscapes – an inspiring starting point for an explorer yacht. The interior spaces are captivating yet relaxing, they champion comfort and the spirit of adventure. Organic textures, bold feature walls and statement furniture pieces create spaces that perfectly combine luxury with nature.

The boat's interior theme centres on natural finishes and a connection with the elements. "This is both in terms of the biophilic imagery used throughout the boat," comments Tucker, "and a visual connection with your surroundings."

The vibrant colour palette really does feel tropical, and the seamless transition between interior spaces and the open decks creates a very al fresco lifestyle.

"One aspect I think has been particularly effective across the interior, is the ambient lighting," says Tucker. "Back-lit panels and carefully concealed strips of light make the interior come alive in a playful way." And the attention to detail is apparent at every turn, from bamboo ceilings and hand-painted wallpapers to intricate stitching on linens and leather, and patterned metalwork. The interplay and juxtaposition of these materials adds another layer to the yacht's incredible design credentials.



Jeff Brown



Jeff Brown

A whole deck has been set aside for the owner and this provides a private relaxation area with a lounge adjacent to the distinctive master suite. The ensuite bathroom is equipped with a steam shower and his-and-hers vanity units. King Benji then has four guest suites, all of which have their own ocean-themed feature wall, and the yacht can accommodate 10 in total.

As you'd expect, meals and refreshments can be enjoyed at various locations around the yacht. There's a casual breakfast bar right next to the galley and adjacent to an enormous panel of glazing, and the bridge deck is a showstopper with an outdoor dining area, teppanyaki grill, and plenty of space to entertain.

King Benji's striking exterior and bright blue hull assert this yacht's strength and rugged ability, but with a less intimidating profile.

Exterior spaces aboard the yacht include the aft toy deck, which accommodates a six-metre tender, a 2.5-metre tender and



Jeff Brown

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four jet skis, all deployed by crane. And when the tenders are in the water, this space swiftly transforms into a large beach club deck.

The main deck has sizeable spaces both at the bow and stern. "The bow captures a lot of sunshine and features multiple sun loungers, one of which hides a Jacuzzi underneath," says Tucker. And an observation pod on the top deck provides an intimate space to take in every aspect of your surroundings, with unobstructed 360-degree views.

Charter managers IYC highlight King Benji's versatile deck layout and world-renowned design credentials as being a big draw for charterers, along with the yacht's sophisticated, subterranean charm.

King Benji is a yacht that will surprise and delight all those who step aboard. We have been won over by the yacht's charismatic personality and alluring style. This is one superyacht sure to hold court.



Jeff Brown



Jeff Brown

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FROM THE DECK TO THE DEAL

By Lucie Gardiner

Gemma Necchi's journey from yacht purser to charter broker is a story of adaptability, deep industry knowledge, and an unwavering commitment to her clients. With a 15-year career at sea, Gemma's ability to excel in her new role as Charter Broker at Superyacht Partners is heavily informed by her hands-on experience onboard—a world where she lived and breathed the demanding lifestyle of onboard service.

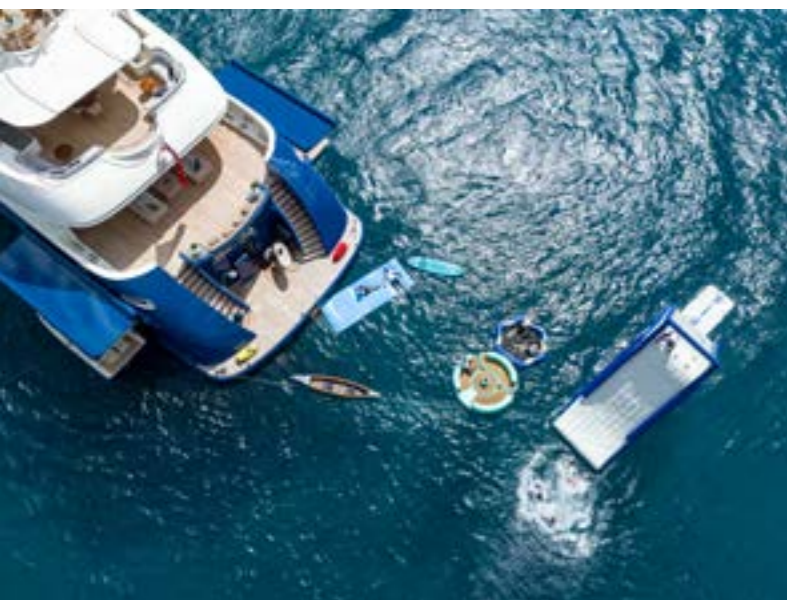
"I spent seven years full-time, without a break," Gemma recalls of her time working aboard various yachts both charter and private. The relentless pace was gruelling but formative. "That was probably my toughest time." This period, she says, shaped her ability to handle high-pressure situations, a skill that now plays a pivotal role in her success as a broker.



Her transition to land wasn't easy, as Gemma initially tried to leave the yachting industry entirely. "I moved to Mallorca, bought a place, tried it to see if I wanted to stay on land," she says. But the pull of the sea was too strong. Eventually, she found her way back, this time in rotational and temporary roles that offered a different kind of flexibility. "I worked, on average, six months a year. And then I rested for six months," she explains, enjoying the balance this new phase of her career provided.

This background has made her an incredibly effective charter broker, especially in dealing with the often frantic and last-minute nature of the business. "From the point of view of preparing contracts, addendums, understanding what the boss needs... I know how hard that can be," Gemma explains. Her experience allows her to navigate the complexities of yacht charters with ease, understanding both the operational and emotional needs of her clients.

Gemma's entry into Superyacht Partners marked a new chapter, where she quickly became an integral part of the team. "Our first meeting as a team was in Antigua... It was the first time I met everyone," she says, recounting the event that solidified her role within the company. With offices in Monaco and a newly opened base in Palma, Superyacht Partners positions itself strategically to serve the elite of the yachting world, with Gemma playing a key role in its growth.



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Palma, in particular, has become a significant hub for the company, especially in dealing with sailing yachts. "This is the place where yacht owners want to be and this is the place where guests and the crew want to be also," Gemma says, emphasizing the strategic importance of Palma in the yachting industry. Its proximity to Monaco and its popularity among yacht owners make it an ideal location for Superyacht Partners' second office.

Working closely with industry veterans like Matt Albert and Will Bishop, Gemma has further honed her skills. "You know, when you can see an opportunity, you just have to take it. And sometimes you really have to be firm," she says, capturing the essence of what makes a great broker—an ability to seize the moment while remaining steadfast in negotiations.

Gemma's extensive time onboard gives her a unique perspective as a broker. She knows the lifestyle, the challenges, and the expectations of yacht owners and crew, making her a trusted advisor in the world of yacht charters. "I think it's great, and I truly applaud those who push it for a while," she reflects, paying homage to those who continue the demanding work at sea.

In her role at Superyacht Partners, Gemma is not just selling a service; she's offering a piece of the life she knows so well. This deep connection to her past work gives her an edge, allowing her to connect with clients on a level that goes beyond the transaction, making her not just a broker, but a true partner in their yachting journey.



Spotlight on Superyacht Partners' Central Agency (CA) Listings

S/Y DARLIN | 35.20m/115 ft Nautor's Swan

Described by Gemma as offering "an exceptional level of comfort and true sailing performance," DARLIN is a prime example of a yacht that seamlessly blends luxury with high-performance sailing. "I can't wait to work on charters with the crew of this beautiful sailing yacht," she says, praising the consistency and excellence of the crew who have remained unchanged since the yacht's recent sale. Available in the Caribbean for the 2024/25 season, DARLIN is ideal for those seeking a top-tier sailing experience.

M/Y Mary-Jean II | 61.7m/202.4ft ISA Yachts 2010

Gemma is particularly enamoured with MJII's award-winning design by Mark Berryman, noting, "I LOVE the neutral tones of the interior and the pop art collection." For her, the highlight is the yacht's expansive decks, which feature fully equipped bars on each level, making MJII perfect for quayside events. But what truly sets MJII apart is the long-standing, highly experienced crew. "The crew of MARY-JEAN II go above and beyond expectations, and this is repeated time and time again by each and every charter client we have onboard," Gemma adds.

M/Y AHS | 66m/215ft OCEANCO 2005 (refit 2020)

AHS, newly listed with Superyacht Partners, is a yacht that impresses on every level. With over \$20 million invested into a 16-month rebuild completed in 2020, this yacht is "simply the biggest in her class and in impeccable condition," according to Gemma. She's particularly enthusiastic about the yacht's cinema, which features ultra-comfortable seating for up to 16 guests, and the versatile sundeck space that can host events for up to 150 people. "The crew are amazing and the yacht is keen to secure charters this winter in Dubai, available from January onwards."



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TZ Grad Zadar / photo Fabio Šimićev

Croatia to Become the Global Center of Nautical Luxury from October 1st to 3rd

CROATIA PRESENTS FIRST SUPERYACHT SHOW IN THE ADRIATIC

From October 1st to 3rd, Zadar will become the epicenter of the global elite's gathering at the first prestigious superyacht show, the Croatia Yacht Show.

This unique luxury charter show in Croatia, organized by the Yachtmaster Group, brings a touch of prestige and a new impetus to the development of luxury tourism in Croatia and the entire region. It also provides an opportunity to promote Croatia and discover its natural, cultural, and gastronomic beauties through sailing on luxury yachts.

Thanks to its location and top-notch infrastructure, Zadar Cruise Port will host more than 60 superyachts, with weekly prices reaching over €500,000, right after the conclusion of the renowned Monaco Yacht Show, the world's most luxurious yachting exhibition.

Among the exhibitors in Zadar, will be the most prominent companies from the nautical world, including brokerages, shipyards and other valuable service providers. The show will be an opportunity for networking and business discussions between local yacht owners, central agents and retail brokers, along with the international elite of the industry, highlighting the core of such shows - strengthening and popularizing local industries on the international scene.



TZ Grad Zadar / photo Fabio Šimićev

With the help of the unique YachtFyre app, the Croatia Yacht Show will also become the first show of its kind in the world where business visitors can schedule meetings and yacht viewings in Zadar Cruise Port.

However, the Croatia Yacht Show is not just a business event. Part of the show will be open to the public, who will be able to enjoy the beauty of unique yachts, as well as luxury tenders, cars, and helicopters. For gourmands, a culinary competition will be held, featuring top chefs from the five most renowned Adriatic restaurants and their gastronomic creations.

With the support of the Ministry of Tourism and Sports, the Ministry of the Sea, Transport and Infrastructure, the city of Zadar, the Zadar Tourist Board, and the Croatian National Tourist Board, Croatia Yacht Show will undoubtedly give a boost to the development of the luxury tourism niche in the entire region.

The event and the yachts will be covered by journalists from prestigious international magazines such as Boat International, Barche, Superyacht Services Guide, Yachting Pages media Group, YATCO and others, ensuring global promotion of Croatia and media visibility of the Croatia Yacht Show.

Do not miss the opportunity to be part of the only nautical spectacle of its kind in the region! Join us in Zadar from October 1st to 3rd, and for more information, visit the official Croatia Yacht Show website.





The 4th Olympic Yacht Show

GREECE'S PREMIER YACHTING EVENT SET TO BREAK RECORDS



The 4th Olympic Yacht Show hosted by Ondeck Events is gearing up to be the largest and most diverse edition yet, promising an unparalleled showcase of the premium yachting market. Scheduled for October 10-13, 2024, at the Olympic Marine in Lavrio, this event is poised to reinforce its status as Greece's premier in-water yachting exhibition.

With increased interest from Greek and international exhibitors, the 2024 edition is expected to surpass previous attendance records. The event's growing reputation as a hub for significant B2B meetings and deals underscores its importance on the global yachting calendar.

Greek Yards Take Centre Stage

This year's show will highlight Greek shipyards, placing them at the forefront of the international yachting scene. Alongside these, national and European premieres of the latest models will capture the attention of attendees, making the event a must-visit for industry professionals and enthusiasts alike.

Gerasimos Gerolimatos, head of the Show's Organizing Committee, emphasized the event's expanding role: "The Olympic Yacht Show is not just a gathering; it's a critical platform for promoting sea and luxury tourism in Greece. It shines a light on the dynamism of the Greek yachting market, which remains a competitive force on the international stage."

A Diverse and Expansive Showcase

The Olympic Yacht Show will once again feature the sector's largest companies, presenting a broad spectrum of vessels, from luxury ribs to day cruisers. The event is designed to cater to the diverse interests of attendees, offering a meticulously curated experience at the scenic Olympic Marine.

EKO returns as the Grand Sponsor for the second consecutive year, a testament to the show's prestige and success. With the continued backing of the Greek government and key industry organizations, including the Ministry of Maritime Affairs and Insular Policy, the Ministry of Tourism, the Greek National Tourism Organisation, the Prefecture of Attica, the Hellenic Chamber of Shipping, the Athens Chamber of Commerce and Industry, the Greek Marinas Association, the Piraeus Chamber of Commerce and Industry and the Municipality of Lavreotiki, the 2024 Olympic Yacht Show is set to be a landmark event for Greece's yachting industry.

As the October dates draw near, anticipation builds for what promises to be the most significant edition of the Olympic Yacht Show to date. Attendees can look forward to discovering the latest innovations, networking with industry leaders, and celebrating the vibrant yachting culture that Greece is renowned for.



CYS

First superyacht show in Croatia

CROATIA YACHT SHOW

1 - 3 October, 2024 | Zadar Cruise Port



By Lucie Gardiner

THE YEAR ON SHOW

TYBA CHARTER SHOW

The 5th edition of the TYBA Yacht Charter Show, held at D-Marin Marina in Göcek from May 3-7, 2024, was an exceptional event, attracting maritime aficionados and approximately 350 brokers worldwide. Organized by the Turkish Yachting and Brokers Association (TYBA) since 2018, the show strives to elevate the profile of Turkey's yachting industry. This year's exhibition showcased 52 yachts, including traditional Gulets, reaching lengths of up to 55m LOA. More than 10 international and national yacht press representatives, along with a global influencer, highlighted Turkey's appeal in the world of yacht tourism. Güneş Aysun, President of TYBA, underscored the heightened interest from both local and international agencies and media compared to previous years. H. Serhan Cengiz, TYBA Vice President, remarked on the event's growing significance in Mediterranean yachting circles, assuring continued enhancements driven by member support.

MEDYS

The 9th Mediterranean Yacht Show (MEDYS) in Nafplion, held from April 27 to May 1, 2024, reinforced Greece's yachting prominence. The event featured 102 yachts, with a cumulative LOA of 3.9 kilometres, attracting 760 industry professionals from 30 countries. President of the Greek Yachting Association, Michael Skoulikidis, highlighted the decade-long growth and significance of the show, marking its place as the world's largest crewed yacht charter show.

The opening ceremony featured notable attendees, including government officials and industry leaders, followed by a reception at Palamidi Fortress. MEDYS, dedicated exclusively to luxury yachting, showcased prominent companies like TWW, Burgess, Edmiston, and Fraser. The event also featured a Chefs' Competition, highlighting local cuisine with oranges as the main ingredient. This show, co-organized by the Greek Yachting Association and the Municipality of Nafplion, continues to affirm its importance for Greek maritime tourism.

MYBA CHARTER SHOW

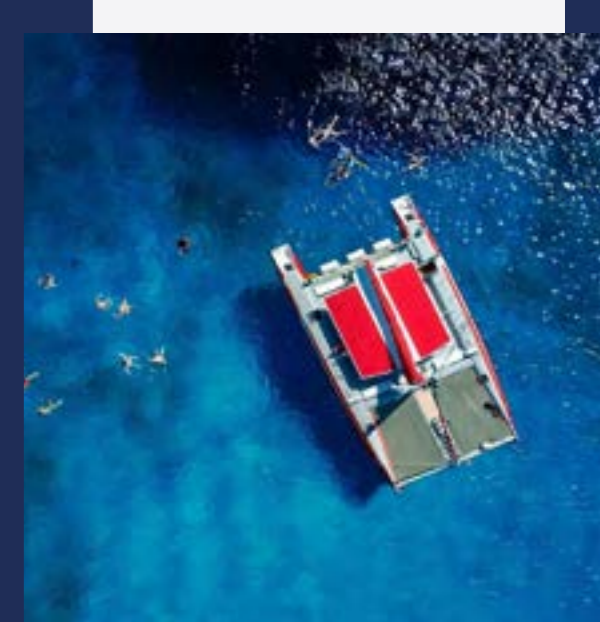
The 34th MYBA Charter Show returned to Genoa, Italy, this year from April 22-25. This year's edition showcased 58 yachts, including the standout 97.2M Carinthia VII, 85.6M Aquila and 82.5M Emir. The show, attended by 1,030 individuals including 570 brokers, featured new attractions like the Crew Lounge and Tasting Lounge & Bar. The event facilitated extensive networking, with activities like the Captains' Dinner and Superyacht Chefs' Competition enhancing engagement. Judith Estrella, chair of the MYBA Charter Show Panel, hailed the 2024 edition as one of the most successful in recent history, reflecting its status as a key platform for the industry.





DISCOVER THE UNTAMED BEAUTY OF SRI LANKA: A PREMIER SAILING DESTINATION

Sri Lanka, the “Pearl of the Indian Ocean,” offers a captivating experience for sailing enthusiasts with its 1,340 kilometers of stunning coastline. The island’s diverse landscapes, from golden beaches and tropical forests to blue lagoons and historical shores, provide the perfect backdrop for a memorable maritime adventure. Whether you’re sailing along the southern coast or exploring the eastern waters, the beauty of Sri Lanka promises to leave you in awe.



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PIBS & PALMA SUPERYACHT VILLAGE

The Palma Superyacht Village, held alongside the Palma International Boat Show, celebrated its 10th edition in 2024, with PIBS welcoming its milestone 40th edition. The shows attracted 27,000 attendees to the Mallorquin capital despite adverse weather on the final day. The event showcased 600 boats, including 260 in water, with significant media coverage from 200+ accredited professionals.

This year’s show featured the successful Superyacht Square, hosting workshops and networking events, and the Innovation Corner highlighting nautical start-ups. Industry leaders praised the show’s impact, with increased attendance and successful business outcomes. The event also included the Mallorca Yachting Summit and Balearic Superyacht Forum, fostering industry discussions and future planning.

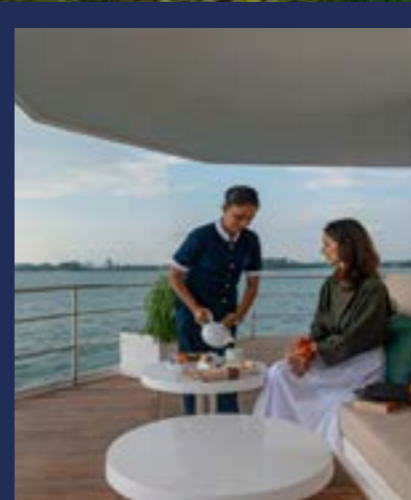
CANNES YACHTING FESTIVAL

The Cannes Yachting Festival, set from September 10-15, 2024, offers a premier yachting lifestyle experience. Spanning Vieux Port and Port Canto, the event features over 600 yachts, including significant names like Azimut, Princess, and Benetti. This year’s show will showcase new debuts like the 43.5m Heesen M/Y Brazil and the 40.9m Baglietto charter yacht M/Y Lee.

Vieux Port will host the Luxury Gallery and nautical merchandise, while Port Canto will feature the largest sailing yachts and the Tenders and Toys exhibit. Attractions include the Concours D’Elegance parade and exotic car displays, providing a comprehensive yachting experience.

MONACO YACHT SHOW

The Monaco Yacht Show (MYS) 2024, set for September 25-28, will emphasise sustainable innovation alongside the ultra luxury yachts it is renowned for. The pinnacle of yacht shows taking place at Port Hercule in the heart of the principality, will feature over 580 yachting companies and 120 superyachts including a plethora of world premieres. Must sees include the new 122m Lürssen Kismet and Damen’s 58M Xplorer Pink Shadow. As in the previous years the first day will allow quayside access exclusively to buyers, brokers and their representatives. The show will spotlight the latest in yacht design at the Yacht Design & Innovation Hub and The Sustainability Hub, established in 2022, will continue to promote eco-friendly practices. MYS 2024 is dedicated to reducing its environmental footprint through optimized transport, energy-efficient measures, and waste reduction initiatives.



Sail Lanka leads the way in offering exclusive charter cruises around the island. With a fleet of 10 luxurious yachts, we provide a range of experiences, from sunset and whale-watching cruises to multi-night adventures. Sail Lanka is dedicated to making your time on the water as enjoyable and memorable as possible, offering year-round opportunities to explore Sri Lanka’s serene waters.

So, let the wind fill your sails and embark on a journey through Sri Lanka’s breathtaking seascapes with Sail Lanka and Ocean Voyager International, where adventure and serenity await.

CROATIA YACHT SHOW

The inaugural Croatia Yacht Show, organized by the Yachtmaster Group, will be held at Zadar Cruise Port from October 1-3, 2024. This event aims to spotlight Croatia as a premier superyacht destination, featuring over 50 crewed charter yachts of up to 60m LOA as well as supercars and a luxury showcase. The show, operating on a B2B model, will facilitate meetings between brokers and yacht management companies using the Yachtfyre app. CEO Tino Prosenik emphasized the show's role in promoting the Adriatic's superyacht tourism potential. The event, strategically scheduled after the Monaco Yacht Show, aims to attract global attention to Croatia's growing yacht charter market.



YACHT SHOW CALENDAR '24-'25

Sep 10 - 15, 2024

Cannes Yachting Festival
Location: Vieux Port & Port Canto, Cannes
Founded: 1977

Sep 13 - 22, 2024

Southampton International Boat Show
Location: Mayflower Park, Southampton
Founded: 1969

Sep 19 - 24, 2024

Genoa International Boat Show
Location: Waterfront di Levante, Genoa
Founded: 1962

Sep 25 - 28, 2024

Monaco Yacht Show
Location: Port Hercule, Monaco
Founded: 1991

Oct 1 - 3, 2024

Croatia Yacht Show
Location: Zadar Cruise Port, Croatia
Founded: 2024
croatia-yachtshow.com

Oct 10 - 13, 2024

Olympic Yacht Show
Location: Olympic Marine, Sounio, Greece
Founded: 2020

Oct 30 - Nov 3, 2024

Fort Lauderdale International Boat Show (FLIBS)
Location: Pier 66 Marina, Fort Lauderdale
Founded: 1959
flibs.com

Nov 13 - 15, 2024

International Charter Expo
Location: EXPO Greater Amsterdam
Founded: 2016
internationalcharterexpo.com

Nov 19 - 21, 2024

METSTRADE
Location: RAI Amsterdam
Founded: 1988
metstrade.com

Nov 26 - 27, 2024

Superyacht Summit Turkiye
Location: Istanbul, Turkey
Founded: 2023
superyachtsummitturkiye.com

Dec 4 - 9, 2024

Antigua Charter Yacht Show
Location: English Harbour, Antigua
Founded: 1961
antiguayachtshow.com

Jan 18-26, 2025

boot Düsseldorf
Location: Messe Düsseldorf
Founded: 1969
boot.com

Jan 28 - 30, 2024

Superyacht Design Festival
Location: Kitzbühel, Austria
Founded: 2016
Next event: Feb 2-4, 2025
boatinternational.com

Feb 12-16, 2025

Miami International Boat Show
Location: 1 Herald Plaza, Miami
Founded: 1941
miamiboatshow.com

Feb 19-23, 2025

Dubai International Boat Show
Location: Dubai Harbour
Founded: 1994
boatshowdubai.com

Mar 20-23, 2025

Palm Beach International Boat Show
Location: West Palm Beach, Florida
Founded: 1982
pbboatshow.com

Apr 28 - May 1, 2025

MYBA Charter Show
Location: Portosole, San Remo
Founded: 1990
mybashow.com

Apr 30 - May 3, 2025

Palma International Boat Show
Location: Marina Moll Vell, Palma
Founded: 1984
palmainternationalboatshow.com

Apr 29 - May 2, 2025

East Med Multihull & Yacht Charter Show
Location: Poros Port, Greece
Founded: 2004
www.emmys.gr

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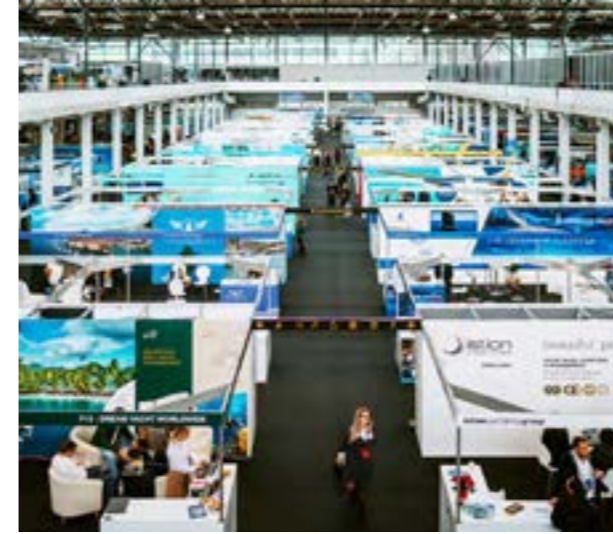
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ICE TO MEET YOU

The Ultimate Yacht Charter Networking Event



The International Charter Expo, better known as ICE, is not just another yacht event—it's the global gathering for yacht charter professionals. As the largest B2B yacht charter expo, ICE brings together an impressive array of brokers, fleet operators, central agents, suppliers, and yacht owners under one roof. This year, ICE'24 is taking place in the vibrant city of Amsterdam, and it's the perfect opportunity for yacht charter brokers to dive deep into the industry's latest trends and forge invaluable connections.



Testimonials Speak Volumes

Sunsail & the Moorings praised the event for its networking potential, while Ankor Software lauded it as “the best yacht industry event hands down.” The Handshake software, in particular, received rave reviews. Goolets highlighted its effectiveness, saying, “The meetings are super focused, and a big shoutout to the Handshake program for making things a whole lot easier.”

A World of Opportunities at Your Fingertips

With over 1,500 participants from more than 50 countries, ICE is a melting pot of international yacht charter professionals. The event promises three days of dynamic networking, with more than 30,000 meetings facilitated through ICE's groundbreaking Handshake B2B matchmaking software. This tool is a game-changer, allowing attendees to schedule meetings a month in advance. Say goodbye to aimless wandering and hello to targeted, meaningful interactions. As one satisfied attendee from Barbera Yachting puts it, “We can handle many effective meetings in a very short time. The organization is very good and it helps us to maintain personal contact with our partners worldwide.”

Not Just Another Boat Show

While traditional boat shows often focus on the spectacle of in-water displays, ICE offers a more intimate, business-oriented experience. Here, you won't just meet yacht agents and crew; you'll engage with decision makers, booking managers, and central agents. This is a unique opportunity to connect with over 550 companies, from bareboat specialists to luxury yacht operators, all in one place. Kiriacoulis Mediterranean describes ICE as “a meeting point between yachting professionals covering the entire spectrum of the industry.”

A Green Event in a Global Hub

Held at EXPO Greater Amsterdam, ICE'24 is set against the backdrop of one of the world's most accessible cities. Amsterdam, often considered the crossroads of global travel, provides the perfect setting for this international event. But there's more—ICE is committed to sustainability. From reusable carpet tiles to eco-friendly catering, every aspect of the event is designed to minimize environmental impact. It's not just about business; it's about building a better future.



Join Us at ICE in Amsterdam

As Antonija Hajman Čagalj, Project Manager of ICE, aptly puts it,

“ICE is a premier event for networking and forging new business relationships. We invite everyone to register and participate in this exceptional trade show.”

With 95% of ICE'23 participants finding the event efficient for their business, and 95% recommending it to their partners, it's clear that ICE is the place to be.

Don't miss out on this unparalleled opportunity to expand your network, gain industry insights, and solidify your place in the global yacht charter market. Register now for ICE'24 in Amsterdam and be part of the most productive and cost-effective B2B yacht charter event on the planet.



TWENTY YEARS OF TACKLING

SKIPPER4YOU.COM has been providing nautical services for over twenty years. They are the largest agent in the world for the outsourcing of skippers, hostesses, chefs, full yacht crew management and yacht delivery services for charter companies in various destinations around the world. For over twenty years, they have been cooperating with the strongest brands such as Sunsail, The Moorings, Navigare Yachting, The Yacht Week, Croatia Yachting, Sailogy, etc.

A short interview with the CEO and one of the founders of SKIPPER4YOU.COM, Miroslav Horvat:

■ *Miro, what is the situation on the market after you recently celebrated 20 years and look back?*

The situation is complex, but it has never been simple. Every season brings its own challenges. Technology, tourist habits and new trends, global world threats and disturbances, differences in upbringing and habits between new generations of crews and former generations, all this makes the market more and more complex. I have the impression that we have been sailing into the wind for twenty years.

■ *How do you follow the mentioned trends and how do you continue to succeed?*

We have set three main pillars of success:

- technology
- development and improvement of the educational content of our nautical academy
- superb office support

■ *Can you clarify a bit?*

We have been working for more than five years to develop a professional systematic technology solution for real-time booking/shipping crews (skipper4you.com crew). This year we launched a new mobile application for skippers and new backoffice interfaces for us and our partners in cooperation with the development company MAIDEA from Zagreb.

We are more than satisfied with the latest version of the new application and we believe that through constant development in the next two years it will revolutionize the world nautical market. Last versions you can find on Google and IOS app stores.

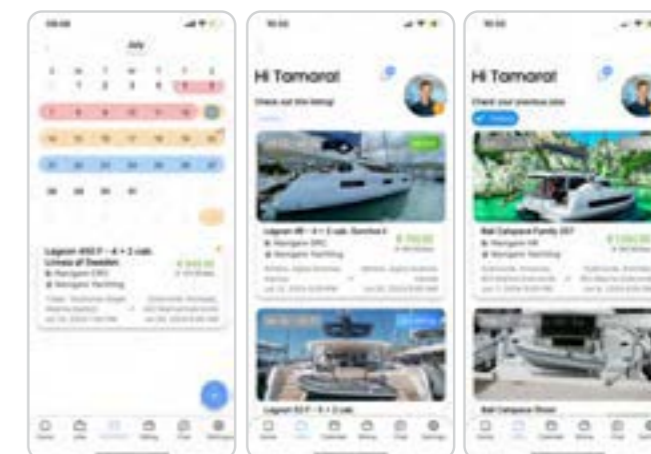
■ *Your famous Skipper Academy played an important role in your development and sustainability?*

You are right, it is crucial for the sustainability of our business. The people who make it fun do a great job and we are very proud of the successes of our nautical academy. Some improvements will soon follow, which we are sure will be total surprises and a revolution in the implementation of educational nautical and seamanship content.

■ *Is that all?*

Not to mention... I have to praise my hard-working colleagues from the offices in Split and Zagreb who have been with the same enthusiasm, dedication and professionalism for years. I also cannot fail to mention the hundreds of people of various nations who sail on transfers across the seas and oceans and brave rough seas to get the yachts to destinations where we then hand them and delivery over mostly to tourists to manage.

Thank you guys!"





LEADING THE CHANGE IN NAUTICAL SAFETY

From De Bernardi's Legacy to Global Leadership we explore Euthalia Marine's journey in Advanced Boat protection from lightning

In the ever-evolving world of marine technology, Euthalia Marine, a division of Euthalia Srl, has carved a niche in boat protection against lightning and resulting surges. Launched in 2021, leveraging Euthalia's extensive experience in infrastructure protection, this division has rapidly become a global leader in sailing safety solutions.

The foundation of Euthalia Marine's lightning and surge protection systems traces back to the innovative research of Engineer Mario De Bernardi. In the 1940s, De Bernardi conducted detailed studies in the Campo Dei Fiori area of Varese, leading to the development of a preventive approach eliminate the destructive effects of lightning. This breakthrough gave birth to Antimpatto® Technology, which is now integral to Euthalia and Euthalia Marine's protection systems.

This pioneering technology, based on balancing electromagnetic fields during storms, marked a significant

shift from traditional passive lightning rods to an active protection approach.

Euthalia Marine systems offer comprehensive, 24/7 active protection for boats, safeguarding people, hulls, and onboard electronics. Utilizing Antimpatto® Technology, these systems eliminate lightning and surge damage, ensuring safe and worry-free navigation even during storms. Designed specifically for marine applications, their discreet design seamlessly integrates with boat structures, preserving aesthetics.



To ensure a robust presence in both national and international markets, Euthalia Marine has partnered with highly skilled professionals worldwide. These partners, located in Italy, Monaco, Greece, the UAE, and the Caribbean, are trained to deliver exceptional customer satisfaction globally. Euthalia Marine's diverse clientele includes boat owners, skippers, shipyards, charter companies, and enthusiasts.

Euthalia Marine is committed to strengthening its international presence. Their recent participation in the China (Shanghai) International Boat Show marked a significant milestone, highlighting the growing interest in their products in emerging markets. The company eagerly anticipates its third participation in METSTRADE 2024, where it plans to showcase new and innovative boat safety solutions.

Euthalia Marine continues to lead the nautical market in lightning and surge protection, offering reliable, always-active solutions to ensure safety and confidence during navigation, even in stormy conditions.





By Lucie Gardiner

Mishi Yachts



Ares Shipyard

The Turkish yacht-building industry is on a trajectory of growth and innovation, driven by key players who uphold high standards of quality and customisation. The eastward market shift marks a significant change.

Turkey's yacht construction is impressive, with a total gross tonnage of 73,011, averaging 553 GT per project—well above the global average. Despite the high numbers, the quality of Turkish yachts remains exceptional, with significant improvements in the quality of yachts in build, with shipyards unafraid to invest in capital infrastructure.

Sinan Ozer, CEO of AEGEAN YACHT, expressed enthusiasm about the current boom in Turkish new builds: "This growth highlights Turkey's strength in yacht construction with modern workmanship, attention to detail, and shorter delivery periods compared to Europe. Our attractive location and available slots make us a preferred choice in the global market."

Customisation and Quality

Turkish shipyards are gaining recognition for their exceptional quality and ability to customise yachts to meet diverse client needs. At AEGEAN YACHT, the focus is on creating bespoke vessels that exceed client expectations. Sinan Ozer elaborates, "Our latest yacht, the Aegean Explorer, showcases our commitment to excellence with its robust build, fuel efficiency, luxury features, and impressive volume of 187 GT. We believe our success is also due to the strong relationships we build with our clients. By listening to their needs and delivering yachts that exceed their expectations, we create trust and long-term partnerships."

THE RISE AND RISE OF TURKEY'S NEW BUILDS

In recent years, Turkey has emerged as a powerhouse in the yacht-building industry, with production levels that rival the world's top yacht manufacturers. Turkey is now the second largest yacht building nation, surpassing the Netherlands and second only to Italy. Entering 2024, Turkey had 132 superyachts in production, reflecting a remarkable 40% increase in its order book.



Lucie Gardiner

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Challenges and Competitive Strategies

Despite its success, Turkey's yacht-building industry faces challenges related to its perception and competitive strategy. Utku Alanc, CEO of ARES Shipyard, explains, "Türkiye's emergence in the yacht building sector doesn't imply a dominant position. Rather, it highlights Türkiye's role more as a 'subcontractor,' given its position behind countries with richer maritime traditions. The 'mid-tech' image associated with the Turkish industry by foreign customers and investors undervalues the quality and internationally acknowledged local craftsmanship."

Bilgin



Bilgin

Alanc points out that Turkey's competitive strategy based on lower labour costs often leads to a perception of "cheap" products, which can affect perceptions of quality and reliability. While the depreciation of the Turkish Lira reduces labour and overhead costs, two-thirds of expenses are tied to imported services and materials, which foreign shipyards access at more favourable prices and terms.

The quality of Turkish products needs consistency. Alanc adds, "Dutch and German shipyards exhibit a narrow range between their lowest and highest quality products. In Türkiye, while some shipyards produce excellent work, others skew the data unfavourably. Turkish shipyards have fought these prejudices for decades at every event and meeting. Despite over 30 years of high-quality production, the industry is still seen as a 'newcomers.'"

Innovation and Future Prospects

Turkey's yacht-building industry is not just about maintaining quality but also about fostering innovation. Şakir Yılmaztürk, Chairman of Yonca Shipyard and Mishi Yachts, emphasises Turkey's advancements: "We are pioneers in advanced composite technology and ambassadors for our country's advancement in the industry. Turkey's rise in yacht production is not merely a vision but a reality we are actively shaping. Integrating design excellence with our robust manufacturing capabilities ensures that Turkey is poised to achieve even greater heights in the yacht industry."

Yonca Shipyard's strategic location and commitment to excellence have positioned Turkey as a preferred destination for yacht and boat construction. Yılmaztürk adds, "Located strategically in Turkey, we benefit from a



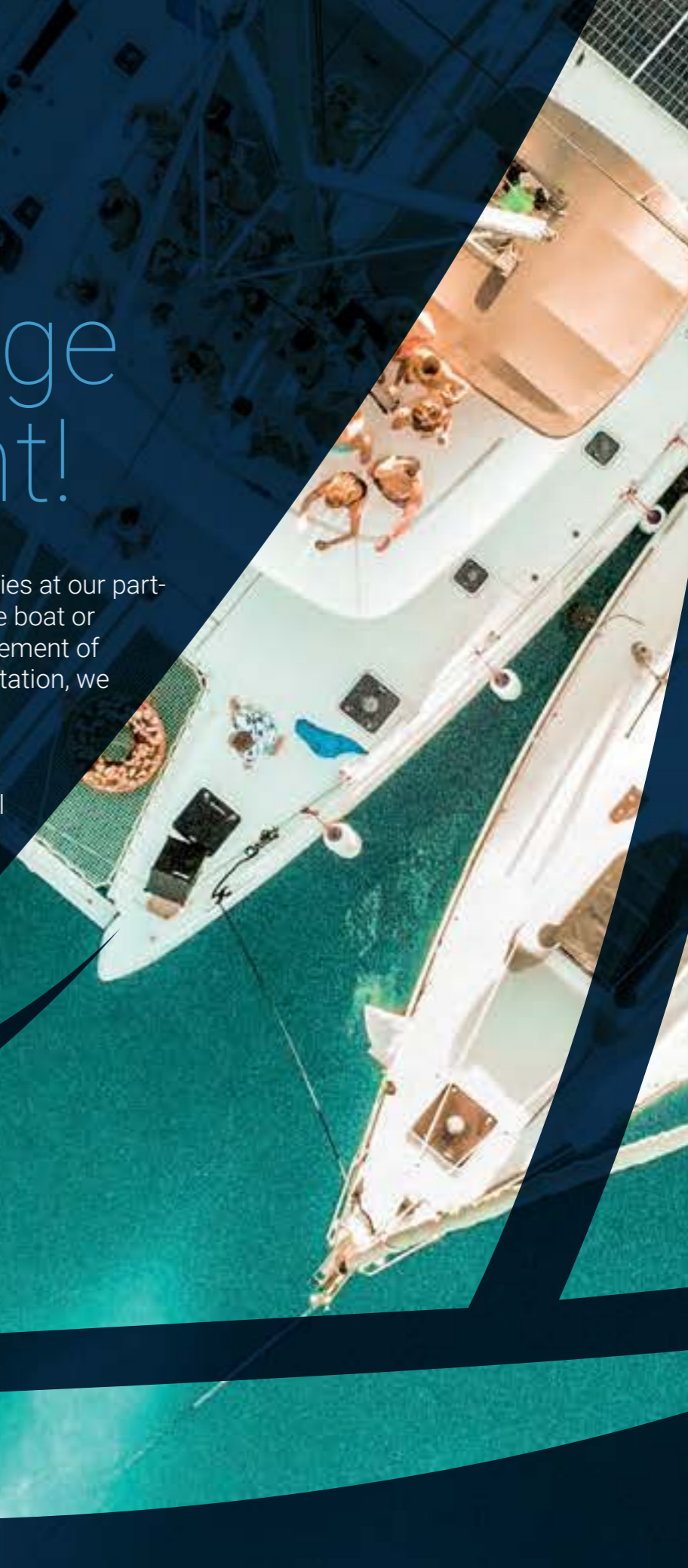
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#Live to Sail





Ares Spitfire

central position that facilitates seamless operations and logistics, enhancing our efficiency in delivering projects on time and within budget.”

The Turkish new build industry continues to evolve, with companies like Yonca Shipyard launching new brands like Mishi Yachts, reflecting a blend of traditional craftsmanship and modern innovation.

Ambition and Execution

The large custom yacht sector in Turkey is exponentially growing and being recognised on the world stage. AK Yachts exemplifies the ambition and capability of the Turkish yards, currently working on an impressive 100-metre project following on from the multi-award-winning M/Y Victorious, underscoring Turkey’s growing capacity to handle large and complex builds, rivalling the world’s most renowned shipyards.

Following the rave success of 2023 launch 80m M/Y Leona, Bilgin Yachts recently launched 50m M/Y Eternal Spark from their latest semi-custom series.

Emrecaan Özgün, CEO of Unique Yacht Design responsible for the yachts exterior, highlights the innovative features of the vessel “Our design focus centres on creating expansive, sheltered open decks, as demonstrated by the 499 GT platforms. This series of yachts offer an outstanding layout with ample spaces to enjoy daily activities.” Featuring a sleek, sporty, and elegant exterior design with extensive exterior areas, including a vast beach club complemented by a sauna. The yacht’s modern design caters to every desire, and as Enrico Lumini, Partner and Head of Design at Hot Lab, describes, “Bilgin 163 follows the studio’s new philosophy ‘Architecture for Voyagers’ and focuses on the cleanliness of architectural volumes and a renewed sense for softness of lines. A plastic minimalism, sober, but rich in details.” You can see M/Y Eternal Spark make her debut at 2024’s Monaco Yacht Show.

With a strategic location, skilled workforce, advanced facilities and ambition in spades, Turkey is becoming a dominant force in the global yacht-building market. As Sinan Ozer aptly puts it, “Our dedication to quality ensures that every yacht we build offers unparalleled performance, comfort, and style.”

Ares Spitfire

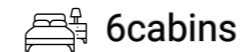


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A NEW ERA FOR YACHT OWNER'S REPRESENTATIVES

By Maya Black



The superyacht industry is entering a new era of professionalism for Yacht Owner's Representatives (ORs).

For too long, the title "OR" lacked standardised qualifications, leaving owners navigating uncertainty when choosing who would advocate for their interests during a new build project. Now, thanks to a collaborative effort between industry leaders and established training providers, the tide is turning.

At the forefront of this change is the Yacht Owner's Representative Register, a new centralised platform poised to revolutionise how owners connect with qualified ORs. This initiative aims to establish a higher standard of professionalism by ensuring that only those with proven expertise and comprehensive training can be listed.

The Register is the result of a collaborative effort between The Superyacht Alliance (TSA), the Superyacht Builders Association (SYBAss), the International Association of Maritime Institutions (IAMI), alongside the accredited training providers The Crew Academy and Luxury Hospitality. To be eligible, ORs must demonstrate their expertise either through extensive experience or by completing a comprehensive training programme: the Yacht Owner's Representative Programme (YORP).

The YORP educates existing and aspiring ORs in the intricacies of new build projects. The core operational and technical aspects of the program are covered in a comprehensive three-part online program by The Crew Academy, in collaboration with specialist contractors, shipyard personnel and other industry experts.

This course covers all the practical tools ORs need to have in order to deliver a new build or refit: from project management and compliance; to the finer details of yacht design and build; as well as financial, legal and administrative knowledge.

Luxury Hospitality leads a dedicated module focused on leadership, communication, and client relationship management, honing the interpersonal skills essential for successful representation. This is delivered both in person and online at various times throughout the year.

Andrew Roch, CEO of The Crew Academy, reflects on the programme's success: "The overwhelming positive feedback from our initial programme demonstrates the industry's appetite for higher standards. Participants have reported a newfound confidence in their abilities, a deeper understanding of the intricacies of new builds, and valuable connections with industry peers."

Roch further emphasises the significance of the program for the industry's future: "After 15 years of running The Crew Academy, from launching the first Purser course, to developing a range of Leadership Programs, and now hosting the YORP, we've seen huge changes in the industry in terms of professionalism and standards. The YORP is more than just a training course; it's a catalyst for change. By raising the bar for professional competency, we're fostering a culture of excellence that benefits everyone involved – owners, builders, and the ORs themselves."

The impact of these initiatives extends beyond individual ORs and owners. Management companies can leverage the Register to offer clients access to a curated network of highly qualified representatives, further solidifying their reputation for excellence. Shipyards and other industry stakeholders also benefit from working with professionals who adhere to the highest standards, leading to smoother project execution and increased client satisfaction.

As the superyacht industry embraces this new era of professionalism, the role of the Yacht Owner's Representative is poised to become more defined, respected, and integral to the success of new build projects. Ultimately, this transformation benefits everyone involved in the creation and enjoyment of these extraordinary vessels.

To find out more visit yachtcrew.uk/or-register.



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- ✓ Hotel costs insurable
- ✓ Duration from 1 to 60 days



By Becky Roberts

UNDER THE SEA



Jay Clue

Dive into underwater adventures with Icebreaker and the experts at PADI (Professional Association of Diving Instructors), the world's largest diving community with 128,000 professional members, 6,600 dive centres, and over 30 million certified divers.

Don your scuba gear and explore the planet's most captivating underwater worlds, where marine biodiversity thrives and diving experiences transcend the ordinary. Whether you seek tranquil coral gardens, thrilling encounters with large pelagics, or eco-conscious travel, our recommended destinations offer unparalleled opportunities for adventure and rejuvenation. For an unforgettable journey beneath the waves, explore the Red Sea, Maldives, and Revillagigedo Islands with us.

The Red Sea, Egypt

The Red Sea is known for its good visibility and calm, clear conditions at any time of the year. March through May and September to November are considered the peak season, so if you'd prefer a quieter dive, plan to go off-season. It is also known as the "Underwater Garden of Eden" and is home to 1,200 species of fish, 250 species of coral, and six marine protected areas.

What sets the Red Sea apart as a scuba diving destination is its regenerative tourism efforts and offerings, showing the destination's commitment to changing the way we all travel. Marsa Alam is perhaps the best example of this in Egypt, with the region developed specifically with scuba divers in mind. They not only have extensive protection for the coastlines but also an innovative recycling program and regenerative tourism operators.

Marsa Alam is one of the world's best destinations to dive with dugongs, dolphins, and sharks and is home to the Elphinstone Reef, a great spot to see hammerheads, oceanic white tips, and beautiful soft coral.



Rodrigo Friscione

The Maldives

Escape to the pristine paradise of the Maldives, where luxury meets adventure beneath the waves of the Indian Ocean. Whether you're a novice or a seasoned diver, you can be assured of an unforgettable experience above and below the water.

Located in the breathtaking Lhaviyani Atoll, Six Senses Kanuhura offers a haven of tranquillity where guests can explore vibrant reefs through snorkelling or dive into the deep blue with the guidance of the on-site dive centre. With a myriad of vibrant coral reefs teeming with marine life waiting to be discovered, every dive in the Maldives' pristine waters is guaranteed to be a magical encounter.

Above the surface, from beachfront villas to overwater bungalows, Six Senses Kanuhura pampers guests with sophisticated and luxurious accommodation with interiors that blend with the natural environment. Featuring elegantly eco-conscious design, everything is crafted from local and sustainable materials, offering a sanctuary where luxury meets sustainability. Outdoor rain showers will help you wash off the saltiness after your dive adventures and give a sense of bathing in nature under the expansive starlit sky.

Indulge in a holistic wellness journey tailored for divers, including biohacking sessions to optimize performance and rejuvenate the mind and body, ensuring you emerge revitalized and ready to face life's challenges and embrace your next ocean adventure. Wellness plans also include an individual protocol to improve your sleep that combines data from your sleep tracker with a personal consultation, yoga nidra, and meditation. This will help to improve sleep patterns, restore energy levels, and de-stress, ensuring divers will continue to benefit from the healing powers of the ocean during their surface interval on land.

Exploring the Lhaviyani Atoll's diverse marine ecosystem ensures encounters with colourful reef fish, majestic eagle rays, and elusive moray eels. For the adventurous, Madivaru Kandu beckons with its thrilling drift dives, offering glimpses of whitetip reef sharks and mesmerizing schools of snappers.



The Revillagigedo Islands, Mexico

If you dream of magical manta encounters and being surrounded by schools of hammerheads while being buzzed by an orca, then the Revillagigedo Islands are perfect for you. Affectionately known as the Galapagos of Mexico, it is a diver's paradise and a UNESCO World Heritage site. Drop in on Roca Partida, and you'll often have to choose between swimming with a school of giant tuna, being surrounded by Galapagos and silky sharks, or meeting a whale shark. You can literally choose your adventure.

Simply hop on a direct flight to Cabo, Mexico, and sail to the most well-known of the island chain, Socorro. Lucky explorers get the chance to have intimate encounters with manta rays, bottlenose dolphins who seek out divers for some playful interactions and games they've created entirely unique to the pod, and even the occasional humpback whale.

When you are in Cabo before or after your trip to Socorro, don't miss Baja California Sur's magical waters that offer an incredible array of opportunities to swim with myriad marine life, including orcas. Extend your trip a few days so you can easily hop on an exploratory trip to find seasonal resident pods of orca that live and hunt off the coastline. On average, three core pods swim through these waters, making an encounter with them highly likely. You'll also be able to swim with massive schools of devil rays brought into the bays by the nutrient-rich currents, which also bring in several species of whales.



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Finest Wines for the Ultimate Superyacht Experience

SIPPING IN STYLE

By Andrew Azzopardi

Andrew Azzopardi, born into a family of food lovers, was always close to the kitchen. His passion for the finer things in life led him to specialize in fine wines, particularly for the superyacht industry. With a background in hospitality and restaurants, Andrew has a keen understanding of the culinary and hospitality sectors. This expertise culminated in the launch of Vintage'82 Ltd in January 2021, a company dedicated to supplying premium wines to superyachts, high-end restaurants, and private individuals. A monthly contributor to "Taste & Flair" magazine in Malta, Andrew discusses the latest trends in wines, grapes, and regions.



Elevating the Superyacht Charter Experience

A charter experience isn't a single moment, but the sum of all guest interactions with the charter. Every touchpoint is an opportunity to create a lasting impression. It boils down to the finest details that are meticulously curated that will create an unforgettable charter.

Among these details, the selection and provisioning of fine wines and spirits stand out as a critical element that is sometimes overlooked or not given enough attention until it's too late.

As a specialist with over a decade of experience in fine wines & spirits provisions, I have come to understand that it's a combination of foresight, expertise, reliability, quick reaction times and honesty that are paramount to success.

The Role of Fine Wine in the Superyacht Experience

Fine wine is more than just a beverage. It is an integral part of the luxury lifestyle embraced by guests. The right wine should elevate a meal from merely enjoyable to an exquisite gastronomic experience. The wine should complement the culinary creations of onboard chefs, enhance social gatherings, and provide a sense of sophistication and success that guests often expect when chartering a superyacht. Even those charter guests who usually aren't accustomed to drinking in their everyday lifestyles, tend to kick back and enjoy a glass of wine when on holiday.

Understanding the Preferences of Elite Clients

To cater to the discerning tastes of superyacht clientele, it is essential to understand and anticipate their preferences. High-net-worth individuals may have a deep appreciation for rare and exquisite wines and it is in our interest to ask all the right questions so that we can pre-empt their wishes. Experience has shown that certain wine regions are particularly favoured, for instance, Bordeaux and Burgundy from France, Super Tuscans from Italy, and Napa Valley wines from the United States are consistently in demand. Champagne remains a staple for celebratory occasions, whilst al fresco summer lunches and parties scream Côtes de Provence rosé. Emerging wine regions like New Zealand and Australia

are also gaining popularity for their unique offerings. Renowned and popular premium producers are usually preferred, especially those that are often found on fine dining and Michelin-starred wine lists. It's important that guests recognise several producers from the wine list on board, even when they do not send in any preferences beforehand. Having a broad list of premium wines that will fit the typical tastes of the nationality of the guests, as well as the geographical location of the charter are the little details that elevate a charter. I suggest you ask your trusted wine provisioner to assist you with curating the best wine list for specific guests.

The Challenges of Wine Provisioning at Sea

Provisioning fine wines for superyachts presents unique logistical challenges. The storage and preservation of wine at sea requires careful attention to detail. Temperature control and humidity are critical factors in maintaining the integrity of the wines. Professional wine provisioners ensure that their wines are stored in optimal conditions, using state-of-the-art wine coolers and humidifiers to protect them from fluctuating temperatures and this becomes even more important when storing wines on a yacht that is so susceptible to the varying conditions at sea. Additionally, expertise extends to understanding the impact of sea conditions on wine, ensuring that each bottle reaches its destination in perfect condition.

Storage or lack thereof, is often an issue on many yachts and clever solutions are sometimes required to hold enough wine for charter guests as well as the owner's wines. We sometimes recommend asking your wine provisioner to hold the owners' wines in their professional storage during long charters or seasons where the owner will not be using the yacht.

Curating a World-Class Wine Collection

A well-curated wine list is essential for providing a diverse and impressive selection that caters to various tastes and preferences. Our team of sommeliers and wine experts work closely with clients to curate a collection that includes rare vintages, exclusive labels, and wines from both renowned and emerging regions. By understanding the preferences of the guests, it is ensured that you will provide wines that will delight, however, it is always a good idea to hold a few wines that are different and exciting enough to surprise and impress. Ask your provisioner for advice on wines that are impressive, have a local connection to the place of charter or simply have an interesting story that the crew can relate to the guests.

Collaborating with Yacht Chefs

The collaboration between the wine provider and the yacht's culinary team is crucial in creating perfect wine pairings. We work closely with many yacht chefs to understand their menus and culinary styles, ensuring that the wines we provide complement their dishes beautifully. This collaboration extends to providing suggestions for wine pairings, creating themed wine dinners, and even sourcing specific wines requested by the chef. By working together, one can create dining experiences that are elevated by the perfect marriage of food and wine.

Wine Tasting Events and Experiences Onboard

One of the highlights of a superyacht charter is the opportunity to host exclusive wine tasting events and experiences. Offering personalized wine tastings conducted by expert sommeliers, allows guests to explore and appreciate the nuances of different wines. These events can be tailored to the preferences of the guests, ranging from casual tastings to formal, multi course wine dinners. Themed wine events, such as a journey through the wines of Italy or a Champagne and caviar pairing, add an extra layer of excitement and sophistication to the charter experience.

The Future of Fine Wine in Superyacht Charters

Looking ahead, several trends are poised to shape the future of fine wine provisioning for superyachts. Sustainable, organic and biodynamic wines are becoming increasingly popular, driven by a growing awareness of environmental issues among high-net-worth individuals. It has become increasingly apparent that these practices are not just a trend but are also contributing to the ever-increasing quality of wines. Additionally, there is a rising demand for unique wine experiences, such as private vineyard tours and exclusive tastings with winemakers. Ask your provisioner if they can assist in offering these bespoke experiences that can provide added value and create lasting memories for your clients.

Fine wine is a cornerstone of the superyacht charter experience, and its importance cannot be overstated. In the world of superyachts, where excellence is the standard, wine provisioning is an essential element in creating unparalleled experiences, elevating every journey to unparalleled heights of luxury and sophistication.

WINES TO WOW YOUR GUESTS

1. POUILLY-FUMÉ 'BARON DE L' BARON DE LADOUCETTE 2020

From the internationally renowned 'King of Loire' this is his masterpiece. Produced exclusively in the best years, 'Baron de L' is an exceptional cuvée, created way back in 1975, by Baron Patrick de La Doucette himself when he created a private reserve of Pouilly-Fumé. A harmonious blend of strength and freshness with orange peel, grapefruit, beeswax and floral hints. This fresh and zingy Sauvignon Blanc has the complexity and ability to age for even up to 10 years. We would be pairing this wine with seafood, oysters, crab lobster and salads. For more mature versions, we'd be pairing with chicken, turkey or pork.

2. CHABLIS, 'GRAND RÉGNARD' RÉGNARD 2022

There's Chablis and there's Chablis, and the 'Grand Régnard' has long been recognized as one of the best. Often spotted in luxury resorts and hotels, this Chablis has become the recognized house-style of Régnard. Priced at way less than most

Chablis 1er Cru and Grand Cru, this 'reserve Chablis' sourced and blended from the very best of their 7 Grand Cru's and 5 Premier Cru vineyards resulting in a beautifully fruity, round and elegant wine typical of a young Chablis. The palate is fresh and superbly balanced between fat and acidity. The finish is mineral and gourmand.

3. BEAUNE 'CLOS DES MOUCHES' PREMIER CRU BLANC, JOSEPH DROUHIN 2017

Often remarked to have the complexity and elegance of a Bâtard-Montrachet with the power of a Corton-Charlemagne. Joseph Drouhin is one of the more famous Burgundy producers, best known for their two parcels of 'Clos des Mouches'. Fermented in 25% new oak cask, this wine is a beautiful balance between power, complexity and incredible freshness with mingling aromas of citrus zest and pear with hints of white flowers, buttered toast and almonds.

4. SAUVIGNON BANC 'TE MUNA VINEYARDS' CRAGGY RANGE 2023

A zingy and refreshing wine that is so typical of New Zealand. With bursting tropical fruit flavours and a searing acidity, this would be a go-to wine for drinking on those hot summer days that will not tire you. It pairs perfectly well with salads, fish and vegetarian dishes. It's become one of those wines that is incredibly popular with sommeliers, despite not having the famous name of some other NZ Sauvignon Blancs.

5. BEAUJOLAIS FLEURIE 'LES CLOS DES BACHELARDS' COMTESSE DE VAZEILLES 2018

Beaujolais is so often overlooked that this awesome biodynamic powerhouse from Comtesse De Vazeilles will be sure to intrigue and impress the guests. This single vineyard Fleurie is deep and yet subtle and the concentration of tannins on the palate are wrapped in the finest velvet. Super long finish with some real mystery, pulling you back inexorably for more of this gamay elixir! Chilled down to around 15 degrees this wine is delicious!

6. 'CLOS DE VEOGEOT' BENJAMIN LEROUX GRAD CRU 2015

I guess a real top notch Burgundy from one great producer would be appreciated when paired with a special dinner from the Chef. The palate is medium-bodied with supple tannin, good grip in the mouth, a little touch of chocolate towards the finish. A bit of decanting would go a long way for this beauty.

7. DELAMOTTE BLANC BLANC DE BLANCS 2014

Champagne is one of those staple celebration wines and I chose the Delamotte due to its fine quality, broad shoulders and great price to quality ratio. A glass of Delamotte Champagne with breakfast, lunch and pre-dinner would go down a treat any day of the week, but so would many other top-quality Champagnes.

8. MINUTY PRESTIGE ROSÉ 2023

No superyacht charter wine-list is complete without a Côtes de Provence rosé, the Minuty Prestige hits a sweet spot. Ideal with seafood, oysters, salads and even light meats this versatile and delicious Rosé is fruity, yet savoury and vibrant. Its also dangerously easy to drink so beware!



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Aretha's Renaissance From Ordinary to Opulent

By Marija Sviben

The transformation of the 44-metre yacht, Aretha, into a premier luxury charter vessel began with an agency's ambitious vision to showcase the beauty of Croatia to an international audience. This vision was brought to life through a comprehensive overhaul of both the yacht's exterior and interior, aiming to elevate the guest experience to new heights.



interior design by Desmania studio

Enhancing Interior Luxury

Luxury yacht interiors require a delicate balance of aesthetic appeal and durability. The redesign of Aretha's interior focused on using high-quality materials and thoughtful design to ensure both comfort and practicality. The previous dark and dated decor was replaced with a light colour palette, which brightened the space and modernised the yacht's look. By refurbishing existing furniture and introducing new designer pieces, the yacht retained its character while achieving a cohesive and luxurious aesthetic.

interior design by Desmania studio



Creating a comfortable and inviting atmosphere was paramount. Waterproof cushions and outdoor carpets were added to the sundeck, VIP terraces, and balcony deck, enhancing both comfort and usability. Custom-made furniture, including tables with integrated fire pits, offered functionality combined with a touch of opulence.



interior design by Desmania studio

Each bedroom was upgraded with reupholstered headboards, new carpets, and veneered chipboard walls, creating a hotel-like ambience. The use of Laminam for bar and countertop surfaces in the salon provided durability and an eco-friendly option, while strategically placed glass elements visually expanded the space, creating an airy feel.





interior design by Desmania studio

Social Spaces and Design

The saloon, the heart of social interaction on Aretha, was transformed into a bright, inviting area. A cosy lounge extended onto the balcony deck, featuring custom-designed cognac-coloured leather seating. Leather-wrapped structural columns and floor-length curtains added to the modern and spacious feel.

The dining area retained its high-quality tables, while other elements like the bar counter and seating were refreshed with lighter shades. Wooden flooring was replaced with tiles to better withstand frequent use. Ambient lighting, including warm 2700 K LED strips, replaced the previous purple lighting, creating a cosy and luxurious atmosphere. Golden details and a centrally placed piano further enhanced the salon's elegance.



The sundeck, a vital social space, was thoughtfully designed to accommodate all guests comfortably. Lava stone planters with resilient palms added a serene, lush environment. Custom-made tables with integrated fire pits provided warmth and ambience during cooler evenings, and each seating area was equipped with blankets and pillows for added comfort.

The VIP cabins were significantly expanded, offering larger spaces with seating areas, sofas, and TVs. Silver accents, mirrored elements, and concealed cabling contributed to a clean, upscale look. Private terraces, separated by planters and tinted glass, featured jacuzzis, sun loungers, and high tables, ensuring privacy and luxury.

Cabins were refreshed with new wall coverings, carpets, and mirrors, maintaining the cohesive design and luxurious feel throughout the yacht.

To enhance guest satisfaction, three cabins were converted into additional amenities, including a gym,

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a wellness area with saunas and massage rooms, and a dedicated cinema room. The wellness area featured tropical-themed wallpaper, large mirrors, and a neutral colour palette to promote relaxation. The gym was equipped with various exercise machines, while the cinema room offered custom-designed seating and stylish designer wallpaper.



Desmania studio

Light works

Lighting played a crucial role in creating the perfect ambience. Warm LED strips were installed throughout the yacht, providing a cosy atmosphere in the saloon and convenience in the bedrooms with automatic lights under the beds. Solar lanterns and RGB LED strips added a special touch to the sundeck and outdoor bar areas, enhancing the evening mood.



Desmania studio

A neutral colour palette and open, bright spaces ensured broad appeal, while careful separation of crew and guest areas provided privacy and comfort. Every detail, from handle selection to custom-made furniture, was meticulously considered to maintain luxury and functionality.



Desmania studio

The choice of materials like glass and leather made cleaning easier and more efficient. By carefully selecting materials, enhancing comfort, and paying attention to every detail, the transformation of Aretha has created an elegant, durable environment ready to provide unforgettable moments at sea.



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THE BEST WATER TOYS FOR YACHTS

Play All Day

By Lucie Gardiner

No yacht charter is complete without a garage full of toys to keep guests entertained. From thrilling underwater jetpacks to luxurious paddle boards we run down our favourite gadgets and gear that promise to make every day out on the water unforgettable fun.

1

iAQUA X-Jet™ Extreme Electric Surfboard

Meet the iAQUA X-Jet™ Extreme, the world's fastest, most powerful electric surfboard, unveiled at BOOT Düsseldorf 2024. With a 20kW jet drive, it can hit a staggering 68kph, making it the ultimate ride for thrill-seekers. Weighing just 23kg and crafted from 100% carbon fibre, this board features four power levels, a high-capacity battery, and a wireless throttle. It supports two surfers with a weight capacity of 160kg, ensuring stability and performance. On a single charge, the X-Jet™ Extreme covers over 30 kms, setting a new standard in electric surfing.

These top-tier water toys are designed to elevate your superyacht experience, blending luxury, innovation, and performance.



2

Beau Lake Paddle Boards

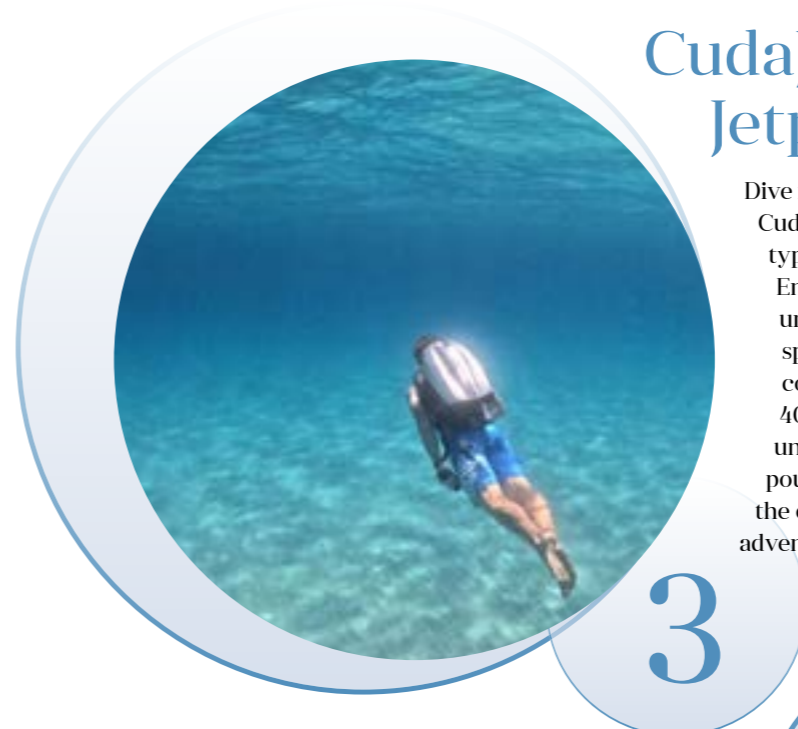
Say hello to the epitome of style and craftsmanship with Beau Lake paddle boards. In a booming market expected to reach USD 2.99 billion by 2030, these aren't just any boards—they're a lifestyle statement. Handcrafted with vintage aesthetics and high performance in mind, Beau Lake boards are perfect for touring, racing, yoga, or surfing. Made from top-tier materials, they offer unparalleled stability, durability, and timeless elegance. Elevate your on-water experience with these luxurious paddle boards whose recent collabs with eponymous brands such as Ulysse Nardin, Saint Laurent and Vilbrequin amongst others are designed to up the cool quotient of your superyacht charter experience.



3

CudaJet Underwater Jetpack

Dive into a new realm of underwater adventure with the CudaJet Underwater Jetpack. This piece of kit isn't your typical underwater scooter. Designed and manufactured in England, the CudaJet offers unmatched freedom and agility underwater. Its sleek, low-drag design allows for effortless spins and barrel rolls, all controlled with a simple hand controller. With speeds up to 3m/s and the ability to dive 40 metres deep, this jetpack promises an exhilarating underwater experience. Whether you're seeking heart-pounding adventure or have a passion for exploring the ocean, the CudaJet will transform your underwater adventures.



4

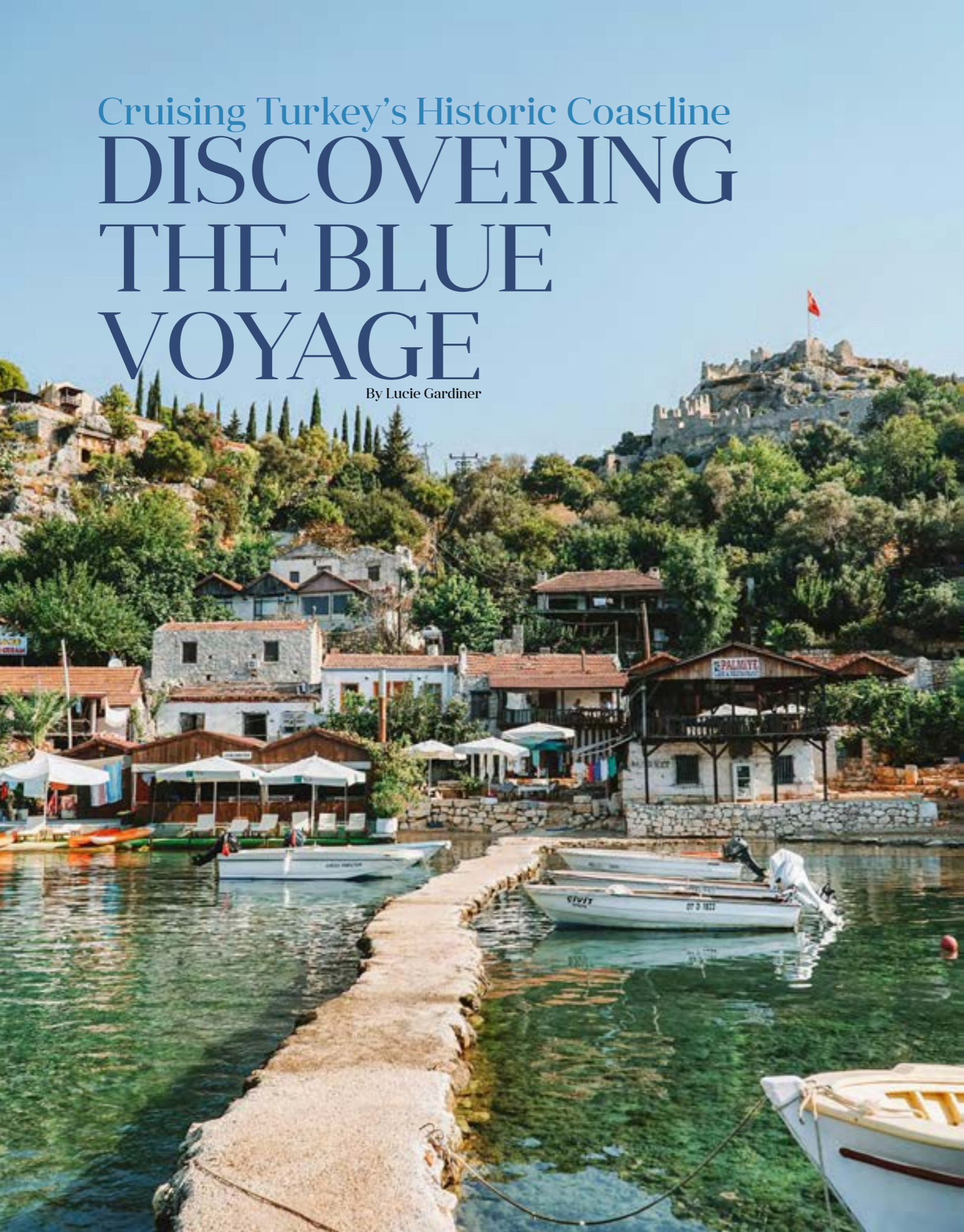
FunAir Yacht slides

The ever popular classic, no yacht charter is complete without a yacht slide. FunAir's standard and custom bestselling models promise hours of adrenaline-fuelled fun for guests of all ages. We love that you can add that extra touch by customising with the yacht's logo, colours and designs to the huge range of standard slides or custom options that can be easily deployed by the crew and fit seamlessly into yacht operations.



Cruising Turkey's Historic Coastline DISCOVERING THE BLUE VOYAGE

By Lucie Gardiner



Esra Geziyo

The allure of Turkey's coastline extends far beyond its picturesque beauty. Stretching over 8,333 kilometres, Turkey's shores offer a stunning blend of natural wonders and historical treasures, with the Aegean and Mediterranean coastlines alone covering an impressive 4,300 kilometres. The region between Bodrum and Antalya, the cruising grounds for the "Blue Voyage," is renowned not only as a yachting paradise but also as a journey through history, where ancient civilisations and breathtaking landscapes converge to create an unforgettable cruising experience.

The Rich Heritage of Turkey

Turkey's unique position at the crossroads of Europe and Asia has endowed it with a rich cultural heritage. As you embark upon your Blue Voyage, you are tracing the paths of ancient mariners and explorers. The Bosphorus, Gallipoli, and the ancient cities of Istanbul and Troy are just the beginning of this historical adventure. Sites like Ephesus and Aphrodisias showcase the grandeur of the ancient Greek and Roman worlds, while the Sumela Monastery and the newly discovered Knidos medical school (dating back to 700 BC) highlight the region's spiritual and intellectual legacy.

Göbeklitepe, often hailed as the "Monument that Changed History," is another fascinating landmark. This 12,000-year-old site challenges prevailing theories about the dawn of civilisation, revealing that permanent settlements existed long before the advent of agriculture. Alongside Karahan Tepe, Göbeklitepe is rewriting history books, proving that Turkey's appeal extends far beyond its coastal beauty.

Modern Amenities with Ancient Charm

Turkey's well-developed infrastructure ensures that travellers can seamlessly combine the ancient with the modern. The main airports serving charter guests are Bodrum and Dalaman, though Antalya and Izmir are

also popular choices, particularly for those planning post-cruise excursions to historic sites like Ephesus. For travellers requiring a visa, Turkey's Ministry of Foreign Affairs offers an efficient online e-visa service, allowing visitors to obtain their visas before departure.

The routes between Bodrum and Antalya are diverse, catering to a variety of interests and timeframes. Whether you wish to explore ancient ruins, indulge in vibrant local culture, or simply bask in the natural beauty of its secluded bays, there is a route for every guest.

Antalya to Demre and Kekova

This route takes you through some of the most stunning landscapes on Turkey's coast. Begin your journey in Antalya, Turkey's tourism capital, where ancient history meets modern luxury. Explore the old town of Kaleiçi, stroll through Ottoman-era streets, and visit landmarks like Hadrian's Gate before setting sail. Next, cruise to Phaselis, an ancient Lycian port nestled among pine forests. Explore the ruins of Roman baths and a theatre, then swim in the crystal-clear waters. Continue to Demre, home to the ancient city of Myra and the Church of St. Nicholas. Discover the rock-cut Lycian tombs and the grand Roman theatre. End your journey in Kekova, which is famous for its sunken city. Kayak or snorkel over submerged ruins and visit the charming village of Kaleköy, accessible only by boat.

Phaselis to Kekova

Start at Phaselis, an ancient Lycian city where Alexander the Great once wintered. Explore its two harbours, Roman baths, and theatre before enjoying a swim in its clear waters. Sail on to Adrasan Bay, known for its unspoiled beauty and calm waters. Relax on the yacht or explore nearby beaches, and savour a sunset dinner onboard. Proceed to Demre, home to Myra's rock-cut Lycian tombs and the Church of St. Nicholas. Discover the ancient theatre and historical significance of this region. Arrive in Kekova, which is famous for its submerged city of Simena. Kayak or snorkel over the ruins and enjoy the clear turquoise waters.

Kas to Göcek

Start in Kas, a picturesque town with palm-shaded promenades and stunning coastal views. Explore the new marina and visit the ancient Lycian tombs perched above the sea. Wander through the charming streets, enjoy local shops, and savour a meal at a seaside restaurant before setting sail. Cruise from Kas to Kekova, renowned for its submerged ruins. Anchor in a serene bay and explore the underwater ancient city. Next, sail towards Göcek, a small and upmarket yachting village famed for

its six marinas and vibrant local atmosphere. Stop at picturesque bays and islands along the way, perfect for swimming and relaxation. Discover Göcek's lively town centre, with its shops, cafes, and waterfront restaurants.



Ozart Edit

Gulf of Göcek to Cape Kadirga

Begin your journey in the tranquil Gulf of Göcek, known for its serene waters and stunning natural beauty. Navigate through a series of peaceful coves and secluded bays. Cruise past the famed Blue Lagoon of Olüdeniz, a protected natural wonder renowned for its striking blue waters and picturesque scenery. Although vessels are not permitted in the lagoon, the view from the water is breathtaking. Proceed to St. Nicholas Island, an ancient site with a rich history. Once a significant religious sanctuary, the island features Byzantine churches and sunken ruins that add a mystical atmosphere to your voyage. End your journey at Cape Kadirga, a tranquil and picturesque destination. This cape is known for its striking natural beauty and panoramic views. Anchor in the calm, sheltered waters and enjoy the serene surroundings.

Bodrum. Gateway to the Blue Voyage

Bodrum serves as the perfect gateway to the Blue Voyage, seamlessly blending historical allure with modern vibrancy. Formerly the ancient city of



Edgo Hello

Halicarnassus, Bodrum is renowned for its historical treasures, including the partially ruined Mausoleum of Halicarnassus, one of the Seven Wonders of the Ancient World. This captivating destination combines a lively nightlife with chic bars, clubs, and beach clubs. Renowned for its gourmet dining scene, Bodrum features a diverse range of restaurants, from traditional Turkish eateries to international fine dining. The town's historic charm is embodied in the impressive Bodrum Castle, now home to the Museum of Underwater Archaeology. Explore its fascinating exhibits on ancient shipwrecks and underwater finds. With its iconic whitewashed houses, narrow streets, and scenic beaches, Bodrum stands as the perfect embarkation or jumping off point for your Blue Voyage adventures.



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SNS Yachting

By Lucie Gardiner

BALEARIC BLISS

YACHT CHARTER ITINERARY

“Guests love cruising in the Balearics for its incredible versatility. Each island offers something unique, from diverse attractions and vibrant beach clubs to exquisite restaurants. The stunning scenery, beautiful beaches, hidden bays, and Mallorca’s breathtaking Tramuntana coastline create an unforgettable experience.”

Formentera’s waters rival those of the Caribbean, while Ibiza offers the perfect blend of electrifying nightlife and relaxing days aboard a yacht. Menorca, the quietest of the Balearic Islands, boasts many beautiful beaches and a more serene, less busy atmosphere. A charter yacht like 33m M/Y Benita Blue is the perfect vessel to explore the Balearic Archipelago”

Stephanie Skinner Yacht Charter Broker & Yacht Charter Manager at SNS Yachting

DAY 1: Palma de Mallorca to Cabrera

Begin your charter journey in the captivating city of Palma de Mallorca. The city is a melting pot of ancient history and modern luxury, characterised by its Gothic architecture, bustling markets, and elegant boulevards. Visit the majestic La Seu Cathedral, an architectural masterpiece that stands as a testament to the island’s rich history. Wander through the Old Town’s narrow streets, where you can explore quaint boutiques and vibrant cafés, offering a glimpse into the local lifestyle.

AUTHOR RECOMMENDS: Grab a *café con leche* at the legendary Hotel Cappuccino and soak in the view of a 600-year-old olive tree.

Set sail from Palma to your first destination, the serene island of Cabrera. This protected marine reserve is a haven for nature lovers, boasting crystal-clear waters and an abundance of marine life and very limited yacht numbers. Captain will have to apply for a permit to visit. Cabrera’s unspoiled beauty and peaceful ambience provide the perfect escape from the hustle and bustle of everyday life. Spend the evening on deck, enjoying the tranquillity of the Mediterranean and the stunning views of the sunset.

DAY 2: Cabrera to Ibiza

The next morning, set course for the iconic island of Ibiza, known for its dynamic nightlife and bohemian charm. However, Ibiza is much more than a party destination. The island is home to picturesque villages, beautiful beaches, and a rich cultural heritage. Visit the UNESCO-listed Dalt Vila, a historic fortress that offers panoramic views of the island and the sea. Explore the cobbled streets, lined with boutique shops and art galleries.

Discover Ibiza’s hidden coves and secluded beaches. These tranquil spots offer a perfect retreat for sunbathing and swimming in the azure waters.

As the sun sets, Ibiza’s legendary nightlife comes to life. Whether you choose to dance the night away at one of the island’s famous clubs or enjoy a quieter evening at a rustic beach bar, Ibiza offers an experience for every taste.

AUTHOR RECOMMENDS: Anchor at stunning Cala Tarida and enjoy delicious beachside paella and sunset cocktails at Can Yucas.

DAY 3: Ibiza to Formentera

Formentera, Ibiza’s smaller and quieter sister, is a paradise of unspoiled beaches and crystal-clear waters. The island’s laid-back atmosphere is perfect for those seeking relaxation and natural beauty. Formentera’s beaches are renowned for their fine, powdery sand, which is so unique that it was once used to make hourglasses. Spend the day exploring the island’s picturesque coastline, where you can enjoy water sports like snorkelling and paddleboarding.

Take a leisurely bike ride through Formentera’s fragrant pine forests, or visit the charming village of Sant Francesc Xavier, where you can browse local crafts and enjoy the island’s flourishing culinary scene.

AUTHOR RECOMMENDS: Visit Pastis Restaurant in Sant Francesc Xavier for mouth-watering meat and fish dishes or admire the pristine views from the ever-popular Es Moli de Sal.

DAY 4: Formentera to Es Vedra

Next, sail to the mystical island of Es Vedra, a towering rock formation that rises dramatically from the sea. Es Vedra is shrouded in myths and legends, adding to its enigmatic allure. Some say it is the third most magnetic place on Earth, and its beauty has inspired countless artists and writers. While the island is uninhabited and inaccessible, its breathtaking views can be enjoyed from the water. The sight of Es Vedra at sunset is a truly magical experience, with the rock glowing in the warm evening light.

DAY 5: Es Vedra to Port d’Andratx

Continue your journey to Port d’Andratx, a picturesque fishing village that has evolved into one of Mallorca’s most stylish destinations. Nestled between the sea and the Tramuntana Mountains, Port d’Andratx is renowned for its scenic beauty and sophisticated atmosphere. The town’s harbour is a vibrant hub, filled with luxury yachts and traditional fishing boats. Stroll along the waterfront



Nico de Beer

promenade, lined with chic boutiques and inviting cafés. Port d'Andratx offers a range of dining options, from gourmet restaurants to casual bistros.

AUTHOR RECOMMENDS: Enjoy a glamorous day ashore with gourmet food and views of your yacht in the stunning bay of Cala Llamp at Beach Club Gran Folies. Tender service available.

DAY 6: Port d'Andratx to Port de Sóller

Your next destination, Port de Sóller, is a charming coastal town famous for its beautiful bay and historic tramway. The town's whitewashed buildings and colourful shutters create a picturesque setting, complemented by the lush orange groves that surround the area. The bay is ideal for water sports, with calm waters perfect for kayaking, sailing, and paddleboarding.

SNS Yachting



Nous offers a vibrant nightlife scene, with trendy bars and clubs providing the perfect backdrop for a glamorous evening out.

AUTHOR RECOMMENDS: Have an upscale meal at Yara and enjoy its haute Japanese-Mediterranean fusion cuisine, or spend the day lounging poolside to a DJ set at the newly opened and very exclusive Lobster Beach.



David Vives

DAY 8: Portals Nous to Palma de Mallorca

As your journey draws to a close, return to Palma de Mallorca via the pretty bay of Illetas for your last dip in the Mediterranean's crystalline waters before you return to the Balearic capital, and explore more of its rich history and vibrant culture. Palma's harbour, a bustling mix of luxury yachts and traditional fishing boats, is a microcosm of the island's diverse appeal.

Spend your final day exploring Palma's many attractions, from the elegant Paseo del Born to the bustling Mercat de l'Olivar.

SNS Yachting



AUTHOR RECOMMENDS: Take your sundowners accompanied by delicious Nikkei bites at the Jumeirah Mallorca's Sunset Lounge, which offers breathtaking views from its elevated position overlooking the bay. A complimentary transfer service is available directly from the port.

DAY 7: Port de Sóller to Portals Nous

Your penultimate stop is Portals Nous. Its upscale marina is a playground for the rich and famous, lined with sleek yachts, high-end boutiques and gourmet restaurants, attracting a stylish crowd. Spend the day exploring designer shops, enjoying a cocktail at one of the chic beach clubs, or relaxing on the sandy shores of Platja de s'Oratori. Portals



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Jumeirah Mallorca

By Lucie Gardiner

Mallorca's New Chapter

TRADING THE PARTY FOR PURE LUXURY

In recent years, Mallorca has undergone a remarkable transformation. Once known primarily as a hub for mass tourism and lively nightlife, the island has shifted its focus to appeal to a more discerning crowd. Today, Mallorca stands out as a haven for those seeking “quiet luxury” – a term that encapsulates understated elegance, environmental consciousness, and a deep connection to the island’s natural beauty and cultural heritage. Read on and discover our favourite luxury hotel destinations in the heart of the Balearic Islands.

Elegance on the Edge at Jumeirah Mallorca Hotel & Spa

Perched atop a cliff with sweeping views of the hills and orange groves that surround the tranquil Port de Sóller, the Jumeirah Mallorca Hotel & Spa is a sanctuary of sophistication. This five-star property is renowned for its breathtaking views of the Mediterranean Sea and the Tramuntana Mountains, a UNESCO World Heritage site and world class service afforded by their expert international team. The hotel’s design is a seamless blend of traditional Mallorcan architecture and modern luxury,

with 121 rooms and suites that offer panoramic vistas. The Talise Spa is a highlight, offering treatments that draw on the island’s natural resources, such as olive oil and citrus fruits. The spa’s outdoor hydrotherapy pool, surrounded by fragrant pine trees, provides a serene escape. Dining at the Jumeirah is an experience in itself, with the Cap Roig restaurant serving fresh seafood against the backdrop of a stunning, uninterrupted sea scape. For a more casual, but no less glamorous vibe, the Sunset Lounge is perfect for enjoying expertly mixed cocktails, enjoyed to the DJ soundtrack of Balearic beats as the sun dips below the horizon—absolute bliss.



Son Bunyola Hotel

Retreat in Eco-Luxury at Branson’s Son Bunyola Estate

On the northwest coast of Mallorca, nestled within a sprawling 810-acre estate, lies Son Bunyola, a luxury hotel owned by Sir Richard Branson.

This historic 16th-century finca has been meticulously restored and transformed into a boutique hotel with 26 rooms, each exuding unique charm. The estate, which includes olive groves, vineyards, and three miles of pristine coastline, is a UNESCO World Heritage site, emphasising its cultural and ecological significance.

Son Bunyola offers guests an intimate connection with nature, with opportunities for hiking, cycling, and even participating in local agricultural activities. The hotel’s design honours its heritage, with Mallorcan architects and interior designers preserving the original character of the finca. Guests can enjoy authentic Mallorcan cuisine at the hotel’s two restaurants, with ingredients sourced directly from the estate’s gardens.

What sets Son Bunyola apart is its commitment to sustainability. The estate is actively being reforested, with over 200 trees planted recently and plans are in place to revive the vineyards, with the first wines expected by 2026. This eco-conscious approach, combined with luxurious accommodations, makes Son Bunyola a standout on the island.

Petr Slovaček





Hotel Formentor

A Regal Return of the Grand Dame at the Hotel Formentor

The Four Seasons Hotel Formentor, recently reopened after an extensive renovation, is set to become one of the most sought-after destinations in Spain, if not the world.

This iconic property, which has hosted celebrities and royalty since its original opening in 1929, is located on the northern tip of Mallorca, surrounded by lush gardens and overlooking the pristine turquoise waters of the Formentor Peninsula—more reminiscent of the Caribbean than the Mediterranean.

The hotel's renovation has preserved its historic charm while introducing contemporary luxury. The 110 rooms and suites are designed to reflect the natural beauty of the surroundings, with neutral tones and large windows that frame the stunning views.

Culinary excellence is at the heart of the Four Seasons experience and, by 2025 they will have seven different offers from Pastry shop to a signature Nikkei restaurant. Currently open, the hotel's restaurant MEL, the Catalan word for honey, offers a menu that celebrates the flavours of the Mediterranean, with an emphasis on locally sourced, farm to table ingredients.

The spa, a sanctuary of wellness offers treatments inspired by the island's natural elements.

Arrive at the Hotel Formentor via your yacht at their private dock, or enjoy a transfer service from Mallorca's airport to Port de Pollença, where the Hotel's private luxury boat will collect you and swiftly transport you by sea across the bay to arrive in style.

Expect this hotel to be on everyone's bucket list.



Hotel Formentor



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Ophelie Bleunven

BEYOND SUPERYACHTS

The Rise of Ultra Luxury Small Cruise Ship Charters

By Lucie Gardiner



Four Seasons Yachts

For those accustomed to the luxury of superyacht charters, the idea of chartering an entire cruise ship might initially seem unconventional. However, for large-scale events, corporate functions, or extensive family gatherings, this emerging option offers a compelling alternative. Leading companies such as Ponant and Scenic are redefining the charter landscape by offering vessels that cater to larger groups without compromising on luxury.

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Scenic Eclipse Chef's Table

From explorer vessels with polar capabilities, submersibles, and hybrid electric propulsion to unique, multi-sensory lounges located below the waterline, these ships present a new and enticing option for the traditional superyacht charter client. Notably, luxury hotel chains like the Four Seasons and Aman group are also entering the ultra luxury small ship market, with vessels designed by industry icons Espen Oino and SINOT in build and set to launch in 2026 and 2027, respectively. Here's why an ultra-luxury boutique cruise ship charter might be the next choice for your UHNW clients.

Beyond the Conventional

While these vessels might not provide the intimate feel of smaller yachts, they more than compensate with advanced technology and exceptional amenities. Designed for global exploration, they access remote destinations with ease. Offering wellness centers, multiple dining options, and cinemas, some vessels also feature ice-class capabilities, allowing them to navigate polar regions. For instance, the newly launched Scenic Eclipse, equipped with the Triton 660/9 AVA submersible for dives up to 200 meters, and onboard heliops specialists, brings a superyacht-level experience to adventurous charters.

Tamar Sarkissian



Exceptional Value

One of the most attractive features of chartering a boutique cruise ship is the value it offers through its all-inclusive pricing model. Unlike traditional yacht charters, there are no APA fees or additional port charges to worry about, as nearly all costs are covered upfront. This includes fine dining, premium beverages, transfers, onboard Wi-Fi, portage, gratuities, and taxes. This transparent pricing structure ensures clients can enjoy their cruise without unexpected costs, and the all-inclusive approach provides exceptional value, particularly compelling when compared with hiring multiple private yachts to accommodate your party.

Go Large

When the 12-guest limit of traditional superyachts becomes a constraint, ultra-luxury boutique cruise ships offer an exceptional alternative. These vessels are perfectly suited for large gatherings that require significant guest capacities, without compromising on luxury or exclusivity. Whether it's a high-profile corporate event, a lavish wedding, or large family gathering chartering an entire vessel ensures that your clients enjoy unparalleled privacy and convenience. There's no need to shuttle guests between smaller vessels when everyone can share the same expansive and luxurious space. The spaciousness of these ships allows for a wide array of activities, accommodating everything from formal dinners, cocktail receptions, and gala events to private entertainment and bespoke experiences on a grand scale. With multiple dining venues, event spaces, and lounges, these ships can seamlessly host large parties, ensuring that every guest enjoys the same level of luxury and attention. The ability to customise every aspect of the event—from the menu to the entertainment—further enhances the appeal, making these vessels ideal for creating memorable and unique celebrations at scale.

Nicolas Matheus



Photocredits: © Thomas Pagani



Photocredits: © Thomas Pagani

SX112: The sea on board.

Observing the superstructure that reaches forward, and the beach area with the proportions of a large terrace, it becomes immediately clear that the SX line is a revolutionary project. Functions and uses of spaces intertwine, giving rise to a “crossover” yacht that is perfect for the sophisticated contemporary owner.

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SX112



A Promising Future CROATIA'S COMMITMENT TO SUSTAINABLE TOURISM

Over the past years, Croatia has emerged as a magnet for tourists drawn by its breathtaking landscapes, vibrant cultural tapestry, and diverse ecosystems. With the growth in the number of arrivals and overnight stays, the question arises - how can this beauty be preserved for future generations? The solution lies in sustainable tourism. Sustainable tourism seeks to maintain a balance between reaping the benefits of tourism and conserving the environment, culture, and community of the destination.

During 2022, Croatia saw an impressive surge in tourism, marking a 37% increase in arrivals and a 25% increase in overnight stays compared to 2021. This trend of growth continued into 2023. Approximately 15% of the country is under some form of nature protection, positioning Croatia as one of the most environmentally preserved countries in Europe. Accommodation providers play a pivotal role in fostering sustainable tourism. Implementing eco-friendly practices such as reducing energy consumption, minimizing waste, and supporting local communities can greatly contribute to sustainable development.

Tourism can strain ecosystems, contribute to pollution, and exhaust natural resources. In Croatia, maintaining ecological balance is crucial due to its diverse ecosystems and natural treasures. Sustainable tourism practices aim to minimize these.

Behind Luxury Living Croatia lies a deeply rooted idea of sustainable development in luxury tourism and lifestyle. We recognize the unique allure of Croatia as a premier destination and consider it our responsibility to provide relevant and verified information about luxury accommodations, offerings, and services in this stunning country. Our vision is to be the voice of Croatia's luxury industry, showcasing the wealth and diversity Croatia offers to the world.

Luxury Living Croatia will soon launch its exclusive VIP club. Club members will have access to exclusive offers and personalized travel plans. Our goal is to create a network that connects all service and product providers in Croatia, integrating them with our members to create offers tailored to their individual needs. In this way, we not only influence the market offerings but also directly shape the tourist experience. Visit their website and subscribe!



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we improved a
yacht-charter
website



SAILING IN AUTUMN IS A MUST

Julien Duval

Croatia's coastline stretches 6,278 km, presenting an exciting challenge with its 1,244 islands, islets, rocks, and reefs. Year-round, you'll find thousands of wet and dry berths, modern marinas with yachts available for hire, and professional sailing courses to join. Island hop through the Kornati archipelago, mooring in secluded bays or natural shelters, enjoy underwater fishing around Pakleni Otoci, and visit the iconic lighthouse on Palagruža, Croatia's most remote island. Don't miss the chance to moor at the stunning Elaphiti Islands for an unforgettable experience.

Autumn is the perfect season for sailing in Croatia, offering a host of advantages. The temperatures are comfortably mild, making it neither too hot nor too cold. Breathing feels easier, as there's no heat wave to contend with, and you can head outside without the constant need for sunscreen. Moreover, you won't waste time



Aleksandar Gospić

Julien Duval

standing in long lines, allowing for more time to focus on yourself and your favorite pastimes.

#CroatiaFullOfDiversity

Picture yourself sailing through a sea rich in culture, with 10 UNESCO World Heritage Sites just a short mooring away. Explore the historic treasures of Poreč, Zadar, two in Šibenik, Trogir, Split, Stari Grad, and Dubrovnik—all easily within reach on your journey. Croatia offers crystal-clear waters, a mix of sandy and pebbly beaches, charming coastal towns, and fascinating historical landmarks. Sea enthusiasts will appreciate Croatia's mild Mediterranean climate, delicious local cuisine, and vibrant cultural heritage. It's the ideal destination for a summer boating vacation.

#CroatiaFullOfIslandsToDiscover

Planning a last-minute sailing trip to Croatia is a breeze, and the rewards are plentiful. Whether you're seeking a romantic escape or a fun getaway from the hustle of city life, the natural beauty and charm of island towns offer a rewarding experience. A peaceful autumn morning will leave you feeling recharged, as though you've been at sea for far longer than just two days, filling you with positive energy.

There are more than a thousand islands and countless sailing memories – and the best part is, you don't have to imagine it because it's already a reality. Croatia invites you to experience an unforgettable sailing adventure.

Julien Duval

Julien Duval



PHOTOS: GALEŠNIAK (JULIEN DUVAL); BRIJUNI NATIONAL PARK (JULIEN DUVAL), LASTOVO (JULIEN DUVAL)



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interior design by Salt & Water studio

REDEFINING YACHT SALOONS WITH NATURE AND ECO-CONSCIOUS DESIGN

By Svetlana Mojic Dzakula

In yacht interior design, it's rare to find a style that appeals universally—whether to clients, designers, yacht crews, or seasoned sailors. However, the unexpected challenges of the COVID-19 pandemic spurred a design evolution.

As our movements were restricted and our appreciation for nature grew, a new aesthetic emerged. By 2024, this style—warm minimalism—has flourished, blending simplicity with comfort in the luxurious saloons of mega yachts. This shift has rekindled our connection to nature, merging elegance with the tranquillity of the natural world.

As our bond with nature strengthens, there's a growing demand for yacht interiors that harmonise with their surroundings. This trend is evident in the rise of the warm minimalism design philosophy that champions simplicity, open spaces, and a profound connection to nature and sustainability. Modern yacht saloons now exude a refined elegance, featuring furniture with clean, simple lines crafted from a variety of materials and textures, often creating striking contrasts. This blend of simplicity and richness results in interiors that are both luxurious and welcoming.

The aesthetic combines the streamlined principles of minimalism with earthy tones, natural materials, and cosy textures. This style transforms spaces into serene, inviting environments filled with natural light. By prioritising open spaces and minimising partitions, yacht interiors feel more expansive and fluid, enhancing the sense of freedom that life at sea offers.

A significant trend in yacht design is the use of natural and sustainable materials. Bamboo, banana plant trunks, and organic fabrics have become essential in luxury yacht interiors. These eco-friendly choices set a new standard for elegance that respects the environment. Materials like wood, stone, and soft fabrics bring a touch of the outdoors inside, making yacht saloons feel both inviting and grounded. The emphasis on texture is crucial; fabrics designed for yacht conditions mimic natural materials like linen and jute, appearing rough but feeling smooth and soft to the touch.

This trend has seen a shift away from Alcantara and artificial leather towards more tactile, natural options. For example, armchairs upholstered in coarse-weave fabrics with smooth, monochromatic leather accents add sophistication, transforming them into functional art pieces.

Lighting plays a vital role in creating a cosy atmosphere and supporting sustainability. Strategically placed LED fixtures highlight natural textures and materials, making spaces feel warm and welcoming. LEDs are energy-efficient and long-lasting, reducing environmental impact. While the decor remains simple in line and colour, it adds personality through contrasts with surrounding elements, making the space engaging without overwhelming it.

In line with the principles of warm minimalism, yacht interiors now embrace open spaces that facilitate movement and provide breathing room. This design approach for luxury yachts showcases sleek lines and high-quality craftsmanship, creating environments that feel both spacious and serene while maintaining elegance. Yacht owners have long valued the flexibility of indoor-outdoor design, which integrates sunlight, shade, sea breezes, ocean views, and climate control into a cohesive experience. This seamless blend of indoor and outdoor areas strengthens the connection to nature, making the yacht feel like an extension of its natural surroundings.



interior design by Salt & Water studio





Interior design by Salt & Water studio

The dynamic nature of yacht interiors is further enhanced by asymmetrical forms and curved lines. These elements break the monotony of traditional designs, drawing inspiration from nature's fluidity and organic shapes. This touch of surprise and individuality allows owners to express their unique tastes through their furniture choices. While functionality remains essential, the focus is on creating visually appealing and practical pieces. Colours inspired by nature—warm neutrals accented with shades reminiscent of the ocean, beach, or forest—foster tranquillity and a deeper connection to the natural world.

Modern trends in mega yacht saloon design reflect a broader movement towards simplicity, natural materials, and sustainability, fostering a seamless connection with the environment. By embracing warm minimalism, eco-friendly materials, open spaces, and thoughtfully designed lighting, yacht interiors are evolving into serene, welcoming retreats that combine elegance with comfort.

These trends continue to redefine the boundaries of luxury and innovation in yacht design, all while honouring and preserving the natural world.

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CRONOPI JEWELRY



■ Tell us about your background.

I am Marija Galić, hailing from Podgora in Dalmatia. Born by the sea, my life has been intrinsically linked to it. I graduated in Maritime Management from the Maritime Faculty in Split and worked in various roles on ships before founding my nautical jewellery business, Cronopi.

■ Describe yourself in three words.

Creative, sea soul.

■ How did you begin in the nautical industry?

It was a natural progression. My first job was as a sailor on a day-trip ship, handling mooring and guest services.

■ Which work experience stood out for you?

Skippering a speedboat for one-day trips from Makarska Riviera to Hvar and Brač was a favourite. These trips involved exploring hidden bays and family-run restaurants, offering guests a unique Adriatic experience.

■ What are the challenges of working on ships?

The lack of personal time was a significant challenge. It wasn't easy to develop my business, which started as a hobby while working on ships.

■ What lessons did you learn as a yacht stewardess?

I haven't worked on superyachts but rather on Croatian mini-cruisers. They operate on fixed routes and offer a different experience compared to the luxury and customization of superyachts.

■ How did Cronopi start?

Cronopi began during my college years as a hobby, blending my love for the sea and creativity. It evolved from sharing nautical experiences to a brand with a dedicated community.

■ What were your initial products and direction?

The first products were rope bracelets and key chains with nautical motifs. The quality and design have significantly improved since then, but the nautical theme remains central.

■ How was the initial reception to Cronopi?

Friends were supportive, while my parents were initially sceptical. However, they now take pride in my business, which has gained recognition in souvenir shops.

■ How did Cronopi become a full-time job?

It required time, persistence, social media presence, and creativity. I balanced skippering speedboats with developing Cronopi.

■ What inspired you to distribute your products on ships?

The idea came from a shipowner who saw the potential in my handmade nautical-themed gifts for guests.

■ How is Cronopi expanding within the charter industry?

Although still growing in this market, the positive feedback from initial collaborations shows potential. Personalized key chains and bracelets for guests are popular items.

■ What advice would you give to new entrepreneurs in the charter industry?

Patience, persistence, and networking are crucial. Personal connections often open doors to present your products to potential clients.

■ Which of your jewellery models are most popular in the charter market?

Rope key chains designed as pendants are particularly popular, as they resonate with nautical enthusiasts.

■ Where do you find inspiration for your designs?

The sea is my main inspiration. Being surrounded by nautical elements daily sparks creativity for new products.

■ Does Cronopi operate outside Croatia?

Not yet, but I look forward to future opportunities.



■ What distinguishes a successful brand?

Quality products, market knowledge, innovation, and a personalized approach are key. Passion and love for your work are equally important.

■ How has participation in the International Charter Expo (ICE) impacted your business?

ICE has been instrumental in forming valuable connections and opening doors for potential collaborations. It's an excellent platform for anyone in the nautical industry.

■ What is your favourite collaboration so far?

Working with the Croatian Maritime Museum in Split and the popular football club HNK Hajduk are among my favourites. Both partnerships validate the quality and success of Cronopi.

■ What are your future aspirations for Cronopi?

I envision Cronopi as a well-established brand with a broader product range and more collaborations within the nautical industry.



Charter Market Shakeup

AI REDEFINES HOW CLIENTS FIND CHARTER YACHTS

by Selma Ćubara / čarter.hr

The Traditional Yacht Search: A PROCESS IN NEED OF CHANGE

The yacht charter industry has long relied on traditional methods for clients to find and book their ideal vessels. This process often involves extensive research, multiple consultations with brokers, and significant time spent evaluating options. However, as consumer expectations evolve and technology advances, there is a growing recognition that the conventional yacht search needs transformation.

The traditional methods can be laborious and lack the speed and precision that modern clients demand. Many potential charterers are overwhelmed by the sheer volume of choices available and the lack of transparency in pricing and availability. Consequently, the industry is ripe for disruption, particularly through the integration of artificial intelligence (AI) technologies that can streamline the search and booking processes.

AI-Powered Platforms: SPEED, PRECISION, AND TRANSPARENCY IN YACHT SELECTION

AI-powered platforms are emerging as a game-changer in the yacht charter market. These technologies enhance the client experience by providing faster and more accurate search capabilities. By utilizing advanced algorithms, AI can analyze vast amounts of data to match clients with yachts that meet their specific preferences and requirements.

For instance, optimised and carefully designed AI systems can optimize yacht operations by adjusting factors such as propulsion and routes based on real-time data, leading to improved energy efficiency and reduced operational costs. Additionally, intelligent search and booking systems can simplify the reservation process, integrating user preferences to highlight options that align with personalised experiences.

Another significant advantage is the transparency offered by AI. Clients can access real-time information about yacht availability, pricing, and features, enabling them to make informed decisions without the ambiguity that often accompanies traditional brokerage methods. This level of transparency enhances client trust and fosters a more competitive environment among charter operators.

Opportunities for Brokers: EMBRACING AI TO ENHANCE SERVICE AND STAY COMPETITIVE

For yacht brokers, the rise of AI presents both challenges and opportunities. Those who embrace these technologies can significantly enhance their service offerings, providing clients with a more efficient and personalized experience. By integrating AI tools into their operations, brokers can streamline their workflows, allowing them to focus on building relationships and providing high-value services rather than getting bogged down in administrative tasks.

Moreover, AI can assist brokers in understanding market trends and customer preferences through data analytics. This insight enables them to tailor their offerings and marketing strategies more effectively, ensuring they remain competitive in a rapidly evolving marketplace. Brokers who leverage AI will not only improve their operational efficiency but also enhance their reputation as forward-thinking professionals in the yacht charter industry.

THE URGENT NEED FOR DIGITAL ADOPTION IN YACHTING

The yacht charter industry is at a crossroads, with digital adoption becoming more and more important. As clients become more accustomed to seamless online experiences in other sectors, the expectation for similar efficiency in yacht charters is growing. Companies that fail to adapt risk losing market share to more tech-savvy competitors. Integrating AI into yacht charter operations is not merely a trend but a fundamental shift in how the industry operates. By embracing digital tools, yacht charter companies can enhance customer satisfaction, improve operational efficiencies, and drive growth.

The future of yacht charters lies in the ability to harness technology to meet clients' evolving demands, ensuring that the industry remains relevant and competitive in a digital age. In conclusion, the charter market shakeup driven by AI is not just an opportunity for innovation; it is a necessity for survival in an increasingly competitive landscape. Embracing these changes will redefine how clients find and book charter yachts, setting a new standard for service excellence in the industry.



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Cross-Industry Collaborations EXPANDING REACH THROUGH STRATEGIC PARTNERSHIPS IN LUXURY MARKETS

by Selma Čubara / čarter.hr

In the luxury market, exclusivity has always been the name of the game. However, in an era where innovation is key to staying relevant, the old business ways might not be enough to keep you afloat—literally and figuratively.

The yacht charter industry, steeped in tradition, is beginning to take notice of a trend that has proven successful in other luxury sectors: cross-industry collaborations. By collaborating with businesses outside of the typical nautical realm, yacht charter firms may reach new consumer bases, offer unique experiences, and eventually grow their reach in ways they never dreamed of.

Unlikely Partnerships in Luxury

Look at the effective collaborations we've seen in recent years. Consider the collaboration between automotive giants and fashion houses, such as the iconic partnership between Bugatti and Hermès. By combining the worlds of supercars and haute couture, these companies have produced products that appeal to their current customer base and new, wealthy clients who may not have considered their offers before. What was the result? A win-win scenario in which both businesses profit from the increased reach and improved brand image that comes with such a high-profile partnership.

Rethinking Yacht Charter Strategies

So, why isn't the yacht charter sector embracing this approach yet? It's easy to think that the yachting world's exclusivity should be protected at all costs, yet this perspective might be limited.

AI generated photo
Cayetano Gros

By looking beyond the horizon and forming collaborations with brands in fashion, technology, and even hospitality, yacht charter businesses may provide experiences that are not just luxury but also inventive and memorable.

Tapping New Markets with Alliances

Imagine a combination between a high-end technology firm and a yacht charter company. This might lead to boats being equipped with cutting-edge smart technology, providing the perfect combination of luxury and convenience for tech-savvy high-net-worth people. Consider collaborating with a well-known chef or culinary brand to provide a yacht charter package that includes a unique dining experience cooked by a Michelin-starred chef. These are the sorts of experiences that might distinguish a yacht charter business in a competitive market by providing something really distinctive and appealing.

Innovative Yacht Experiences

Furthermore, these alliances are about more than simply acquiring new consumers; they are also about

strengthening ties with current clients. Luxury customers now want experiences that align with their lives and personal brands. By collaborating with other luxury brands, yacht charter businesses may provide a more personalised and comprehensive experience that extends beyond a few days on the sea.

Expanding Beyond Nautical Norms

The potential for cross-industry collaborations in the yacht charter market is huge, yet it remains largely untapped. The success of such collaborations in other luxury industries should serve as a wake-up call to the yachting industry. If done correctly, these partnerships may result in additional income streams, increased brand reputation, and a better position in the competitive luxury market.

So, what's stopping us? It's time to rethink old concepts of exclusivity and embrace the opportunities that come with strategic partnerships.

The future of the yacht charter sector may well be in the hands of those ready to cooperate, develop, and look beyond the yacht itself.



When hiring gets tough, turn the wheel in our direction.

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posao.hr

By Jessica Dunnett

BLUE DUCKS ARE CHAMPIONING MENTAL HEALTH AWARENESS IN THE YACHTING INDUSTRY

Blue Ducks was founded by a trio of industry veterans, Ed and Jess Dunnett and Tony Stout, who recognised a critical need for change in the yachting sector in regards to mental health awareness. The foundation's mission is clear, to champion the mental health of yacht crew members and yachting professionals through dedicated fundraising efforts.

Blue Ducks is not a charity, but a purpose-driven company committed to supporting the charities that provide mental health support and for companies offering training, therapy and supportive services to our industry.

The world of yachting, while glamorous and adventurous, presents unique challenges. The demands of long hours, isolation, intense physical demands and maintaining exceptionally high standards can significantly impact mental health and quite often lead to burn out.

Acknowledging these challenges, Blue Ducks is dedicated to making a meaningful difference and provide the industry with a supportive platform to find help, raise funds and most importantly talk freely about these challenges.

On May 3rd 2024 the first annual Blue Ducks Charity Gala took place. Over 150 industry professionals and yacht crew came together against the stunning backdrop of Villa Djunah in the Côte d'Azur to talk openly and honestly about mental health within our industry and proudly raised €7000 for ISWAN and the Welfare of Yacht Crew project, which includes the delivery of the Yacht Crew Help service.

The foundation was supported by yachting companies Ocean Pantry, JMS Yachting and M/Y Triumph for the event and over 10 other yachting companies supported by donating prizes for the charity auction.

Co-Founder Jess Dunnett explained the next steps for the foundation.



"We are working towards our next Charity Gala in May 2025 where we hope to again raise funds for ISWAN but also for training. A goal we would like to work towards is for all yacht crew and industry professionals to have completed the Mental Health First Aid Course. This training is vital in prevention and the key in nurturing a healthy and resilient yachting industry."

One of our endorsers Emma Ross from Sea the Mind provides Mental Health First Aid courses addresses this pointedly. "We all recognise the need for healthy and robust physical well-being. Seafarers are mandated to take First Aid courses to supplement their knowledge and understanding, so they can be well informed and potentially preserve life, prevent further harm, promote recovery and provide comfort to the person who is ill or injured. We believe the same should be done for Mental Health"

On the Blue Ducks website Seas the Mind and other companies providing support can be found under the Find Help tab as well as the Yacht Crew Helpline, a free 24-hour multilingual helpline for seafarers and their families is available across the page. [Blueducks.org](https://blueducks.org)

HOW YOU CAN CONTRIBUTE

Spread the Word:

Help amplify the message across your networks. "Do you give a Duck?"

Engage in Blue Ducks Events:

Be part of the next auction and black-tie event.

Support Through Merchandise:

Wear the merchandise to show your support.

Donate: Every contribution takes us a step closer to our goal.

And if you are interested in being involved in the next charity Gala, please contact **Jessica Dunnett at jess@blueducks.org**





Discover Europe's Hidden Gem

THE GREAT MASURIAN LAKES TRAIL

By Anthony Tobin



Nowy Sztynort Sp. z o.o. Nowy Sztynort Sp. z o.o.

For sailors seeking a unique and captivating experience, the Great Masurian Lakes Trail in Poland offers an undiscovered paradise that combines natural beauty, rich history, and thrilling adventure.

Each lake along the trail has its own distinct character and charm, from the serene waters of Lake Świącajty to the rugged coastline of Lake Niegocin, offering a variety of sailing conditions and landscapes to suit every preference.

One of the standout features of sailing on the Great Masurian Lakes Trail is the stunning natural beauty that surrounds you at every turn. Lush forests, picturesque lakeside villages, and breathtaking vistas create a scenic backdrop that enhances the overall sailing experience. The tranquil waters of the lakes are perfect for both novice and experienced sailors alike, providing a safe and enjoyable environment to hone your sailing skills or simply relax and unwind.

In addition to its natural beauty, the Great Masurian Lakes Trail is steeped in rich history and cultural heritage. Ancient castles, historic towns, and archaeological sites dot the landscape, offering sailors the opportunity to explore and learn about Poland's fascinating past. The region's unique blend of Polish and Prussian influences adds depth and richness to the cultural experience, making each sailing journey along the trail a truly memorable and educational experience.

For those seeking adventure, the Great Masurian Lakes Trail offers a wide range of outdoor activities to enjoy both on and off the water. Kayaking, fishing, cycling, and hiking are just a few of the activities

available, ensuring there's something for everyone to enjoy during their time on the trail.

For sailing enthusiasts, the Great Masurian Lakes Trail, offers a diverse range of charter options to cater to every sailor's needs. Whether you're seeking the spacious comfort of a motor vessel or the exhilarating experience of a sailing yacht, you'll find the perfect vessel to navigate the pristine waters of Lake Świącajty and beyond. So if you're looking for a new sailing adventure, The Great Masurian Lakes Trail is well worth the trip.

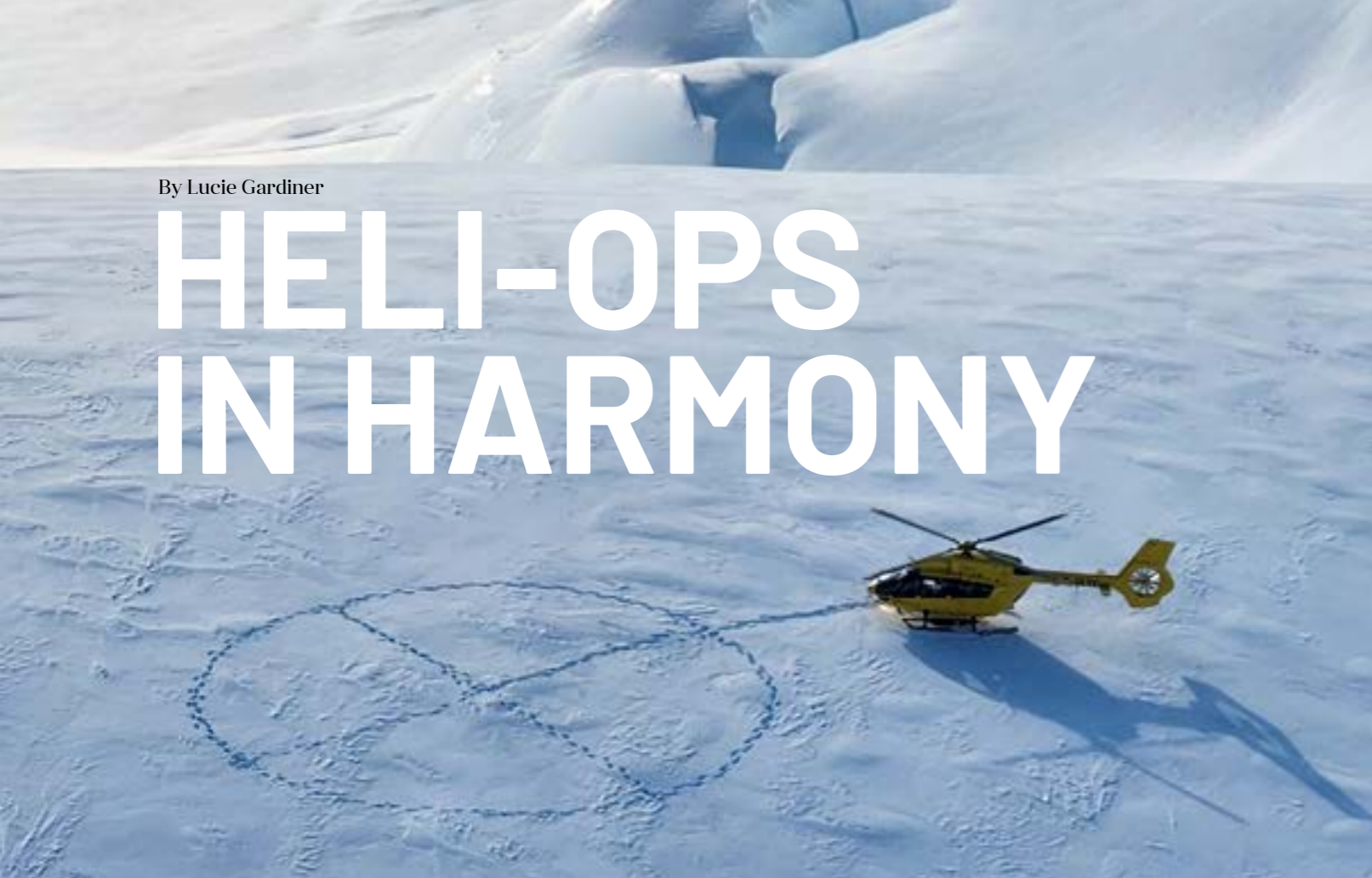
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By Lucie Gardiner

HELI-OPS IN HARMONY



Explore the future of remote helicopter operations in our interview with Felix Christians.

Felix Christians is a remote helicopter operations expert and founder of the specialist superyacht heli-ops advisory firm, Helicopter on Yachts. He sat down with us to discuss the intricacies and importance of sustainable practices in some of the world's most pristine and fragile environments. From the icy expanses of Antarctica to the remote wilderness of Greenland, Felix offers a nuanced analysis of heli-enabled tourism and its environmental, regulatory, and community impacts.

With the rise of explorer yachts and expedition-style tourism, what steps should be taken to ensure sustainable helicopter operations?

Felix observes a significant increase in explorer vessels, driven by clients eager to explore remote regions. "This is beneficial to the helicopter industry and vital for indigenous communities," he says. "Open communication and respectful treatment of their lands and environments are paramount. Failing to engage locally leads to misunderstanding and resentment, often resulting in bans or restrictions."

Can you explain the importance of sustainable helicopter operations in remote areas like Greenland, Canada, Patagonia, and Antarctica?

"Doing anything sustainably starts with the right mindset," he acknowledges. Helicopter operations in wilderness areas can be disruptive, mainly due to noise, but he insists it doesn't have to be. "Nature is very resilient; it's about finding the right balance for visitors to a region."

Felix points out, "The carbon footprint of a helicopter is negligible compared to the ship that brought you there." He highlights the industry's shift towards using Sustainable Aviation Fuel (SAF), expected to be fully adopted by 2030. "The uniqueness of these remote regions attracts people, but increased visits can erode the very reasons these places are special. It also increases stress on local wildlife." Engaging knowledgeable organisations to guide and plan visits is key to maintaining this balance and preserving these areas.

How do organisations like IAATO and AECO influence helicopter operations, if at all?

"IAATO provides basic 'flying behaviour' guidelines and information to pilots on sensitive areas to avoid," he

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explains. Recently, they self-imposed additional “no-fly” zones to reduce environmental impact and ensure traffic separation in heavily visited areas.

However, AECO (Association of Arctic Expedition Cruise Operators) does not yet have a similar working group for helicopter operations. “While both organisations set broad guidelines, they do not engage with local communities to ensure that helicopter operations align with their expectations and wishes.” Felix is working to address this oversight within the industry. He stresses the importance of engaging local communities, particularly in Greenland. “When seeking aviation permits, it’s crucial to engage on the local level to self-regulate impact. Greenland requires additional operating approval from regional ministries, and without knowledgeable local representation, you’re unlikely to succeed.”

How do you engage with local communities to ensure that helicopter operations do not negatively impact local wildlife and ecosystems?

“Engaging with local communities in Greenland is facilitated through representatives or attachés.” Indigenous leaders provide invaluable insights on where and when helicopter operations should be conducted to avoid disturbing wildlife. Building trust and personal relationships with these communities is essential.

“Gathering relevant local knowledge and presenting it in an easily understandable way to the ministries is crucial. Visitors must conduct operations responsibly to ensure they can return year after year. A single social media post of a helicopter chasing a polar bear could lead to complete restrictions.”

Why is it crucial to involve a helicopter professional in the planning and design phase of a vessel intended for heli-ops?

“Traditional yacht construction focuses on maritime aspects, often overlooking aviation needs, leading to inadequate integration and compromised safety.” He emphasizes the importance of considering elements like passenger mustering, refuelling systems, flight planning, and joint crew training. “Accidents happen, and as the industry grows, we must ensure we get it right from the start. A helicopter accident at sea in the tourism sector would bring significant regulatory changes and increased operating costs.”

What are the current standards for helideck team training, and where do they fall short?

Felix identifies two categories of training: formal helideck training under the Large Yacht Code and helicopter operations support roles. He notes a regulatory gap for ships with more than 36 passengers, highlighting the need for ship-specific training programmes created jointly by vessel and helicopter operators.

Why do many ships avoid running routine helideck safety drills involving the aircraft?

“Ships often avoid planning drills to maximise profit and minimise cost. Training is often outsourced, meaning crews may not run live drills together at sea,” Felix explains. He advocates for a mindset shift, emphasising the need for aviation to be an integral part of ship operations, requiring time and money for training and SOP development.



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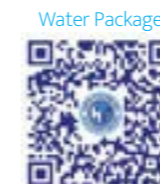


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Meet the Team Behind YACHTMASTER GROUP

At the helm of Yachtmaster Group, we are a dedicated collective of professionals managing prestigious global projects, including the International Charter Expo, Croatia Yacht Show, Charter Meetup, Icebreaker, and Icemarket.

But we are far more than just a team—we are a close-knit group of driven individuals united by a passion for fostering growth within

the yacht charter industry through innovative B2B events and cutting-edge digital solutions, all while ensuring that fun remains at the heart of what we do.



Leadership & Operations

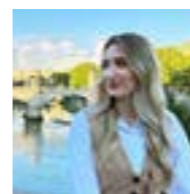


ANTONIJA HAJMAN ČAGALJ has been a cornerstone of Yachtmaster Group since 2018. What began as a role she expected to hold for just a few years has transformed into a deep commitment to a company that feels like family. Antonija thrives on the dynamic environment, where she leads by empowering her team, encouraging them to grow and take on new challenges. Outside of work, Antonija is an avid traveler, always seeking her next adventure whenever she has a free moment.



ANTONIJA BEBEK ČULJAK has been with Yachtmaster Group since 2018. Despite her self-professed aversion to sales, Antonija excels in her role, proving that a soft soul can achieve great things. Her offbeat sense of humor and relatable experiences, like enduring our sailing team-building events, endear her to the entire team. Outside of the office, she finds joy in spending time with her daughter, who loves to practice makeup on her.

Marketing & Communications



PATRICIA MAK has been with us since last summer, and her journey from aspiring marketing agency professional to Yachtmaster Group has been filled with discovery and growth. Though her appearance might suggest a strict demeanor, Patricia quickly disarms colleagues with her warmth and humor, making her a beloved figure in the office. An enthusiastic traveler, Patricia seizes every opportunity to explore new destinations.



MIA SEKIĆ is a student of public relations and a dynamic addition to our marketing team. Her creative talents, whether expressed through drawing or her witty humor, make her a joy to work with. Mia's knack for dark humor adds a unique flavor to our coffee breaks, making her both the office comedian and provocateur.

Sales & Organizational Support



ANA MARIJA ZAGODE brings a love for the Adriatic Sea and a communicative spirit to her role. A sociology graduate, Ana Marija enjoys reminding us that long winters give way to sunny summers. Known for her jokes and insider knowledge of the best local ice cream spots, she keeps the office atmosphere light and engaging.



IVONA MEŠTROVIĆ joined our ranks in the summer of 2023, transitioning from political science to the yacht charter industry—a move that was both unexpected and enriching. Her passion for customer support and the camaraderie within the team make her an invaluable asset. Ivona's love for a good laugh, even in the most unexpected moments, highlights the vibrant spirit she brings to the office.



NOËLLE MAKSAN is affectionately known as our “Office Mom.” With an intuitive understanding of what her colleagues need, she provides warmth and support, making the office feel like a second home. Her love for the sea is reflected in both her professional and personal life, where she balances her passion for the ocean with a deep affection for animals, movies, music, and literature.

Together, we are Yachtmaster Group – a team dedicated not only to the success of our projects but to each other's growth and well-being. Our shared sense of purpose and commitment to excellence drive us to create exceptional experiences in the yacht charter industry.



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