

No. 04/2021

The first B2B Yacht Charter Magazine

Icebreaker

Interview

Loic Bonnet

Sailing Areas

Turkey

Yacht Sales

Icemarket on the Rise

Events

ICE'22 – The One Place to
Meet Them All

Charter Meetup
– Meet the Greeks

Environment

Covid Effect on
the Environment

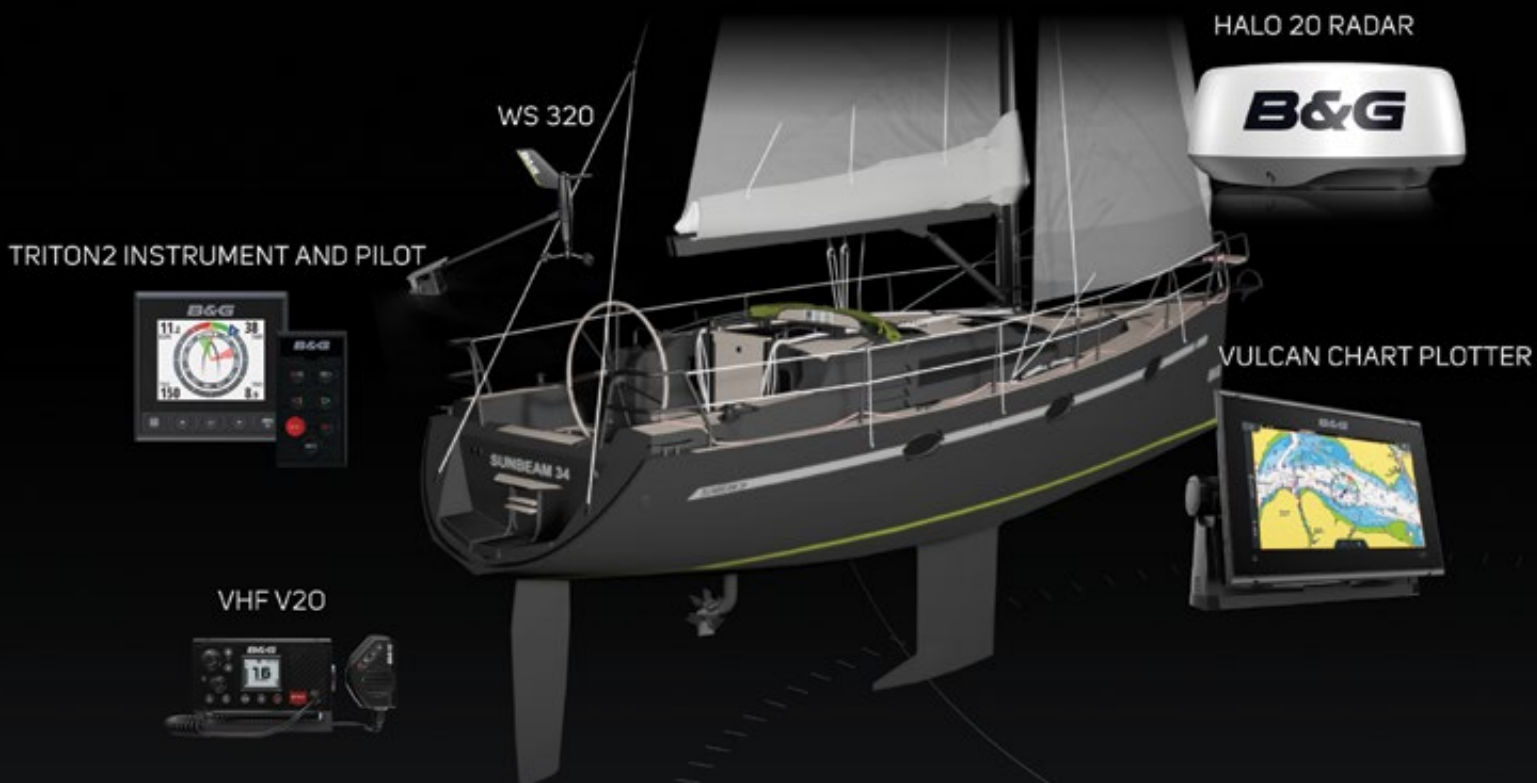
Charter Business

The Digital Itinerary Evolution

The PPF Acquisition

B&G

Passionate about sailing



TRITON2 INSTRUMENT AND PILOT

WS 320

HALO 20 RADAR

B&G

VULCAN CHART PLOTTER

VHF V20

MERIDIAN

**AUTHORISED DEALER FOR CROATIA, SLOVENIA, SERBIA,
BOSNIA AND HERZEGOVINA, MONTENEGRO AND ALBANIA**

Trnjanska cesta 63, Zagreb T: 01 6176 364 F: 01 6165 080
info@meridianprojekt.com www.meridianprojekt.com

01 Interview

5 Loic Bonnet

02 Events

9 ICE'22 – The One Place
to Meet Them All

26 Charter Meetup
– Meet the Greeks

03 Charter Business

16 The Digital Itinerary Evolution

23 Cloud Solutions for Yacht Charter

31 The Marina Business of Today

34 Lamjana – The Service Centre
for Tomorrow

46 The PPF Acquisition

04 Yacht Sales

19 Icemarket on the Rise

05 Sailing Areas

41 Turkey

06 Environment

36 Covid Effect on the
Environment

Table of Contents



Sailing Yachts & Catamarans In Greece



Sailing Vacations, Seamanship & Trust
www.octopusyachting.com

Word from the Editor

 Tino Prosenik



It is little known that the word “yacht” comes from a Dutch word meaning “hunter”. It dates from the 14th century when smaller vessels were used to hunt pirates. Today it has little of this past meaning, but we might still playfully conclude that a “yacht” is a vessel for indeed hunting pleasure and freedom.

The business of yacht charter is a diverse and dynamic one; it has a long supply chain and many vertical and horizontal dimensions. Engines, masts, and winches are built somewhere, to be assembled on a hull, to be equipped with luxurious accessories, to be delivered to a charter destination, to be managed by a crew of professionals, to be enjoyed by a person who travelled half the globe - to hunt for pleasure and freedom.

There are countless armies of professionals bustling around marinas to make this happen. Just as there are thousands of teams around the globe, marketing and selling this idea of pleasure and freedom to travellers still unaware of its existence.

Once all of us have done our job, the result is one more person falling in love with the idea of hunting pleasure and freedom at sea. Don't forget to remind yourself of that when you wake up in the morning.

welcome

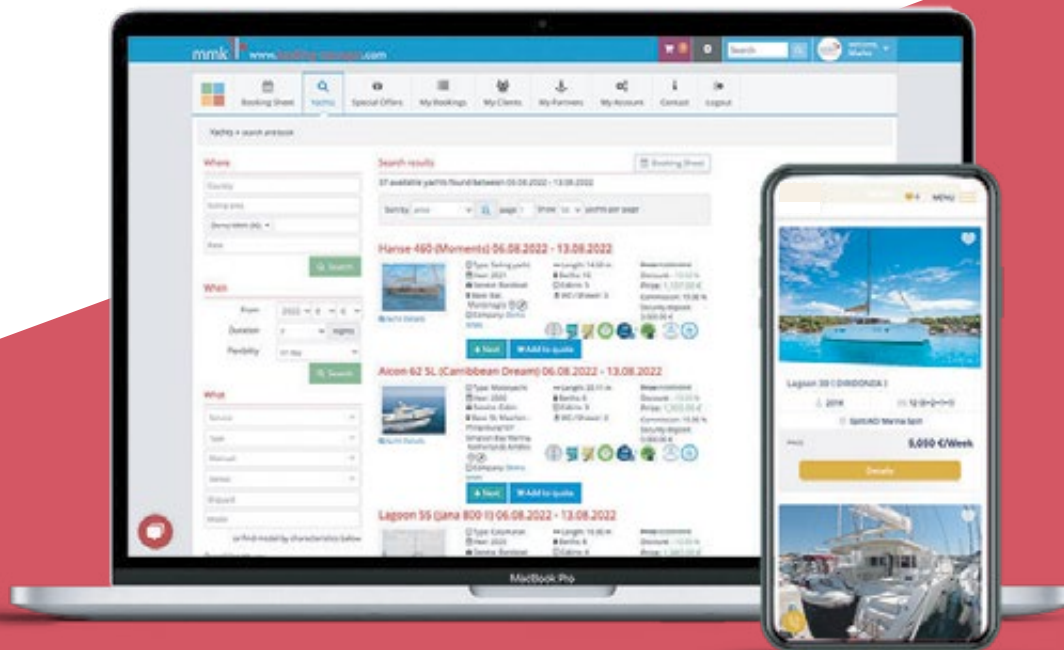
10000
YACHTS

5000
AGENCIES

950
FLEETS

500
DESTINATIONS

Yacht Charter Runs on Booking Manager



Join the Leaders!

+385 1 3773 951

info@booking-manager.com





Data Driven Growth and Transformation

Loic Bonnet

AUTHOR
Tino Prosenik

Seldom is one person known as widely and universally in his industry, as is Loic Bonnet. As the founder of the largest charter fleet in the world, he has been admired and frowned upon alike. Just as we people have different effects on various others, so does the world's largest fleet incite different emotions with its peers. Nevertheless, from a business standpoint it is an achievement unparalleled to any other, although it is just another charter company, not fundamentally different from most others.

On this occasion, I wanted to talk to Loic on the topic of booking systems in yacht charter, the recent acquisition of DYC and Navigare Yachting by PPF and Group Beneteau, as well as how he sees the future of the company and himself as a seasoned professional.

On Booking systems...

Q: In recent years marketing and sales development has heavily depended on data acquisition and analysis. Companies that did that well with their own data, profited from it, but others who acquired also outside data were able to make profound changes and move up even more.

You did a move with Sedna some years back, a partnership or acquisition, I suppose with the same goal of gathering customer behaviour data. What was that about?

We at DYC were always very strict with gathering our own data, sometimes we

did have to fight for it. I believe everybody had to at some point.

Regarding Sedna, it was not an acquisition, just an agreement. I've worked with Eric before, he was my sales director, and when Sedna was created, I wanted to contribute, to give my input. Dream was Sedna's largest client and as such, we had lots of requests for custom development based on our needs. To be clear, we talked many times about a joined venture or partnership, or acquisition, but we never came close to any such agreement.

Look, 10 years ago, Sedna was big compared to the others. We moved to Sedna exactly because it was bigger and more advanced than the others. In my opinion, what happened then was, Sedna fell asleep. It was good for them then; their

interview



biggest client, DYC, was like their showroom, and they were acquiring a lot of new clients, especially in the Caribbean.

Additionally, the others, like MMK, were focused on Saturday - Saturday departures. The exotics are very different, and it was very important to comply with their requirements. We cannot let them fall asleep; we need to constantly push them and their team of developers, to adapt to the changes in the business.

Q: At that point you switched to NauSYS?

Being the largest client of a service provider is important because you can push their development to develop according to your requirements. Small fleets are, of course, important as well, but they cannot move a service provider to adapt or change operationally. Of course, having a large fleet like DYC gives you a lot of traction to acquire smaller fleets - with a large one on board, it ensures that many agents are using it, or are going to use it.

Q: How would you describe a good booking system, or even a perfect one?

I'm afraid there's only one - the one in my head! I'm dreaming about it but didn't build it. Probably I never will. The technology is changing so fast, the system needs to adapt, and the yacht charter market is quite small. NauSYS started later than the others - is the most recent one and that will have to do. On the other side, MMK is investing a lot in marketing, hard to say how it's going to develop. Looking from the outside, I am generally sceptical about the future of booking systems as we know them. I believe the future play is direct to consumer, and most of the broker business could soon be part of the past. Therefore, it's very likely that the b2c platforms are the next evolutionary step. Just look at every other similar sector, it seems obvious that it will develop this way.

Q: Do you see any current systems capable of making the evolutionary leap?

It's all about investing into technology, for the long run. I don't see that; changes are very slow and even though some systems are aggressive in marketing, the technology is the weak link.

On the PPF acquisition...

Q: PPF has partnered with Groupe Beneteau (60/40) and purchased controlling stakes (87%) in Dream Yacht Charter and Navigare Yachting (50%). What's the story?

Let's say that, without Covid this deal would probably never come about. When Covid happened, we had very large exposure, especially on the exotic destinations. The exotics suffered financially much more than the rest. At the end of 2020 and the first half of 2021, it was obvious the liabilities were increasing and



there was uncertainty. It was inevitable that a capital increase was needed, and it was more than shareholders were capable or willing to put up. PPF used this opportunity, along with Groupe Bénéteau, to make a strategic move, acquiring controlling shares. Instead of competing, NYC and NY were teaming up. There are many upsides for this deal but simply said, the company needed rescue. I must say, there was interest also before Covid, from their side. This deal was part of one of their possible strategies. We talked on several occasions but there was never a necessity to do such a deal and we declined. In Covid, PPF found the opportunity and used it. As for Navigare, this acquisition was also part of the previous PPF-GP strategy. There are no major changes planned, as far as I know. It was just the strategy of teaming up, without any formal connection, merger, or similar. As for the future, I am now holding 13% of the company and can't really say what's to happen – this will be someone else's decision.

On NYC future...

Q: What is the next step, are there plans for expansion, what is the next checkpoint for NYC?

We are working on some acquisitions, sure. But for the time being nothing is close to being launched. We have increased capital, but we're not going to sit on the money – we are exploring our options. As for future development, I see it simple – in order to differentiate, increase your value and your margins, you need to add on services to the basic product. This is the best way to do it. There are so many brands, very similar levels of service, boat types and destinations, to develop in a sensible way must be to add on services. It can be more crewed charter, on-the-spot services, travel arrangements, whatever the market needs or wants. Other than this, there is one more option that will become more and more interesting and important in the future: going green.

NYC has a strategy to be the first green charter company: it starts with electric engines, management of black and grey water, providing filtered drinking water, and so on. A full survey is under way, to estimate the possibility of electrical engine use. On this we work, obviously, with our boat-building partners. I am happy to personally be part of this, it's a very interesting challenge. There are major challenges to overcome; first you need to convince the shipyard to make it, you need to convince the client to pay a bit more for it, and then you need to change a bunch of old processes – that's not easy either. Regardless, I am really pushing to conduct this project and lead the company in this direction. I will be 62 this year, and this green initiative might be one of the lifetime highlights, doing this job.

*We are
back.*



Andrea Barbera

andrea@barbera-yachting.de



Max Barbera

max@barbera-yachting.de



**BARBERA
YACHTING**

P +49 931 730 430 90

www.BARBERA-YACHTING.de

Free Covid-19 Cancellation
100% Refund

Covid Stopped It, Then Boosted It

ICE'22 - The One Place to Meet Them All

International Charter Expo is coming **back in its physical form and bigger than ever**. This unique event started as “Days of Croatian Charter”, in 2013, then internationalized in Opatija in 2015, under the new brand ICE. It grew in Zagreb for three years, and reached its peak in Vienna in 2019, before Covid19 stopped it in its tracks.

Both ICE'20 and ICE'21 were held as virtual events, executed on the “VII events” digital platform – both virtual events were very productive, well organized, and ICE'20 was even awarded the “Best Digital Exhibition 2020” by the VII jury. After two years of virtual events, it is time

to open doors, set up the stands and get ready to meet the people, in person, with a firm handshake, or even a hug. It is projected that 1,500 people from 50 countries will converge to Zagreb, to meet, to discuss, to trade, and to bond. ICE'22 will fuel growth, innovation, and interaction - like never before.

From December 7th to 9th, in Zagreb at **Zagreb Fair Grounds**, not far from the well-known Zagreb Arena, ICE will find it's home for 2022.

Meetings will be arranged via tailor-made **Handshake software** that allows participants to schedule meet-

ings using their own profile, at least one month before ICE'22 begins. With this official software, meetings can be arranged in advance, to improve time management and achieve immense productivity. Each account allows up to 18 meetings per day and every meeting is 30 minutes long. Handshake is very simple to use yet very effective, a tool which makes ICE the most productive event of the industry. Participants at ICE are divided into three categories: Fleet Operators, Suppliers and Brokers/Agents. Using the matchmaking software, they can search for businesses they want to meet with.

ICE is more than just a trade show: it's a reminder to take a better look at the yacht charter industry, and marvel how grand and yet small it is, at the same time. ICE is meant to make everybody more familiar, more aligned, more understanding and more professional.

Above all, it's meant to be fun.

Tino Prosenik, founder

Testimonials

As a first-time exhibitor, we were thrilled at how useful ICE was to showcase our new platform. An extremely efficient way to have meetings with industry peers and potential clients. We look forward to returning!

Candice
Charter Itinerary

Handshake software is made for the participants of ICE to allow them arranging meetings in ad-vance and better time management. Organizing meetings in advance allows participants to get to know with whom, when and where they are going to meet.

Andres
Cavo Yachting

As one of the most important players in the Italian market, BeBlue Tour Operator has taken part in ICE from the first editions to strengthen its business relations with charter companies and to expand its networks with new international collaborations. ICE represents a great showcase for us and an opportunity to enhance our service from year to year, especially with the introduction of luxury sector, one of our strengths.

Francesco
BeBlue

Staying in the hotel with other ICE participants created more time for meeting business partners during breakfast or over drinks in the lobby. ICE team always makes sure that we use every minute of our time at ICE and we love it!

Vytaytas
Travelboat

ICE'22 Statistics

10,000
sq meters

1,500
representatives

45+
countries

5
continents

9000+
meetings



Due to the still looming threat of Covid restrictions, we made sure that ICE'22 is **100% re-fundable** in case of these specific government restrictions. Apart from being fully refundable, ICE's partner insurance company will also **include cover costs of transportation and accommodation** up to 500 Euros per person. This new security allows all to be more prepared for the future possible outcomes and give participants the possibility to get their money back (not only in a form of a voucher as it was a case previous years). With this new policy, participants can register and pay, without the fear of losing their payments or getting redeemable vouchers for some undefined time in the future.

With a new in-person expo after 3 years, ICE'22 will not only be the biggest event

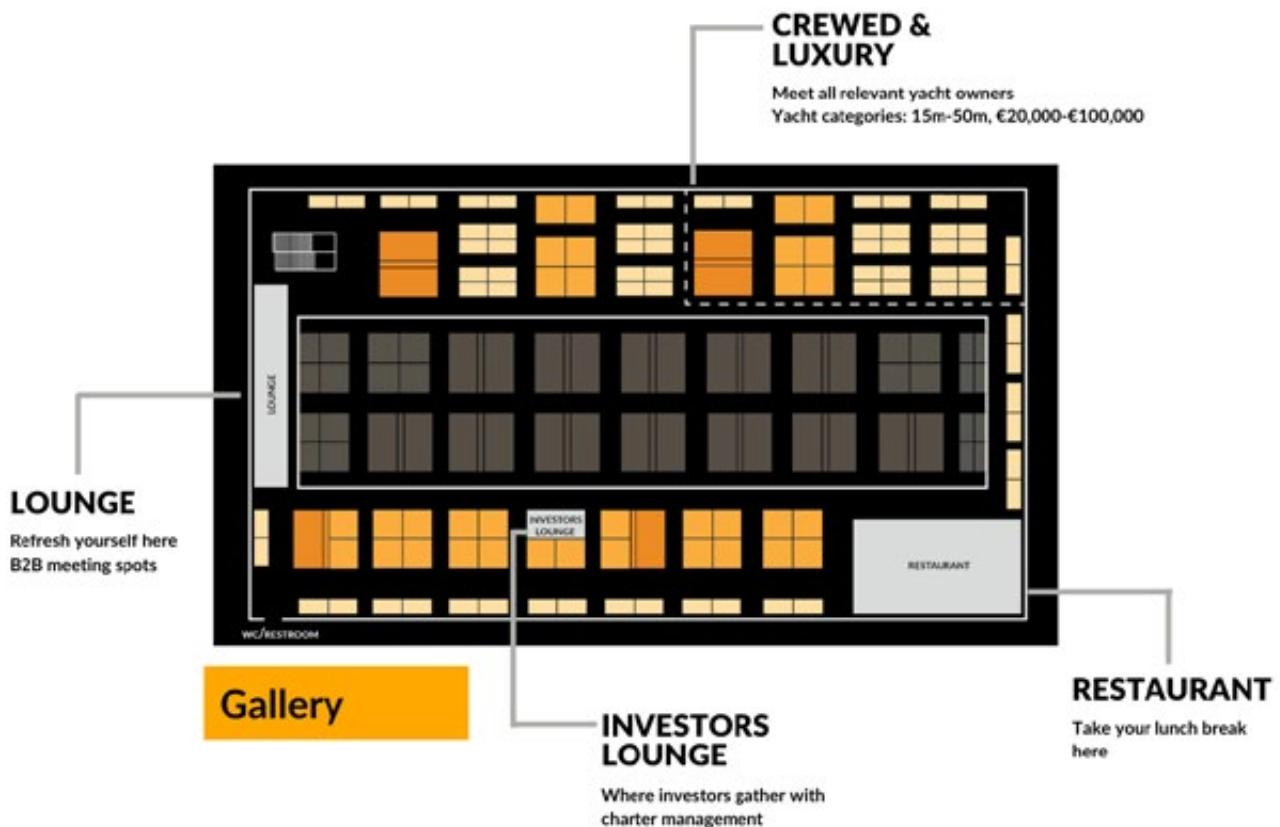
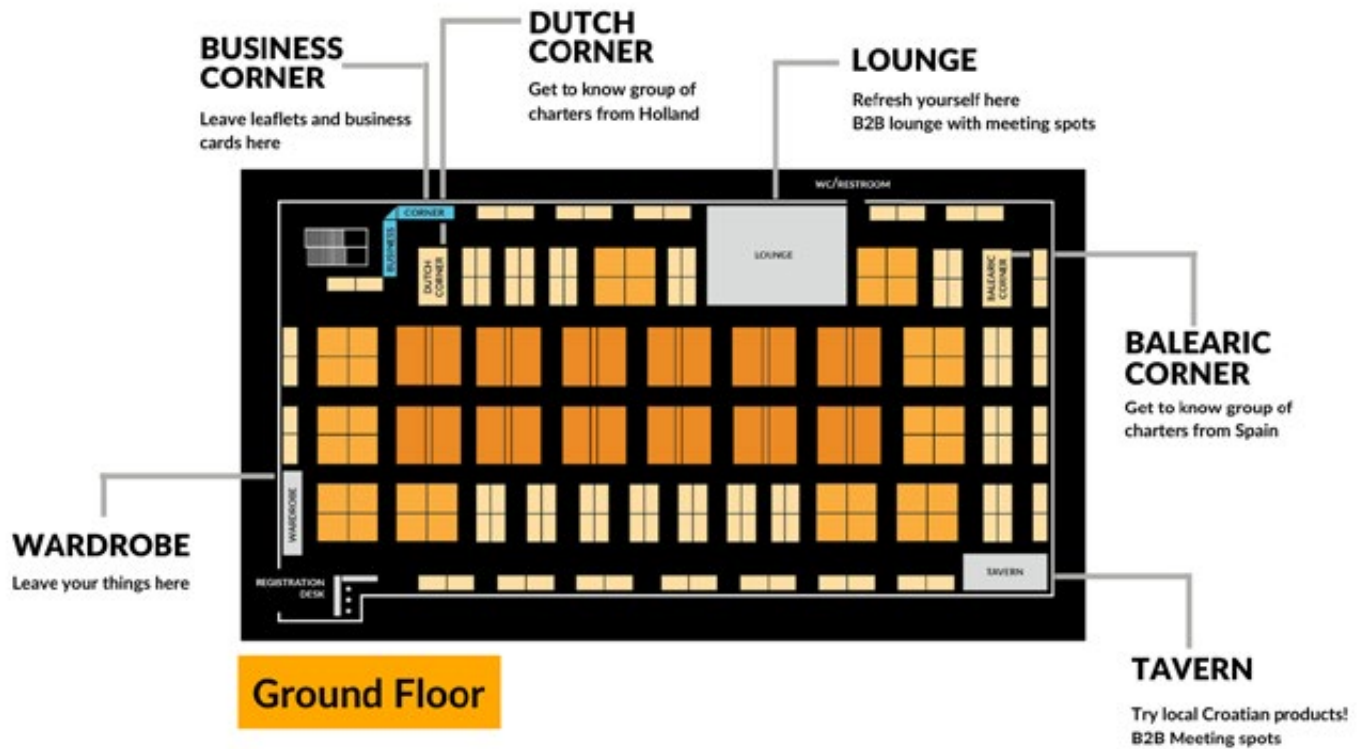
in size but will also feature a new sector: **Crewed and Luxury**. Fleet operators offering crewed and luxury charters will be able to show what they are offering for the upcoming seasons. This sector has been extracted from the rest, predominantly bareboat expo, to better attract the travel agents, charter brokers, and everybody who specifically wants to deal with this sector.

Known from previous years, ICE'22 will again host a **Balearic and a Dutch Corner**. Corners are made for charters from these regions so that they can together represent their own region. For example, in the Balearic Corner one can find group of smaller charters from Spain, or in the Dutch Corner, Dutch charters that are usually offering river cruisers which are an interesting addition to the expo.

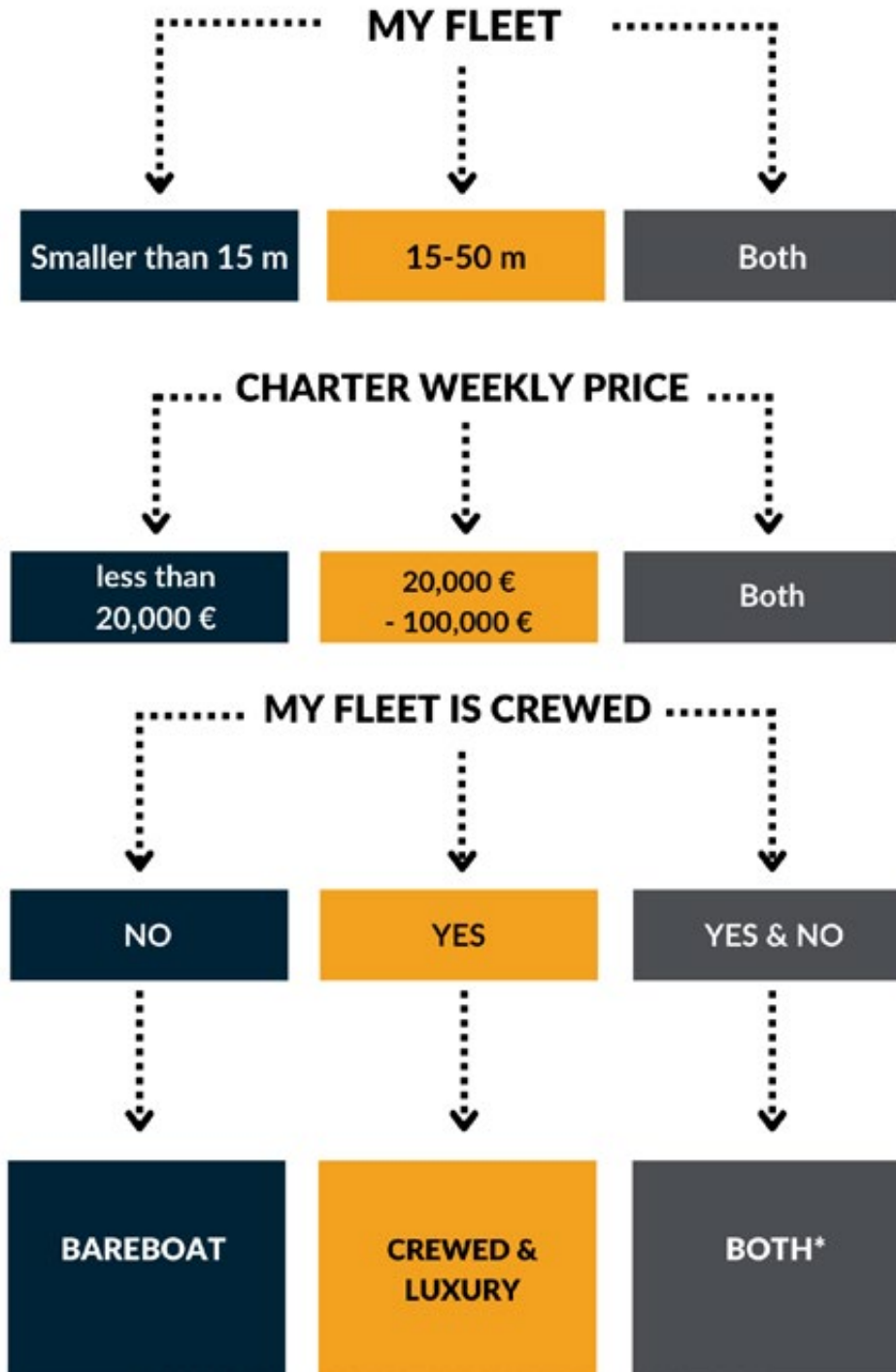
Investors lounge was first featured at ICE'19 in Vienna and in 2022 it will also be part of the Expo. It is the place where investors are familiarized with charter management, and get relevant information about different brands, get reviews of past booking statistics, read insights of all available yacht models. The Investors lounge allows participants (potential investors) to arrange meetings with some of the largest shipyards and almost all fleet operators from all over the world. The reason why the Investors lounge will be included at ICE, is to get closer to the goal of increasing investments into the charter business.

events

ICE'22 layout



Crewed & Luxury



*If you have yachts that belong in both categories and would like to have 2 booths (one for bareboat and one for C&L), ICE team grants a special 50% discount to the second booth in the bareboat sector.



For three consecutive years, pre-Covid, **Zagreb Advent** won an award for the best Christmas market in Europe, by itself a fine reason to visit the city. ICE'22 will feature its own Christmas market, with a skating ring and traditional refreshments and ambiance. The whole team is looking forward to host people from around the world in the very special city of Zagreb.

With more people than ever, more companies than ever, in the magical atmosphere of Zagreb, it just might be the best, the biggest, the most productive, and the most fun ICE that was ever held.

Hilton

Special prices are arranged for ICE'22 participants at the Hilton Garden Inn and DoubleTree by Hilton in Zagreb. By staying at the hotels, ICE participants optimize their time and can network during breakfast or over evening drinks in the lobby.

Partners:





1/3

of yachts in NauSYS are exclusively in NauSYS

NAUSYS PREMIUM FLEETS

The most advanced charter booking system in the world!

BECOME THE NEXT PREMIUM PARTNER AND BUILD YOUR BUSINESS WITH US!

We invite all charter operators and agencies to join our newly respected program!

With the Premium Partnership, we intend to make your business more efficient, both financially and technically.

Our goal is to keep up with the trends of the 21st century, help you provide the best possible booking experience, and improve your position on the market. With a few tricks up our sleeves, be recognized and automate your charter processes easily.

✓ be recognized

✓ lower your costs

✓ have priority

✓ increase branding

How a digital tool is helping transform the charter industry

The Digital Itinerary Evolution

With leading superyacht companies signing up before the platform even went live, Charter Itinerary, the new yacht charter itinerary planning software, has been hailed as the future of yacht itinerary planning. The brilliantly easy-to-navigate and fully interactive web-based platform has been designed specifically with the yachting industry in mind, and with over 700 accounts signed up in the first year, it is transforming how industry professionals plan, produce and present itineraries to charter guests.

A business born out of a problem, Charter Itinerary's founders, Boris De Bel and Candice Christiansen, may come from different ends of the yachting industry but shared the same frustrations with the previously laborious and extremely time-consuming exercise of creating professional itineraries. "I just couldn't create the itineraries I wanted – there was nothing available and even if it looked good, it was still a static document. It was a very frustrating process, spending days creating itineraries or spending a lot of money outsourcing

this to design companies. Even then, the result would be a static PDF brochure that cannot be altered or edited easily" says Candice. Moving from a once very manual process, Charter Itinerary has solved this by automating and streamlining a task that would normally take hours or even days, into something that takes a few minutes at most.

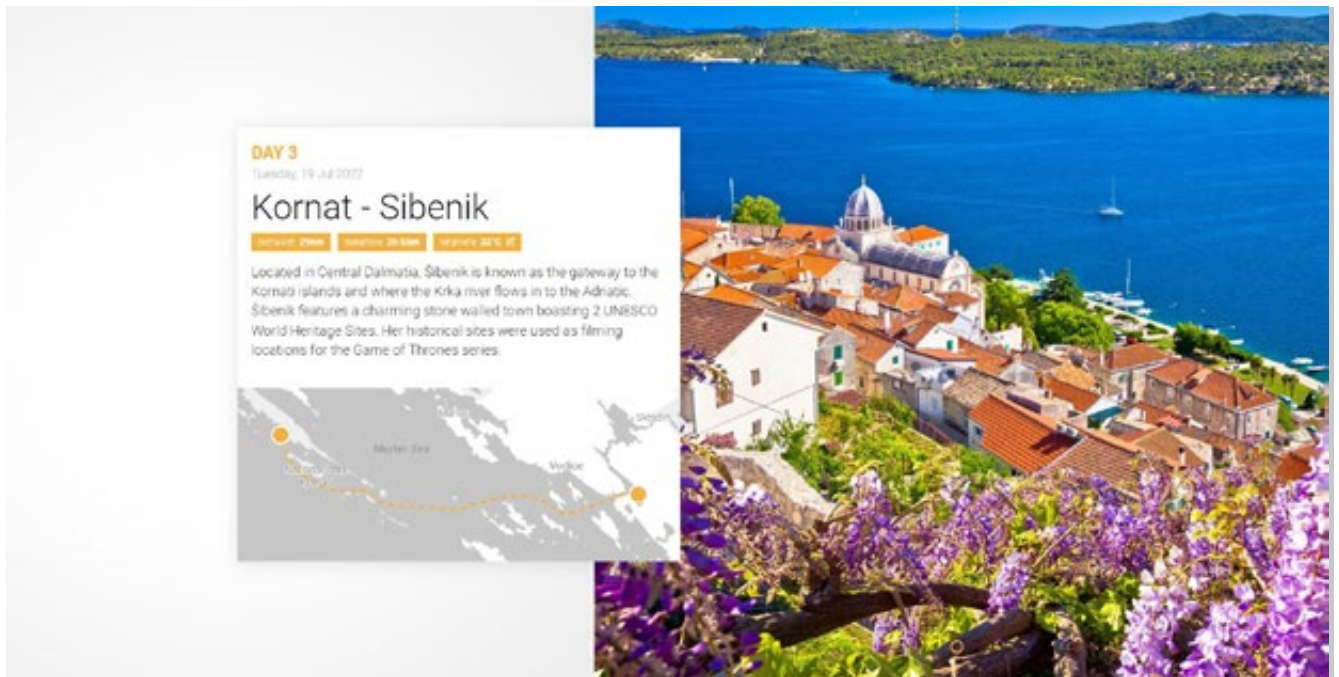
For Charter Itinerary, the destination(s) of the charter is arguably more fundamental than anything else. The build up to a charter holiday is part of the joy and the interactive nature of the platform aids this sense of anticipation – after all, each destination has its own unique charm and selling points. It's always better to show clients what they can experience, not just the yacht itself, but also where they're going - activities, restaurants, tourist attractions and we have over one million Points of Interest to offer. As such it's certainly a tool to entice clients with and nudge them to book. Boris explains. "There are two elements to a charter, there's the yacht and the destination. Usually the thought process isn't 'let's charter a yacht', it's 'we

want to go on holiday to Greece, shall we do it on a yacht?'. To cater for this, Charter Itinerary covers destinations worldwide, boasting a catalogue of over 10,000 locations with over 6000 high resolution images and descriptions.

Once logged in to the platform, you simply enter a starting location and duration for the guests' planned trip. Suggested routes are provided, or you can create your own, the itinerary map is

Charter Itinerary is useful, and it enables us to offer a 5-star service to our clients. We have received a lot of positive feedback from clients, and we'd like to congratulate you on having built such a fantastic platform!

Nicola Iacono
Silverstar Yachting



Detailed day light template

automatically generated, and all content (images and descriptions) is automatically populated from the platform's own database. With these simple steps, a premium itinerary with an interactive route map, detailed destination information is generated, ready to be shared with guests via a URL or QR code. Any further tweaks can be made in just a couple of clicks and are reflected automatically in the same URL link.

A deliberately quick, clear, and simple process, thanks to the demand to create an unlimited number of itineraries in high quantities with high automation, the user also has access to hundreds of ready-made sample itineraries, allowing you to create an itinerary and have it sent to a potential client in seconds!

Charter Itinerary is fast becoming indispensable to the charter team at Northrop & Johnson. It allows us to create attractive, informative presentations in minutes, saving us time and reinforcing the highly customized service we offer our clients.

Fiona Maureso
Northrop & Johnson

charter business

Create charter itineraries in seconds!

The only itinerary creation platform for the yachting industry.

Interactive. Automated. Unlimited.

- 📍 **Interactive map**
- 📍 **Auto-generated content**
- 📍 **Points of Interest search**
- 📍 **Easy collaboration**

Croatia sample itinerary



400+
subscribed companies

10,000+
destinations

6000+
HD images

100s
of sample itineraries

B2B yacht sales require no glamour, just a web shop

Icemarket on the Rise

AUTHOR
Tino Prosenik

We will always remember our first boat show. For me personally, it was the Boot in Dusseldorf, when I was only 6 years of age. Not quite yet a professional... I still remember the glamour and the vastness of the expo, as well as the enormosity of the yachts. Those were endless white and blue miracles, and around them a million faces in awe, hopeful that one day it might be them sailing on board one.

Today, for professionals, it turned into a simple mathematical challenge: will the show be held, how many brands will exhibit, how many dealers might participate, what will it cost, how many visitors we can expect, and finally, how many yachts will be able to sell and at what margin?

The B2B yacht sales scene; sales from the shipyard and its distribution network to fleet operators, that has become

an even dryer ordeal. It's just the matter of getting your slots in time for the charter season; the price is not significantly negotiable, because slots are limited.

During Covid it even became normal to reserve the slots without even seeing the new model. We know that models change with light speed, but no significant structural or technical changes are implemented. It became a sort of stock exchange, just numbers and dates. As with the stock exchange, some are buying and selling, some bought early, some missed the train. There are those that thought they will not need any but changed their mind later and want some desperately. If an investor is lined up, we must provide.

For balancing of the market, there is no place, no system in place. At least there wasn't before Icemarket.

Icemarket is open to any company selling or buying yachts for the yacht charter industry. If you have a surplus, you can offer it on the open market, if you get a

yacht sales



last-minute investor, you find yourself a yacht quickly.

In the beginning it was hard for the stakeholders of the industry to grasp the simplicity of this model, not because it was new or innovative, because it isn't; on-line marketplaces have been all over the web for decades. The trouble in change is that some players hold on to the old rules, arbitrary rules of borders and restrictions. Since the emergence of the internet, the trading is done online, the shopping in web shops and growth is unlimited.

It's offer and demand levelling out on a global scale, creating balance on the market. Not everybody thrives in bal-

ance; but the market in general does, that's basic economics.

In 2022 the platform has mediated dozens of transactions, for 2023 hundreds are expected. Fleet operators continue to look for yachts, because investors are keen on a cool investment, since many other investment opportunities have turned sour. This makes Icemarket a highly valued tool for a fleet operator, even when boats are objectively scares. In today's market the price will not be a bargain but that's for the investor to evaluate.

The platform is very simple; a fleet operator needs a boat for an investor. He or she contacts Icemarket. We check all

our partners around the world, for suitable and available slots or boats. If it's found, and the terms are acceptable, we connect the buyer and the seller. If these are in different geographic areas, a local distributor can be contacted to facilitate as mediator. It's quick, it's simple and it solves a problem.

In this new, open marketplace, pricing will be shaped by offer and demand, not artificial scarcity, or arbitrary decisions from individuals. The power of an open worldwide marketplace is the potential of unlimited growth.



icemarket

One market. Icemarket.

**For fleet operators to find a new boat wherever available.
For distributors to promote their stock wherever needed.**

info@icemarket.hr www.icemarket.hr



MAKE SURE THE NEXT SEASON WILL BE A HAPPY SAILING SEASON.

INSURANCES FOR YOUR CHARTER YACHTS AND YOUR CLIENTS.

Running a charter base is hard work. That's why we want to take care of your insurances, so you can take care of your work. With our Yacht Hull and Yacht Liability Insurances for charter fleets your boats are in the best hands, with any damage that might occur.

For your clients you'll do anything so they'll enjoy their holidays. With our insurance offer your customers are on the safe side: from Skipper's Liability to Cancellation of Travel Costs and Insolvency Cover, and Guarantee Insurances for Charter Deposits our insurances will minimize their financial risk.

Give us a call! Connor and Katja are happy to answer your questions:
Tel. +49 40 369 849 49



**HAMBURGER
YACHTVERSICHERUNG
SCHOMACKER**

www.schomacker.de



AF Yachting

**Yacht Sales - Chartering - Management
All Over Greece**

ATHENS | LEFKAS | PAROS | MYKONOS | SKIATHOS | VOLOS | KOS | RHODES

All-in-one-solutions

Cloud Solutions for Yacht Charter

AUTHOR
Selma Čmelik

Find out the benefits of a cloud management system to streamline your yacht charter business with an all-in-one solution - CharterHub.

What is the most valued commodity in business? The answer is pretty much the same around the board. Let us give you a hint, it's not the strength of your human capital, or even profitability.

It's time.

When it comes to your business, time is your most valuable resource. Proper time management will allow you to self-assess and improve productivity.

Unfortunately, yacht charter companies spend a lot of said time using various booking and payment platforms, juggling between processes such as:

- Invoices
- Payment processing
- Booking
- Check in and check out
- Inventory tracking
- Damage inspection
- Fleet performance
- Fleet maintenance

- Deposit management
- Cashflow

While there have been many digital tools introduced over the years to make it easier on yacht charter companies to handle all of these processes, there is still a lot of time lost getting from one tool to another and synchronising all of the information.

The best solution to this issue is to use an cloud-based platform that will streamline all processes and also allow you to analyse data effectively as well as manage your yacht charter business from anywhere.

Keep reading to find out why cloud management services like HubCloud are the best strategy to keep your yacht charter business from sinking.

Top 5 Benefits of Cloud Management Services

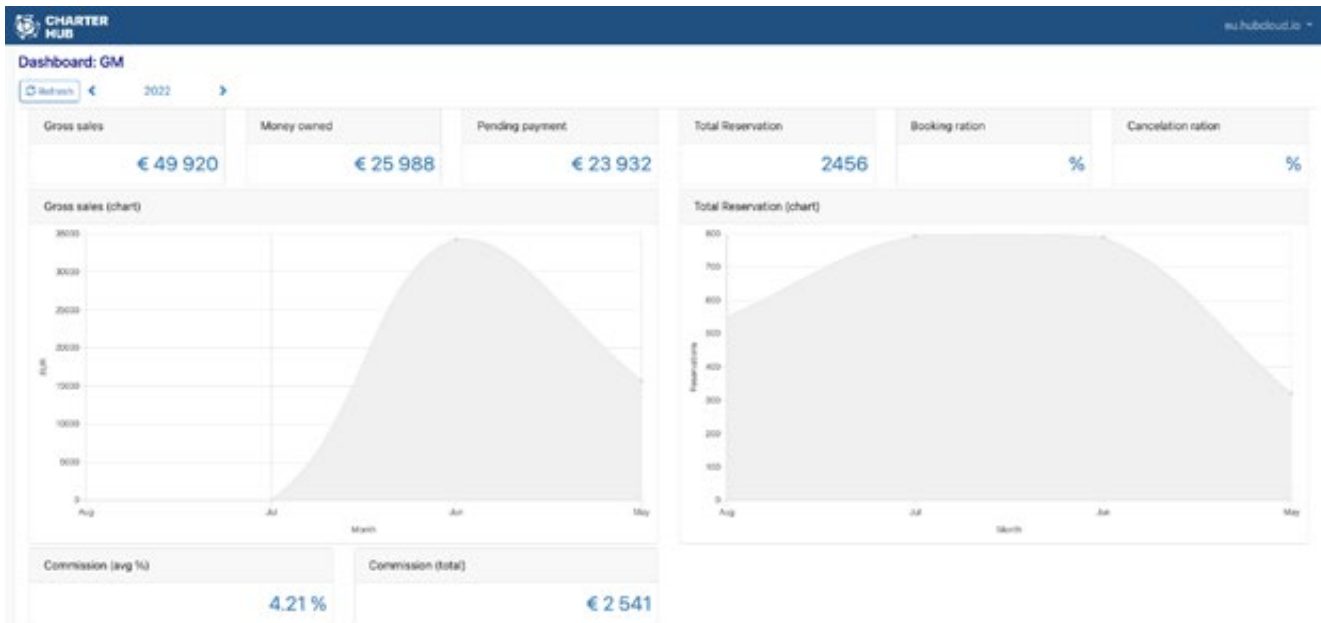
Cloud computing technology has been around for a few decades now, and despite data showing that business that use cloud management services have the competitive edge, many still haven't



made the leap and continue to operate without it.

Cloud management allows users to access files and systems without having to keep most of that system on their computers. What's interesting is that many of us use cloud-based systems without even knowing. These include platforms like Google Drive, Gmail, Facebook and Instagram.

We have compiled a few of the key benefits that come with cloud management services.



Security

Keeping all of your data, booking and client information on computers is incredibly enticing for hackers everywhere. User information is readily hacked and then sold on the dark web to the highest bidder.

Using a cloud management system is much, much safer than an in-house system. This is because data is transferred over a number of networks. Prior to that it is encrypted, meaning that even if online criminals found the data and managed to hack into your files, the information would be jumbled and of no use to them at all.

Cost Savings

Many businesses worry about the price tag that is associated with using cloud-based computing. However, it's important to remember that once you make the switch, the fact that you can easily access your data means that you will be saving money as well as not spending on extra space or using and paying for applications independently.

Cost savings also come in the form of productivity and data analysis. No longer will you have mountains of

data without the ability to compare and analyse customer behaviour. Your team will also have virtually everything they need in one place. No need to train them in various systems, all you need is one platform for everything.

Insight

Your charter company's success greatly depends on client behaviour, and this is something that you can understand by analysing data. When you have various data strewn across a number of platforms it is beyond impossible to make sense of any of it, let alone synchronise it together.

In today's society centralised around social media and the online world, data is everything. Turning your data into a valuable business strategy is something that's virtually impossible without storing all of your information on one platform.

Mobility

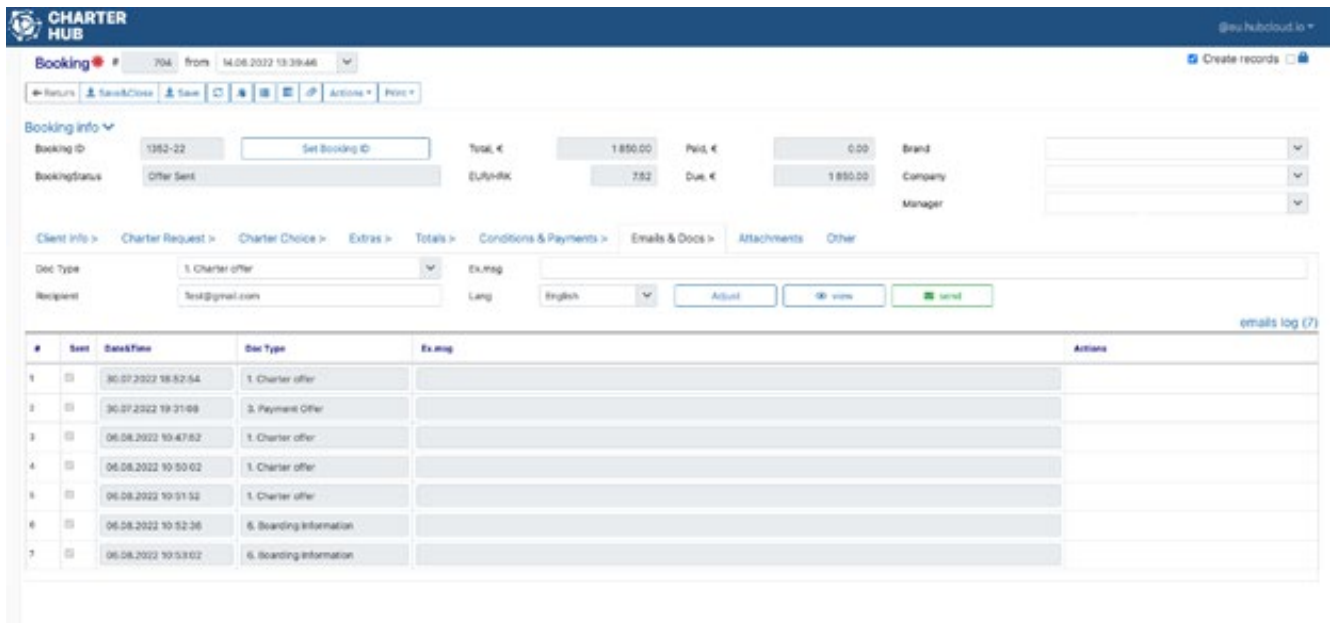
The global pandemic has forced us to take a hard look at the way our businesses function, with many people around the world forced to work from home at one point or another. Those that were unable to access computers in the office were unable to make the most of the situation.

On the other hand, businesses with successful cloud-based systems were not only able to manage their data, but were able to keep going with their daily business routines amongst the most chaotic times. With information readily available, you can be on any corner of the globe and still manage your charter business without a hitch.

Quality Control

Mistakes are a common occurrence in business, and they're an everyday issue – it is human nature after all. But there are also few things that are detrimental

charter



to any business like poor reporting and a loss of data. The fact that your entire team can access the same information will aid in maintaining consistency as well as avoid human error.

CharterHub Benefits for Successful Yacht Charter Company Management

As mentioned above, there are plenty of benefits to using cloud-based management services, particularly when it comes to yacht charter management. A system such as CharterHub has a plethora of functions, such as:

- Booking management
- Payment schedule
- Operational scheduling
- Fleet maintenance management
- Calculation of actual budget data
- Sales planning
- Employee information
- Fixing rates and calculating salaries

- Work schedules
- Relevant reports
- Integration with other services

Another highlight is that additional functions can be added if necessary. This includes booking records, invoice sending and tracking, charter agreement emailing and file and document attachments.

This system is not only simple, but also flexible, allowing you to set up CharterHub without any coding. Once you have access, you can use CharterHub from any computer and operating system in any location in the world.

The best news is that there are no infrastructure costs as there is no coding when it comes to the setup process.

Most importantly, security is second to none. There is full data backup, which means every necessary measure is taken for complete user security. The systems

back up every couple of hours and the network of servers has been distributed around the world, with data synchronised consistently in real-time.

Flexible Automation System for Excellence in Charter Management

Managing your yacht charter business no longer has to be a complete nightmare. If you have trouble keeping track of your customer data, as well as booking schedules, payroll, service costs and production planning, there is now a solution that will streamline virtually all elements of your business so you can get back to important tasks at hand.

Not only will CharterHub help keep your business afloat, but with the automation of routine processes you'll soon feel as though you're sailing off into the sunset every time you take to your computer.

business

A premium package for brokers – meet the Greeks

Charter Meetup

Sun, fun & business - the base ingredients of the Charter Meetup in Athens, a unique B2B event in the yacht charter industry where agents and suppliers get to meet Greek fleet operators. After a brilliant 2019 year, the event needed to be put on pause for two pandemic years. Nevertheless, the excitement for the Charter Meetup 2022 burst and made it the most enjoyable and productive event which the Yachtmaster Group team has organized in Greece so far.

The Charter Meetup was held from April 8-10, 2022, in Amarilia Hotel in Vouliagmeni (Athens) and gathered 30 Greek fleet operators - companies which were very eager to meet with international brokers & suppliers. Presenting their services to businesses right there on spot in ten-minute meetings stands out as one of the most challenging but very efficient ways of today's business. The speed dating concept offers participants enough time to meet and introduce themselves to companies for fur-

ther possible business opportunities. Alongside the meetings, businesses also have time for hanging out over dinner, coffee breaks and marina tours. There is no better way to find out everything about sailing in Greece, other than coming to Athens and getting information first-hand.

Touring around marinas the last day is the cherry on top of this business/pleasure event. Welcoming champagne, fantastic Greek food, live music, and lots of positive energy takes over boats in the marinas. To see the boats that charters are offering to the clients, to experience

the service right there on spot... it creates a non-replaceable perspective that brokers and suppliers can bring to their businesses. Alimos Marina, Agios Kosmas, Lavrion Main Port, and Olympic Marina were the marinas visited during the tour. Brokers got to experience boats that fleet operators prepared for them and see the offered service. This is crucial as it helps brokers decide which fleet operators they want to work with and send clients to. In the end, it is a win-win situation for both parties.

To put this into more modern vocabulary, brokers also operate as influencers as they promote the experienced service of one fleet operator to their clients. This investment of fleet operators helps brokers to get to know the products that they will offer, which can lead to more proficient marketing strategies.



events



Brokers also get a special promo week of sailing in Greece. As part of the „Broker Package “they get to choose from 30 catamarans or sailing boats from the registered charter companies and sail in Greece. The promo week can be a great way to start an early family holiday and go through the check-in/

check-out process with a specific company as well as even be treat for employees and organize a team building sailing trip.

Charter Meetup 2023 will be even bigger! Registrations start in January.

The Charter Meetup in Greece was such a great opportunity to meet our partners again in person and to have some formal and informal conversations with them after a long time. It was well organized in all the segments, from meetings and marina visits to dinners and drinks.

The Marina visit was a big benefit for us since we wanted to show our brokers how much we invested in winter service and our marina staff, plus to present the crew on our Luxury Crewed catamarans.

Looking forward to the next year’s edition!

Luka Skerlev
CSO, Navigare Yachting



*Keep Cool,
Sail Straight !*

*New Hydraulic Electro-Synchronised Steering
for sailing and motor catamarans*



Trnjanska cesta 63, Zagreb
info@meridianprojekt.com www.meridianprojekt.com
Tel: 01 / 6176 364



X-SERIES

SPORT SERIES

OceanLED uses optics to generate the best possible effect in water, saving you power and improving your carbon footprint.

OceanLED uses optics to generate the best possible effect in water, saving you power and improving your carbon footprint.



MERIDIAN PROJEKT D.O.O. TRNJANSKA CESTA 63, 10000 ZAGREB
www.meridianprojekt.com info@meridianprojekt.com, TEL: Tel: 01 / 6176 364

Light. Years Ahead

Where will the fleets of tomorrow be located?

The Marina Business of Today

AUTHORS

Branimir Mader & Tino Prosenik

I spoke with Branimir Mader, a well-known figure in the nautical world. In 2007, he joined the Croatian Chamber of Commerce, where from day one he led the Association of Charterers and actively contributed to the development of yacht charter in Croatia. Eventually, he began to operationally manage the Associations of marinas, travel agencies, adventure agencies, tourist shipping companies and diving centres, as well the Tourism Business Council. In 2016, he left the Chamber of Commerce and started a consulting company. Soon after, he moved to Rijeka, to fill the position of Director of the Nautical Department with ACI Marinas. He stayed there for four years. Today, Branimir Mader provides consulting services related to maritime assets, ports, beaches, spatial planning, charter activity and other tourism activities. On a personal note,

Branimir Mader provided support during the organization of the first Days of Croatian Charter in 2013, the pre-cursor to ICE, and has continued to do so since.

What is the general situation with berths in Croatia?

In general, Croatia has many berths which are in public and special purpose ports. Almost every one of our coastal settlements has a certain number of berths, which in most cases are managed by state or county port authorities. There are 64 commercial ports (marinas) in Croatia with another 21 dry marinas. 85 marinas have almost 19,000 berths, and the average occupancy with for an in-water berth is 66%, although this figure should be taken with a grain of salt because a few marinas operate seasonally and do not accept vessels for annual



PHOTO: Petar Fabijan & Davor Žunić

contracts at all. In addition to marinas, it is also necessary to mention the capacities of public ports in terms of nautical parts of public ports that are used for the mooring of vessels in transit, and which by their nature do not belong to commercial but to public activity. There are such berths all over the Adriatic coast, and according to some estimates there are at least 5,000 of them. The nautical parts of ports open to public traffic are managed by state and county port authorities.

charter



Marina Primošten

How has the development of marinas been in the last 20 years or so, and how did marinas operate during the epidemic caused by the COVID-19 virus?

In the last 20 years or so, there has been a very small number of newly built marinas and a limited number of new berths in marinas. For example, in 2008, Croatia had 58 marinas and 16,403 berths. Today, thirteen years later, the situation has not changed significantly, although the demand for mooring in certain destinations has grown strongly, and the interest of investors in building new marinas is increasing every year. During the coronavirus epidemic, marinas showed significantly greater resilience than other tourism activities, including

charter activities. This resilience stems from the non-tourist segment of marina business, that is, the fact that marinas hold vessels for a large part of the year. Vessels will largely remain in marinas, regardless of the epidemic, because the owners have no other, cheaper alternatives. If we know that up to 70% of the total revenues of marinas come from annual mooring services, no one will be surprised by the fact that marinas did not record a drastic drop in revenue during the epidemic. This does not mean that the marinas did not feel the negative consequences of the epidemic, on the contrary, they were very pronounced, especially in the segment of daily, transit moorings and additional marina services. Also, it is important to emphasize that many Croatian marinas, in one way or another, came out to meet their

clients and partners, enabling them to overcome the time of crisis more easily.

What is limiting construction of marinas in Croatia?

There are several reasons. I personally think that if the existing legal framework would work, there would be no problem. But, unfortunately, even this industry is not spared from bureaucracy. At first glance, when you look at the county spatial plans and the planned 150 locations for new marinas for 20 years, you would say that there is no interest in building new marinas. But if you dig a little deeper into those 150 potential locations for new marinas, you quickly realize that these are only 150 wishes of local authorities, many of which can never be more than just wishes. Namely, the county

business



Marina Vrsar in Istria

spatial plan is only the first instance of spatial planning, after which comes the spatial plan of the municipality or city and finally the urban planning of the micro location. For most of the planned new marina locations, urban development plans have not been drawn up, nor have the locations been adequately defined within the spatial plans of cities and municipalities. The procedures for amendments and additions or the adoption of new spatial plans of all levels are long-term and require a lot of patience from potential investors. Another problem lies in the fact that most potential locations of new marinas are planned with a capacity of up to 200 moorings and a county concession for a maximum of 20 years, and often with a limited on-shore part of the marina, without dry

berths and service areas.

It is important to know the basics of marina profitability to understand that nowadays, with today's construction costs and projected revenue, as an investor you can only plan for losses. With a 20-year concession, it is almost impossible to return the investment; after two years of construction, a timeframe of 18 years is left for ROI and profit. Another big problem is uncertainty. Namely, the legislator envisaged the possibility of initiating a tender for the concession of a certain potential marina. In this case, the concession grantor can authorize the initiative applicant to obtain a location permit for the marina in the name and at the expense of the concession grantor, which in most cases is a prereq-

uisite for tendering. Anyone who has ever gone through the process of obtaining a location permit for large projects is familiar with the fact that it is anything but an easy and quick process.

Where are the main concentrations of bareboat and crewed yacht charters in Croatia?

The largest concentration of bareboat charters is in the area between Zadar and Split, where most of the charter fleet is located. In that area, there are almost no free berths in marinas to accommodate a serious charter fleet. The reason for this is excellent traffic connections by road (A1 highway) and by air (Zadar and Split airports), extremely attractive waters for sailing and almost ideal weather condi-



tions all year round. Nevertheless, in the years preceding the epidemic, strong growth in numbers of charter vessels in Istria was noticeable, primarily in Pula and nearby settlements. Crewed yacht charter is not so much related to marinas, nor to a specific port of departure, but in general we can talk about the Split area as the area with the highest concentration of crewed yacht charter. In this segment of the nautical offer, we must not ignore the large number of yachts that come to sail in Croatia from the surrounding countries.

How does a commercial marina view a charter fleet? Is there a preferred ratio between private and charter boats in a marina?

In certain destinations and marinas, charter fleets play a crucial role in the demand for marina services, especially in the already mentioned area between Zadar and Split. The price of marina services is formed according to demand. Charter fleets who need many services and pressure for additional berths have enabled marinas to set high service prices. This will level-out at some point since the coexistence of marinas and charter companies is crucial for mutual prosperity.

How do you see the development of yacht charter and marinas in the next 10 years?

About 15 years ago, when around 2,000-2,500 charter vessels were registered

in Croatia, most charter companies claimed it was the maximum that the Croatian market could handle. Today in Croatia we have 4,000 - 4,500 charter vessels and there is no indication that it will stop at that number. Nautical tourism is undergoing a transformation in which the charter activity occupies a central role. It is certain that charter in Croatia will continue to grow in both quantity and quality, that the strong development of crewed yacht charter will follow, and that this growth will further generate stronger development of port infrastructure, either through the development of public ports or ports of nautical tourism.



Lamjana – The Service Centre for Tomorrow

With rising demand, old business adjust to new clients

The service station is situated in the middle of the Adriatic, in the sheltered Vela Lamjana bay on Ugljan Island, at the edge of the Kornati archipelago, 5NM from the city of Zadar. The service shipyard is well connected with the town

of Zadar by numerous ferry-boat lines: Preko-Zadar (20 minutes) is the quickest connection to Zadar; alternatively, it is possible to use the Biograd-Tkon ferry line (10 minutes). Tkon, on the Pasman Island which is connected to Ugljan Island by a bridge in Zdrelac, is only a 30 minute drive away. Zadar is well connected by road, rail as well as by Zadar airport.

This is a company that possesses the complete technology and manpower for the repair of ships **up to 300 GRT** and other vessels **up to 10m in width**. The shipyard extends on the area of 190.000 m², a half has been used for the ship repair works and a large part for dry dock.

The dry dock has additional capacity to double in size, if necessary.

With the growth of the yachting sector and need for maintenance, repair, upgrades and dry berthing, Nauta Lamjana started offering extensive service to charter fleets and owners of all types of yachts and sail or motor boats as well as commercial vessels. Furthermore, there is great capacity for long-term docking and dry-docking yachts of all sizes, at competitive prices.



The Nauta Lamjana venture, under new management, is turning towards servicing white fleets, specifically the charter community. With suitable lift and dry-dock capacity, abundant manpower and resources, it will soon compete with other, near-by service stations. As with resources and capacity, also with pricing and reliability, Lamjana aims to increasingly attract its future customers.

The main goal for Nauta Lamjana is to offer winter-time packages of lifting, maintenance, winter service, dry-docking and basic spring service for Adriatic charter fleets. With a capacity for over 200 yachts to be dry-docked by a 300-ton travel lift, fleet operators can expect significant savings in time and money.

Covid Effect on the Environment

What could change in the world of yachting

The global outbreak of coronavirus disease 2019 (COVID-19) is affecting every part of human lives, including the physical world. Overall, the pandemic has caused huge global socio-economic disruption, which directly or indirectly affected the environment like improvement of air and water quality, reduction of noise and restoration of ecology.

The global disruption caused by the COVID-19 has brought about several effects on the environment and climate. Due to movement restriction and a significant slowdown of social and economic activities, air quality has improved in many cities with a reduction in water pollution in different parts of the world.

Air pollution

Reduction of air pollution and GHGs emission as industries, transportation and companies have closed down, it has

brought a sudden drop of greenhouse gases (GHGs) emissions. Compared with pre-Covid years, levels of air pollution in some western European cities have reduced by nearly 50% because of measures taken to control the virus. It was estimated that nearly 50% reduction of N₂O and CO occurred due to the shutdown of heavy industries in China. Also, emission of NO_x is one of the key indicators of global economic activities, which indicates a sign of reduction in many countries (e.g., US, Canada, China, India, Italy, Brazil etc.) due to the recent shut down. Usually, NO₂ is emitted from the burning of fossil fuels, 80% of which comes from motor vehicle exhaust. It is reported that NO₂ causes acid rain with the interaction of O₂ and H₂O, and several respiratory diseases suffered by humans.

The European Environmental Agency (EEA) predicted that, because of the COVID-19 lockdown, NO₂ emission dropped from 30-60% in many European cities including Barcelona, Madrid, Milan, Rome and Paris.

It is assumed that vehicles and aviation are key contributors of emissions and contribute almost 72% and 11% of the transport sector's GHGs emission respectively. The measures taken globally

for the containment of the virus are also having a dramatic impact on the aviation sector. Many countries restricted international travelers from entry and departure. Due to the decreased passengers and restrictions, worldwide flights are being cancelled by commercial aircraft companies. For instance, China reduces almost 50-90% capacity of departing and 70% domestic flights due to the pandemic, compared to January 20, 2020, which ultimately deducted nearly 17% of national CO₂ emissions. Furthermore, it is reported that 96% of air travel dropped from a similar time last year globally due to the COVID-19 pandemic, which has ultimate effects on the environment.

Overall, much less consumption of fossil fuels lessens the GHGs emission, which helps to combat against global climate change. According to the International Energy Agency (IEA), oil demand has dropped 435,000 barrels globally in the first three months of 2020, compared to the same period of last year.

Water pollution

Water pollution is a common phenomenon of developing countries, but also countries with high levels of maritime tourism. During the lockdown period,

environment



the major industrial sources of pollution have shrunk or completely stopped, but also the lowering of water-sport related activities helped to reduce the pollution load.

Moreover, due to the imposed a ban of public gathering, number of tourists and water activities were reduced in many places. It is reported that, due to the lockdown of COVID-19, the Grand Canal of Italy turned clear, and reappearances of many aquatic species. However, the amount of industrial water consumption is also reduced, especially from the textile sector around the glove (Cooper, 2020). Usually, huge amounts of solid trashes are generated from construction and manufacturing process responsible for water and soil pollution, also reduced. Moreover, owing to the reduction of export-import business, the movement of merchant ship and other

vessels are reduced globally, which also reduces emission as well as marine pollution.

Ecological restoration and assimilation of tourist spots

Over the past few years, tourism sector has witnessed a remarkable growth because of technological advancements and transport networks, which contribute significantly to global gross domestic product (GDP). It is estimated that the tourism industry is responsible for 8% of global GHGs emission. However, the places of natural beauty (e.g., beaches, islands, national park, mountains, deserts, and coastal sailing areas) are usually attracting the tourists and make a huge harsh. To facilitate and accommodate them, lots of hotels, charter yacht fleets are needed, which consume lots of energy and other natural resources.

For instance, the carbon footprint of coastland hotel services of Spain and reported electricity and fuels consumption take a key role, and 2-star hotels have the highest carbon emissions. Moreover, visitors dump various wastes which impair natural beauty and create ecological imbalance.

Due to the outbreak of COVID-19 and local restrictions, the number of tourists has reduced in the tourist spots around the world. For instance, Phuket, Thailand's most popular tourist's destination goes into lockdown on April 9, 2020, due to the surge of Covid-19, where an average 5,452 visitors visit per day. Similarly, local administration imposed a ban on public gathering and tourist arrivals at Cox's Bazar Sea beach, known as the longest unbroken natural sand sea beach in the world. As a result of restriction, the color of sea water is



changed, which usually remain turbid because of swimming, bathing, playing, and riding motorized boats. Nature gets a time to assimilate human annoyance, and due to pollution reduction recently returning of dolphins was reported in the coast of Bay of Bengal (Bangladesh) and canals, waterways, and ports of Venice (Italy) after a long decade.

Short term vs. long term

It is assumed that all these environmental consequences are short-term. So, it is high time to make a proper strategy for long-term benefit, as well as sustainable environmental management. The COVID-19 pandemic has elicited a global response and make us united to win against the virus. Similarly, to protect this globe, the home of human beings, united effort of the countries should be imperative.

Directly or indirectly, the pandemic is affecting human life and the global economy, which is ultimately affecting the environment and climate. It reminds us

how we have neglected the environmental components and enforced human induced climate change. Moreover, the global response of COVID-19 also teaches us to work together to combat against the threat to mankind. Though the impacts of COVID-19 on the environment are short-term, united, and proposed time-oriented effort can strengthen environmental sustainability and save the earth from the effects of global climate change.

What could change in the world of yachting

The coming sustainability wave is sweeping the yachting sector forward, with shipyards exploring green shipbuilding and operating practices. Yachts start in a strong position, already traveling shorter distances and burning cleaner fuel than trading vessels or passenger ships.

Still, there is need for improvement, and shipyards are looking into both alternative propulsion and green construction

solutions. These changes offer multiple advantages, limiting a yacht's carbon footprint and minimizing its emissions, while improving the onboard experience.

Hybrid-electric solutions are a favored solution for improving yacht sustainability. Not only does running on electric power significantly reduce underwater emissions, but it also eliminates noise from generators, ensuring a quieter ride.

This is a major advantage for both onboard passengers and marine life, which can be harmed and disoriented by underwater radiated noise from engines. Hybrid-electric power also improves ship maneuverability, limiting the time and emissions expended when coming into harbors and ports.

Other low carbon technologies, other than traditional sailing riggs, that have already been integrated onboard motor yachts include kite sails and solar panels. Kite sails enable yachts to travel using wind power, a carbon-free



energy source. This technology can be complemented by a low resistance hull to improve energy efficiency and supplemented by green propulsion for non-sailing days. Solar panels offer similar advantages when mixed with electric propulsion, providing a yachting experience with limited noise, emissions, and maintenance.

Shipyards can also make a big impact on yachts' green credentials by building ships with organically produced and recycled materials, and through sustainable construction processes. By sourcing wood from sustainably certified forests, and using recycled materials such as aluminum, steel and natural composites, yachts can minimize waste and carbon output. Using clean energy onsite

to power construction tools can further ensure a green beginning to the yacht life cycle.

At the other end of the asset life cycle, fleet operators and yacht owners need to find sustainable ways of dismantling out-of-service vessels. For fleet operators and yacht owners, this means ensuring yachts are dismantled in line with regulations and hazardous materials are safely disposed of without damaging the environment.

Expectations from charter clients rise

Societal attitudes toward sustainability are evolving rapidly, and yacht charterers expect the best of both worlds: luxury, comfort, and green credentials.

Meanwhile, the number of emission control areas (ECA) and environmental regulations is increasing, and port requirements for limited emissions are becoming more stringent.

All indicators point to a more sustainable future for charter yachts, and some shipyards have already taken promising first steps towards developing eco-friendly yachts. Better still, the path ahead is wide open: shipyards and fleet operators have numerous options for energy and propulsion, easy access to sustainable materials, and few technical restrictions. With the right expertise from shipyards, green solutions providers, classification societies and more, the charter yacht business can sail unabated into a cleaner future.

BENETEAU and EXCESS have each launched sailboats (mono and multihull) with electric propulsion. In addition, we have repositioned the DELPHIA brand to offer electric and hybrid models for charter on inland waterways.

Statement from Bruno Thivoyon, Groupe Beneteau CEO



Tubber

Any boat, anywhere, everybody



Old town Kas

Turkey

Troubled Paradise

AUTHOR
Tino Prosenik

For years, Turkey's tourism has been troubled by various events, none of which is directly related to the sun, the sea, the food, or the people. From monetary issues, maritime administrative complications, to political instability, Turkey had to put real effort into communicating with their potential tourists. Communicating the wonders of the land, the hospitability of the people and the potential for tourism was probably not easy all the time. Still, most of the industry is doing well. Until 2015, the number of tourist arrivals was climbing to over 40 million. In 2016 it dropped by 25%, to quickly recover and surpass 50 million in 2019. Of course, Covid came to crush the numbers again, down to

a bit over 10 million. Again, a disaster crushing visits, revenue, and livelihoods of millions, again not through any fault of the hosts.

Since the first year of the decline in 2016, the media was there to focus on the negative, the captivating and especially the shocking elements to boost ratings. We are not surprised about that, especially during Covid it was clear that news often serves its own purpose. But we are indeed very sad that the tourism industry that has evolved further than many others, in a geographic area of exceptional beauty, has suffered additionally because of it.

My decision to sail Turkey was naturally met with scepticism. My intention was to have a nice sailing vacation but also to move the general opinion, if only by a thread.

In these 14 days I have written down my impressions as objectively as I could, without any agenda or bias. But still considering all the emotions of a traveller.

The arrival

We flew Zagreb – Istanbul – Dalaman. There was an option to fly directly from Graz or Vienna to Antalya, but we opted for the lazy version with no driving involved. The cost of airfare was reasona-

ble – not the cheapest fare but far from pricey.

The layover time flew by as it would elsewhere. The flight to Dalaman was uneventful. On arrival we were greeted by a friendly face, scorching sunshine and a heat wave scented with local herbs, and of course, the subtle scent of kerosene – a clear sign that the tourist season is under way and our holiday is about to begin.

Dalaman to Kas

As we opted for a one-way charter from Kas to Orhanye, through courtesy of my, now late friend, Anil Civi of Yelkeni Yachting, a 2-hour transfer was provided. With a stop in Fethiye for an early dinner we were in Kas by the early evening. The dinner in Fethiye, at the Girida Restaurant was nothing short of spectacular; a hedonistic parade of fresh seafood, the crunchiest vegetables imaginable and spices that leave no doubt that you are indeed finally in Turkey.

Kas

After a day of traveling, we can finally stop to look around. Kas is a quaint little town, as touristy as one would expect. Even with quite literally a hundred restaurants and cafes buzzing with activity, its Mediterranean charm is still intact. The architecture, the local population and smells and the feel of vacation – one doesn't want to leave at all. After a beautiful breakfast at the new western-style Kas Marina, we parted with Kas seemingly too early, but other places wait to be discovered.

Kalkan, Patara beach, Seven capes & Oludeniz

Finally at sea. With our coastal travels accomplished, we are now occupied with the basic sailor's worries – where to eat next. Yesilkoy bay near Kalkan strikes me as the perfect bay to accommodate a hundred boats at anchor, yet in two days we spot only a half a dozen. It's safe, it's uninhabited and turquoise. Again, I wish there was more time – a feeling that most of us find unsettling but also makes us appreciate the here and now.

The six-hour sail from Kalkan area to Kalakoy area is a harsh one; with the impressively long yet unapproachable Patara beach and the Seven Capes offering little shelter, one should plan this leg carefully.

The famous Oludeniz beach is worth visiting but for a sailor with any serious safety standards anchoring there overnight is out of question. We proceed to a nearby restaurant Karacaoren offering mooring buoys for tired sailors as if all had just crossed the Seven capes and in need of rest. Not surprisingly, we stay for two days. The bay is magnificently turquoise, the hosts are as friendly as can be and the food is good enough. Seems boaters cannot help thinking if the people living and working here are indeed the lucky ones.

Once settled in the bay I set back and inspected the surrounding boats; only a few private boats, half-empty gulleets and luckily a very small but highly welcome flotilla by Yildiz Yachting.

On the second morning we will depart for Gocek. The nautical hub of the Turkish coast is calling.

Gocek town

We skipped Fethiye due to lack of time. It seems it's a sailor's curse.

Entering the bay of Gocek, you can see and feel the buzzing of tourism. Gocek is but a small pristine village, yet it is a beehive of activity. While sailing into the seemingly vast port, the settlements are hardly visible behind the colourful wall of yachts. Mega yachts, guleets new and shiny, guleets old and shabby, sailboats of all shapes and sizes, catamarans scattered among them. Daily trips, local fishermen, holiday sailors... the life in this port and around it is almost palpable. It vibrates with optimism and splendour.

We docked at the Skopea marina; the "mega yacht marina" – in fact all the 5 marinas in Gocek are mega yacht marinas, nothing less would do. And don't get me wrong, this is not Monaco – this mountain of boats is fully down to earth, humble, just going about its daily routines. No spectacles are made of one boat – everyone is but a drop in the bucket. And a wonderful bucket it is.

We are enjoying the town; the seaside is also the restaurant district; a mile long strip of beautiful restaurants, bars, and shops. It is colour and splendour again, but only a few tourists milling around. Not empty but not full.

We are meeting in the DIM Elit Hotel, one of the dozen main restaurants on the strip. The terrace is breathtakingly beautiful but also unique, as are all the terraces in Gocek. They literary seem like art masterpieces that nobody came to admire or appreciate. Or very few at least; we are here.

sailing



Bodrum

The dinner was a spectacle of seafood and culinary excellence. Not to go into details there was a fish lit on fire, a parade of crustaceans and an avalanche of spices and gorgeous wine, and then everything melted together in a suiting sweet calm of baklava and Turkish tea, and then came the bill and I smiled more and I knew then that this will stay a fond memory for a long time.

In the morning we paid the marina, marvelled at the low expense of docking in town centre, and sailed out.

22 fathom bay, Gocek

Sailing through the bay of Gocek keeps you in the same setting as the port; every bay is an anchorage, there is a yacht sailing in every direction, throughout the maze of islands and channels. We skipped the Wall bay and Ruin bay (both

amazing bays), checked out Seagull bay and settled in 22 fathom bay. It is a beautiful bay with a strange name and an even stranger restaurant. It is a beautiful bay with a strange name and an even stranger restaurant. The owner's name I, unfortunately, couldn't memorize but he gladly refers to himself as Amigo so we'll do the same. It seems as a mirage at first; shapes and colours not definable, size and purpose not clear. It is a web of floating debris acting as jetties, tents that are the host's settlements and a moored boat that is actually the restaurant's kitchen. There is an oversized raging fireplace in the middle just for the fun of it, a literal oil pit for frying and a huge brick oven for fish and casserole.

Generations of Amigo's family run the place; he is clearly in charge but also finds time to chat with each and every guest present. He was born in the 20's

but his English is surprisingly fresh and agile. We had a smart conversation with Amigo and a perfect dinner. Even though the place gave a post-apocalyptic appearance it was an utterly tranquil place and altogether a most enjoyable experience. Unique, we agreed.

In the morning we would venture to Asi bay and Ekincik, then further to Marmaris. But first we would savour this beautiful 22 fathom bay for another day.

Ekincik

It's been a week sailing Turkey. We've seen it all, we thought. When inquiring with friends and tourists about a safe haven between Gocek and Marmaris, everybody pointed to Ekincik. Naturally we try to avoid all the most popular areas and it was no different with Ekincik. And as it is often the case, plans don't work out that well; the weather played its role and we ended up in... Ekincik.

The bay offers several decent anchorages and in the bottom of the bay there is

areas



Aerial view of the Gocek bay

a shallow sandy beach and a village and a few restaurants but after all was considered, we decided on the “fancy place” – My Marina. Its capacity is about 50 berths. Its appearance; the most beautiful marina I have ever seen. Palm trees, cactuses, all nice and tidy, garbage separated, moorings maintained, staff educated. The garden was a dream, the restaurant immaculate, and the facilities very stylish.

While walking the 5 minutes to the restaurant, we saw hens, squirrels, tortoises, and dogs. It was amazing even before we ate, before we met the people before we paid. It just got more amazing at every step we took. There were about 10 boats moored by the end of the day; 20% of its capacity. There were very few tables occupied at the restaurant. Nevertheless, the staff was forthcoming, cheerful and overall professional and nice. We feel blessed to have enjoyed this place that took so much effort to build, de-

sign, maintain and run. We feel that we gained so much for giving so little (daily fee for a 40ft is 17 EUR). I can only hope My Marina will not be half empty much longer – it deserves better.

Ciftlik

We initially planned to visit Marmaris during our boat trip; it is on our one-way route. After careful deliberation, we decided to use the boat time for boat places and return to Marmaris for a two-day stay after check-out. Again, time appears scares on a sailing holiday.

So we sail from Ekincik along the bay of Marmaris and further west in the direction of Simi (Greek island just 5 miles offshore). We are 60 miles short of Orhaniye and with three days to go, the end appears close for the first time. The weather was quite windy the last few days and the sea was occasionally choppy but now we are looking forward to

three calm days ahead.

Ciftlik is a wonderful sandy bay protected by a small island, with high cliffs soaring on all sides. The water is clear, clean and wonderfully turquoise. Basically, the bay consists of a hotel, a few private houses, and four restaurants. It is worlds away from My Marina; far on the economic end. A third of the beach is meant for the hotel guests and the rest is just sizzling sand. The sand is a dark variety and seems to have soaked up millennia of sunshine and now burning through feet with unbelievable intensity. I remind myself that at home we are looking forward to July as June is still not real summer.

The four restaurants scattered on the beach differ in name, color, and furniture but also look very alike and seemingly share the same number of Michelin stars; they remind me of Yugoslavia. All four have shaky jetties and



Swimming at Kas

offer mooring, water and electricity free of charge for their guests.

After careful inspection of all four establishments, we set down in Mehmet's Place. We are now used to the hospitality and kindness of the hosts but still, it is something we really enjoy. Mehmet is no different; we just stopped for coffee but he offers us free mooring regardless.

In the end, we have lunch and it is well prepared even if it is not the culinary masterpiece we enjoyed previously at My Marina. We return to our boat on anchor but run out of wine after sunset and decide to take Mehmet up on the mooring offer. After a while, we are lazy to cook and given the very affordable prices, we have dinner. Everything he brings to the table is fresh and delicious. I am delighted with the choice of really fresh wild fish. We finish the dinner and buy some wine for the boat. Yes; in Turkey the restaurants will sell you wine and water and

stuff at supermarket price. That baffles me but I am thrilled; we restock our supplies right there in the restaurant.

In the morning the weather is good and we decide to do a longer sail, to get closer to Orhaniye and find a bay for the remaining two days. We sail to Dirsek.

Dirsek bay

We initially planned to visit Marmaris during our boat trip; it is on our one-way route. After careful deliberation, we decided to use the boat time for boat places and return to Marmaris for a two-day stay after check-out. Again, time appears scarce on a sailing holiday.

Overview

We are still going to spend two days in Marmaris as simple pedestrians but our sailing trip is over and a closing statement would be in order. June in Turkey is as much summer as anybody needs;

the water is perfect, the days are hot but not unpleasantly so, the Meltemi is occasionally present but manageable. Nights are refreshingly cool. There are no crowds but it is far from deserted. I was afraid that there would be an air of desperation among the locals, due to the decimated tourism – there is none. Locals are aware of the situation, they mention it but nobody lingers on the subject. Life goes on and they try to make the best of it. There are fewer boats sailing, fewer gulets milling around and not as many day trips. I can't judge how hotels and restaurants are doing but the terraces are as big and as many as ever, even if they are mostly empty. It seems the proprietors are too proud to downsize. I wouldn't go ahead and label it optimism but it's close enough.

**What it means, what it changes,
and where does it lead**

The PPF Acquisition

PPF Group has partnered with the world's premier boatbuilder Groupe Beneteau to create a new global leader in sailboat charter by purchasing controlling stakes in Dream Yacht Charter and Navigare Yachting.

PPF and Groupe Beneteau will together tap the growing demand for sustainable and environmentally friendly tourism boosted by the sector's offline-to-online switch. The digitalization process will, in turn, benefit the digital assets and online booking platforms operated and owned by the acquired charter companies.

The joint-venture, with 59% owned by PPF and the remaining shares held by Groupe Beneteau, will bundle the

number-one (Dream Yacht) and number-four (Navigare) operators, which together recorded a pre-Covid revenue in 2019 exceeding EUR 200 million. The two charter companies and their subsidiaries, including the fast-growing digital booking platform SamBoat, operate the world's largest combined fleet of about 1,200 sail-powered vessels.

The joint-venture partners expect the transaction to close before September 30, subject to the satisfaction customary of closing conditions. The PPF and Groupe Beneteau partnership will command a significant share of the otherwise fragmented global leisure boat charter market, with total pre-Covid annual bookings of around EUR 1 billion. It will offer boat owners and leisure

sailors the sector's leading digital booking apps. The joint-venture will hold a very strong position, particularly in the Caribbean and other exotic (Seychelles, French Polynesia) regions, and a presence in more than 50 marinas around the world, from the Mediterranean to Asia and the Pacific.

The multifaceted transaction was accomplished by PPF and Groupe Beneteau jointly purchasing 87% of Dream Yacht and its subsidiaries. Its founder Loic Bonnet will remain a minority shareholder. The joint-venture will also own a 50% stake in Navigare which PPF recently purchased from a company controlled by Navigare Yachting's founder Jesper Rönngard. The PPF-Groupe Beneteau partnership also has a call option to acquire 100% of Navigare.

charter business



PPF has decided to invest in the leisure sailing business since it is swiftly becoming an expanding lucrative niche in the mass-market travel industry. An ever-widening circle of enthusiasts is opting for sailboat charters. Families, groups of friends, and individuals are seeking refreshing holiday experiences away from crowds. As a result, the sector is likely to recover rapidly in the aftermath of the Covid-19 pandemic amid the lingering health safety concerns and social-distancing requirements.

With its light carbon footprint and emphasis on slow travel, sailboat chartering is well-positioned to benefit from the growing desire of holiday-goers to make their getaways sustainable and eco-friendly. PPF sees long-term potential for these businesses to outlast other sub-segments of tourism. As an investment proposition, the sailboat charter market attracts major financial investors such as PPF since it offers to leverage digital transformation to consolidate the fragmented sector on a global scale.

Statement from Bruno Thivoyon Groupe Beneteau CEO

We entered into the charter business in July 2021 via the joint-venture we created with PPF. Our vision at Groupe Beneteau is to develop new business lines in services that will support the Group's future development at international level. As such, services are the 3rd pillar of the Group's strategic plan Let's Go Beyond! adopted in 2020. Although Covid-19 affected the charter business, we are convinced that charter is a promising sector, with particularly sound fundamentals. Both Dream Yacht Charter and Navigare Yachting are seeing a high-level of booking for the upcoming season and as boatbuild-

er, we see their orders for new boats increase again. The PPF-Groupe Beneteau alliance brings the capacity and the funding for these 2 companies to restructure their operations in order to become more profitable and resilient. As boatbuilder, it brings us closer to our charter customers in understanding their business and client expectations. For instance, BENETEAU and EXCESS have each launched sailboats (mono and multihull) with electric propulsion. In addition, we have repositioned the DELPHIA brand to offer electric and hybrid models for charter on inland waterways.

 PROMO CODE
ICEBREAKER15
*Valid for broker passes only

ALL WORLDWIDE CHARTER COMPANIES UNDER ONE ROOF

7-9/12/2022
Zagreb, Croatia



B2B



MEETING POINT OF THE CHARTER INDUSTRY

Meet more than 200+ fleet operators,
200+ brokers and agencies, 100+ suppliers

+385 1 3377 978
info@internationalcharterexpo.com
www.internationalcharterexpo.com

CATAMARANS



MONOHULLS



MOTOR YACHTS



OUR SERVICES

BAREBOAT YACHT CHARTER
CREWED YACHT CHARTER
YACHT MANAGEMENT
YACHT SALES



ORYX Yachting GmbH
Yacht Charter & Tourism
Franzensgasse 22/5
AT-1050 Wien

ORYX Yachting d.o.o.
Yacht Management
Marina Frapa Resort
Uvala Soline 1
HR-22203 Rogoznica

Cell: +43 664 462 1836
office@oryx-yachting.com



ORYX Yachting is an owner-managed company based in Rogoznica (HR), Marmaris & Fethiye (TR), complemented by sales offices in Vienna and Munich.

Since our foundation in 2016, we see ourselves as a provider of top-maintained sailing catamarans & monohulls, mostly of young age and equipped to highest standards.

In 2023, ORYX Yachting will be the first to operate a Fountaine Pajot Alegria 67 catamaran, as well as a Prestige 690 motor yacht out of Croatia.

Our dedicated staff strives to deliver a "unique customer journey" and thus, hopefully gives you reason enough to spend your best time of the year on board of one of our yachts.

www.oryx-yachting.com

Publisher
International Charter Expo
Jadranski skiperi d.o.o.

Editor
Tino Prosenik

Graphic Design
Studio Disegnat
disegnat.com

Print
Print Studio d.o.o

04/2021

Free sample