

No. 1

2018

## **Interviews**

Jesper Rönngard, Marko Gnjidić

## **Chartering in Canada**

a world of difference

## **A Brief History of Shipyards**

20 important milestones of the industry

# ICEBREAKER

The first B2B Yacht Charter magazine

## **Operating a fleet in Granada**

double trouble or profitable venture

## **ICE'18 catalogue**

150 fleet operators, 200 charter brokers

## **Yacht Sales**

online into the 21st century



# Financial and operative lease

**Solutions for success**

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■ By Tino prosenik



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Franz Schillinger, a multi-brand dealer gives his view of the industry

# Luxury of yesterday - today's investment

**Since there are boats**, there is a special aura around the boat captains and boat owners; the difference between the two often undeterminable. The stature of a captain involves authority, skill and wealth – inspiring admiration from both sexes, all nationalities and every social layer. It is intoxicating and highly addictive. Today, it is also sustainable.

The splendor of yacht owning once was a status symbol, the privilege of a few. Until someone made a connection between people's general fondness of sailing, their willingness to pay for it, and three magical letters; R.O.I.

This realization ignited a boost that took a small industry to new heights. Once upon a time run by enthusiasts and hobbyists, the industry is now a worldwide phenomenon

gathering investors large and small in a frenzy of unbelievable proportions. The demand for "sustainable" yachts today fuels the production, invigorates the sales machine and in an endless loop, further expands the charter industry – both vertically and horizontally. From small monohulls to gargantuan catamarans, from the charter motherland Greece, to the remotest corners of the globe.

Besides the charter company and the shipyard, the cornerstones of the industry, new trades have been developing; yacht dealers, charter management consultants, financing consultants... People who noticed early that there is more to be done than just build boats and charter them. These additional crafts are here to ensure that the industry stays on course and adopts to the changing market.

”

**I invite the people to explore the divine world of yachting and to experience the truly unique lifestyle connected with it. We must aspire to meet our client's expectations, giving them a variety of options for spending a stylish time at sea. From premium sailing yachts, performance cruisers, sailing and power catamarans to powerful motor yachts, everything that is needed to make their dreams come true.**



The industry seems insatiable today, but we are aware that all universe must find balance. We must be mindful about the environment, we must be innovative in constructing new exciting products and above all, be

diligent in opening new worldwide markets that will provide a large enough platform to sustain this hungry beast of an industry.

If we are mindful of the future, we just might enjoy a long run of prosperity in this beautiful industry.

■ By Franz Schillinger

ICEBREAKER



Photo: Nicolas Claris



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**JEANNEAU**

The great history  
of shipyards

# 20 milestones in the sailboat industry

**When we talk** about shipyards we talk about the ones that have defined the yacht charter industry. Looking back in time, the following milestones are significant for shaping the yacht charter industry of today.



1884

**1. Birth of BENETEAU**

Saint-Gilles-Croixde-Vie, a French village known for its maritime and sardine fishing tradition is where Benjanim Beneteau was born and raised. After having his initial sailing experiences, starting as a ship's boy on the lugger Eliza and then as a naval architect in Rochefort during his military service, he fulfilled his long-lasting dream of building his own shipyard in 1884 – the year BENETEAU was born. All boats at the time: luggers, dundeeds, and smacks were mainly used for fishing. Since the main navigation tool were sails, the need for an upgrade and innovation on the market created a space for BENETEAU's excellence in sailing performance.

1949

**3. ELAN Yachts founded**

Before the sailboat revolution in the 1960s, Elan company was founded in northern Slovenia in 1949. Originally, the company produced wooden boats, kayaks and canoes distributing their products all the way to the USA. It was in 1962 when Elan made a turn-around in its production and started making sailing boats out of polyester.

1958

**5. JEANNEAU and fiberglass hull**

For Jeanneau, everything started in 1957 with Henri Jeanneau, who was passionate about speed and powerboating. After building his own wooden hull, he won the 6-hour Paris race. In 1958 Jeanneau shipyard molded its first fiberglass hull – known as the second innovative material which marked the new era in the sailboat industry.

**2. BENETEAU in the first half of the 20th century**

During the First World War, Beneteau shipyard closed until 1928. It was the year when Benjamin's son, Andre Beneteau took over the family business. The shipyard closed its doors again during the Second World War. Beneteau's ships were engine powered fishing ships. Andre carefully looked after every boat that was built according to his own design and at the same time insisted on performance.

**4. DUFOUR and polyester**

It was Michel Dufour who in 1957 discovered polyester as a potential material to be used for building new hulls and started a new chapter in the sailboat industry. As an experienced sailor, his knowledge of yachts and hydrodynamics and his passion for sailing were key points in creating a new yacht model made of polyester.

1964

**6. The beginning of the revolution**

Andre and Annette Beneteau (grandchildren of Benjamin Beneteau) started to make small sailboats, made of polyester, known as dinghies. It was the year when Beneteau expanded its production to recreational boats. The Jeanneau shipyard also produced the first sailboat – Alizé. Henri Jeanneau employed Dutch naval architect, Ericus Gerhardus van de Stadt, a pioneer of modern yacht design. Alizé's sporty character introduced a new combination of sailing and pleasure due to a new cockpit that could fit 3-4 adults. That same year, Michel Dufour took a risk, by renting a hangar and starting to design the "Sylphe", his first sailing yacht, achieving instant success with up to 60 orders.

1965

**7. BENETEAU at the Paris boat show**

The Beneteau shipyard presented their first sailboats Flétan and Guppy at the Paris boat show. Sailing enthusiasts recognized Beneteau's sailboats as a perfect addition to the market and as a result, newly launched products were followed by great success and demand. From 1965 until 1972, Beneteau developed and produced their first range of sailboats. Other than Flétan and Guppy, the shipyard launched Capelan, Cabochard, Galion, Forban, Kerlouan, Baroudeur and Ombrine.

1976

**9. FOUTAINE PAJOT founded/ JEANNEAU transatlantic race/ BENETEAU'S First**

In 1976 Beneteau released their remarkable First series. The FIRST 30 model, designed by Andre Mauric, was acknowledged as the "Boat of the Year" at the Paris Boat Show. Moreover, it also won the first leg of the Figaro Single-Handed Race.

In addition, it was the year when Jeanneau entered a single-handed transatlantic race with Melody, navigated by Yves Olivaux, showcasing boat's quality and strength.

Finally, in 1976 near La Rochelle, Jean-François Fountaine created what is to become one of the leading catamaran shipyards in the world - Fountaine Pajot. With the help of three other people, Jean Francois, famous regatta competitor and Olympic sailor built the 505 model.

70's

**8. DUFOUR at the beginning of 1970s**

In the years to come, Dufour's succeeding sailboats were Arpège (1966) - a stepping stone for liveaboard yachts, Safari (1969) and Dufour 35 (1971). One of the biggest sailboats of the time, Sortilège model was built in 1971 with the astonishing 41.01' feet. In 1973, Dufour was recognized as the European leader in manufacturing sailboats, having their sales network spread all over Europe and USA.

1978

**10. BAVARIA YACHT founded - 1978**

It was Winfried Herrmann, founder of Bavaria Yachts, who first began building sailboats in Germany with a completely new approach - modern assembly line production. Bavaria's first sailing yachts were models 707 and 808. By the beginning of the 1980s, Bavaria already had a 5,000-square meter production facility for yacht building and with the expertise of the charter agent Josef Meltl, they started conquering charter market.

**The great history of shipyards: >>  
20 milestones in the sailboat industry**

## << The great history of shipyards: 20 milestones in the sailboat industry

### 1982

#### 11. BENETEAU – world leader in sailing industry

Thanks to the huge success of the legendary First 30 from 1976 and First 42 model from 1981 described as "the most competitive and stable sailboat of its time", Beneteau became the world's leading shipyard. Many great things were yet to happen...

### 1986

#### 13. Release of Sun Odyssey

The legendary Sun Odyssey line was first created in 1986 with model 43. It was the outset of Jeanneau's famous line featuring shipyard's qualities - elegance, comfort, innovation, and seaworthiness.

### 1990

#### 15. HANSE shipyard founded

In 1990 Michael Schmidt started Hanse shipyard in Greifswald, Germany. His motto "Breaking rules, setting trends" reflected on the first sailing yacht released in 1993 - Hanse 291. It was something new and exciting on the boat market, with its affordable price and excellent sailing performance.

### 1984/1985

#### 12. Expansion of the catamarans

In the middle of 1980s catamaran popularity was on the rise. In 1984 Jeanneau constructed Fleury Michon 7 known as the largest catamaran ever built at the time. In the same year, JTA (Jeanneau Technologies Avancées), Jeanneau department of competitive sailing and high-tech construction, created the famous Lagoon shipyard. In 1987 the first Lagoon 55 was created, following with Lagoon 47, 57 and 67 owners' boats for offshore cruising until 1996.

1984 was also the year when Catana catamaran shipyard was founded. Having their first successful period with Catana models, in the upcoming years shipyard released its world-wide famous Bali catamaran series.

### 1986/1989

#### 14. BENETEAU new models

1986 marked the creation of the legendary Beneteau Oceanis series, starting with 350 and followed by the 430 model. In 1987 Beneteau redesigned his First series with 35S5 model which proved to be very successful at the Paris boat show. It was also the year when Beneteau integrated Construction Navale Bordeaux (CNB) boatyard in its production. Finally, Figaro series was released in 1989 - boat designed for racing demands at the Figaro race - formerly known as the Course de l'Aurore.

1995/1996

**16. The beginnings of BENE-TEAU group**

It was one of the most significant periods in the sailboat industry characterized not by building new ships, but rather by establishing shipyard's new structure. Beneteau took over Jeanneau and gave the development of the Lagoon brand to Construction Navale Bordeaux. It was also a period when the use of high-tech composite was implemented in the shipyard.

2003

**18. LAGOON became world's leading catamaran producer**

In less than 20 years, Lagoon became the world leader in cruising catamaran production. Innovation in building approach, wide range of models and an international distribution network rocketed Lagoon's shipyard to the very top of catamaran shipyards.

2017

**20. LAGOON Seventy**

Finally, 2017 marked the creation of the largest Lagoon catamaran yet produced- the Seventy7 model. This new 23-metre model reached new heights in the catamaran production with its elegance, speed, and design.

2002

**17. New era of DUFOUR sailing yachts**

Dufour collaboration with the famous naval architect Umberto Felci at the beginning of the new millennium was a crucial step in producing a new range of high quality sailing yachts. This was the beginning of Dufour Performance range in 2002 and the Grand Large range in 2003. Even though they were launched within the short period of time, each range had different characteristics - Performance for racing and Grand Large for cruising.

2014

**19. BAVARIA catamarans Nautitech 2014 / JEANNEAU 64**

Bavaria Yachts started their catamaran era in 2014 when they bought the French catamaran manufacturer Nautitech. In the following year Bavaria released its first catamaran - Nautitech 46.

- In 2014, Jeanneau made a very bold move and produced the first sailing yacht over 60 feet, the top of the Jeanneau Yacht range - Jeanneau 64 model.

”

The innovations of today are mostly limited to design and ergonomics, frequently giving us a myriad of new models. The production of charter yachts is soaring and delivery dates of most shipyards are now distant like never before.

Appeal of the purchase is somewhat diminished by the uncertainty of the future; how far ahead can an investment be made without knowing what the market will be like?

A challenging time for the shipyards lies ahead.

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Marko Gnjidić (MMK) about  
the role of booking systems

# Can the discount trend be reversed by an algorithm?

**Every booking manager** in charter is aware of the velocity and growth potential that real time booking systems brought to the business. The back-office solutions made the life of the base crew and booking personnel easier bringing them into the 21st century of digital data management. Furthermore, and even more relevant, online real time availability is standard today, we couldn't even imagine doing business without it any more.

What the concern is today; are these systems adopting to the market and reacting to it? I have talked to Marko on the United States Sailboat Show about this issue and he was very open about it.

## How do you see the role of a booking system in yacht charter?

*"MMK is supposed to be a marketing tool for the fleet operators. Fleets are supposed to be focused on their product, make it the best they can, not to worry about marketing and sales. We are not necessarily talking about fleets with 100+ boats; we are talking about small and medium fleets albeit we have large fleets in our system which tells us they find value in the system as well. MMK is not supposed to provide complete marketing needed for running a business but certainly a big part of it."*

## What is your opinion on the current state of the market, especially the discount issue in Croatia?

*"The industry is experiencing problems in pricing due to several reasons and MMK has most definitely contributed to this negative trend. I need to say; the market demanded such a system and we simply provided it. We couldn't have known that it would amplify this effect of lowering prices."*

**Do you have any plans for further development, to stop or even counteract this influence?**



*"I know the damage has been done but we are now developing features that will hopefully mend this problem; among other, a customer review system. It is not widely applied but it is already operational. Unfortunately, we do not see the fleet operators embracing the public display of the customer reviews and we have no means to force them to do so."*

**If the agents, who still provide most of the bookings, would request the reviews of their clients to be posted publicly, would that work?**

*"I believe it would. But there is a significant number of large broker companies that collect such data for internal use and are not inclined to share it. If you combine the pull of these agencies and all the fleet operators that are also reluctant to start such a feature, I don't see a way at this point to make it happen. I know that we need to do something, that's obvious, but we are not in a position to push it onto the market."*

**Being the market leader, are you not already in the position to do so?**

*"I do feel responsible to do something, but I don't feel it can be done at this time. There would be too much resistance. And let's be clear; even if we had a global customer review system right now, that would not solve all the problems. There are other factors that are causing this development on the market. We implemented the revenue planning feature to ensure that discounts are kept at bay but still fleet operators fall victim to panic at times. If our system would be widely used, it would decrease general discounts by as much as 12% according to our projections. We are dedicated to further development, but it will take time to build and introduce new features."*

**Two cents from the editor**



The evolution of business and technology brings us more comfortable work, more ease in everyday lives and financial security. And it is the market leaders, the innovators, that are responsible to move this evolution forward, even if it is hard. If we look at Booking.com, TripAdvisor or Uber, we see tech giants who used just this way of thinking to rise above their industry's benchmarks and even transform the industry itself. Even though the yacht charter industry is doing well, the struggles of tomorrow will be fought with tools these innovators will provide, so we need to keep one eye on them and make sure they will stand up to the challenge.

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POWER CATAMARANS

36 | 44 | 48



Photos: Nicolas Claris

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Annapolis Boat Show is a  
must on any fleet operators  
to do list

# United States Sailboat Show Door to America

## Annapolis, Maryland - America's Sailing Capital

It is a vivacious city located on the Chesapeake Bay that is rich with history and colonial charm. It is a city full of mouth-watering cuisine, luxurious accommodations, and many fun-filled activities for the whole family. The waterfront area is a chief attraction to the city and an important part of the local culture. Down Main Street from Church Circle to City Dock you'll discover dozens of unique, locally-owned fashion boutiques and specialty gift shops tucked in between art galleries, pubs, restaurants and historic inns. Many of these small shop owners import their hand-crafted goods from far-off lands, just as town merchants have been doing for the past 350 years.

## USSS – the world's largest and most prestigious sailboat show

The Annapolis show is by far the most pleasant and useful boat show in the States that is capturing the attention of the nation for the last 50 years. I have been visiting the United States Sailboat Show for a couple of years before I decided to exhibit. At first glance I was charmed by the town's quaint appearance, the southeastern flare and the nautical temperament deep imbedded in absolutely everything you see. Annapolis is a pilgrimage for tens of thousands of boat show visitors that are much more than ordinary walk-ins; according to statistics, half of them earn between \$100,000 and \$200,000 annually, while another 20% is between \$250,000 and \$1,000,000. A demographic most boat shows can only dream about. Especially popular is the "Vacation basin", dedicated to chartering and charter boat ownership with all major Caribbean charter fleets represented.





## Mediterranean Corner

In 2016 we set up the Mediterranean Corner for the first time – an exhibit meant to promote European charter companies. It immediately became an official part of the Sailboat Show. We presented ten European fleet operators. Despite hurricane Mathew the MedCorner tent got over 2,000 visitors during the five days and over 1000 of them left their email contacts. Our exhibitors from Croatia, Greece, Italy and Turkey were very pleased with the results. The Annapolis boater-magnet will surely continue to thrive, and so did the MedCorner. In 2018, this “Mediterranean embassy” was visited by over 5000 people and over two hundred have participated in daily workshops prepared by the Mediterranean fleet operators. Over a thousand contacts have been collected and by the end of the show it was clear – it was the best one yet.





## WHY USA?

There are 5 crucial statistics which show why being a part of the Mediterranean Corner and representing the most beautiful countries in Europe is really an opportunity for all fleet operators participating.

**1** Studies show that the value of the global nautical charter market is growing, and they show that the growth will be optimistic and stable over the next few years. By 2025, the market will almost double in value. There is a growth due to the increase in number of rich individuals, and of course the rise in popularity of traveling and sailing overseas.

**2** Americans are becoming richer and there are more and more millionaires today than there were before. According to a Global Industry Analyst survey conducted in 2017, the popularity of sailing among millionaires is growing. Did you know that the United States leads with the most households of millionaires? There are 19,134 households in where millionaires live!

**3** A study from 2016 mentions that 87 million of US citizens participate in recreational sailing. This can be for sporting, fishing, and even travelling. Many of these are of course the richer consumers whose planned consumption exceeds the average standards. They are willing to travel across to another continent and experience something completely new. Another statistic mentions that more than 90% of all journeys of American charters were related to leisure and recreation.



#### 4 Statistics show that:

- 52% of people who go sailing like to sail with their friends
- 25% like to sail with their families
- 15% with their partners
- 5% with their co-corkers.

When looking at their demographics, we can divide them in two groups:

- Baby boomers are between 50-68 years old. More than 80% are married and 85% have university degrees.
- Millennials are the younger group with people between 20-37 years old. 20% of these are only married, and 95% have university degrees! Both of these groups spent more than a week sailing last year and showed great interest in nautical tourism in Europe.

The most recognized destinations of American charter tourist overseas, based on bookings are: Greece, Croatia, Italy, Turkey, Mallorca and France.

**5** The booking habit is completely different when looking at Americans and the Europeans. To compare, studies show that Italian charter tourists book their yachts mostly during the summer season (very close to their time of arrival) and Germans make their bookings a bit before the season (relatively close to their time of arrival). However, Americans are specifically known for making their bookings months in advance. This is great as the USSS is months before the new 2019 season begins!

These 5 pieces of statistics show that taking place at the USSS this October can be and is the right way to enter the American market. They are the type of clients who want to sail in Europe, have the financial means, meet the demographics, and as mentioned, October is when they decide there they will go for holidays!



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BENETEAU

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31 - 35.1 - 38.1 - 41.1 - 46.1 - 51.1 - 55.1

ICEmarket is giving the fleet operators what they need; one central place to search, compare, configure and order their new boats

# Taking the digital highway

## Speedy and Efficient Yacht Purchase

The yacht sales industry hasn't changed much from its very beginning. However, with the digitalization and acceleration of business in general, a time has come for a digital revolution – the new way of doing business. ICEmarket, a sister project of the International Charter Expo (ICE), is an online trading platform serving fleet operators, shipyards, and leasing.

On ICEmarket, fleet operators search for available yacht models, configure option lists according to their needs and send inquiries to shipyards or their representatives. Shipyards review inquiries and respond by sending offers. Inquiries sent by fleets are non-obligatory until both sides agree on the price, delivery dates and options.

Fleets have the possibility to quickly get offers from several shipyards at once as well as to compare yacht details, options and photographs, like for like. Additional useful information is the booking data of the model (or the most similar one) from the previous charter season that indicates potential future income.

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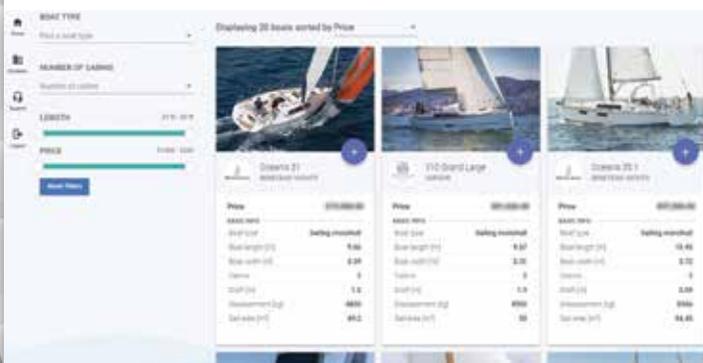
The importance of efficiency in the business of today is demanding every minute of every working hour be used to the max. We use the digital highway in almost every aspect of our lives to make better use of the work day and leave enough time for ourselves as private people, our families and hobbies. Emailing, printing out pdfs and excel sheets is already unacceptable. It is time to accelerate the process of yacht sales. ICEmarket is open to everybody who wants to make time for other things.

# 4 Steps to a New Yacht Purchase

## 1 – Search



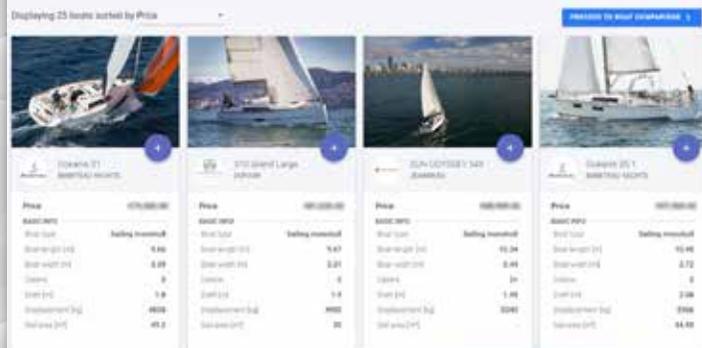
Forget multiple Excel spreadsheets and your Internet browser full of tab links. With this search tool, you can browse the latest models of sailboats and catamarans in just a few clicks.



## 2 – Compare



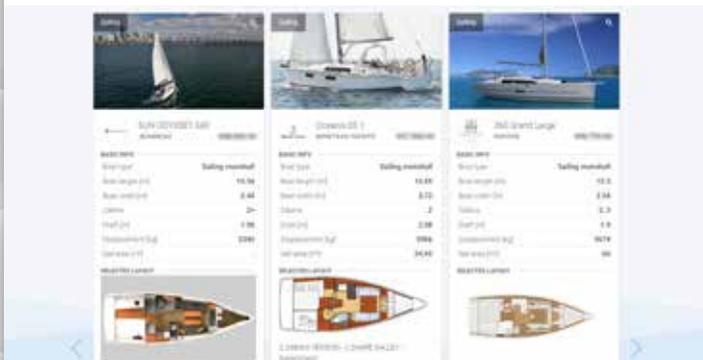
After filtering out your favorites it is time to compare. The basic information of each model will surely help you out to decide which features suit you the best. You can also compare various cabin layouts and detailed configuration; and yes, everything can be done and seen on only one page.



## 3 – Configure



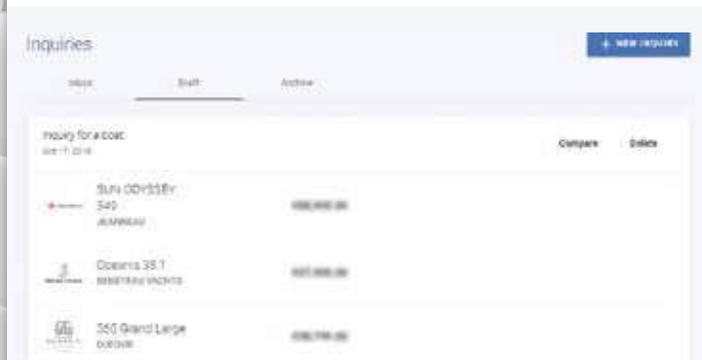
Choose from various layouts, versions, interior, and exterior deck designs, deck equipment, hydraulic and electric equipment, and make the best tailor-made version for your needs and needs of your client or investor.



## 4 – Send inquiry



Sending an inquiry is the final and most important step of the ICEmarket journey. With the help of "Notes with chat" option, you can negotiate and engage in live chat directly with the shipyard or it's representative on the issues at hand. After you send an inquiry, make sure to check out your inbox with live status progress updates on your offer or inquiry.



# THE NEW BEGINNING

## 50 - 60 - 80



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With yacht charter booming, there was growing need for a B2B event that would gather a worldwide industry



## INTERNATIONAL CHARTER EXPO

**The yacht charter business**, like many others, got wings with the era of Internet. From 1985 to 1995 over 50 million people in 93 countries started using the Internet. That meant that the fleet operators just got access to the world. Their product being as attractive as it is, the increasing demand started fueling worldwide expansion of both bareboat and crewed, luxury charter. Crewed luxury charter was quickly organized through various associations, resulting in networks and events gathering their professionals. Bareboat charter did not develop in the same way; there was not global network or association and no significant specialized events of any kind to gather the industry. Rather, the bareboat charter professionals slowly emerged within yacht-sales-oriented boat shows to do their business in the





shadows of the shipbuilders. Traditionally the charter brokers were using the public presence on the boat shows to sell charter; they became standard exhibitors offering charter services to the public in behalf of the fleet operators. This was of huge importance prior to the Internet but remained an important role until today. This venue, unfortunately, never was a good meeting point for the fleets and their brokers – the focus always was and remained on sales to the public, not B2B relations.



## Days of Croatian Charter

In March 2013 the Croatian charter-related company YACHTMASTER for the first time organized a meeting of the bareboat professionals in Zagreb. The event gathered 39 Croatian fleet operators as exhibitors and 50 charter brokers from 13 countries, as visitors. The purpose of the event is to create a surrounding suitable for the initiation and development of B2B cooperation between Croatian fleet operators and international charter brokers.

In March 2014 the event grew by half and 90 charter brokers from 21 countries visited the exhibiting fleets. The event attracted various suppliers of charter-related goods and services.



## Birth of International Charter Expo

With the popularity of this B2B event rising, fleets from other sailing destinations became more interested and demanded to participate. ICE was born.

In February 2015 a hundred fleets from various sailing destinations gathered to meet with 150 charter brokers from over 30 countries. Over 250 companies have met on this event, to participate on the first global B2B event of the industry.

## That time when ICE'16 had to become twice'16

In 2016 it was clear that the model of a pure B2B event is working; it was efficient, fun and sustainable. Now held at the new Zagreb Arena, ICE seemed a monumental success; 120 fleets from 16 sailing destinations meeting with over 150 international charter brokers from 36 countries, accompanied by over 50 different suppliers, many of them now shipyards.

ICE became a unique expo in the world, bringing together all major charter companies, agencies, shipyards and many other suppliers of the yacht charter industry from different worldwide countries.

At that time there was another event in the making; the Berlin Charter Expo, by Bavaria. The model was appeal-



ing to the shipyard and seemed a good way to strengthen its ties in the yacht charter industry. Unfortunately, the prevailing opinion was that the industry did not require two similar events, even though the latter was held in Autumn and the former in Spring.

The decision was made to repeat ICE'16 again later the same year – as twICE'16. The purpose of this repeated event was to ensure that the market chooses the one that suits it most.

twICE'16, now held in November, not only repeated but exceeded the success of the Spring show. The Berlin event was not repeated, and the participating 295 companies agreed that this would henceforth be the central B2B event of the industry.



”

### **A handshake is important**

**ICE accentuates the power of personal meetings; as the only place where stakeholders meet and negotiate in person, it gained loyalty and became an inevitable event for the yacht charter community.**

In 2017 ICE gathered 130 fleets and almost 200 charter brokers, from 45 countries around the globe. All relevant shipyards were now exhibiting along with the fleets and the Arena became a venue where in three days over 9000 meetings take place, more than half confirmed in advance, through a matchmaking software.

ICE became a place to find new fleets, to meet new brokers and buy new boats. More than that, ICE is known as a place to get inspired, test new projects and even meet old friends.





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-  Tech support.



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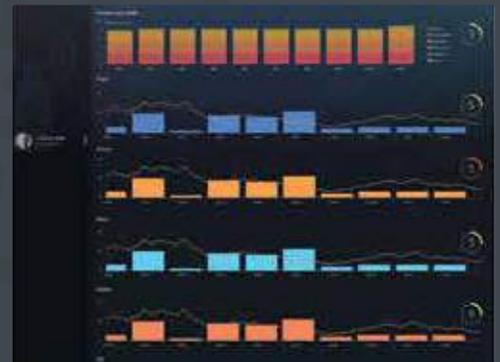
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Boat booking, Marina booking, Ads on map \*  
\* in chartplotter

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Greece is one of the most important charter markets on the planet. But how much do charter professionals really know about it?

# Charter Brokers, Meet the Greeks!

”

In only 3 days charter brokers can get educated, meet potential or existing partners and enjoy a wonderful experience that will stay with them forever as useful knowledge and a warm memory.



**Charter Meetup Athens** was initiated by Greek fleet operators willing to cooperate with the ICE team on creating an educational event for international charter brokers. Even though Greece was already known as a top sailing destination worldwide, Greek fleet operators felt it was necessary to provide their partners with more information, so they could present Greece worldwide with confidence. One weekend in April, after the boats are all back in water but before the season is in full swing, 30 Greek fleets and



30 international charter brokers meet in Athens for three reasons; B2B meetings, an extensive presentation of the Greek sailing area and visits to main charter bases of the region.

The goal of the event is to introduce the brokers to the fleet operators, to provide a detailed education on the Greek sailing area and to familiarize them with the charter bases of the Athens region.



## B2B speed dating

For all participants to get the full benefit of this event, 10-minute meeting slots are set up to help facilitate a total of 900 meetings in two days. Every broker meets every one of the 30 fleet operators. The limited time makes the meetings clear, to the point and packed with relevant information. Before, after and even in between the meeting slots, social events are organized to enable participants to further explore their business potential; breakfasts, coffee breaks, dinners and parties are there to give time for more extensive conversations.



## Presentation of Greek sailing areas

The presentation is based on about 200 slides, presented by Greek fleet operators within a period of at about 4 hours. After presentations on sailing conditions and the specifics related to cruising the islands, the hosts will present each island group separately, with a short overview of the most popular sites and itineraries. Brokers are free to ask questions and actively participate during the whole presentation.

The Argolic and Saronic gulf, island groups of Cyclades, Sporades, Dodacanese and Ionian, all are presented in detail. By including their own stories, the locals paint a picture of the sailing area like no documentary could.



## Visiting the charter bases

The broker experience includes, but is not limited to, visiting the charter bases. On arrival to the airport, transfers are organized, just like they would be for a charter client. Accommodation is secured in the beautiful city of Athens, making it possible to engage in sightseeing and exploration of this beautiful city. A traditional dinner with live music is organized for all participants.

The visitation of marinas Alimos and Lavrio, as well as others, give the participants a real feel of the Greek infrastructure as well as a taste of Greek hospitality.

After visiting the bases, charter boats are secured for the participants, if they wish to sail the area for a couple days, to deepen their knowledge and discover Greece through the eyes of a sailor.

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What do you tell your clients when they ask you for a change of venue? After they sailed all the usual picks? What do you tell them if they just want something different?

# Sailing Cape Breton

where eagles are many and boaters are few



**A must Sail.** "Bucket List Destination", Cape Breton Island is located on the East Coast of Atlantic Canada. This unique sailing experience takes place on 1100 km of an inland saltwater sea, inside an island with a world-wide reputation as one of the most scenic places to visit on the earth.

As popular boating destinations become crowded, quiet and serene places like Cape Breton Island are harder and harder to find. As a unique inland saltwater sea, you can expect fog along our coast but while inland on the Bras d'Or Lake there is very little fog, and you can always see land. The channels of the inland sea, the Bras d'Or Lake, are as deep as the mountains are high. The water temperature for the summer season will exceed 23 degrees Celsius, something you will not find anywhere with a latitude about half way between the equator and the North pole. Uncrowded and serene, Cape Breton Island is a place where you step back in time, where you

will see more eagles than other boaters. Boasting hundreds of pristine anchorages, where star gazing is a past time and the reflection on the water can be as bright as the sky. With only 1 foot tides with a constantly occurring SW breeze of 8-15 knots you will be inspired and as many before, you may never want to leave. The Bras D'Or Lake as the locals call this spectacular inland sea has a span of 144km long and 36 km wide in some areas which makes up 12% of the total size of the whole of Cape Breton Island. In each corner of our sea we have some of the friendliest marinas on earth. Many stories exist where locals have been known to share their vehicles for day trips and errands.

Fabulous sailing combined with great touring and day trips can include hiking, golf, scenic motor bike touring of Cabot Trail, Alex Graham Bell museum, Fortress of Louisbourg, culinary sea food and music experiences. These can all combine for the perfect vacation for you to recharge the body and soul.

Sailors have come from every corner of the world and have always left kind remarks as one of their most memorable sailing and vacation spots they have ever visited.

■ By Paul Jamieson, Sailing CBI



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# Elan: uncompromising in every sense.

Elan is a global producer of sailing yachts, with a seventy years of tradition in boatbuilding, composite technology, and craftsmanship. The company produces some of the most competitive sailing yachts available today, which were designed in cooperation with Humphreys Yacht Design and include both performance capabilities and exceptional comfort. The Elan Impression line has long been a favourite of charter companies, and the E Line is favoured by experienced sailors and their families and friends. The recently designed Elan GT5 – the 2018 Cruising World Yacht of the Year winner – lies in right the middle: it boasts luxury, a spacious interior, and a performance hull design.



## *elan* E Line

**The E Line inherits many features from VOR70 racing machines such as twin rudders, a T-shaped performance keel, a chined hull for minimum drag, and the latest 3D VAIL infusion technology.**

With state-of-the-art deck equipment positioned for optimum performance and a fine-tuned sail plan, it offers a superb sailing experience. However, the enjoyment does not end there: the E Line's interior is bright and spacious, and its equipment offers all the creature comforts of much larger yachts.



## *elan*

IMPRESSION

**Elan Impression Yachts present a full range of deck saloon yachts to satisfy the demanding needs of modern yachtsmen.**

These stunning yachts, boasting a timeless modern classic shape envisioned by Humphreys Yacht Design and the Elan Design Team, have been created with every cruising comfort in mind. The on-deck systems allow for easy sailing, especially for "short-handed" cruising, while providing space and comfort both above and below deck.



## *elan* GT5

**The Elan GT5 brings uncompromised Gran Turismo spirit to sailing yachts, combining luxurious comfort with sporty performance.** The GT takes the very best design and construction techniques from Elan's award-winning performance yachts, harmonized with the benefits of larger deck-saloon yachts. The result is a truly elegant yet fast cruising yacht. The inverted saloon, the innovative deck, and a wealth of comfort-centred equipment offer a luxurious atmosphere, while the yacht's sportiness stems from its performance chined hull, sailing equipment, and twin-wheel and twin-rudder configuration.

# DREAM YACHT CHARTER



Photo: Dennis Wilson

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Why I moved a part of my  
fleet to Grenada

# If you want to grow, it's worth it

**There is** a part of your client base that will, sooner or later, want a change of venue. This is a moment where a multi-destination fleet comes in handy. Croatia and Greece were our primary locations, but the time came to expand.

## Where in Caribbean?

BVI would be the most reasonable choice, easiest in terms of operations, but the competition is huge over there. With just a couple of boats it wouldn't make any sense, we would not be able to compete with Sunsail, Moorings, Dream and plenty of others.

I visited all the reasonable places with a jetty in the Caribbean. This southern region is honestly the most beautiful part of the Caribbean. The feel of the area is fantastic, there is a real Caribbean ambiance in the air. While the BVI are quite commercialized, down here in Granada it's still real Caribbean. Grenada was the obvious choice. After checking out the marinas, travel lift and service options, it seemed to be the right place.

## Research

Research was a long process. You need to know where to go and traveling in the Caribbean is not always a pleasant thing; some areas are well connected but between each other, not with other places. As an example, to fly from St.Martin to Grenada for a normal price, takes two days.

Not a lot of competition there, very good technical support, availability of berths; I decided to be in Grenada.

The procedure takes time, you need to find a local lawyer, to handle the formalities. Setting up a company is not that hard but setting up a bank account took us, and I'm not kidding, three months. Granada is not on the tax heaven list so they're very careful with money. The administrative procedures are just terrible, but the people are very lovely.

## Sales

Sales we run from the European office. Charter sales directed to Europe work fine through the booking systems but that is a smaller part. The major part that is directed at the US clients we needed to address directly; shortly after launching the website, we had to redo the whole thing to adjust it to the us market – differences between the European and US markets are significant.

We do most of our sales directly and the only significant charter broker out there is Ed Hamilton & Co.; we have a good cooperation. We also try to cooperate with tour operators who organize their own flotillas. Still, the direct sales are crucial; most of it is web based but we traditionally do the Annapolis Boat Show and we are exploring some tourism shows.



## Results

We are migrating our fleet over the Atlantic, so we cannot utilize the full season neither in Europe nor in the Caribbean. We make a profit, but the organizational side is quite demanding.

The Caribbean season is from end of December to early June, our boats stay here until end of March. We accomplish about 8-12 weeks. Being that 6 weeks are needed to break even, it's not a bad deal.

Client prices are a bit higher than in Europe, and the difference between high and low season is not that huge as it is in Europe; usually about 20%, not more.

We need more boats to stop transferring them back and forth. Cats should probably keep moving because it's more profitable for them but especially smaller monohulls should not. We need more boats in order to meet the demand in both destinations and once we have that we will stop the transfers, excluding bigger catamarans.

What I'm saying is we are not moving back and forth to increase profit, but rather to grow the company by expanding the customer base.

## Atlantic Transfers

The transfers, if done by a professional crew, are not very risky and the additional wear and tear is not significant. Shipping would be an option, but the cost is too high. Sometimes last-minute deals are possible, but you cannot plan your season with last minute shipping deals. A last-minute deal would mean a cost of 20-30k opposed to a one-way transfer cost of about 12k. We use ARC to do the transfers and we can sell a part of the capacity. If the transferred boat is sold out, it can cover more than 80% of the total transfer cost.

The "double season" with the transfers is very tiring because instead of finishing a season and getting some rest, tending to other aspects of the business, you dive right into a second season. And so on. But that's what you need to do if you want to expand and grow.





## The Experience

Growth is not the only thing to aim for; customer service is the key ingredient. For us settling down in Grenada was a good experience; the people above all. We aim for a premium customer service; from the booking procedure, to arrival, through maintenance and support. As long as we treat our clients right, growth will not be a problem.



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Seychelles – birthplace of  
Dream Yacht Charter

# “Another world”

■ Sources; Loic Bonnet & Krešo Klarić

## The Beginning

An archipelago of timeless beauty, tranquility and harmony that is famous for its world-beating beaches and for its great diversity which rolls from lush forests down to the warm azure ocean. The climate is one which is always warm, trade winds blowing during the months of November to March, a perfect setting for a year-round charter operation.

In year 2000 Loic Bonnet, a journalist fresh out of the banking industry, decided that this would be the place of his charter company. Bored with the tedious work of cruise ship financing, he decided to run a fleet of 6 boats in the Seychelles. It was never meant to be a big company – just a

small business in a place he always liked.

The beginning was hard; not only due to the usual circumstances on a distant island not accustomed to business, but rather the poor timing – in 2001 when the World Trade Center went down, so did the dreams of a charter company. People were not flying any more if they didn't have to. And busses don't drive to Seychelles. As did the rest of the world, Dream Yacht Charter survived and thrived. And every time an opportunity for expansion presented itself, Dream had grown. 17 years, with bases all over the globe, we reflect on the origins; the Seychelle Islands.





## Another World

There are three main islands; Mahe, Praslin and La Digue. Mahé is the transportation hub to which tourists fly mostly from Paris, Doha, Abu Dhabi and Dubai. Fast catamaran ferries can be found to neighboring islands and all other islands within Seychelles. All scheduled domestic flights by Air Seychelles originate from Mahé to the serviced islands. Eden Island marina, largest on the islands is located in the capital, Victoria.

Praslin, with a population of 6,500 people, is Seychelles' second largest island. It lies 45km to the northeast of Mahé and measures 10km by 3,7km. The Dream Yacht Charter base is located there, in the south-east corner of the island.

La Digue is a close neighbor to Praslin and to its satellite islands of Félicité, Marianne and the Sisters Islands, La Digue is the fourth largest island in Seychelles.

With the summer season lasting 365 days, charter boats can do over 40 weeks of charter. It is a safe and simple sailing destination, with stable meteorology, light trade winds, rudimentary but sufficient provisioning, generally speaking a sailor's paradise.

Infrastructure is not widely accessible, but it is being developed; even NYC is investing into their own marina, to

ensure their logistic needs are met. The logistics of operating a charter fleet on the island are challenging; work permits are hard to acquire; local administrative machine is only barely efficient, and the workforce is limited. It is strenuous to find good workers so importing staff is a necessity, regardless of the complicated process.

Other than high humidity that additionally weakens the maintenance efforts, difficulty in acquiring spare parts are standard. Most of the spare parts must be ordered weeks ahead and a huge stock is necessary to ensure the charter operations to run smoothly.

There is capacity for a bigger fleet, but legal framework is limiting the development to ensure a sustainable industry. A company can hold a limited number of boats, each requires a permission. With a mostly catamaran fleet, NYC is attracting a various customer base; there is no special geographic origin of clients.

Charter boats are sometimes being transferred between Seychelles and Maldives. Not due to climate reasons but rather due to booking requirements. While on the Seychelles there is bareboat and cabin charter, Maldives are open only for cabin charter due to local regulation. Other than that, the fleet remains in the Praslin base.



”

**A unique experience** offering a sailing paradise, a rainforest and an ambiance like no other on the planet is more than enough for Seychelles to be called “another world”. Regardless of the challenging environment, it seems that these islands are a well-kept sailing paradise.

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Photo: Lagoon / Nicolas Claris



NAVIGARE YACHTING  
EXPERIENCE TOGETHER

Jesper Rönngard about the  
multihull explosion

# Exciting Times Ahead

**One of the fast-growing fleets** in the business is Navigare Yachting. In 17 years, it developed from a 6-boat operation in Greece, to a multi-destination operator. The strategy of growth through active development of its yacht sales department is not a new strategy but done extremely well by Navigare Yachting and its CEO Jesper Rönngard.

## What did you do before Navigare?

*I feel like there was nothing before; instantly after school I worked in yachting; as a charter skipper in Greece. It was good money and fun times for at least 2-6 months a year. With the earnings of 10k per year I got hooked – it was a pile of money back then. I took the money, got my master's degree in economy, spent the rest on travel and life.*

*I worked in IT for a while; in a suit and Nike's. It was a .com operation and it didn't last, the end came and being an Indian in this industry, I didn't know where I'd be headed. Per and I, we set down and decided to do something. We started talking about Greece and decided to go back there.*

## Why Greece?

*It was a different world back then; charter was not what it is today. Greece was very simple; the existing charter fleet had been poorly maintained, there was poor client service, it was an opportunity. We need to get boat owners on board and start a charter fleet. It was a process; from one home to the next with a projector and a presentation, promising a fortune for investing in boats. We found them – 6 owners, 6 boats.*



#### **How do you see yourself and this business now?**

*It's an exciting time in the industry. When we started, 17 years ago, it was still a small obscure thing - charter. Sunsail and The Moorings were the only names - nothing was mainstream. Back then on boat shows nobody was really talking about charter.*

#### **What is it that changed the most?**

Today, people on boat shows are not talking about boats, they are talking about investments. And there's a lot of people talking investments and charter, not like back then. Things are developing in new directions, and fast. I think it's related to the new vision of a shared economy, we want and need to use our resources better. This is the exciting part - to see where we are going; it could be pretty cool. Now we are actually getting more money in the industry even though we still have limited resources. It seems the more we can share the resources, the more fun we can have with it, that's the key. I am very excited to be a part of all this, and a part of the catamaran thing as well.

#### **What is "the catamaran thing"?**

Last year we did 80% cats in new yacht sales and our fleet is only about 30% yacht sales. Think about that for a moment. 17 years ago, we had sold only monohulls, of course. For at least ten years. Then only a few catamarans. Today it is 80%! It doesn't seem like it will change.

I am thinking about the future and I see an 80-20 split. And this could happen in a few years, maybe not more than 10 years. There will be serious infrastructural challenges; Croatia will be facing a huge challenge.

We are now in the middle of that; I believe soon almost every boat sold might be a multihull. I'd even say that we as Navigare, will be spearheading this transformation, very much so. I already see owners shifting drastically; maybe there's a guy here and there who likes his sailboats but the wife and family, they are shifting and there's no way back. There are some hard-core sailors shifting from their monohulls to a Lagoon 52 and they are pleased to have done it.

#### **Is the industry ready for this transition?**

Absolutely not; the industry is not ready. There will be big changes as it is impossible to predict how it's going to go. What about the increase in the production of monohulls? I don't know... it's hard to say. But there are definitely very exciting times ahead of us in this industry.



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Dragan Ercegović, Technical Manager, Sunsail & Moorings Croatia



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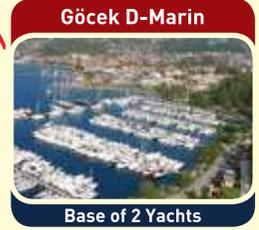
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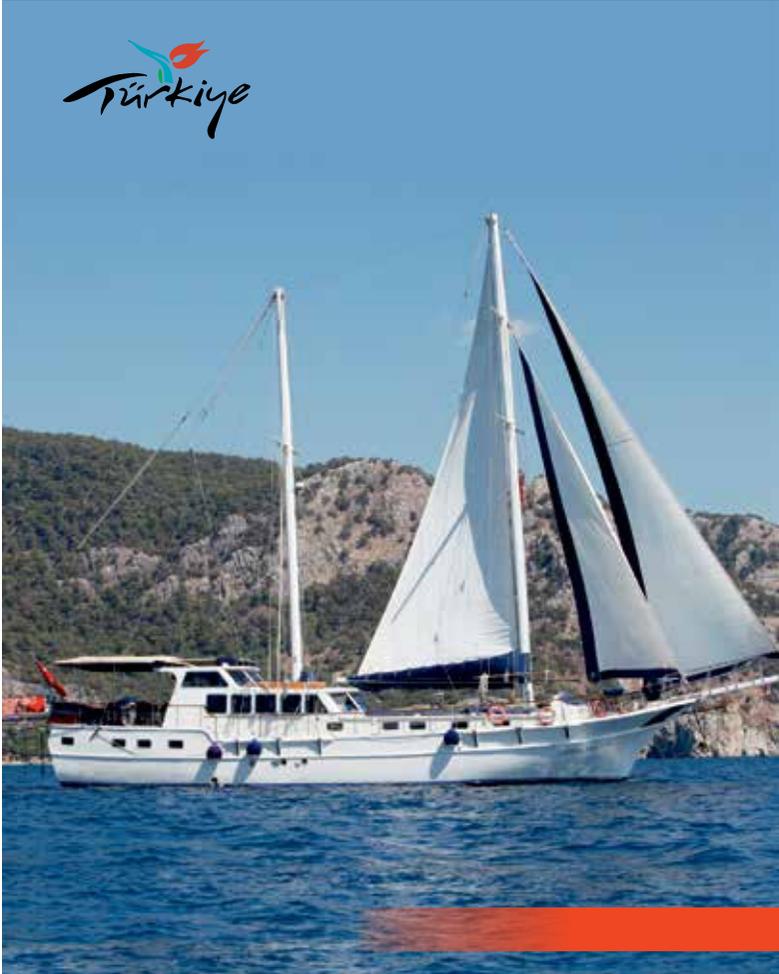
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The logo for Nautical Channel features the word "Nautical" in a large, white, italicized serif font, with a red curved shape behind the letter "N". Below it, the word "CHANNEL" is written in a smaller, white, bold, sans-serif font.

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