



**BERT FOWLES – CHAIRMAN  
ANNUAL MEETING 2024**

# Superyacht Market Overview

1. Market Insights
2. Industry Trends
3. Strategies to Growth



# Market Insights



# Three (3) Superyacht Industry Data Insights To Ponder at FLIBS 2024



70%

\$1.79B

23%

REGISTERED  
PRIVATE

2023 Fort Lauderdale International Boat Show

**\$1.79 billion economic impact**

2024 Superbowl – Paradise, Nevada

\$1.3 billion economic impact



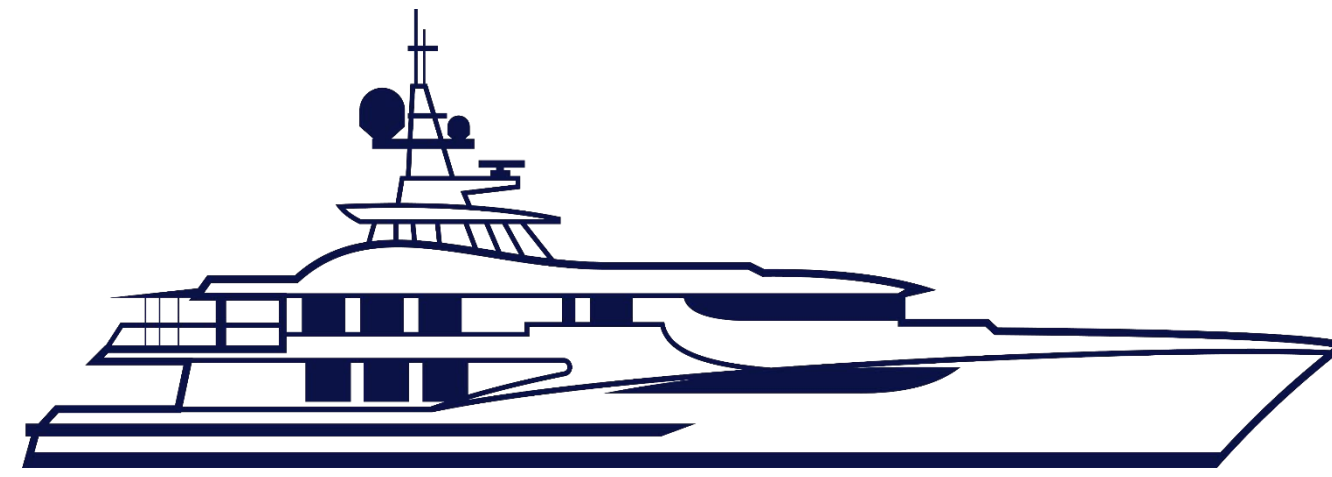
**23% of the 2,000 largest superyachts**

**in the world are represented by the**

**United States of America**

– reflecting the largest ownership  
base.

# Three (3) Superyacht Industry Data Insights To Ponder at FLIBS 2024



# 80

An overwhelming majority of superyacht companies are small businesses with **80 employees or less**

# 41

As 'rough' insight into the superyacht industry – A 140ft/42m vessel employs **41 persons** (Direct | Indirect | Induced)

# 30%

## ENGINES

**30% ON (110 days on | 70% OFF (255 days)**

Referencing a single data point, a 54m/180ft superyacht had main engines on for only **30%** of the year (110 days) for owner use, charters, and transit – representing 255 days (70% of the year), main engines were mainly off, with operations centered around hotel functions while in a marina or shipyard.



# OVER 80' / 24M TRAFFIC SNAPSHOT

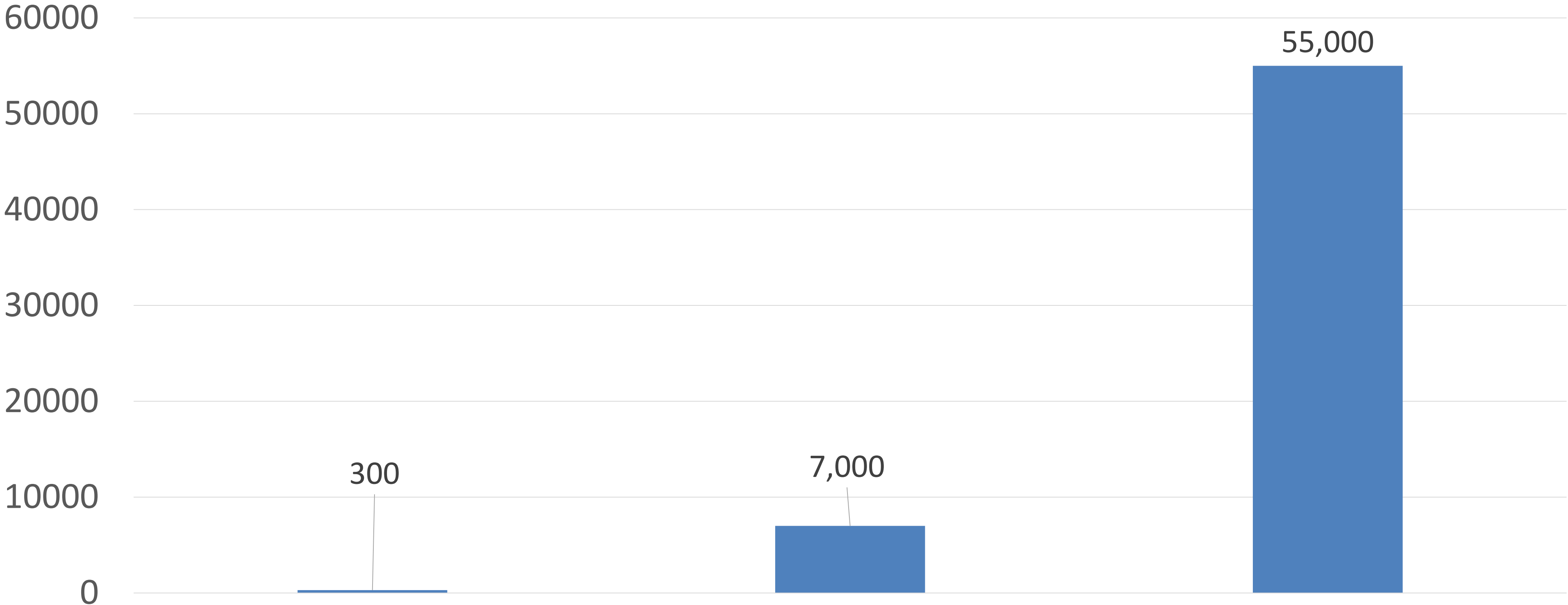
# OCTOBER 31, 2024



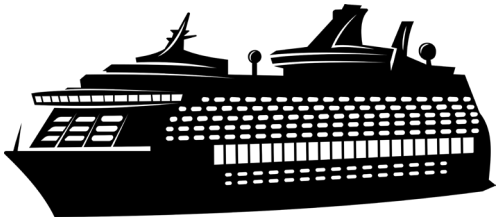
+5,038

VESSELS ACTIVELY TRACKED ON AIS OVER 80' / 24M  
AIS - AUTOMATIC IDENTIFICATION SYSTEM |

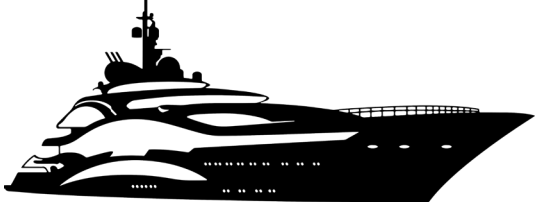
# APPROXIMATE MARITIME GLOBAL FLEET SIZE INSIGHTS



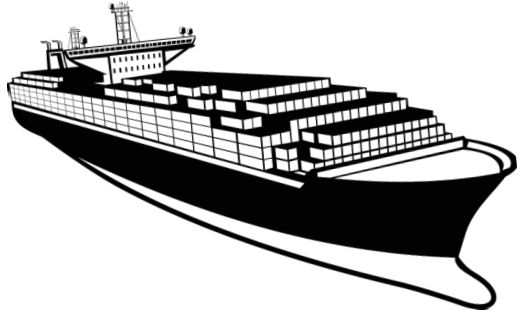
**CRUISE SHIPS**  
600,000 PASSENGER CAPACITY  
AVG SIZE 300M/1,000FT  
+9 SHIPS PER YEAR GROWTH



**PRIVATE YACHTS +24M/80FT**  
84,000 PASSENGER CAPACITY  
(12 PASSENGERS PER VESSEL X 7,000)  
+200 VESSEL PER YEAR GROWTH



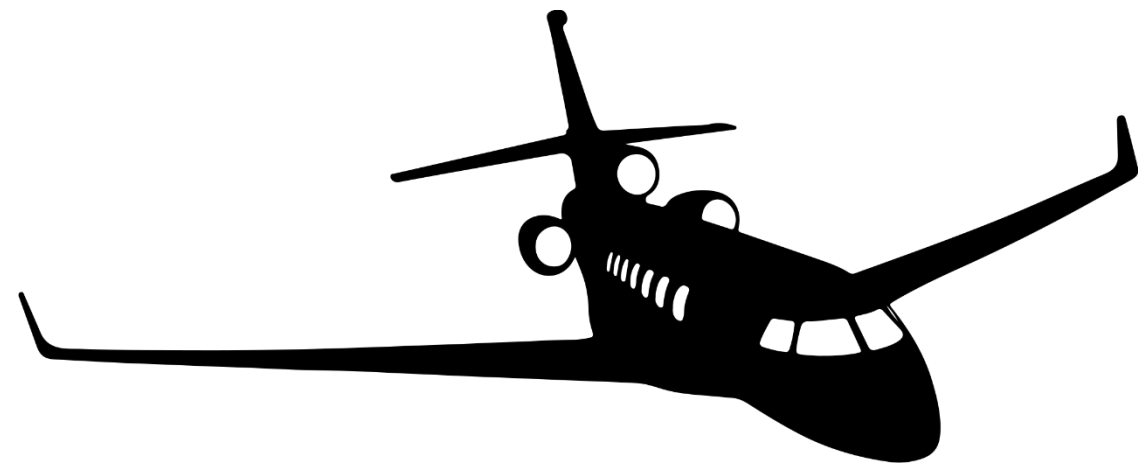
**CARGO SHIPS**  
CONTAINER, BULK, OIL, LNG  
1,000 VESSEL PER YEAR GROWTH



# Global Cruise and Luxury Sector Growth

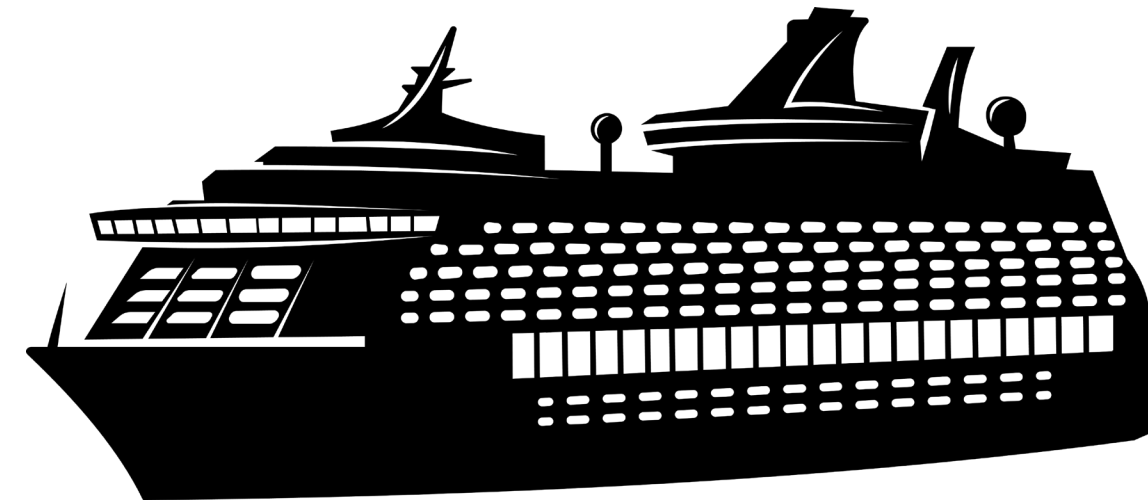
## Three (3) Data Insights To Consider While at flibs 2025

*\* Presented as rough data point insight only \**



+2.5%

Number of new private jets delivered in 2023 was 730, a **2.5%** increase from 2022.



+12.4%

Global cruise market is projected to grow from \$6.96 billion in 2023 to \$7.82 billion in 2024, a compound annual growth rate (CAGR) of **12.4%**



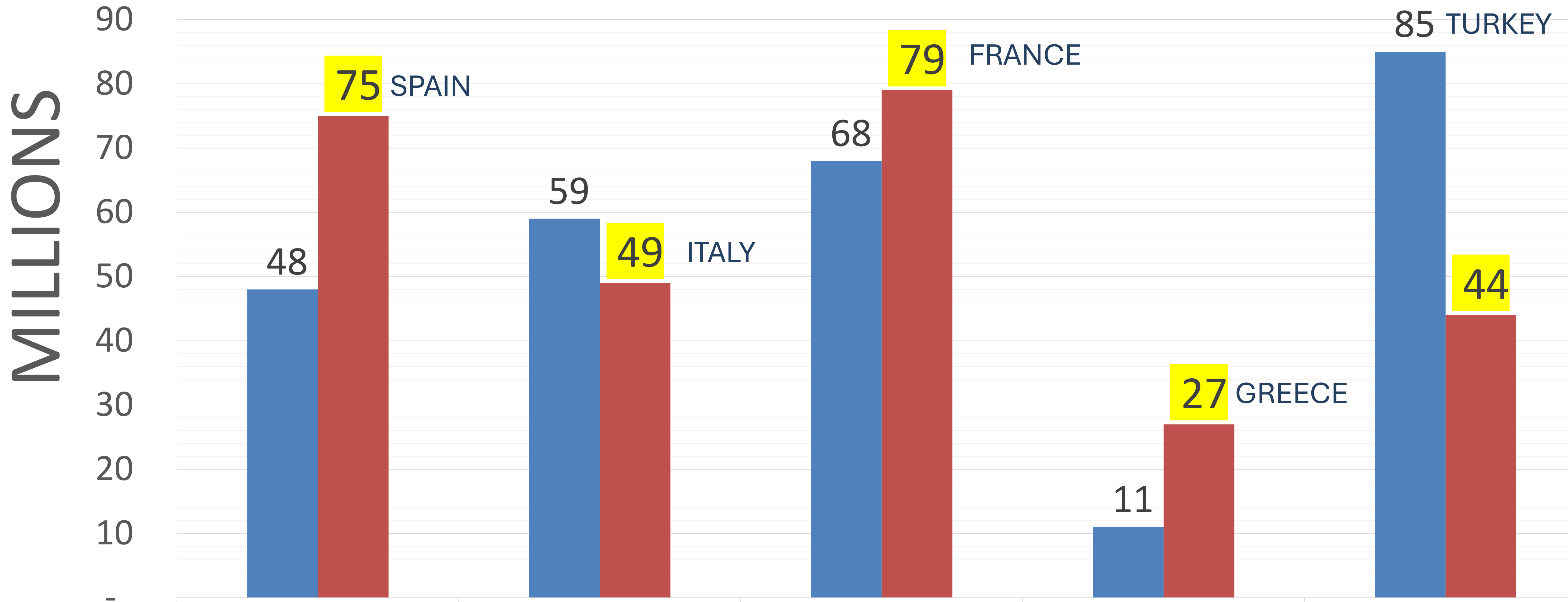
+3.3%

Ferrari shipped 13,663 cars in 2023, a **3.3%** increase from the previous year.



# 2022 Country Population Compared Against International Tourist Arrival Insight Represented in Millions

■ 2022 Country Population      ■ 2022 International Tourist Arrivals



■ 2022 Country Population  
■ 2022 International Tourist Arrivals

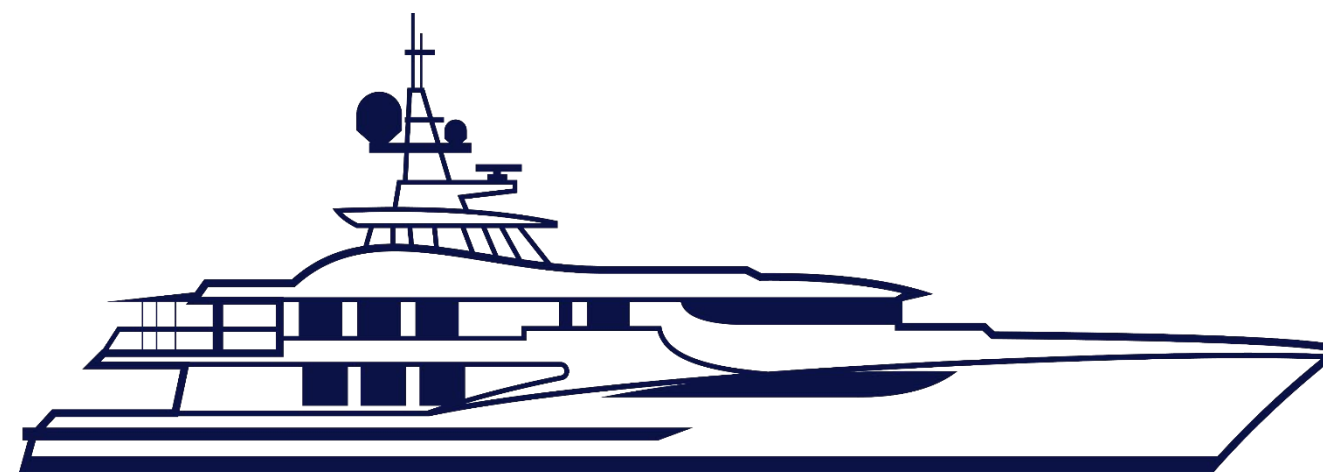
Spain	48,000,000	75,000,000
Italy	59,000,000	49,000,000
France	68,000,000	79,000,000
Greece	11,000,000	27,000,000
Turkey	85,000,000	44,000,000

# Country Population Compared Against International Tourist Arrival Insight Represented in Millions



Population	52,000,000	5,100,000	409,000	25,400,000
Tourist Arrivals	5,800,000	3,400,000	1,700,000	800,000

# Global Superyacht Target Market Over 24m/80ft



# 7,000

Total population of yachts  
over 24m/80ft

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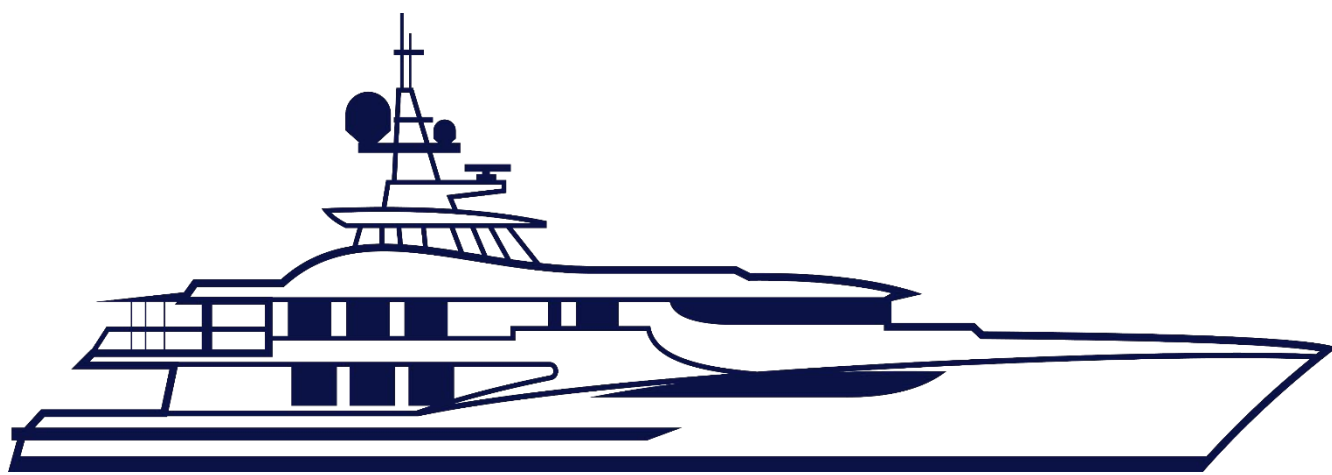
# 4,900

Private

# 2,100

Available for Charter

# Global Superyacht Target Market Over 24m/80ft



# 7,000

Total population of yachts  
over 24m/80ft

**ESTIMATE 1/3  
OR 2,300  
ARE TRULY  
GLOBALLY/REGIONALLY  
TRANSIENT**

# 4,900

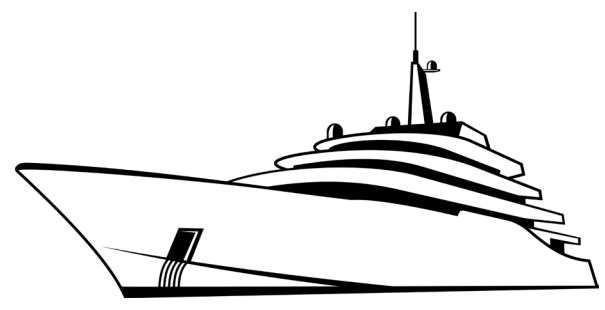
Private

**1,633**

# 2,100

Available for Charter

**700**



# June – Aug 2024

Mediterranean Megayacht  
Tracking Insights:

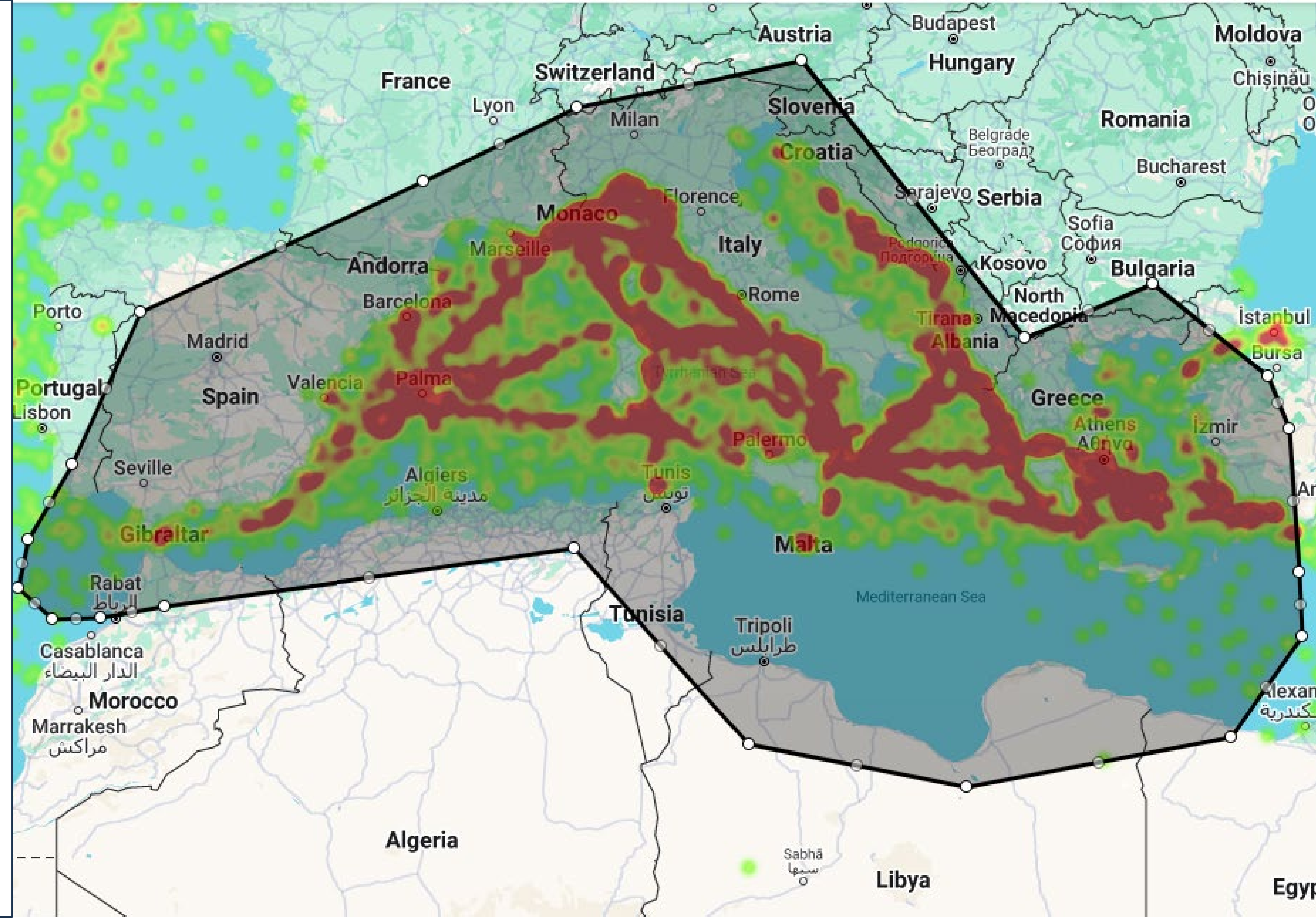
# 3,451

megayachts +24m/80's  
recorded in the  
shaded area  
June – Aug 2024

70% Private

30% Charter

Data credit: BoatPro





# SUPERYACHT ANNUAL MIGRATION INSIGHTS

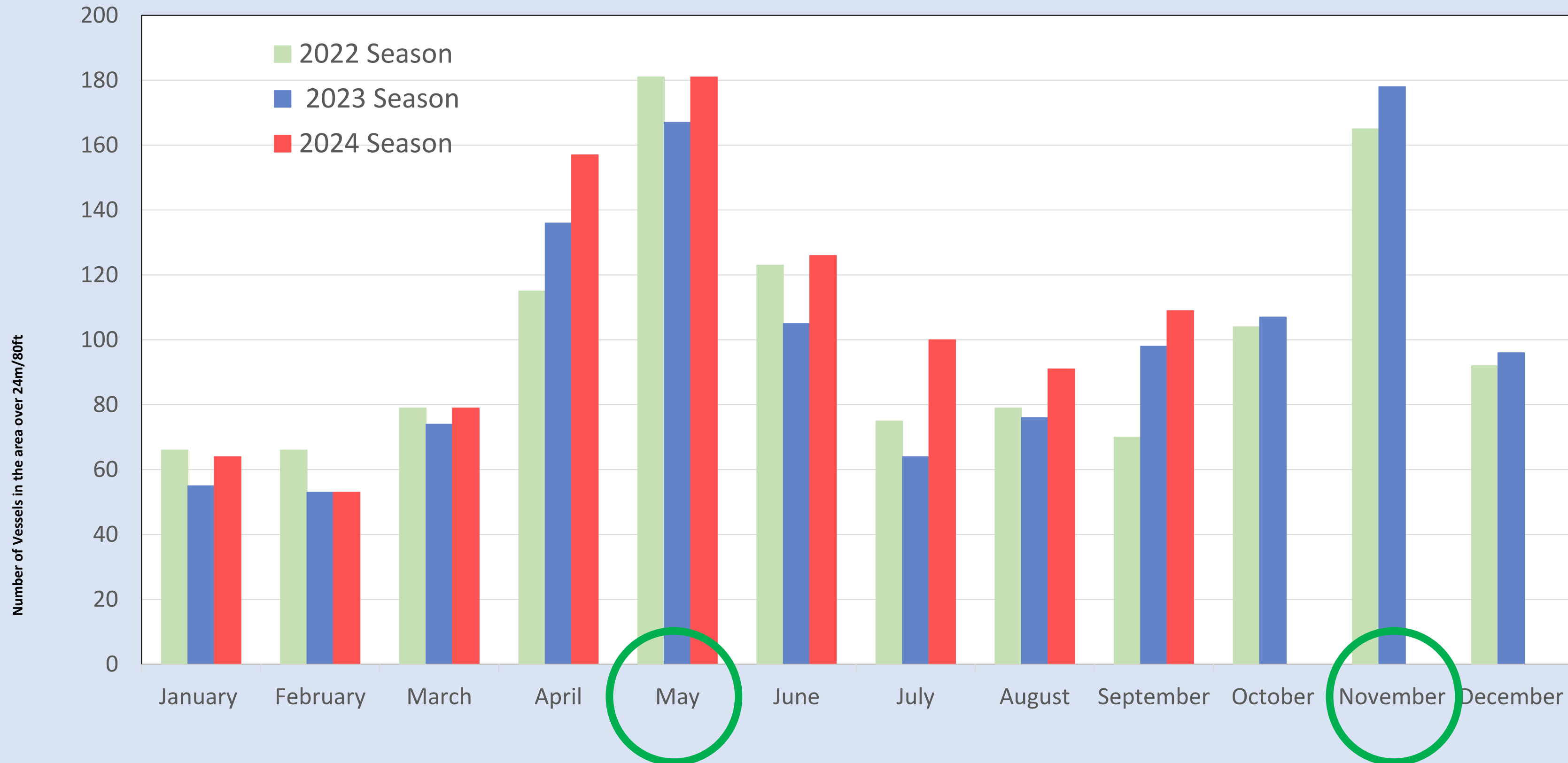
## GIBRALTAR REGION – JAN TO DEC | YEAR OVER YEAR

\* Presented as rough data point insight only

**May 2024**  
**181 Vessels**

**Nov 2023**  
**178 Vessels**

Monthly Comparison of Over 24m/80ft Vessels in the Gibraltar Region Year over Year

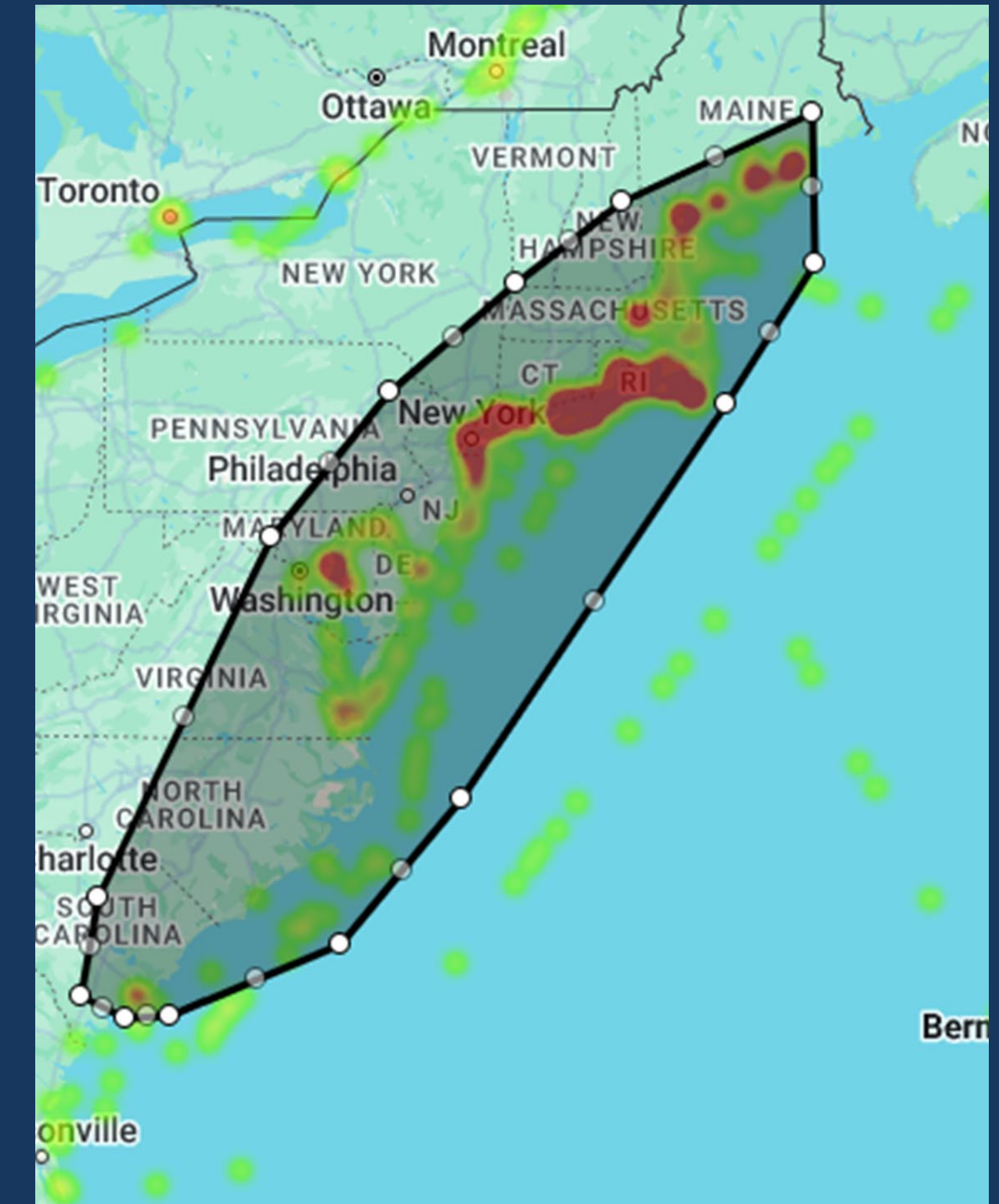
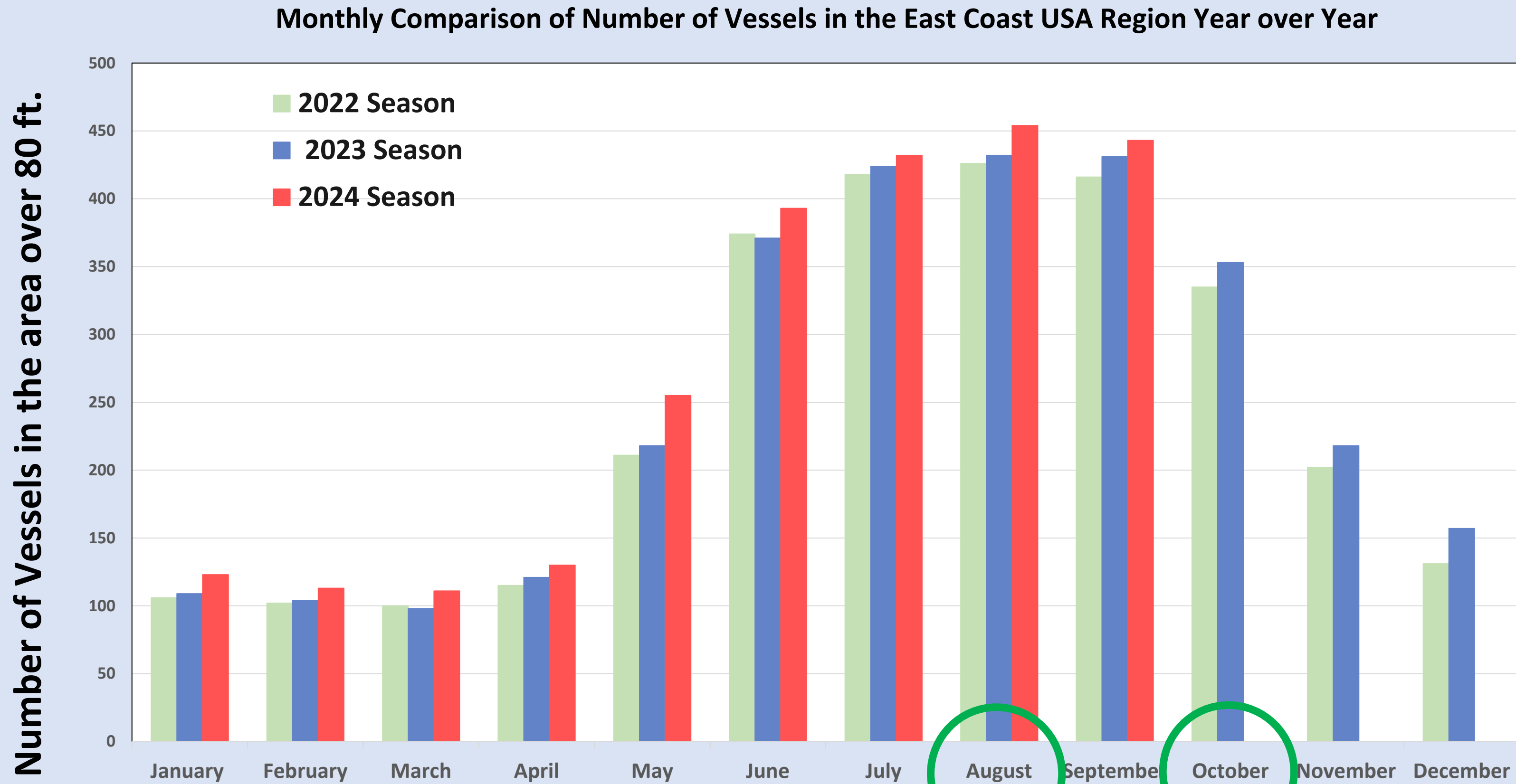


# MONTHLY COMPARISON OF NUMBER OF VESSELS IN THE EAST COAST USA REGION JAN TO DEC | YEAR OVER YEAR

\* Presented as rough data point insight only \*

**Aug 2024**  
**454 Vessels**

**Oct 2023**  
**353 Vessels**

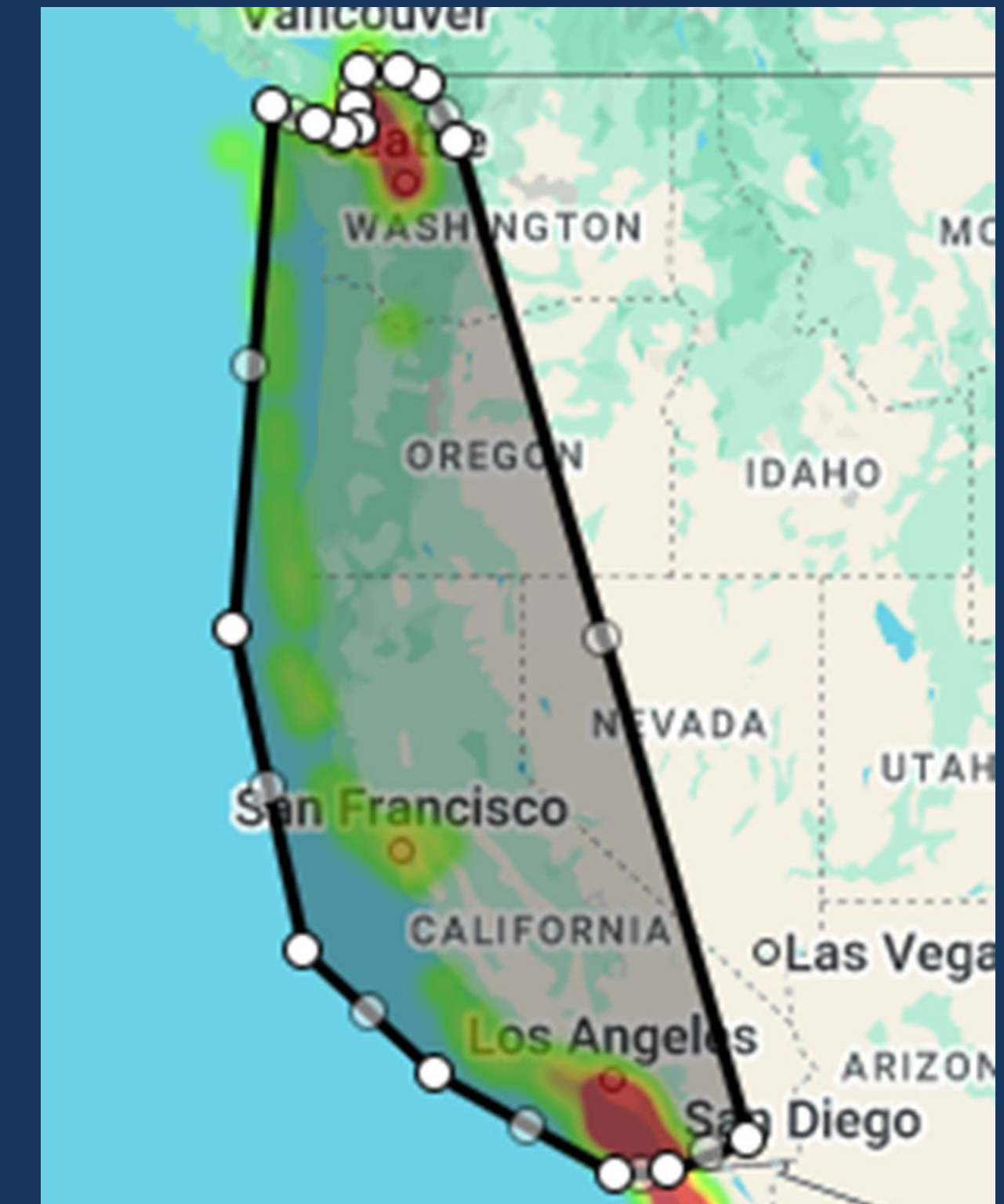
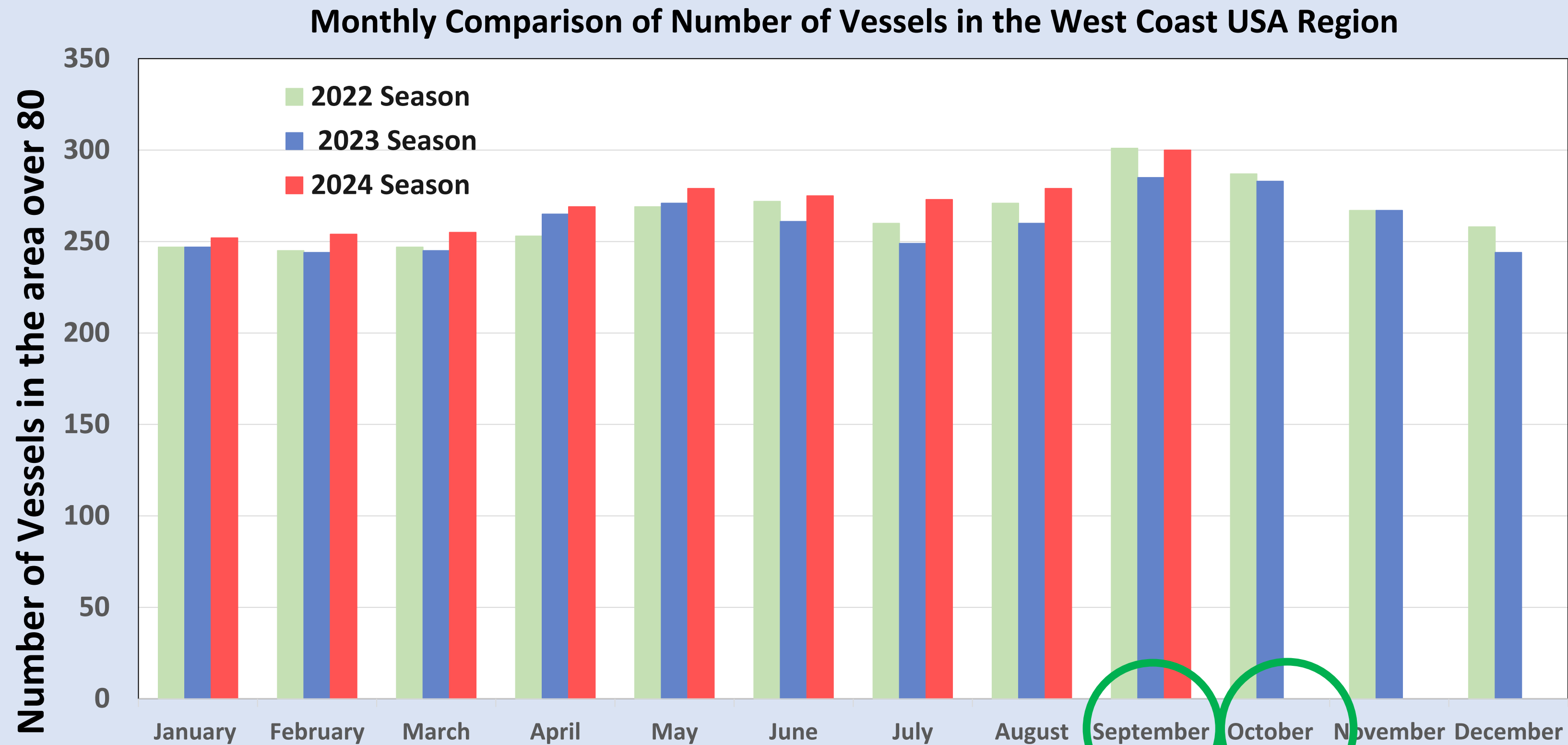


# MONTHLY COMPARISON OF NUMBER OF VESSELS IN THE WEST COAST USA REGION – JAN TO DEC | YEAR OVER YEAR

\* Presented as rough data point insight only \*

**Sept 2024**  
**300 Vessels**

**Oct 2023**  
**293 Vessels**

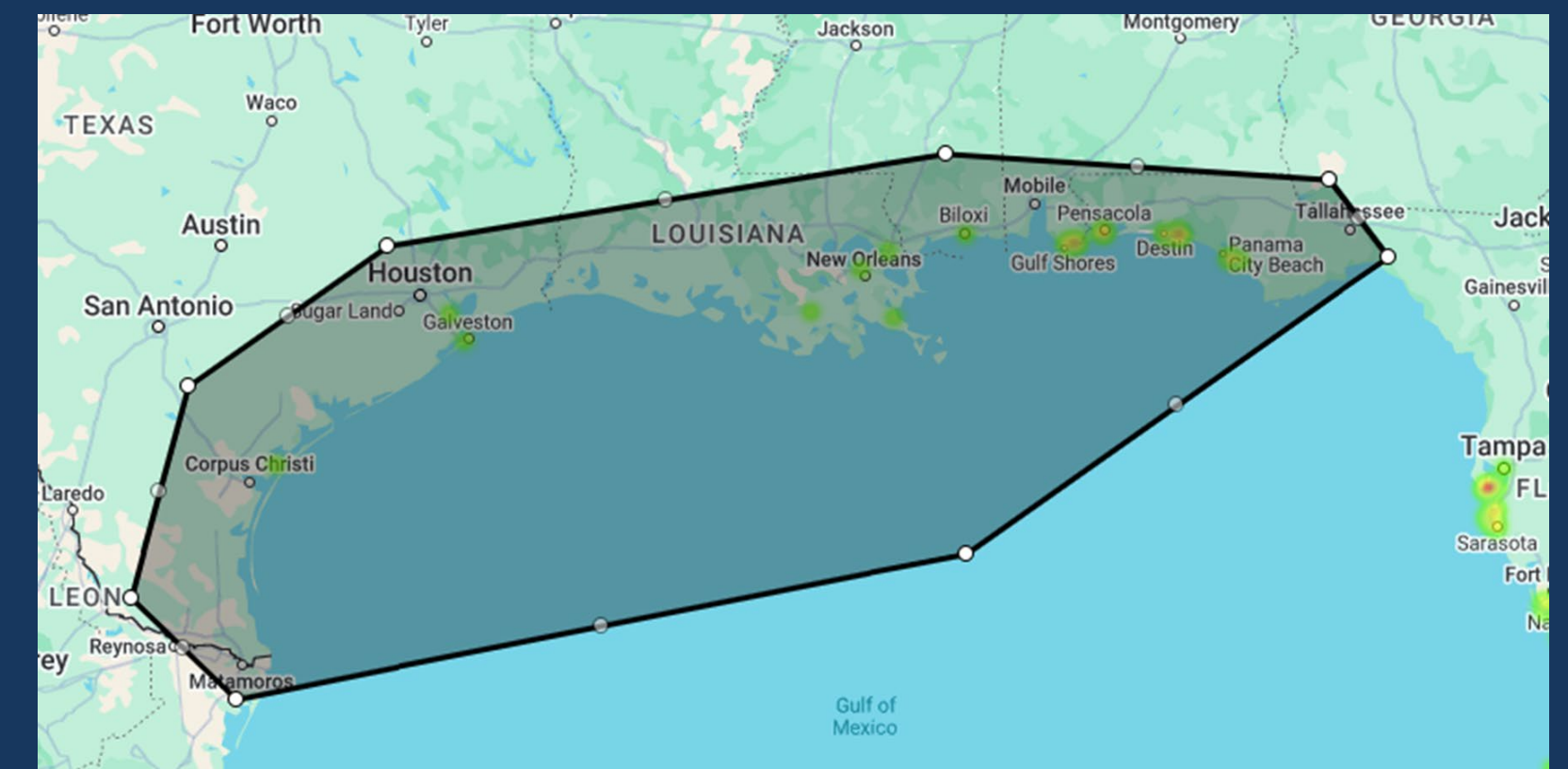
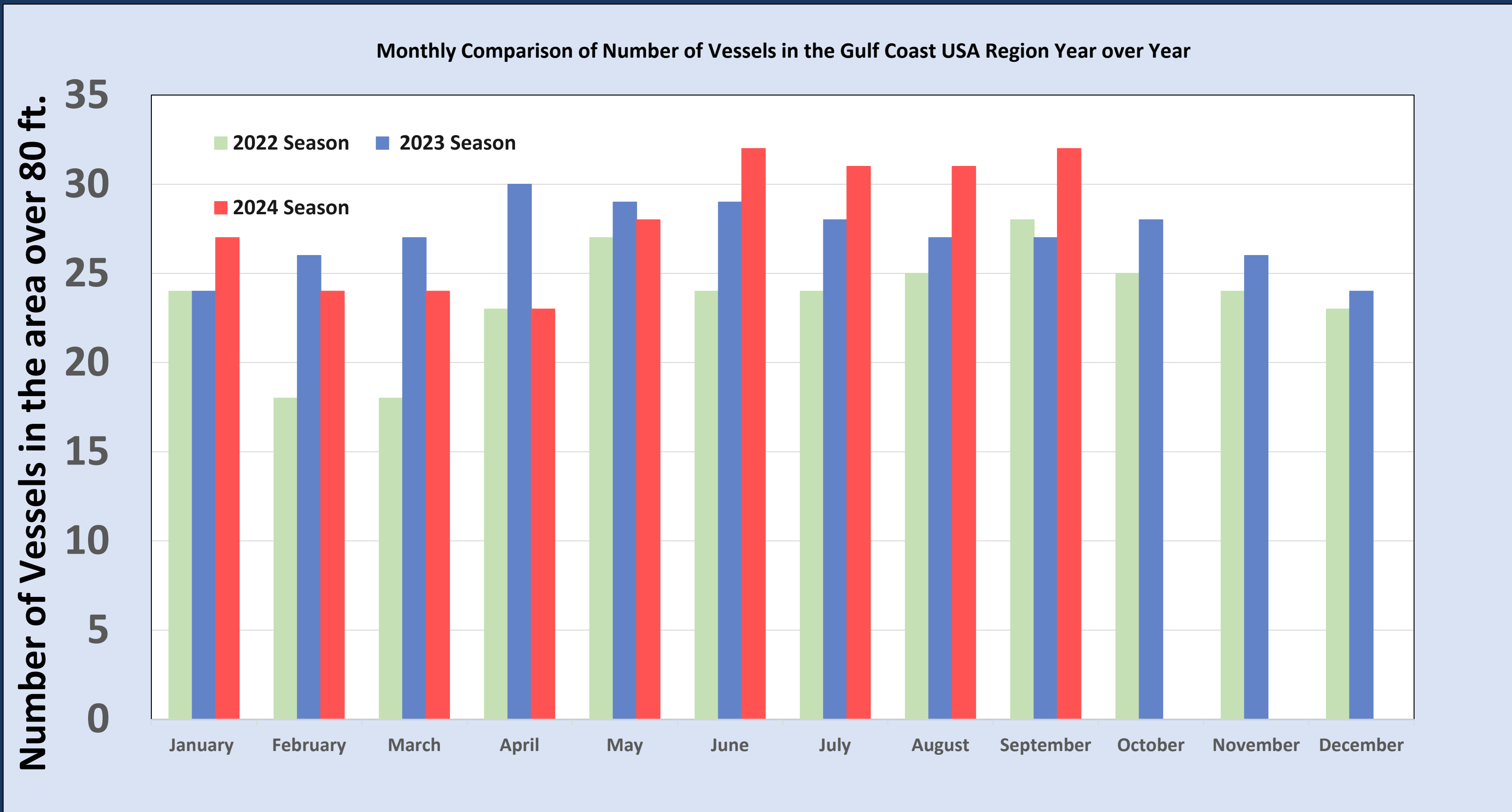




# MONTHLY COMPARISON OF NUMBER OF VESSELS IN THE GULF COAST – SOUTH TEXAS TO NORTH FLORIDA – JAN TO DEC | YEAR OVER YEAR

\* Presented as rough data point insight only \*

**Sep 2024**  
**32 Vessels**

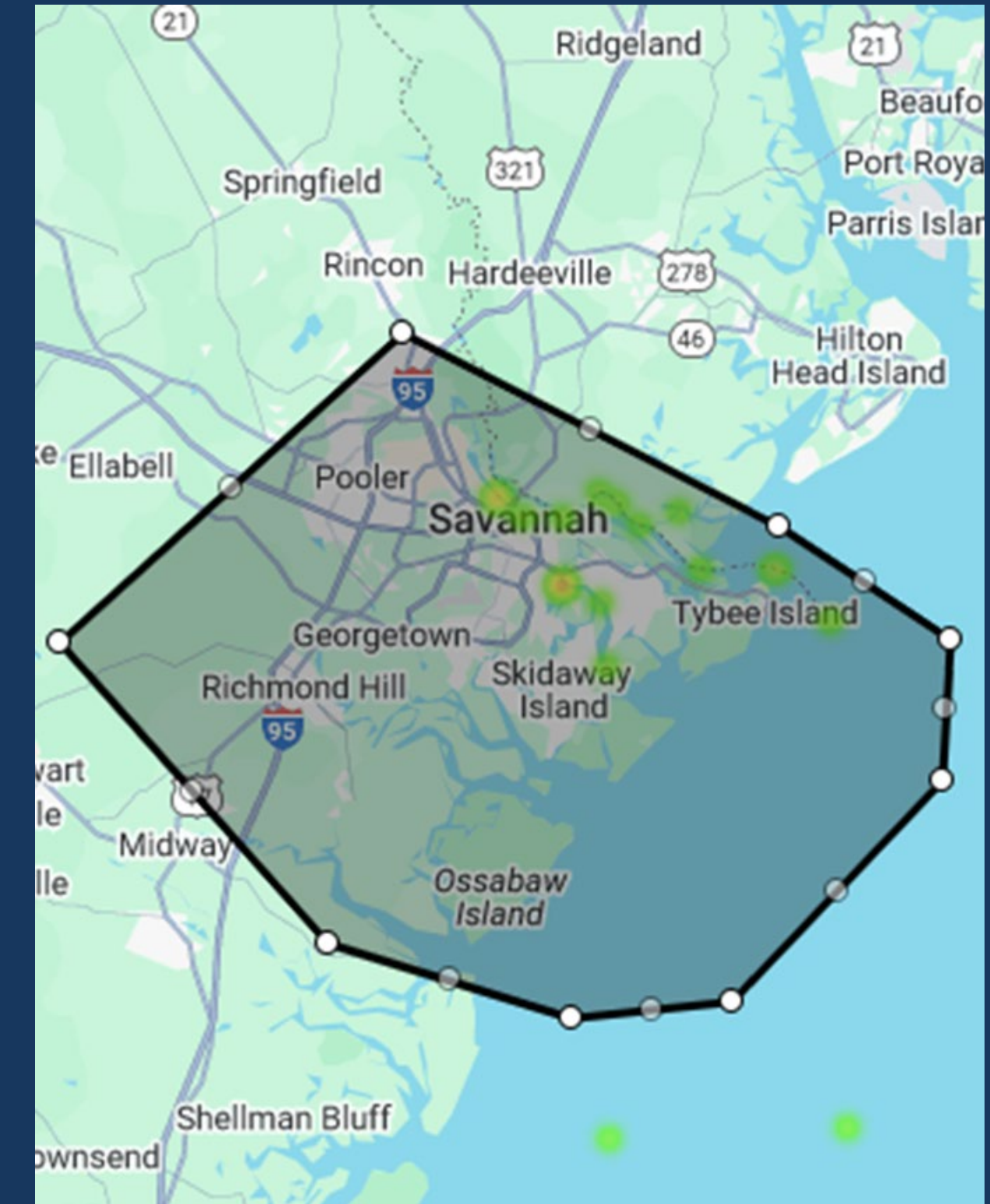
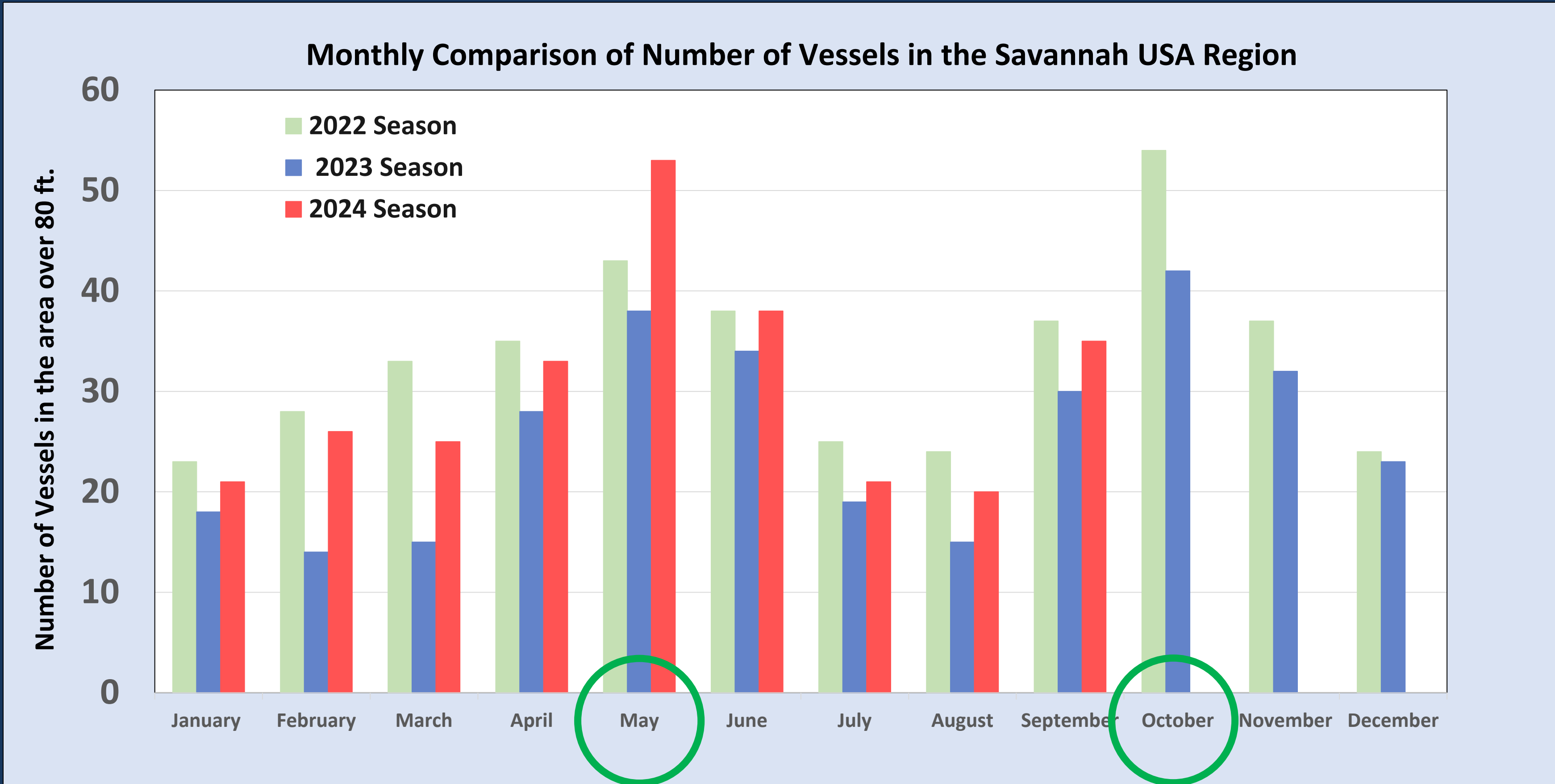


# MONTHLY COMPARISON OF NUMBER OF VESSELS IN THE SAVANNAH USA REGION YEAR OVER YEAR

\* Presented as rough data point insight only \*

**May 2023**  
**53 Vessels**

**Oct 2023**  
**42 Vessels**



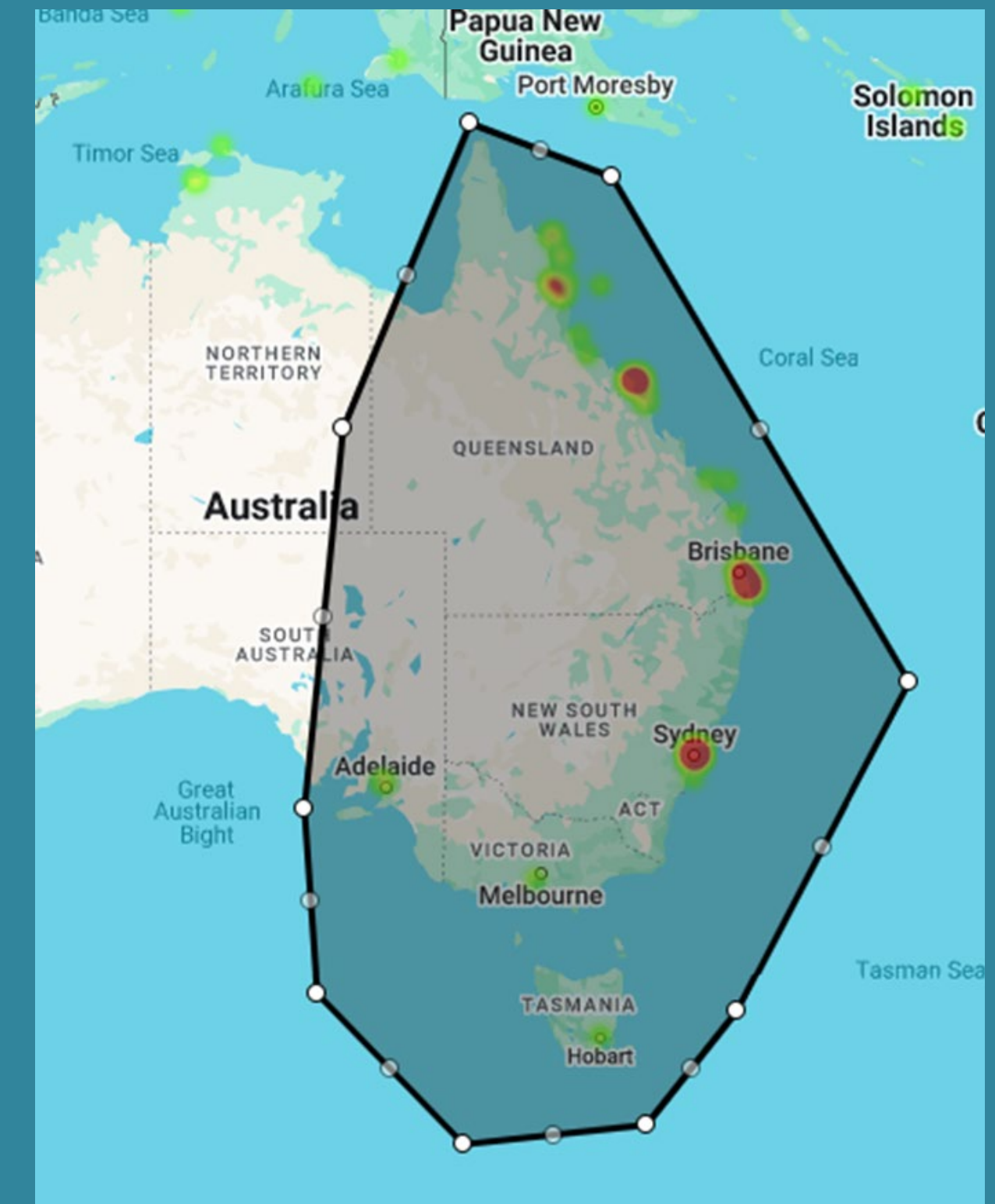
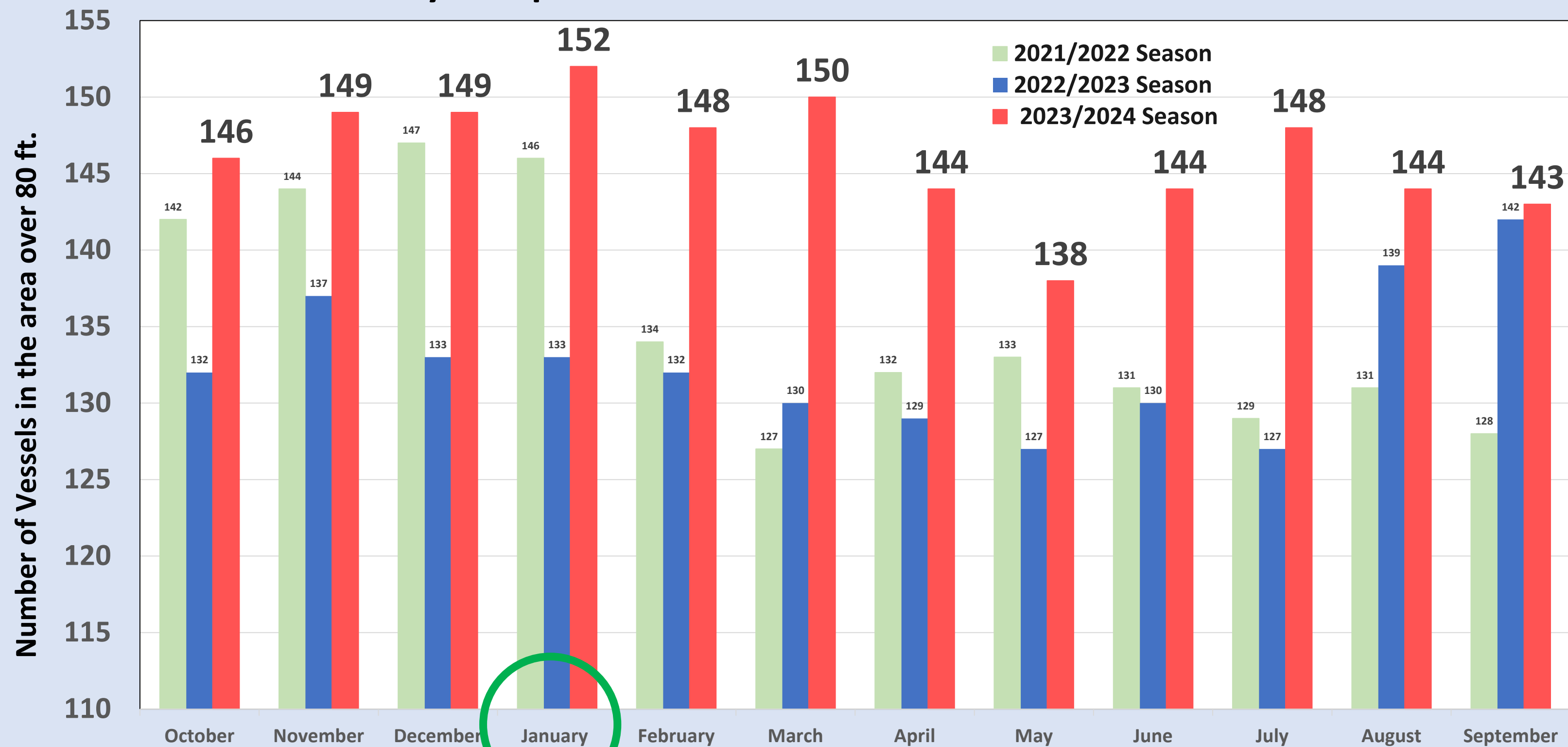


# MONTHLY COMPARISON OF NUMBER OF VESSELS IN THE AUSTRALIA REGION - OCT TO SEP - YEAR OVER YEAR

\* Presented as rough data point insight only \*

**Jan 2024**  
**152 Vessels**

### Monthly Comparison of Number of Vessels in the Australia's East

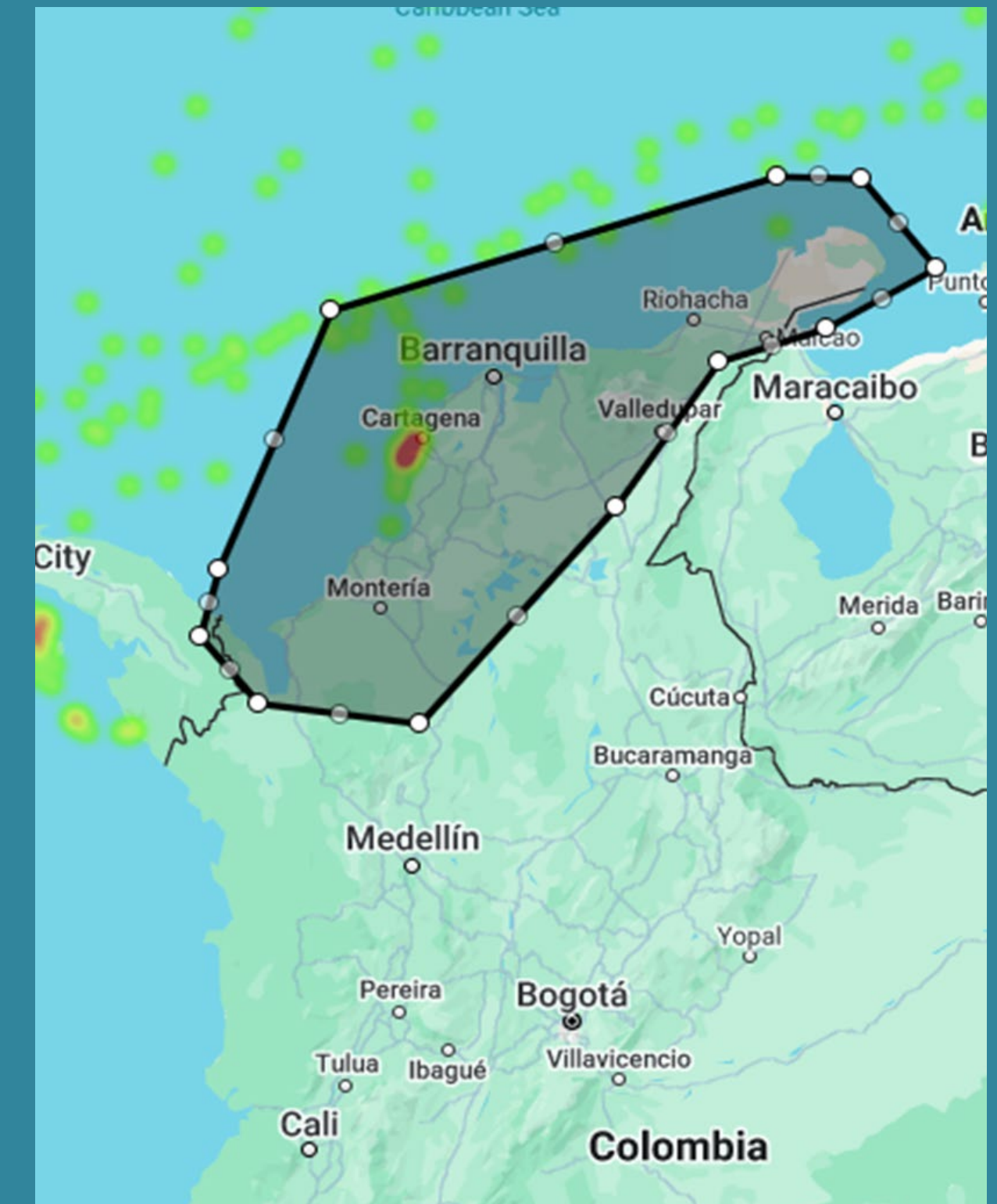


# MONTHLY COMPARISON OF NUMBER OF VESSELS IN THE COLOMBIA REGION - OCT TO SEP - YEAR OVER YEAR

\* Presented as rough data point insight only \*

**Jan 2022**  
**13 Vessels**

Monthly Comparison of Number of Vessels in the Colombia Region Year over Year





# MONTHLY COMPARISON OF NUMBER OF VESSELS IN THE THE BAHAMAS REGION - OCT TO SEP - YEAR OVER YEAR

\* Presented as rough data point insight only \*

**April**  
**472 Vessels**

Monthly Comparison of Number of Vessels in the Bahamas Region Year over Year

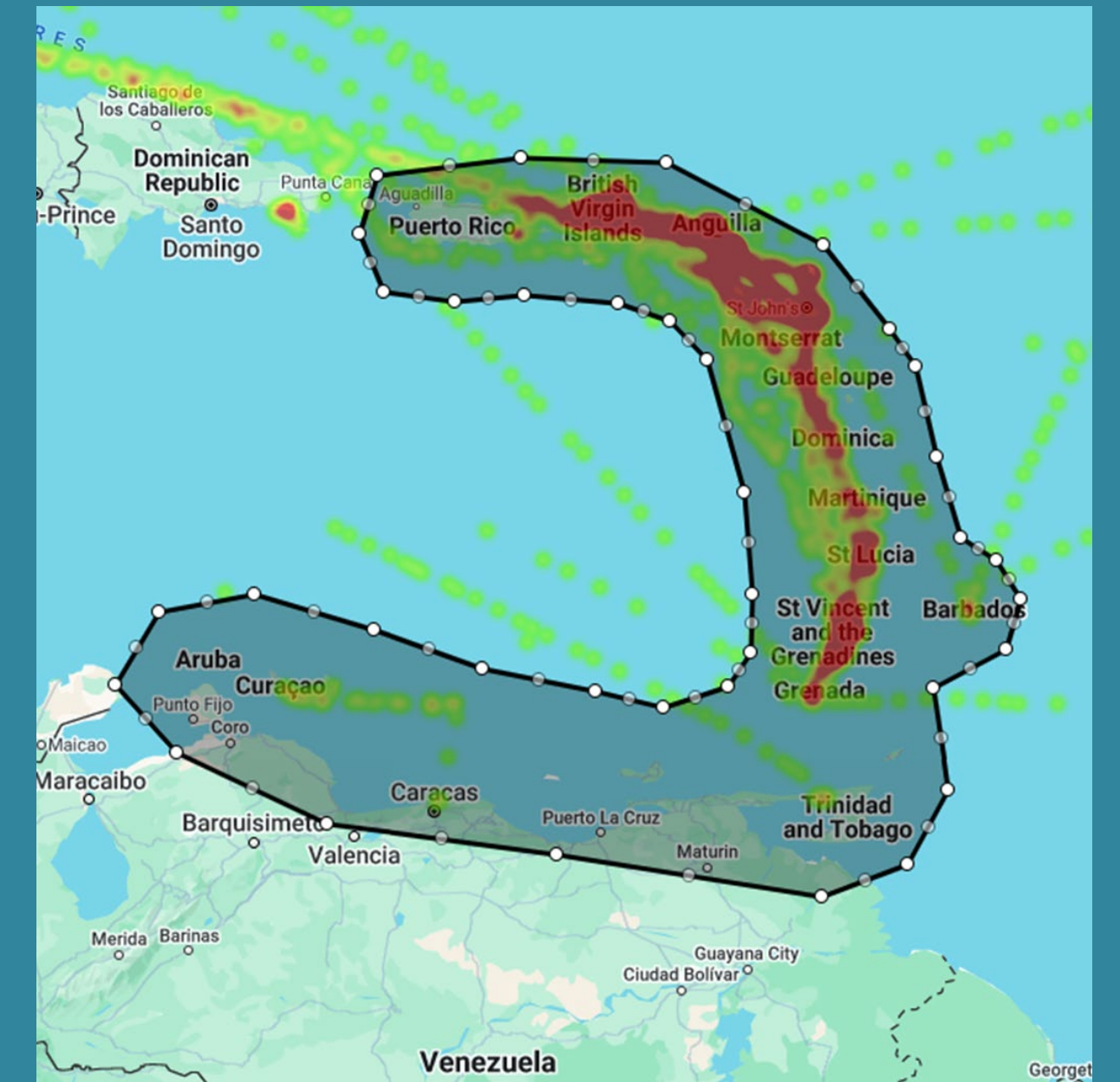
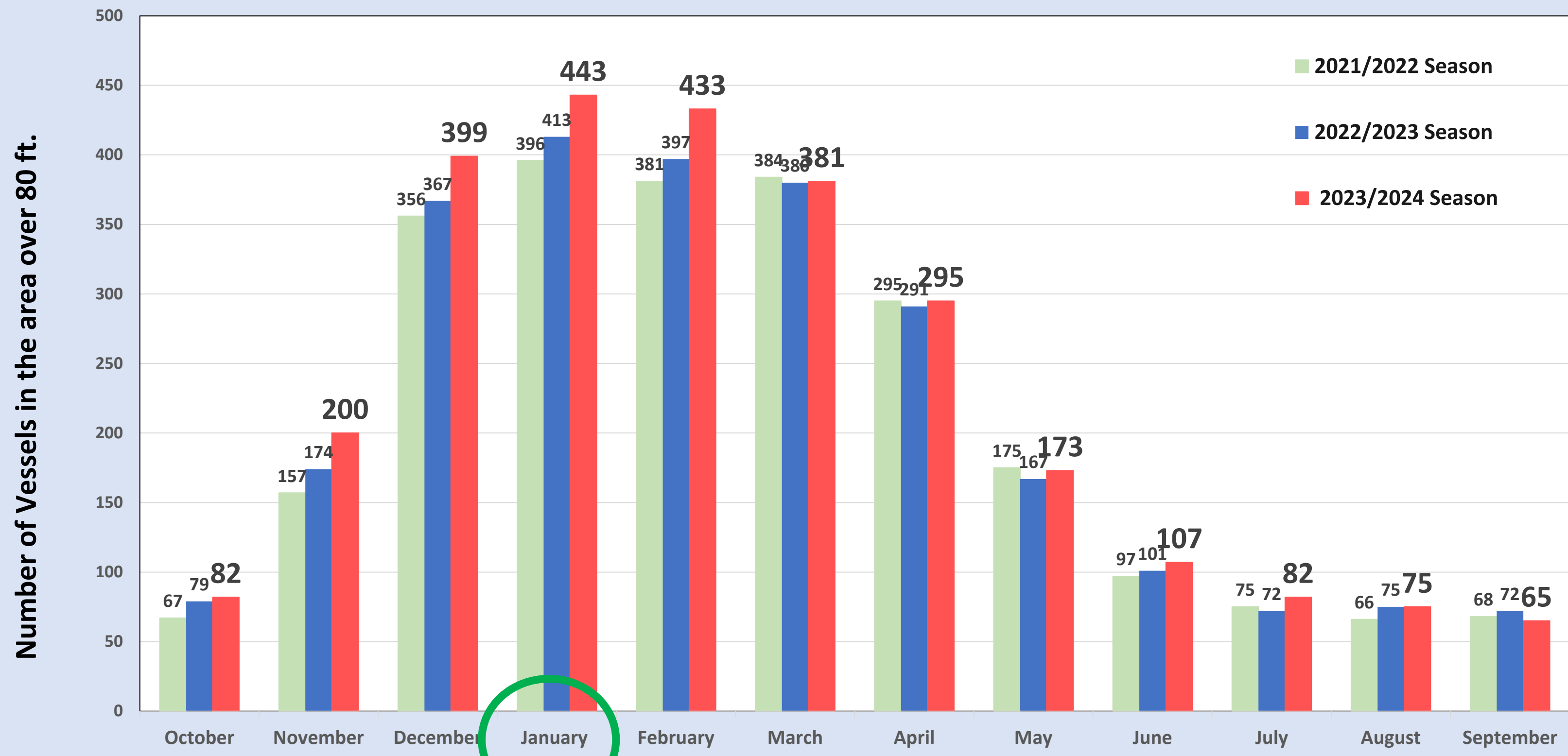


# MONTHLY COMPARISON OF NUMBER OF VESSELS IN THE CARIBBEAN REGION - OCT TO SEP | YEAR OVER YEAR

\* Presented as rough data point insight only \*

**Jan**  
**443 Vessels**

Monthly Comparison of Number of Vessels in the Caribbean Region Year over Year

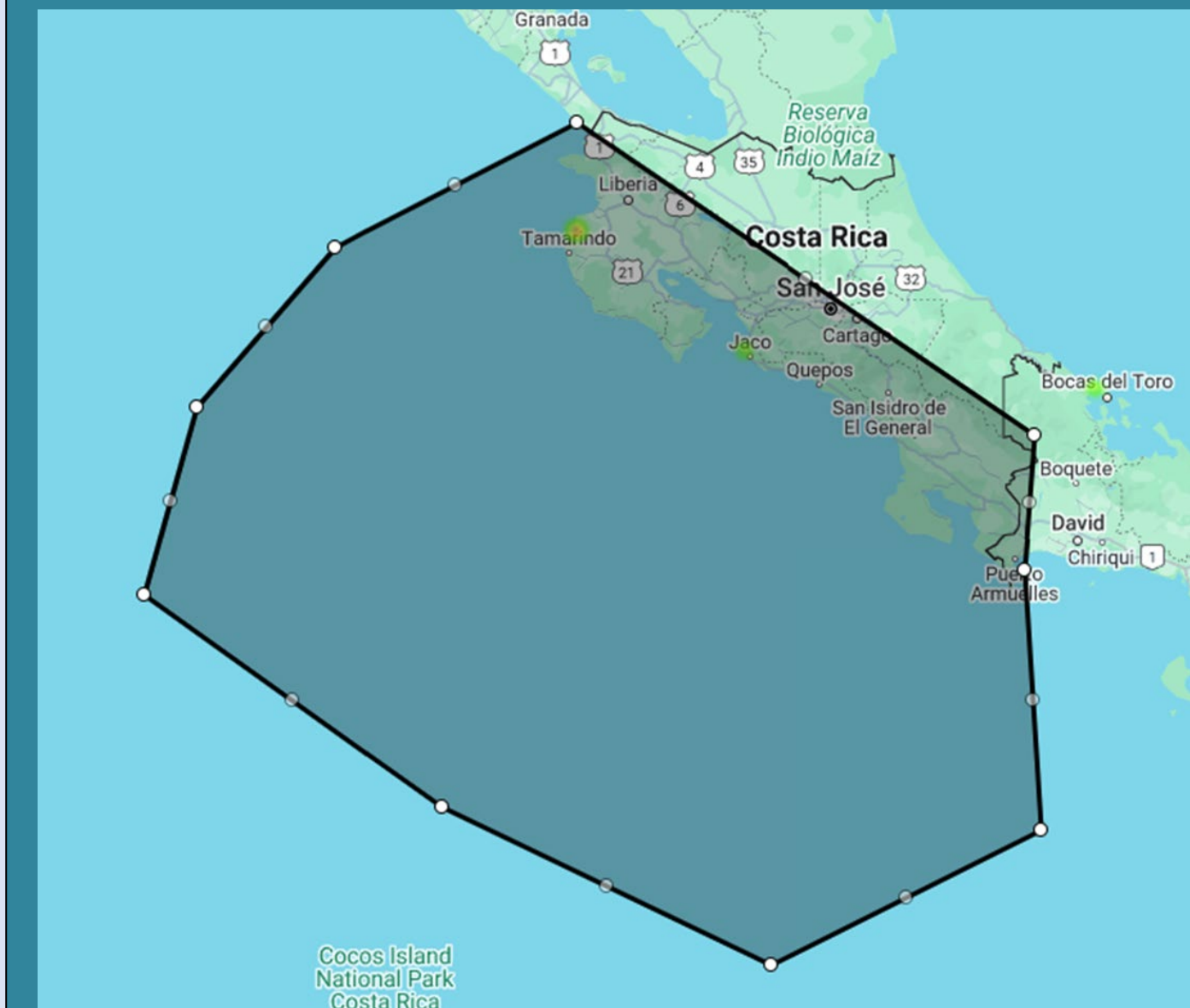
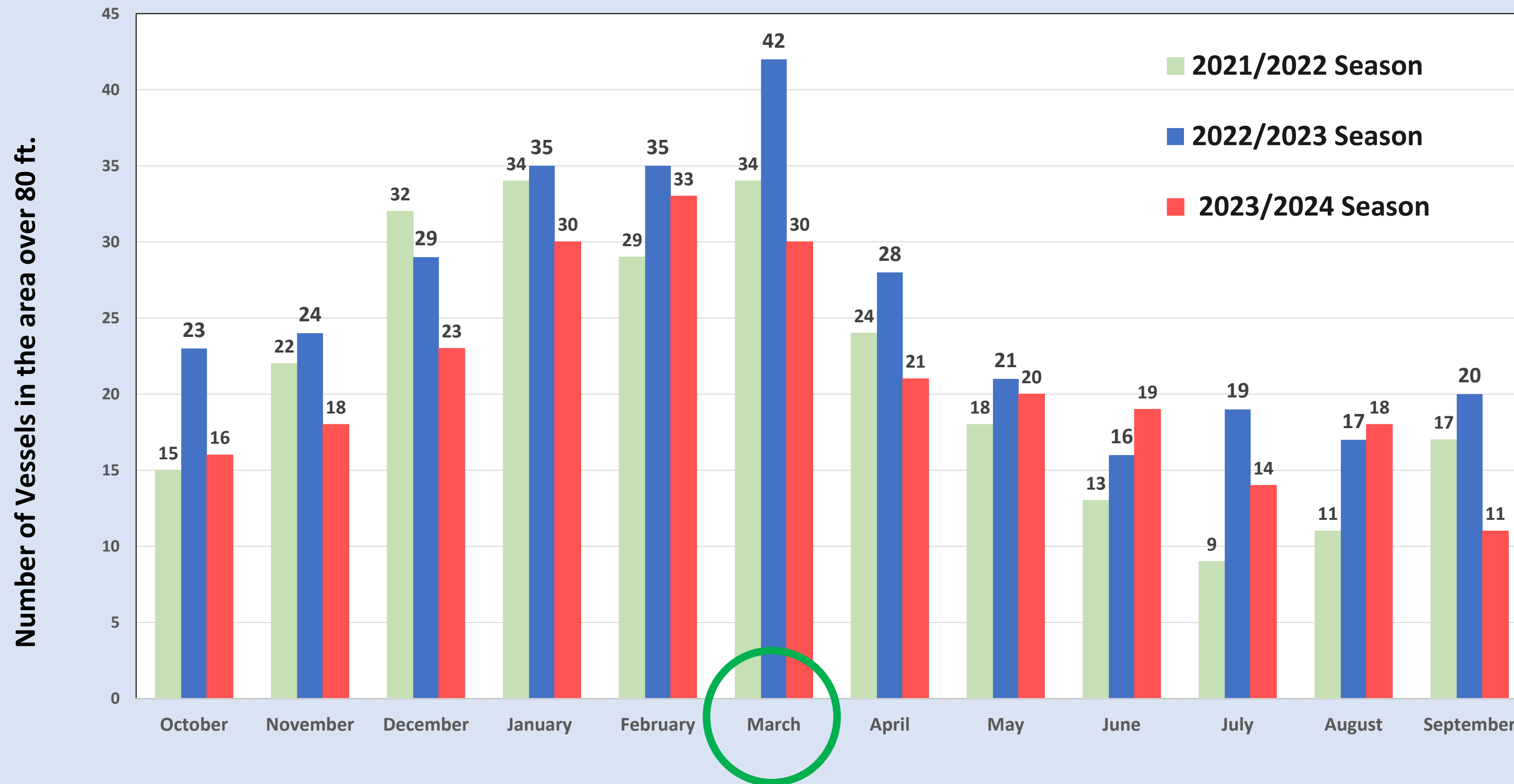


# MONTHLY COMPARISON OF NUMBER OF VESSELS IN THE COSTA RICA REGION OCT TO SEP | YEAR OVER YEAR

\* Presented as rough data point insight only \*

**March 2022**  
**42 Vessels**

Monthly Comparison of Number of Vessels in the Costa Rica Region Year over Year



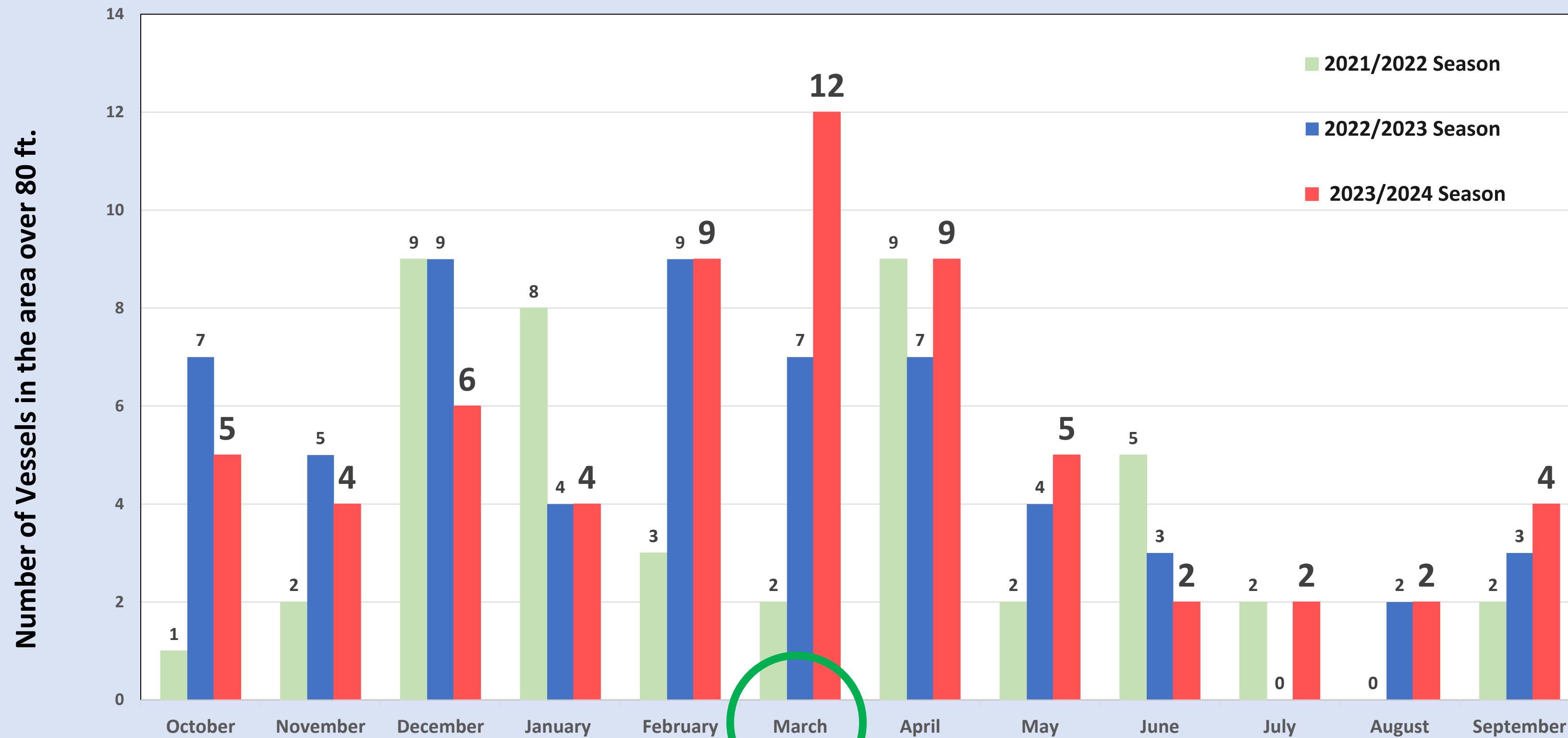


# MONTHLY COMPARISON OF NUMBER OF VESSELS IN THE JAMAICA REGION OCT TO SEP | YEAR OVER YEAR

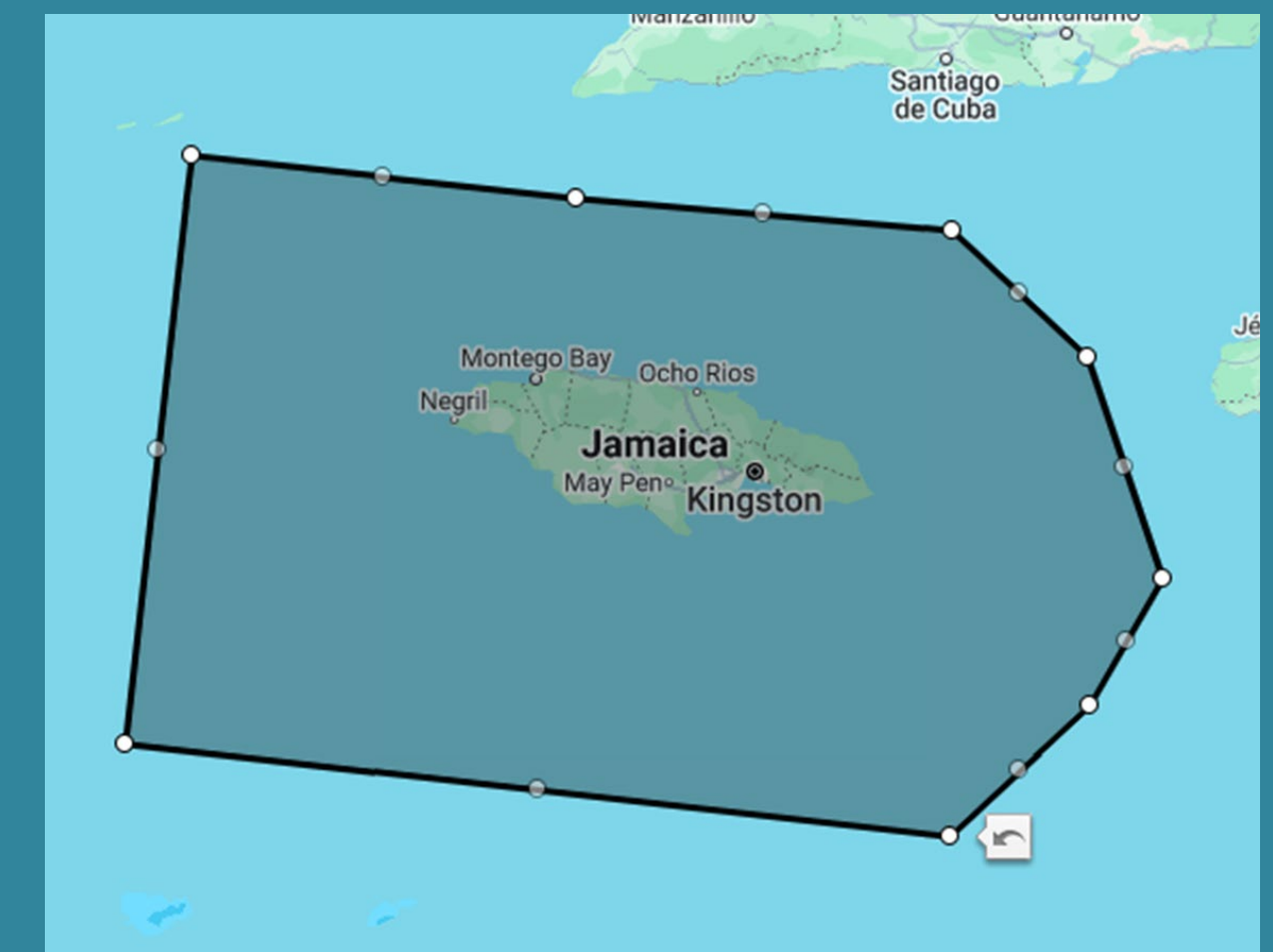
\* Presented as rough data point insight only \*

**March**  
**12 Vessels**

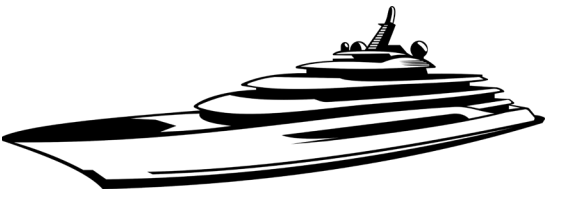
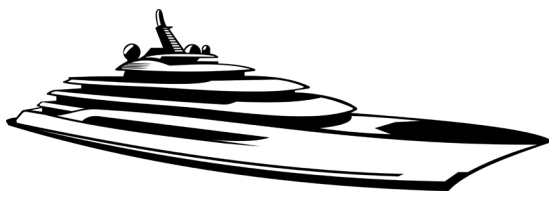
Monthly Comparison of Number of Vessels in the Jamaica Region Year over Year



Number of Vessels in the area over 80 ft.







# SOUTHEAST FLORIDA

## SUPERYACHT HUB INFRASTRUCTURE

### YEAR OVER YEAR VESSEL COUNT OVER +24M/80' INSIGHTS

#### 2021 – 2024 (JAN TO OCT)

*\* Presented as rough data point insight only \**

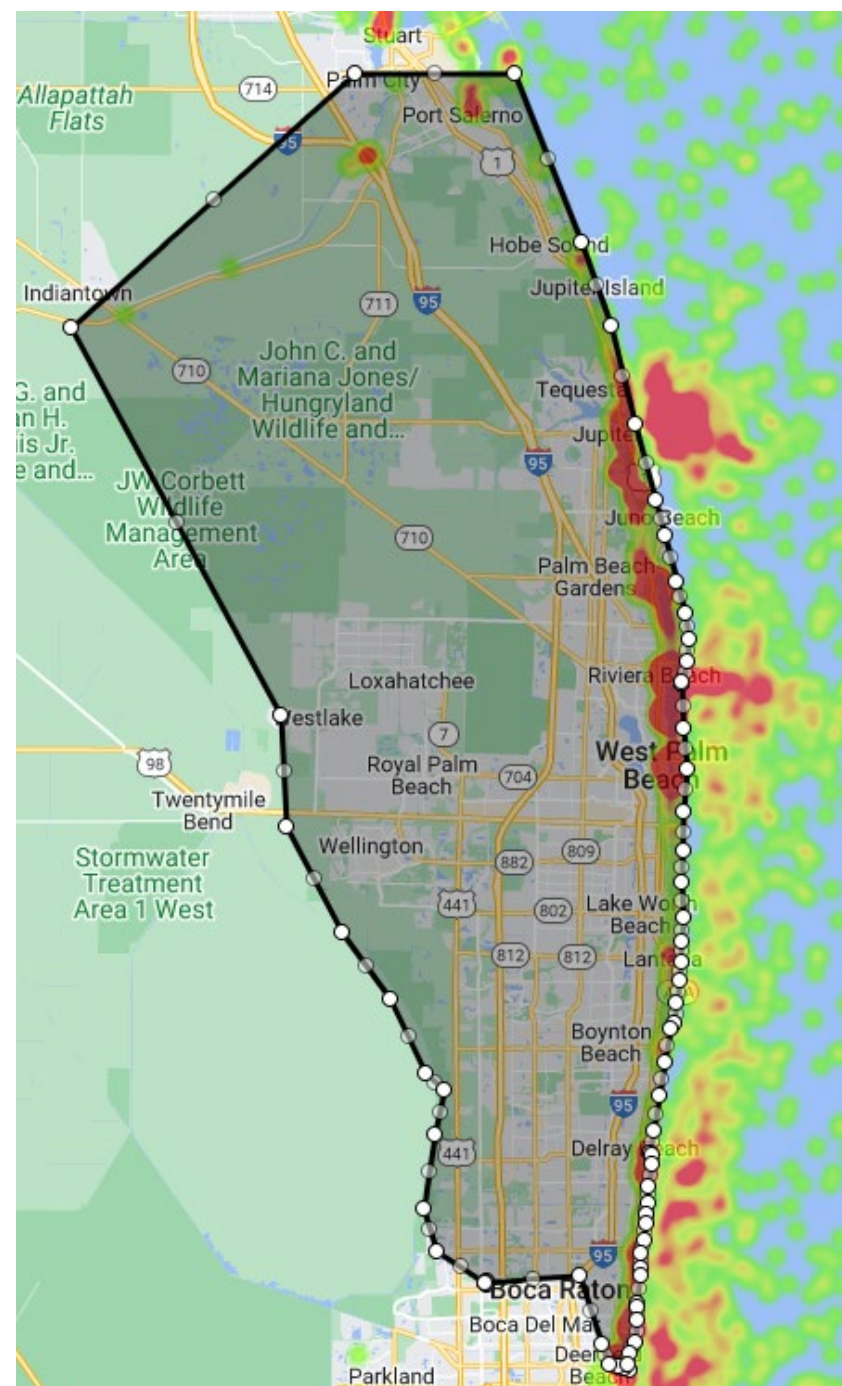
### Palm Beach

2024 | 650 to date

2023 | 716

2022 | 691

2021 | 591



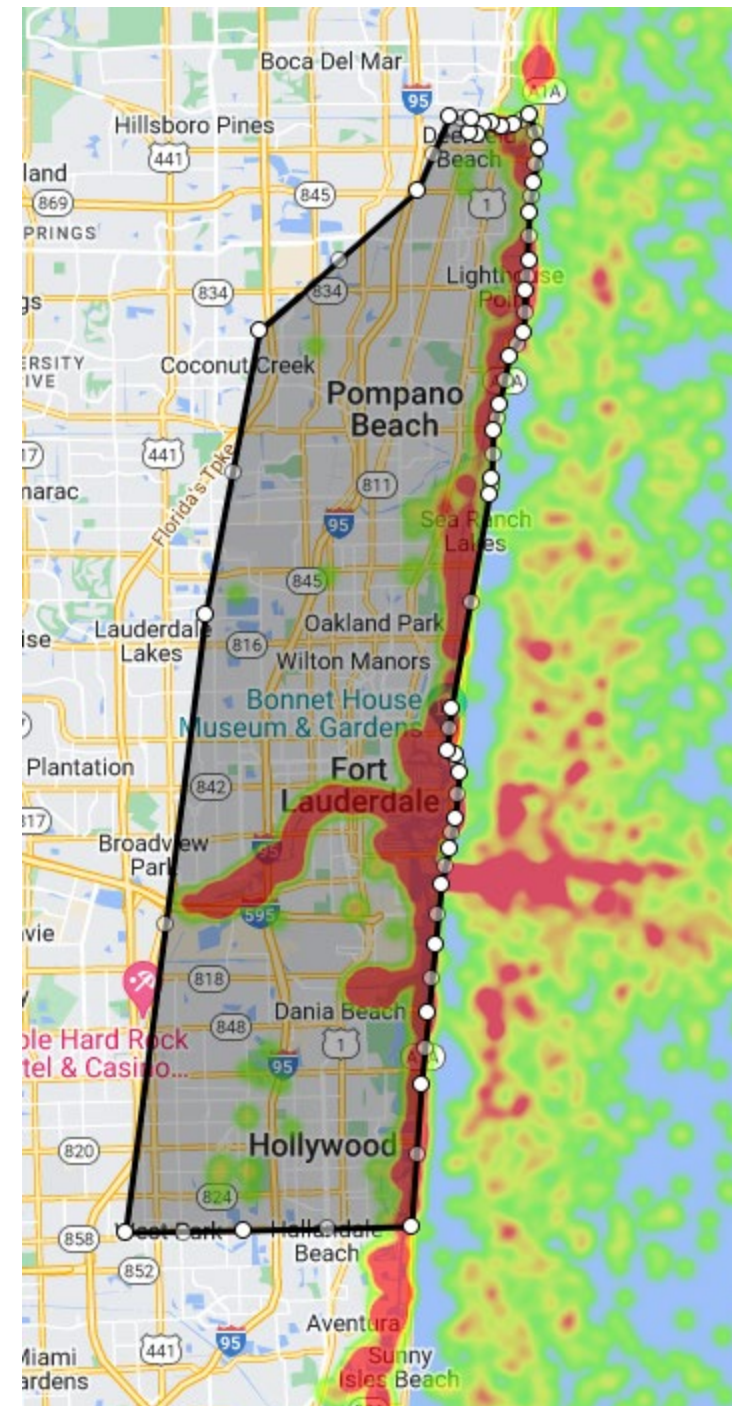
### Broward

2024 | 974 to date

2023 | 1111

2022 | 1058

2021 | 1060



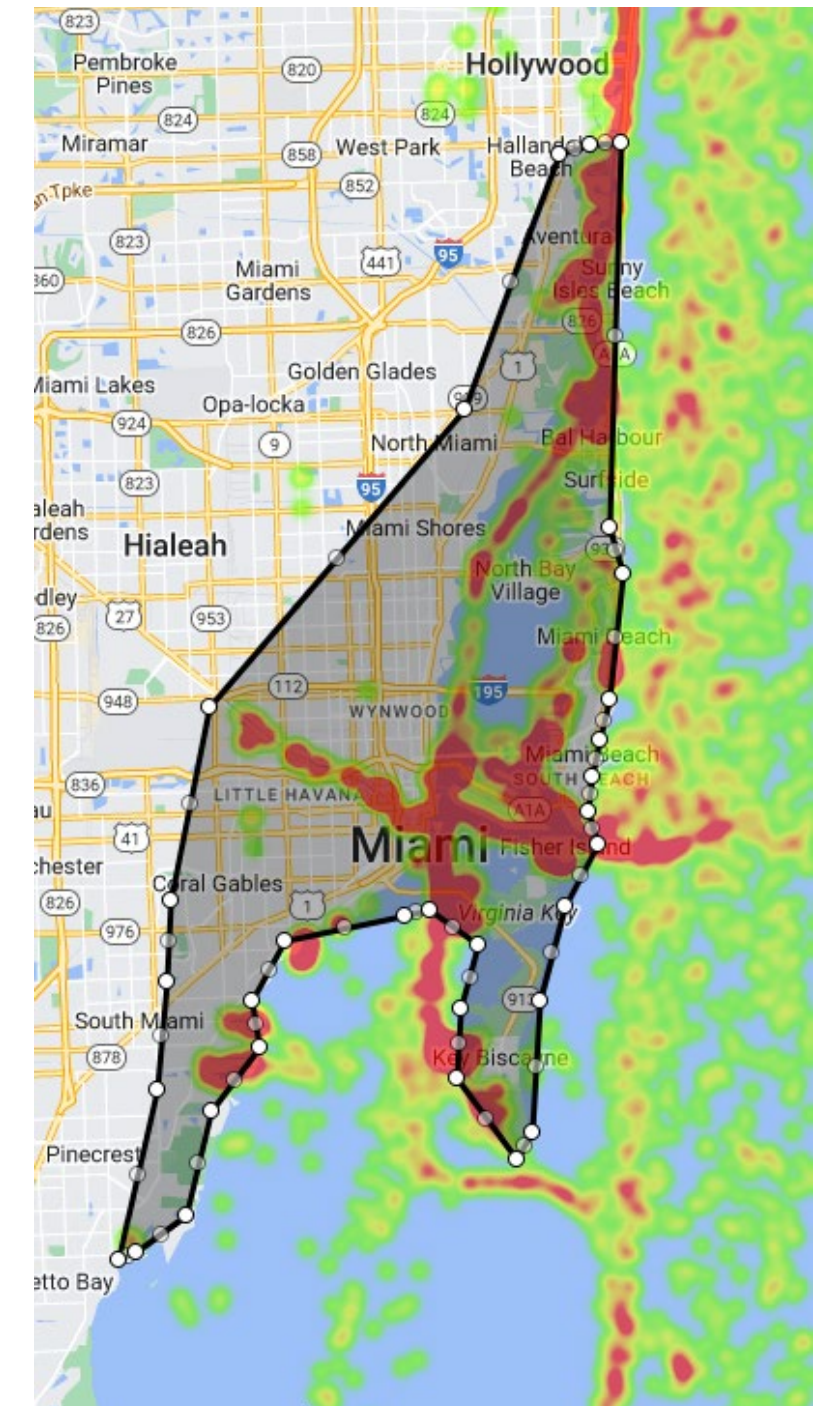
### Dade

2024 | 444 to date

2023 | 505

2022 | 521

2021 | 568





# Industry Trends



# FL

FORT LAUDERDALE  
INTERNATIONAL  
BOAT SHOW



All seven (7) Broward County venues of the Fort Lauderdale International Boat Show have recently undergone significant redevelopment ...



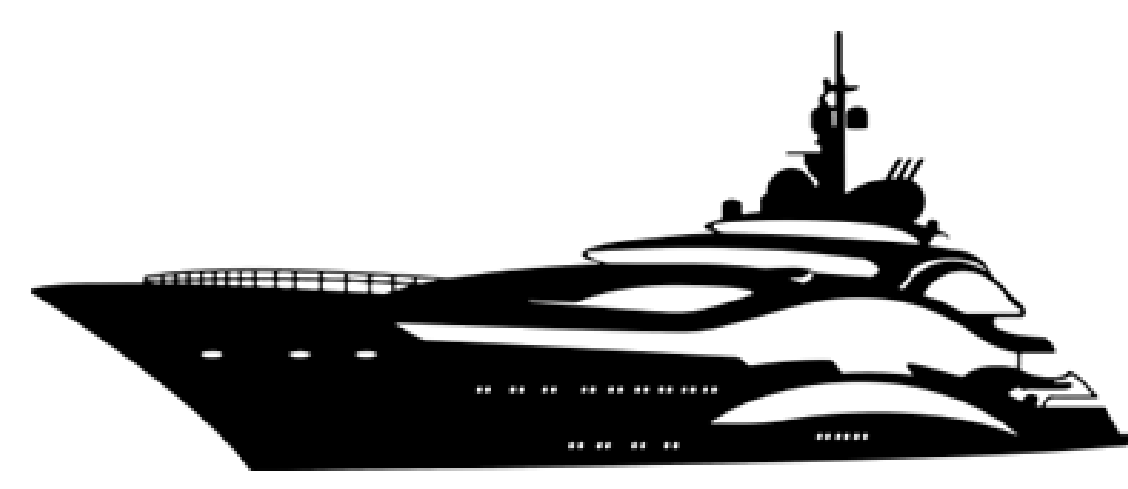
- 1.) Broward County Convention Center
- 2.) Bahia Mar Yachting Center
- 3.) Hall of Fame Marina
- 4.) Las Olas Marina
- 5.) Hilton Fort Lauderdale Marina
- 6.) Pier 66 Marina
- 7.) the Superyacht Village at Pier 66 South

As regional stakeholders from both the public and private sectors align strategic plans to enhance superyacht infrastructure, the result is an elevated customer experience. This competitive Superyacht Hub infrastructure advantage strategically positions the region globally, attracting more vessels and driving benefits to local businesses.



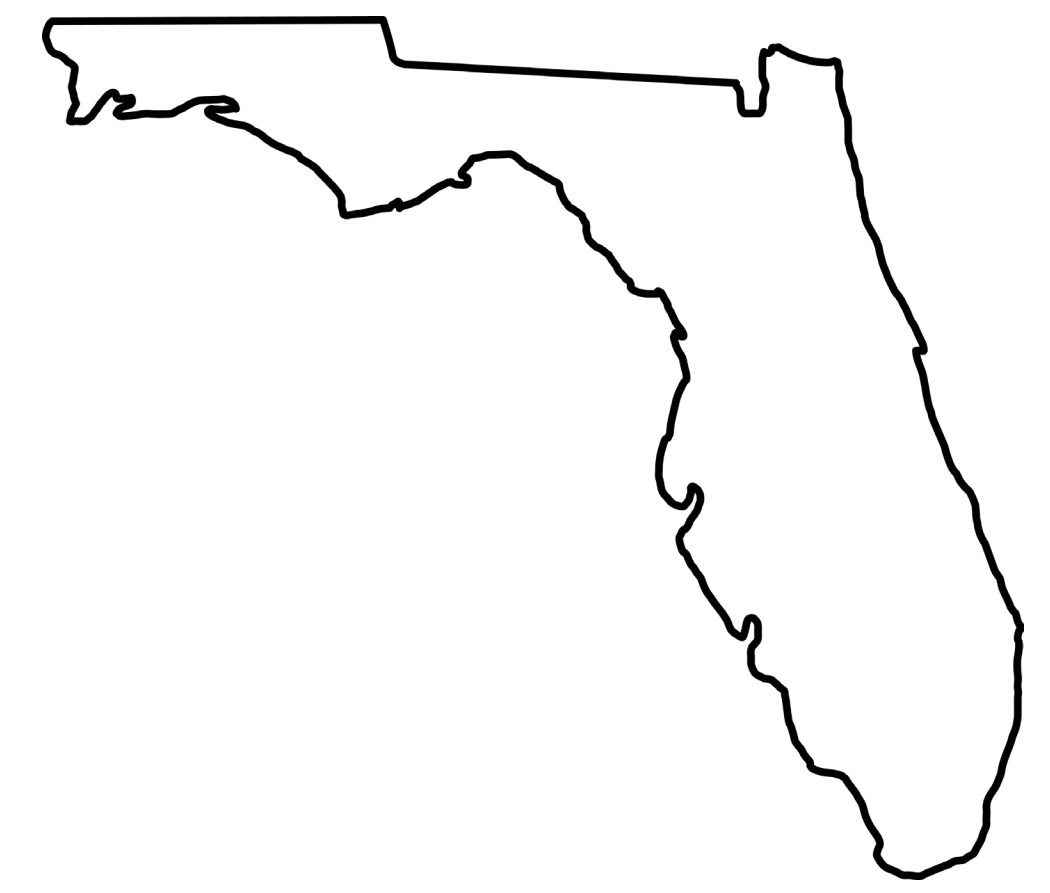
# Three (3) Florida Data Insights To Consider While at the Fort Lauderdale International Boat Show, Oct 30 – Nov 3

*\* Presented as rough data point insight only \**



**+900,000**

Florida has over 900,000 vessel registrations



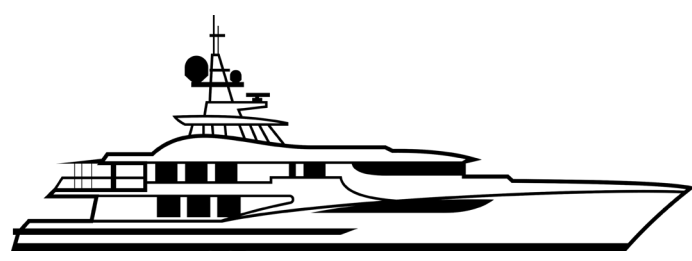
**+23B**

The marine industry in Florida contributes approximately +\$23 billion annually to the state's economy, with the superyacht sector making up a substantial portion.

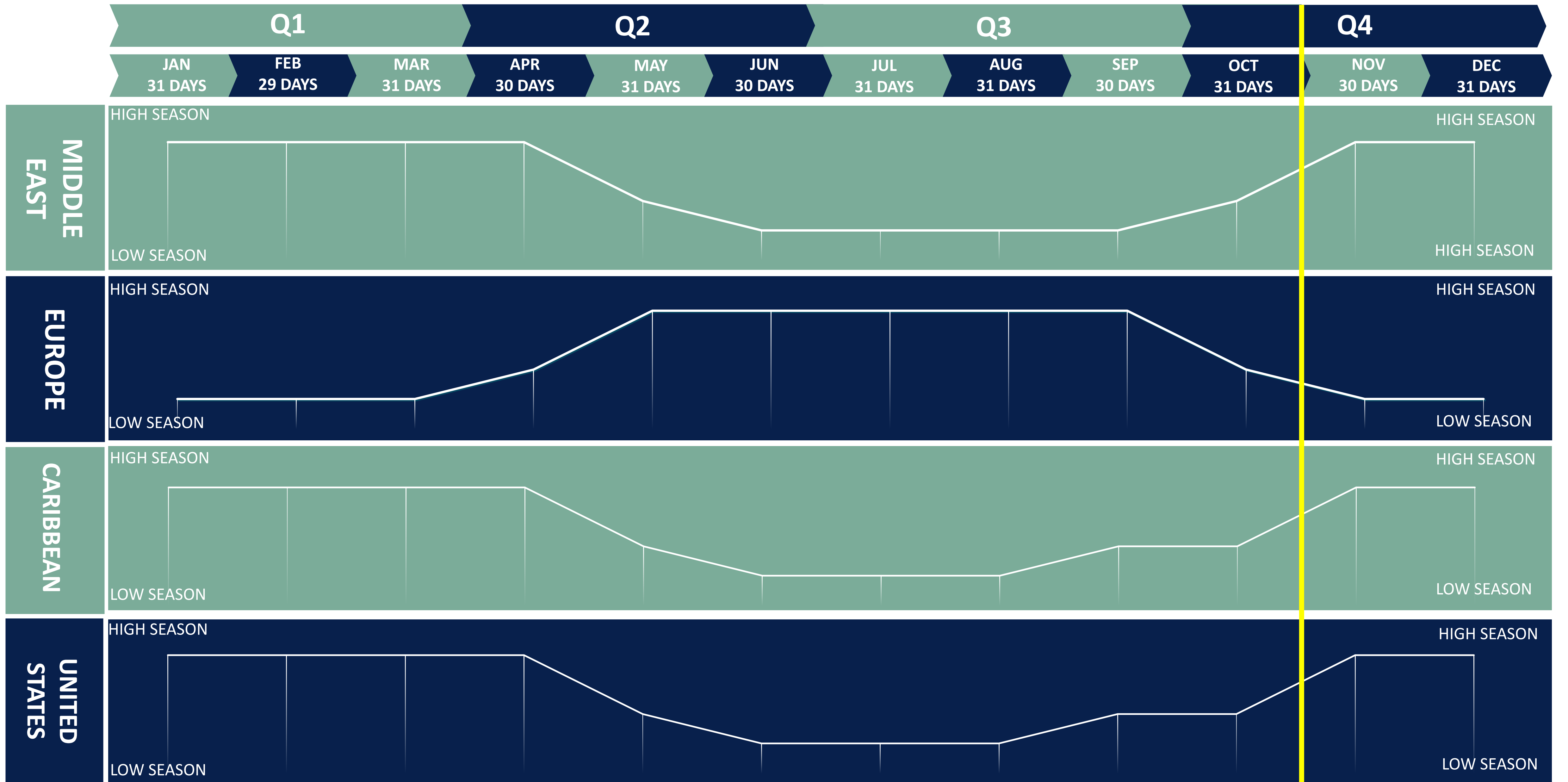
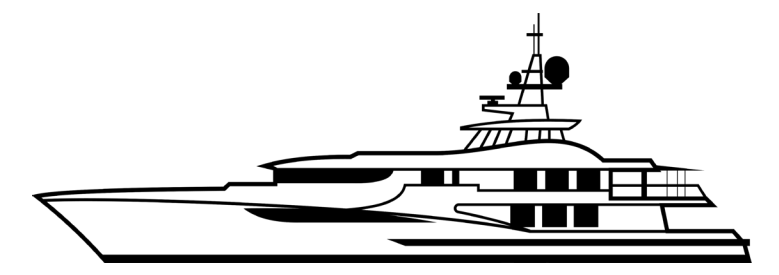


**+1T**

Florida is one of the world's strongest economies, with an annual GDP of nearly \$1.3 trillion



# SUPERYACHT SEASONAL MIGRATION OPTICS



# DURATION AT A DESTINATION

WHAT BUSINESS MODEL FITS YOUR DESTINATION ?



Annual  
**365 days**

Seasonal  
**90 days or less**

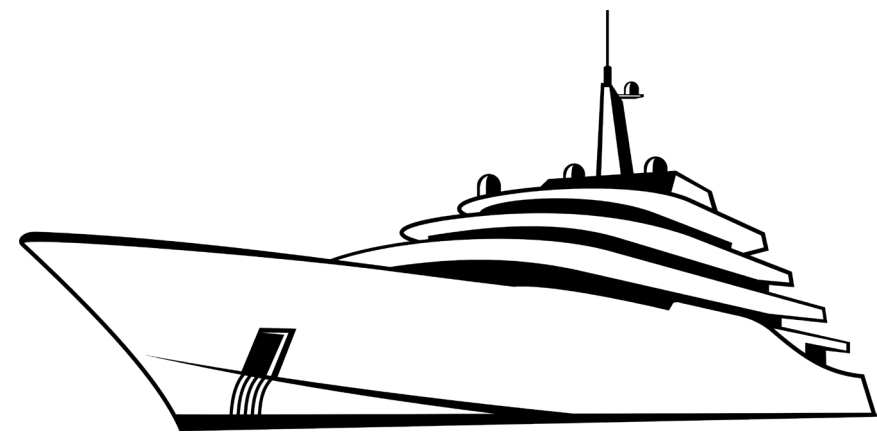
Transient  
**30 days or less**

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Local  
Home Port

Local  
Regional  
Boatyard

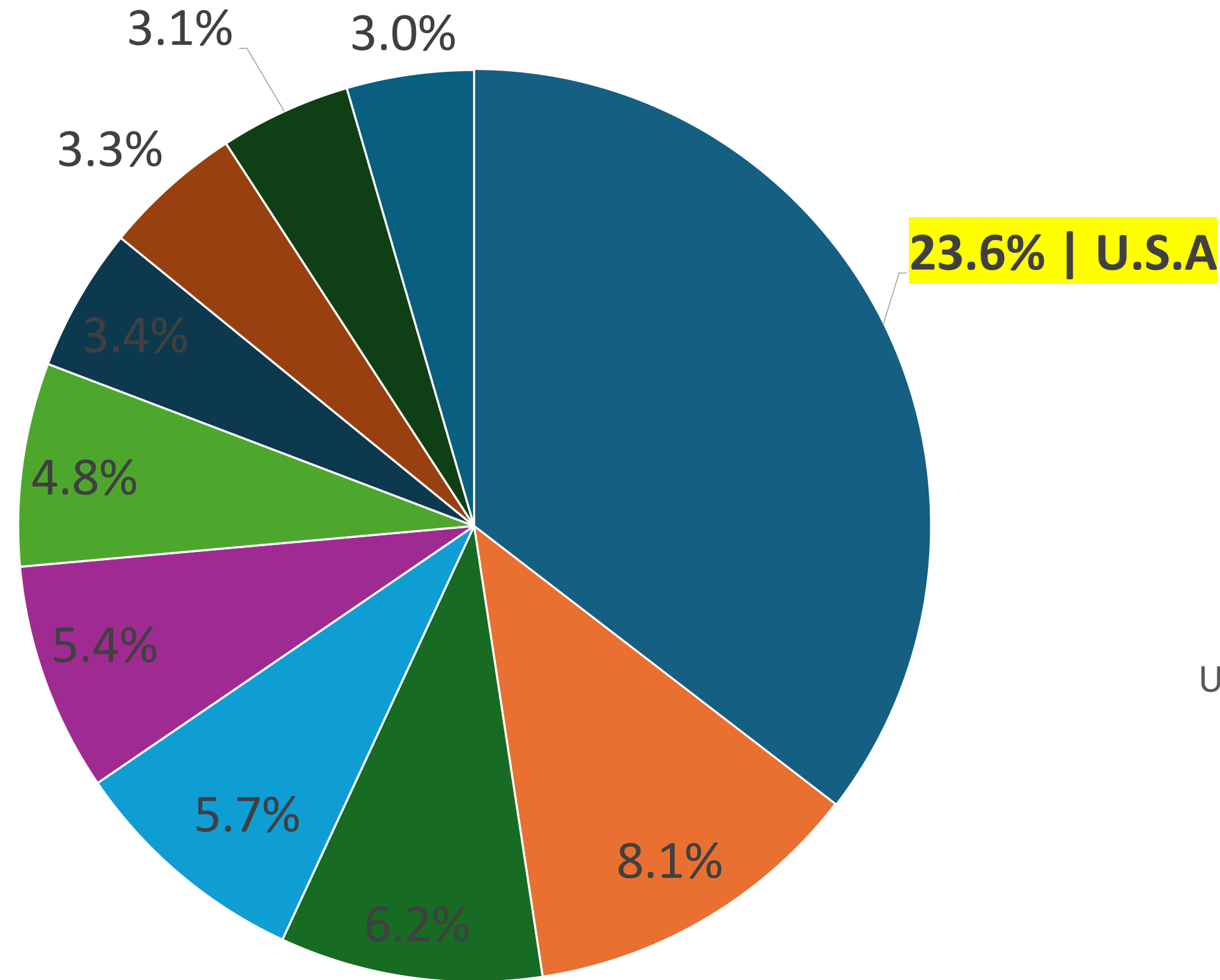
Owner Visit  
Charter  
Boatyard



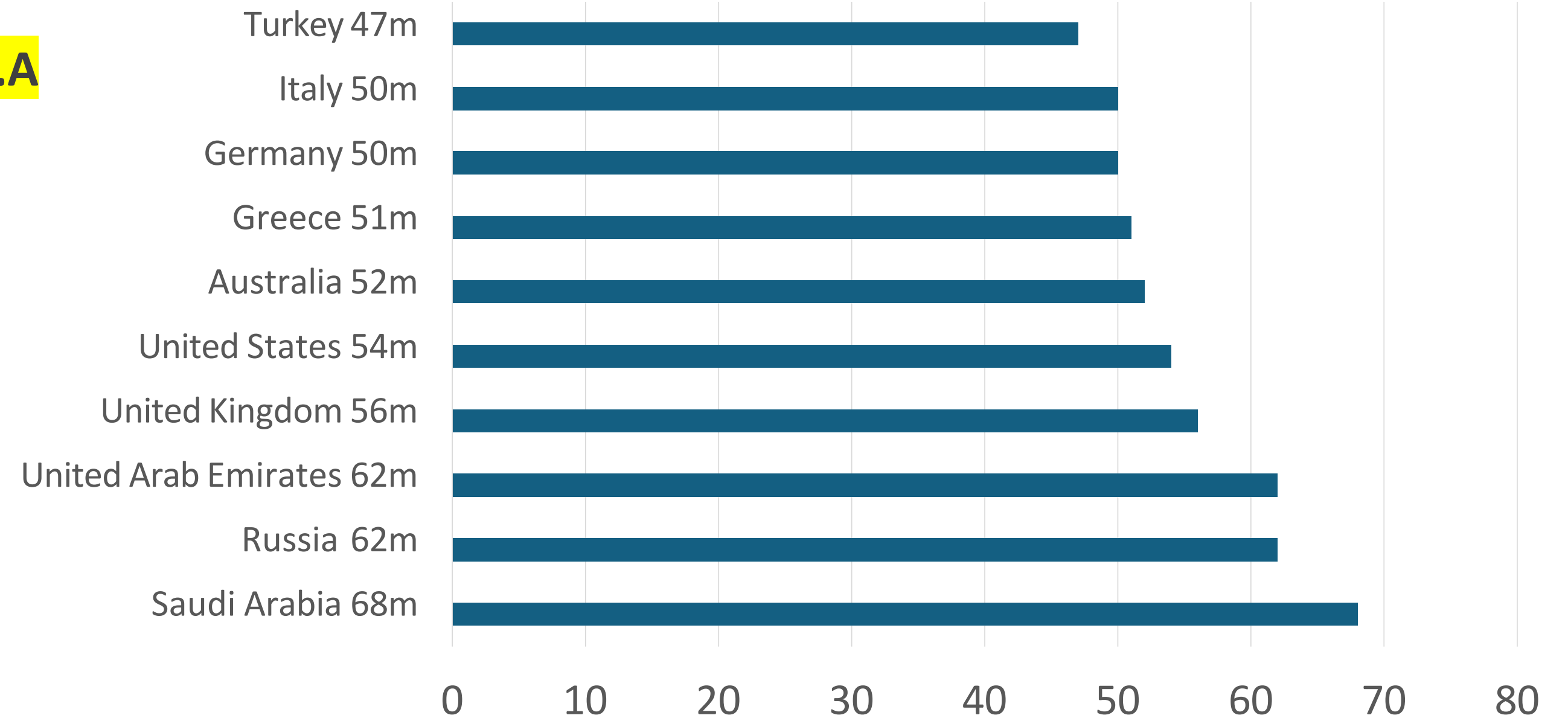
# 2,000 LARGEST SUPERYACHTS (+40M) IN THE WORLD

DATA CREDIT: 2023 SUPERYACHT TIMES

## Ownership By Country



## Average Length in Meters

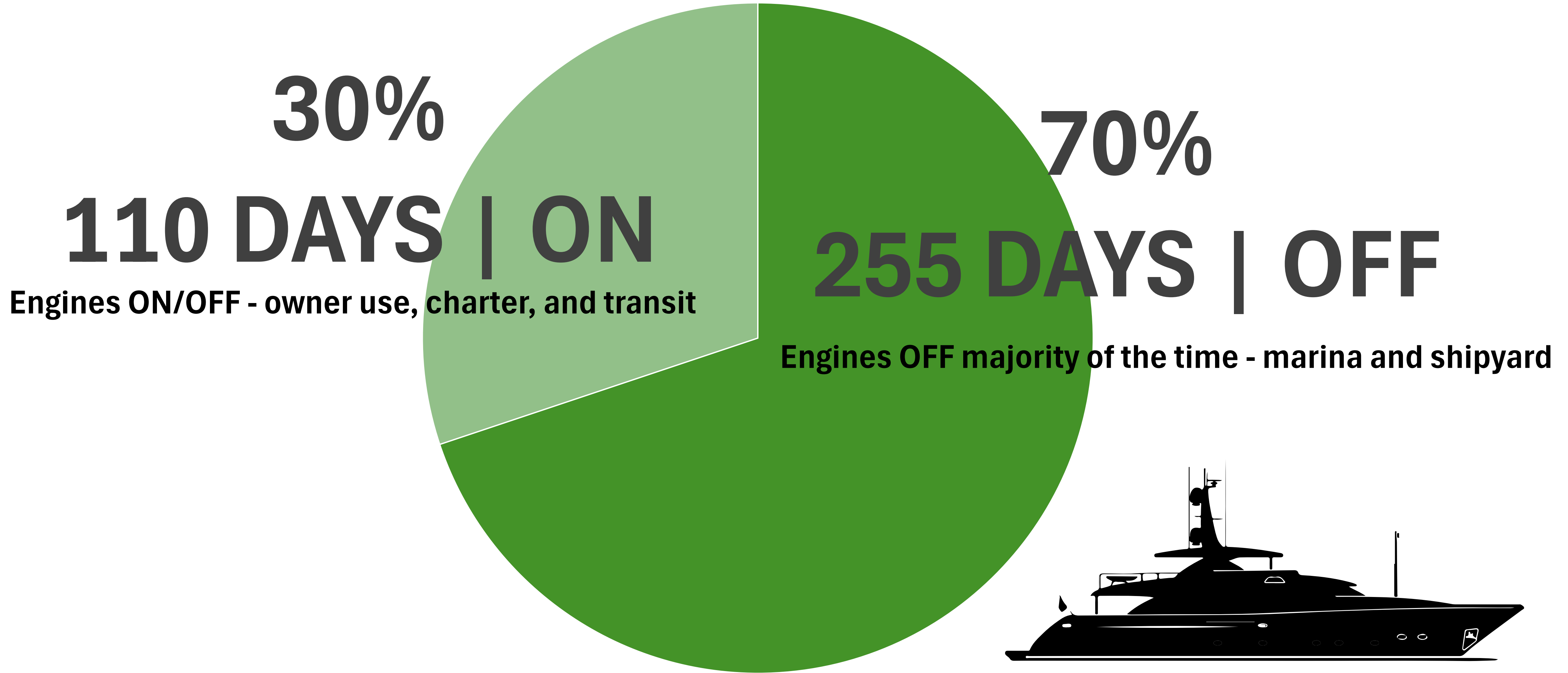


- United States 23.6%
- Turkey 5.4%
- United Arab Emirates 3.4%
- Australia 3%
- Russia 8.1%
- United Kingdom 5.7%
- Germany 3.3%
- Greece 6.2%
- Italy 4.8%
- Saudi Arabia 3.1%



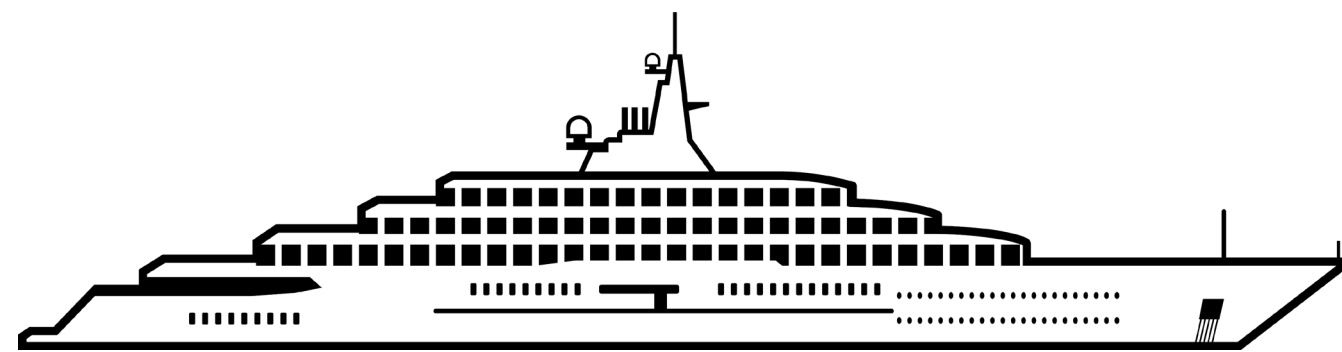
# Superyacht Engine Use Insights On/Off During a Year (365 days)

Presented as a single data point optic for a 54m/180ft vessel



# Superyacht Owner

## Customer Journey Insight

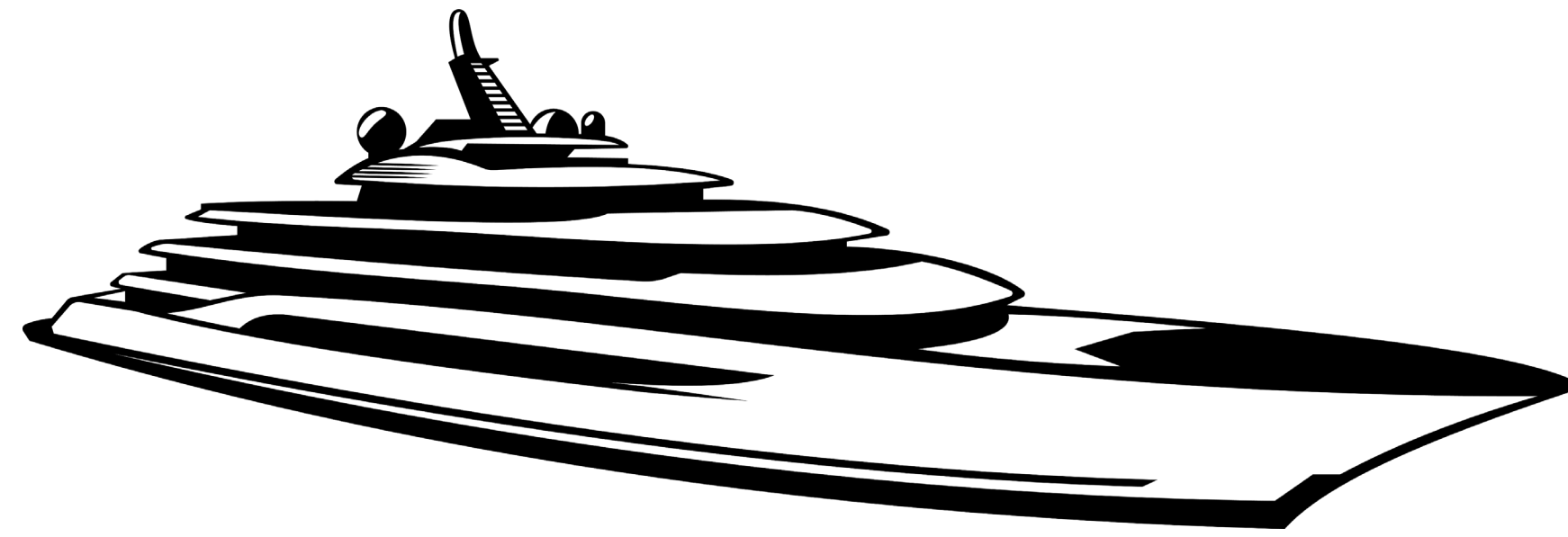


As members of the global superyacht community, we have a shared responsibility to attract new clients to the industry and provide exceptional experiences to those already part of it.

**For context, consider that the average length of car ownership in the US lasts 8 years, while home ownership duration typically ranges from 5 to 10 years.**

While these estimated figures are influenced by various factors, they offer rough comparisons to stimulate discussion on superyacht ownership duration and the elements that drive transitions, such as entering the yachting world, changing vessels, and eventually leaving the industry.

**Marinas are the longest running relationship a vessel will have in its lifetime.**



## Superyacht Population and Resource Allocation Insights

Presented as insight only

The active superyacht fleet over 24m/80ft population is representative of **11.6%** of the large vessel commercial maritime fleet on the water today (7,000 / 60,000).

For every new superyacht **(1)** launched each year, approximately four **(4)** large commercial maritime vessels are produced.

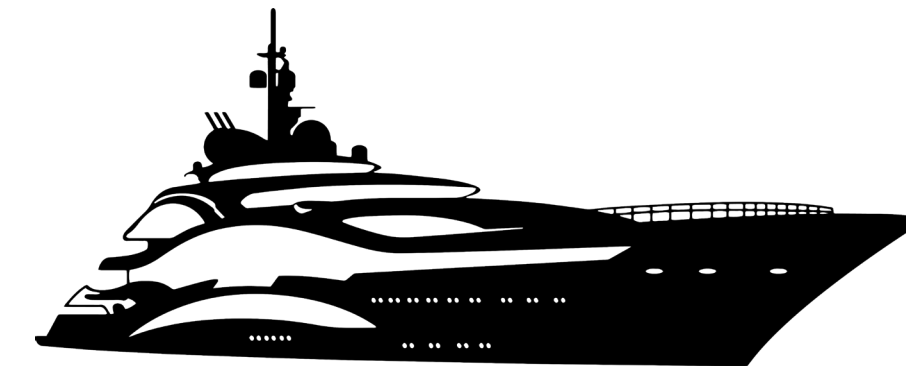
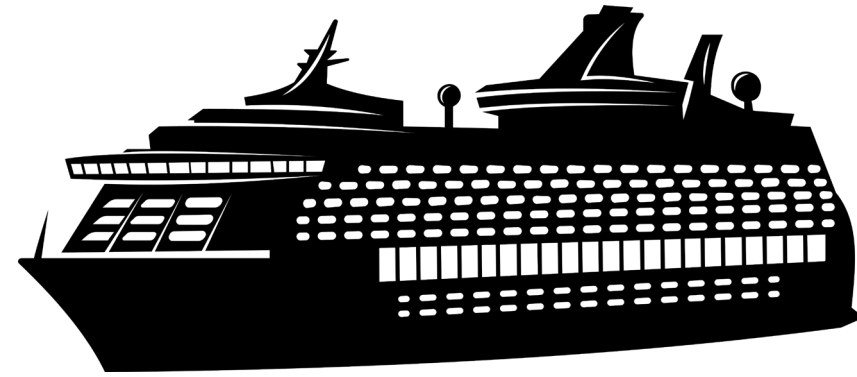
Referencing a single data point example ...

**30% (110 days)** of the year a 54m/180ft superyacht had its main engines on/off for owner use, charter, and transit.

This specific example also represented **255 days (70% of the year)** the vessel had main engines off for most of the time (marina and shipyard) with operations centralized to hotel functions.

As resource allocation is explored across industries it is important to view methods that benefit holistic approaches considering the complete picture of superyacht operations aligned with the broader global market.

# Superyacht Customer Journey Insight



In recent years, leading luxury hotel brands have expanded their service offerings by adding branded boutique cruise ships.

**While a typical cruise ship, with a length of 1,000 feet (304 meters), can accommodate around 3,000 passengers, boutique cruise ships, measuring 623 feet (190 meters), target a more exclusive group of 300 passengers – 10% of a regular cruise ship's capacity.**

**To put this into rough perspective, 300 ultra-high-net-worth individuals (UHNWIs) choosing a boutique cruise ship equates to 25 superyacht charters (at 12 passengers each) being activated per each boutique cruise ship journey.**

These hotel brands bring not only exceptional yacht assets to UHNWI clients but also decades of refined, personalized 5-star service. Each superyacht is holistically operated by a team of stakeholders, and consistently enhancing the superyacht customer journey is essential for driving market growth and competing on a global scale.

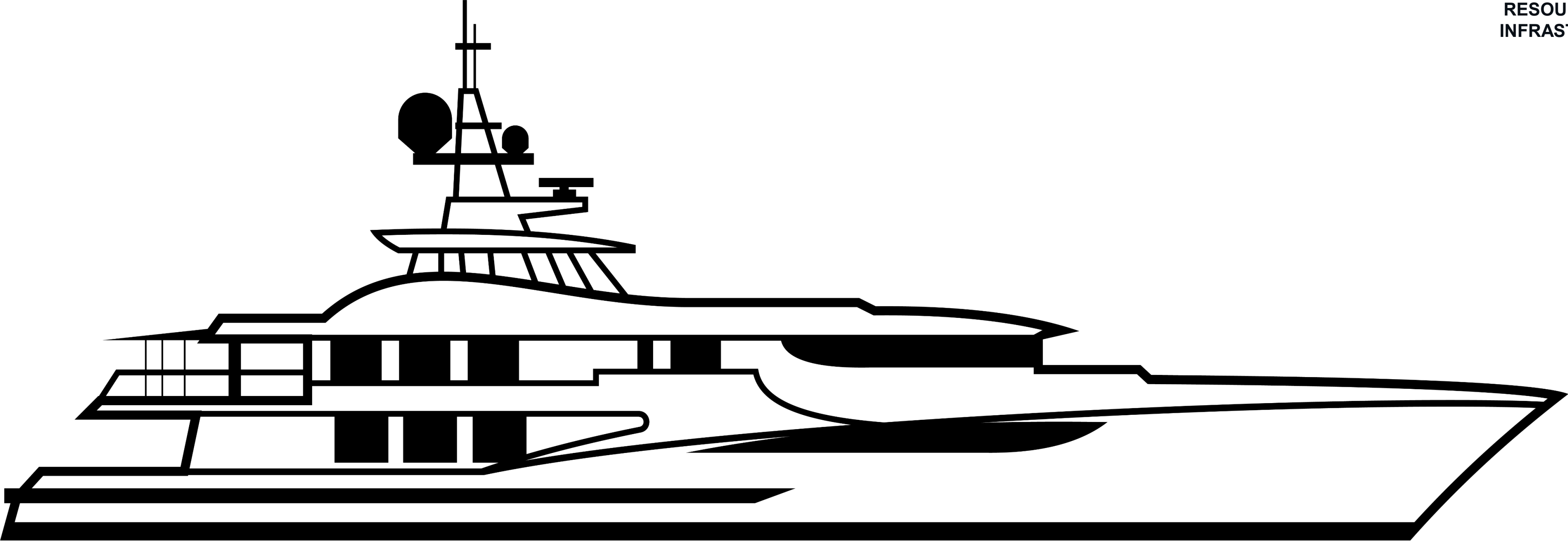
## **Measurables of 5-star hotel service:**

1. Guest Service Quality
2. Amenities and Facilities
3. Technology and Connectivity
4. Comfort and Convenience
5. Luxury and Exclusivity
6. Guest Feedback and Reputation
7. Safety and Security.

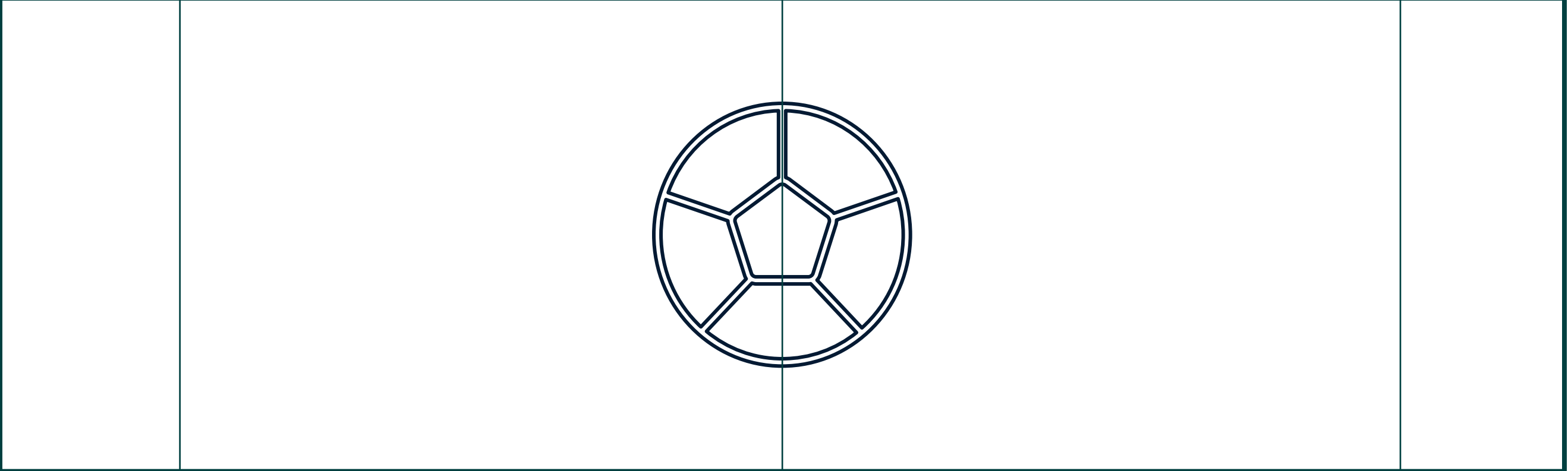
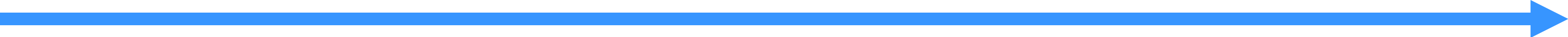


# Strategies to Growth

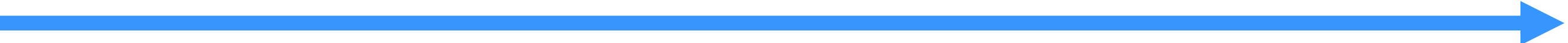


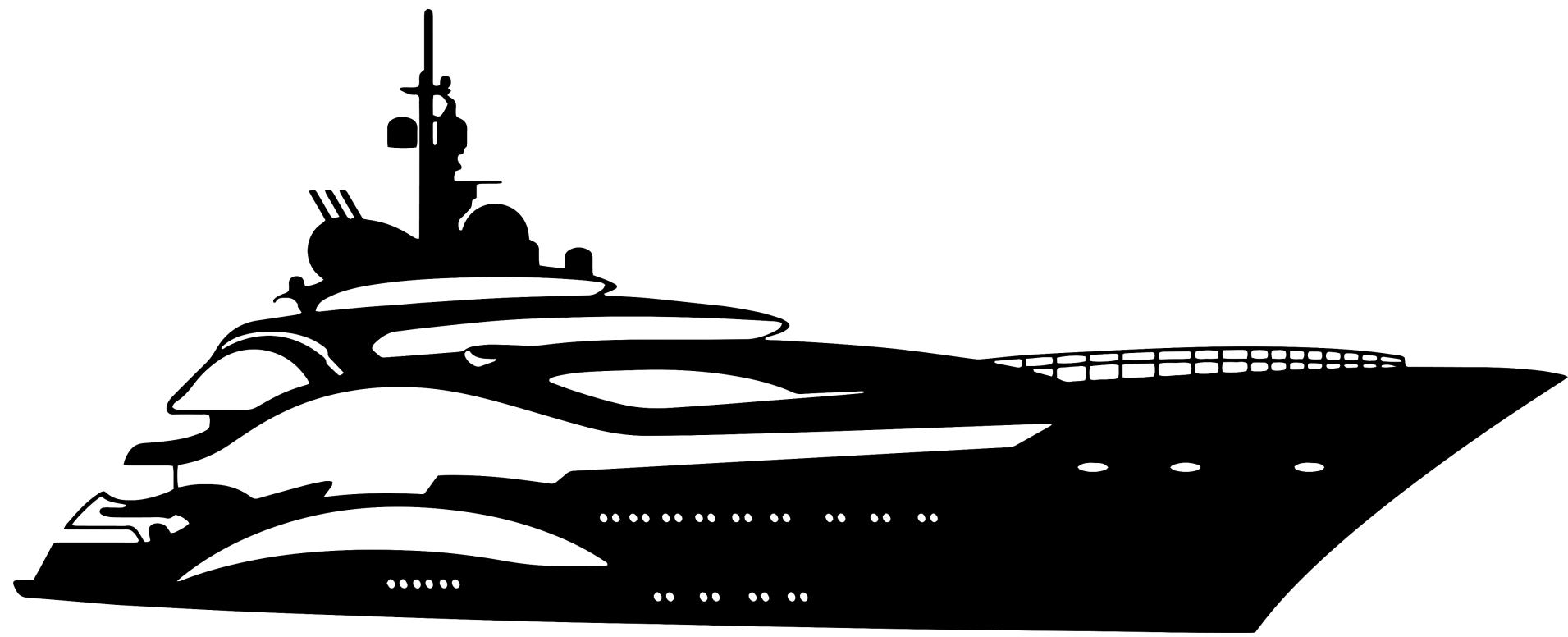


**152m/500ft**

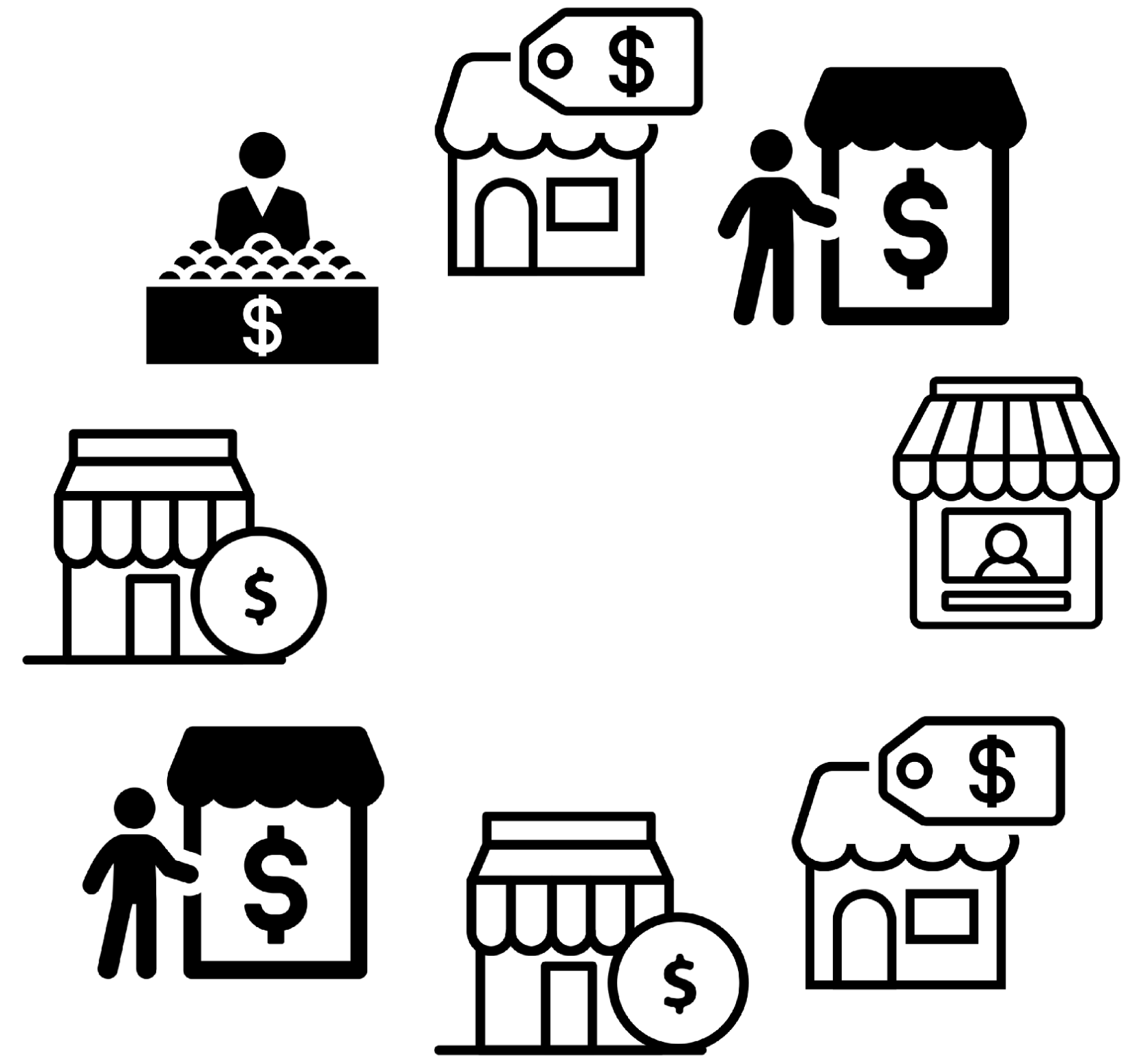


**105m/345ft**





=

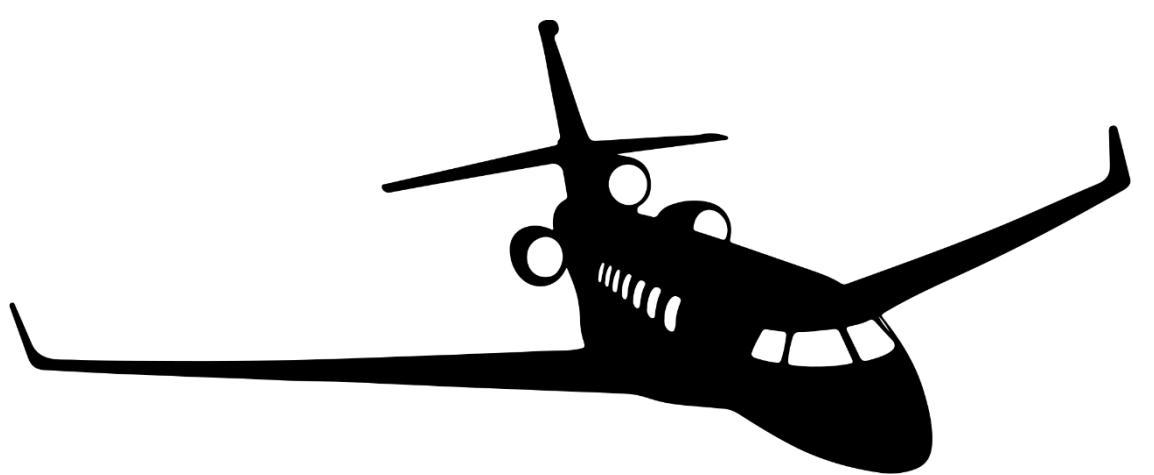


SMALL BUSINESSES  
ARE THE BACKBONE OF  
THE SUPERYACHT INDUSTRY

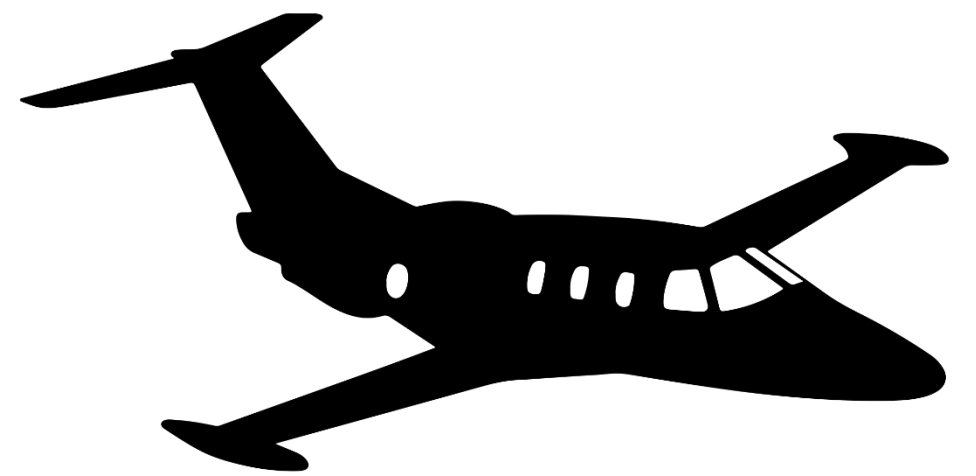


# Minimum Runway Lengths (Feet) for Private Aircraft Presented as data point optic information only.

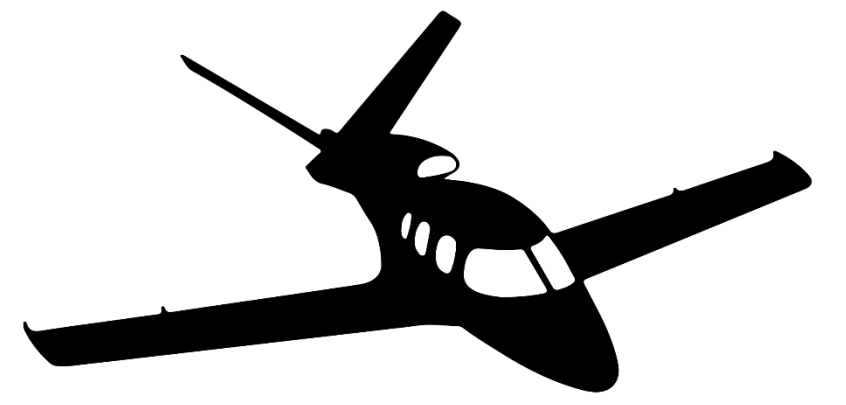
Minimum runway length for private jets varies based on aircraft type, weight, and performance.



Super



Midsize

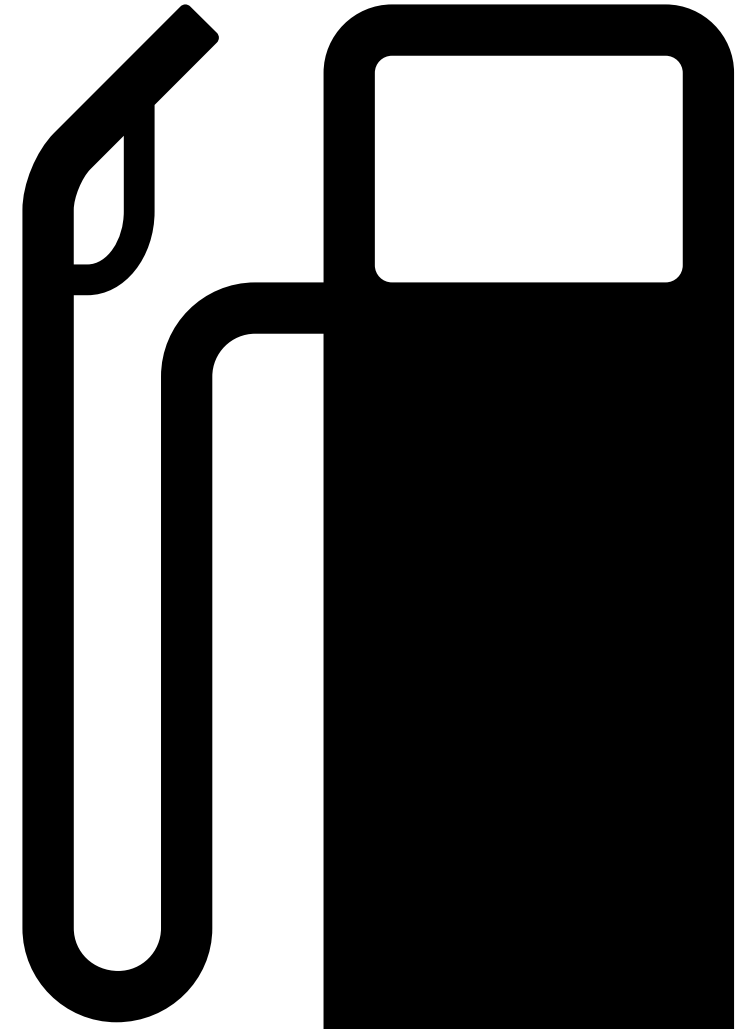
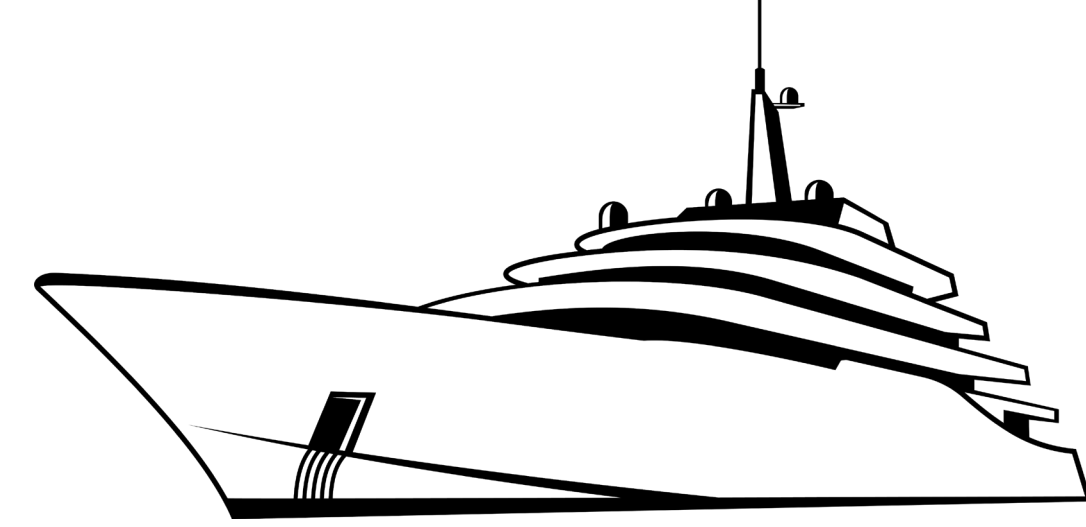


Light



0 1,000 2,000 3,000 4,000 5,000 6,000

# Superyacht Fueling



## High Speed Fueling Systems

Capable of 35 gallons per minute with systems reaching  
+100 gallons per minute

## Fuel Sample Records

Actual fuel samples from inventories are kept by provider  
from 6 – 12 months – goal being long enough for the yacht to fully utilize

## Flash Point

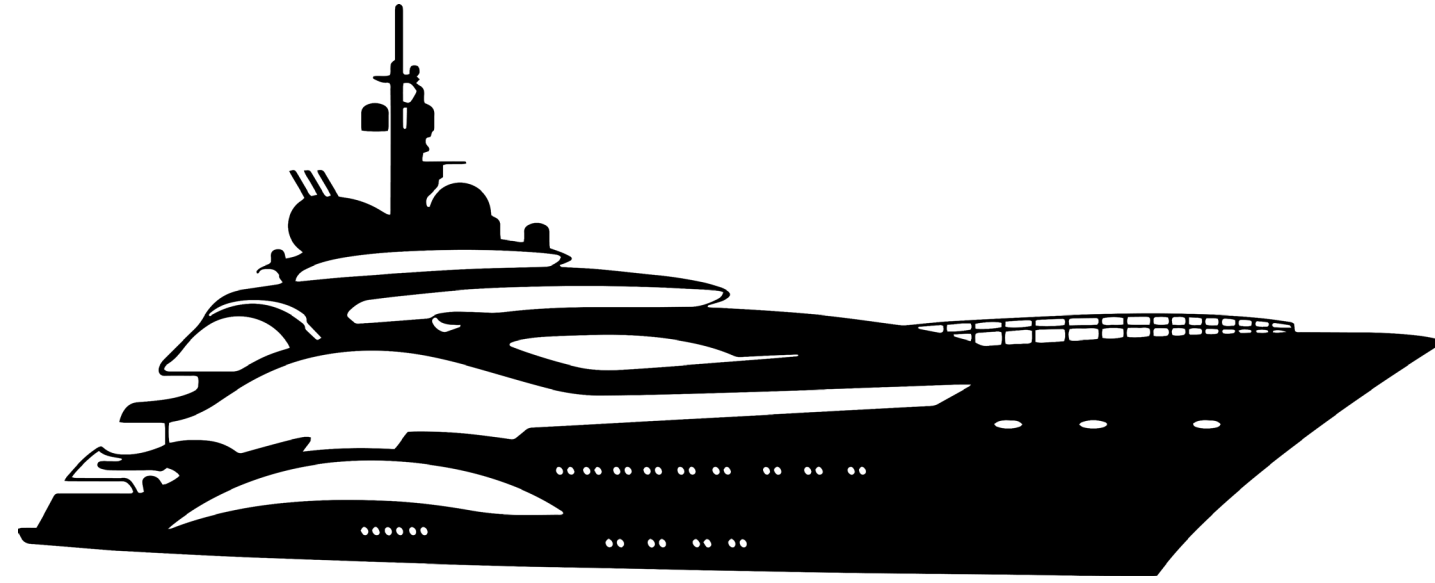
Just one of the many fuel specifications used in determining a fuel purchase. Flash point is to the lowest temperature at which the application of the ignition source causes the vapors above the liquid to ignite

## Sustainability Measures

Renewable Resources, Carbon Neutrality, Reduced Environmental Impact,  
High Yield, and Versatility

# Superyacht Hub Shore Power Insight

Insight by USSA Member  
Ward's Marine Electric



Providing consistent shore power of up to **2,000 amps** is a crucial market differentiator for marinas servicing superyachts. The complexity of delivering this power, including managing amperage breakdown and connector cabling, presents additional challenges. Global superyacht hubs collaborate closely with Captains, Chief Engineers, Port Authorities, and local electricity providers to streamline the delivery processes, ensuring smooth and efficient operations.

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## AMPS

Measure the rate of flow of electric current in a circuit.  
*Think: **Volume*** of water flowing through a pipe - amps measure how much electric current is flowing through a wire at a given moment.

## VOLTS

Measure how strong the electrical force is pushing through a wire or circuit.  
*Think: **Pressure*** pushing electricity along, similar to water pressure in a pipe.

# SIX (6) COMPONENTS OF BUILDING A SUPERYACHT ITINERARY

By no means is this an exhaustive list but provides insight into the process

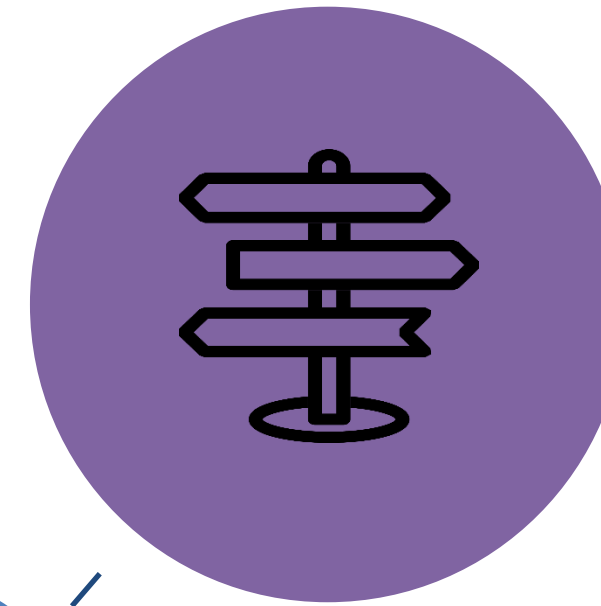
## TRAVEL LOGISTICS

Private airfare, FBO arrival/departure, ground transportation, etc.



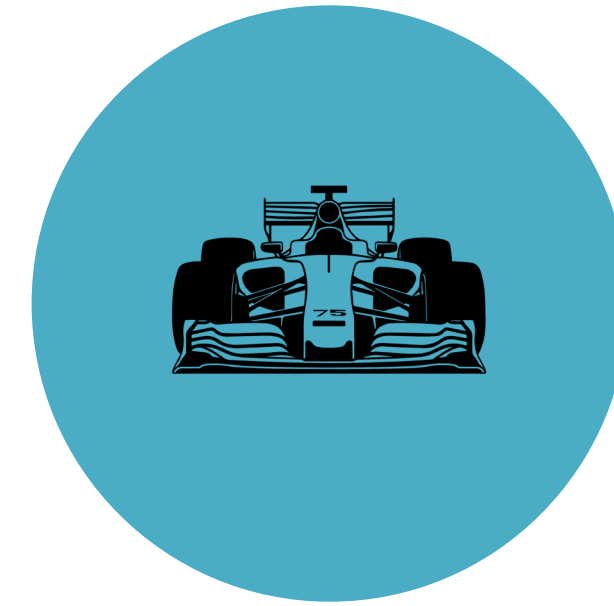
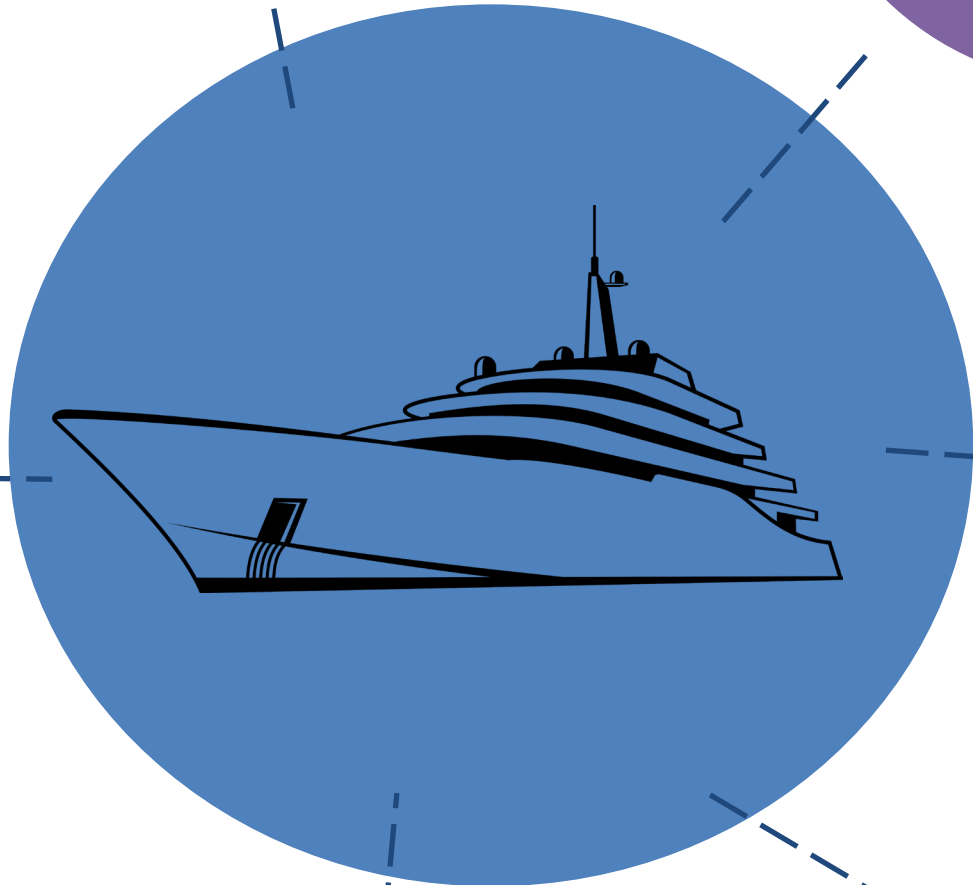
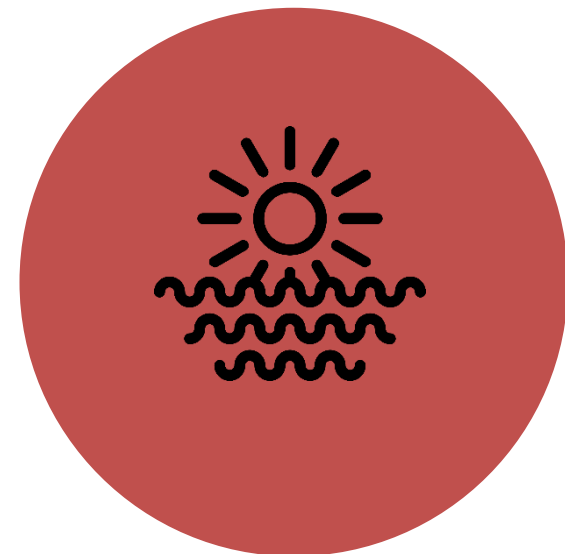
## DESTINATION EXCURSIONS

Tours, shopping, cultural trips, etc.



## ONBOARD YACHT TOYS

Pool, JetSkis, SeaBob, diving, fishing, water skiing, water slide, wind surfing, etc.



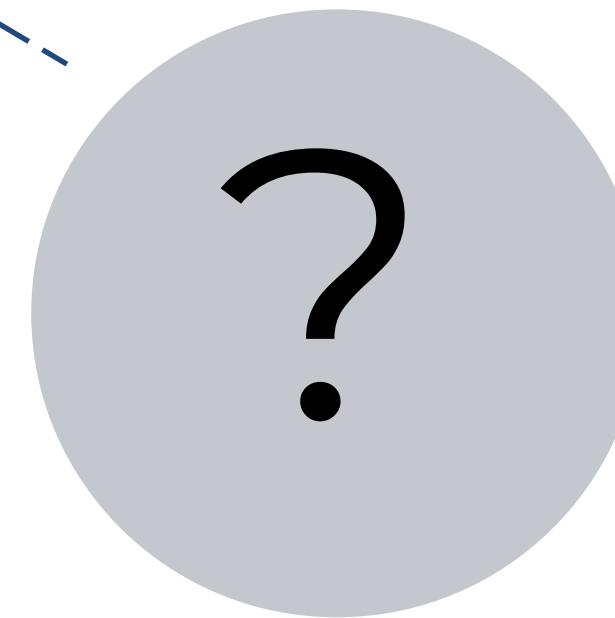
## DESTINATION EVENTS

Sports, shows, concerts, special occasions, etc.

Art Basel, F1, 2026 World Cup

## ONBOARD FOOD AND BEVERAGE

Breakfast, lunch, dinner, snacks, special occasions, entertaining, dietary restrictions, allergies, preferences, etc.



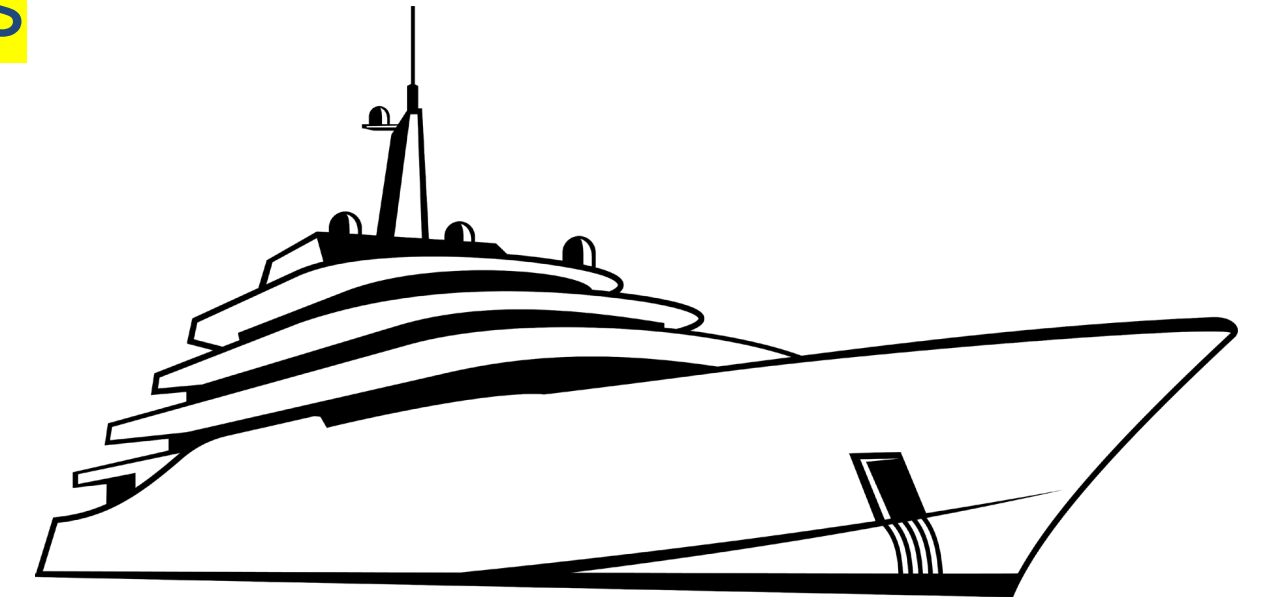
## BACK UP PLANNING

Parts logistics, crew changers, medical, weather impacts, etc



# Superyacht Paperwork Processes

Disclaimer: By no means is this a comprehensive list -  
Presented only for insights into the processes



## Vessel

## Passengers

## Seafarers

## Vessel Operations

## Onboard Items

- Yacht Importation/Exportation
  - Available from IGY Sète Marina, South of France
- Registration
- Insurance
- Dockage Agreement
  - Standardized international network dockage agreements across IGY Marinas
  - Globally centralized dockage documentation/reservation process for IGY Trident Club members
- Flag state compliance
- Minimum safe manning compliance
- ISM/ISPS Compliance
- Mini-ISM
- MLC (Maritime Labor Convention 2006)
- Electronic Logbook
- Free Trade Zone
  - Available at Yacht Haven Grande Miami
- Navigational Charts

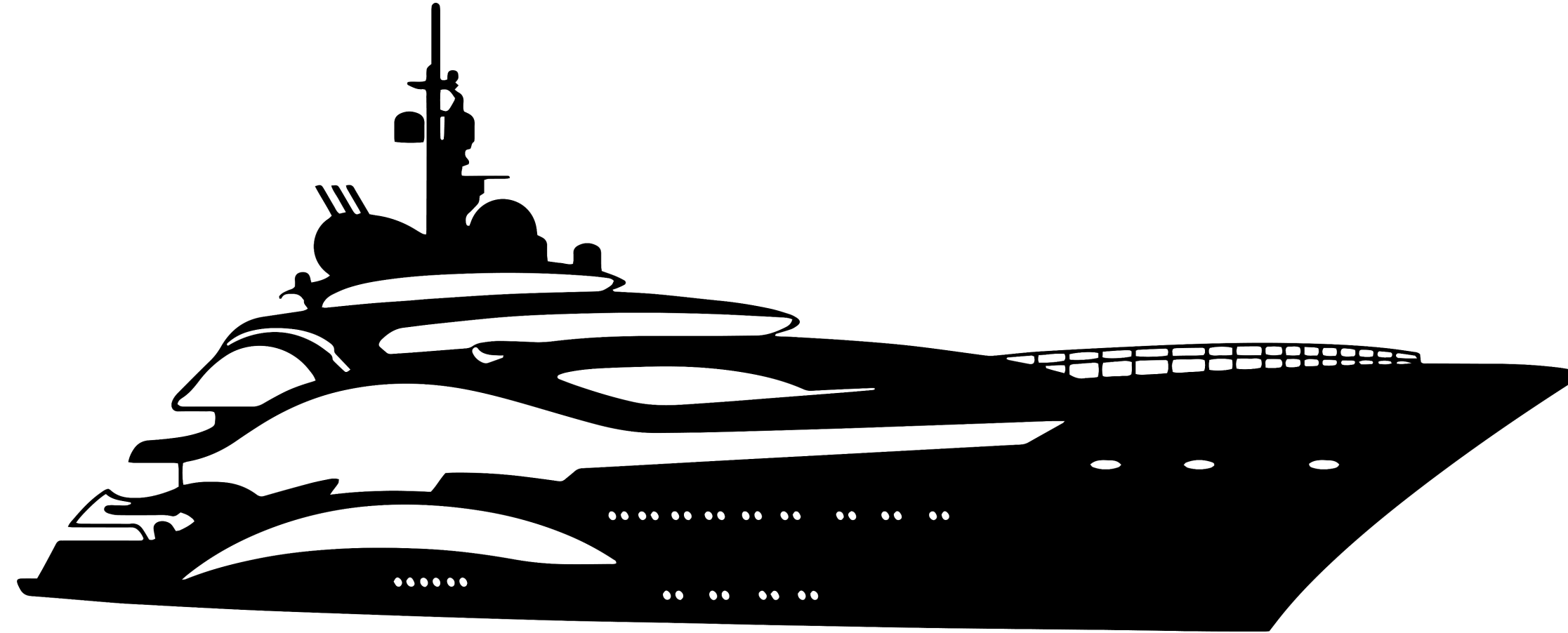
- Passports
- Immigration
- Visas
- Medical

- Crew Payroll
- Passports
- Immigration
- Visas – Schengen/B1B2
- Seaman’s Discharge Book
- Flag endorsements
- Crew Licenses & Certifications
- Medical Certifications
- SEA (Seafarer employment agreements)
- Residency declarations
- GDPR forms
- US tax forms (if applicable)
- Cyber security training
- Recruitment
- Medical Insurance
- Crew Training
- Crew Repatriation and Travel

- Cruising Permit
- Itinerary
- Waste removal documentation
- Aviation documentation
- Environmental Restrictions
- Personal Watercraft Training
- Weather Planning
- Fuel records
- Provisioning
- APA (Advanced Provisioning Allowance)
- Financial Administration

- Customs
- Declarations
  - Food
  - Cash
  - Artwork

# Superyacht Charter Insight



Approximately 30% of the global superyacht fleet, or about 3,000 vessels, are available for charter.

**A critical component of the superyacht charter budget is the Advanced Provisioning Allowance (APA).**

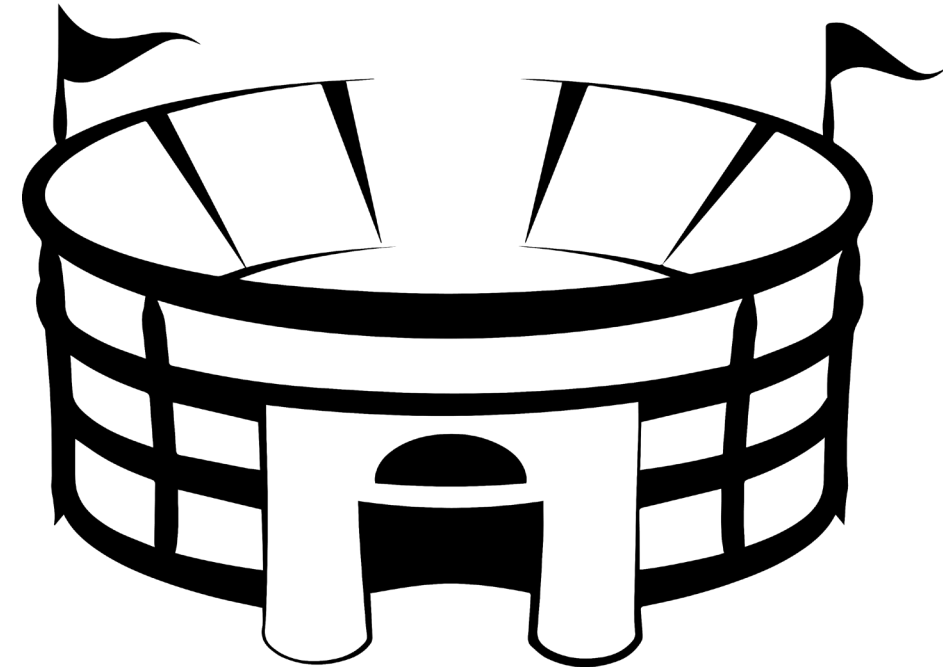
This allowance pre-funds the day-to-day operational expenses of the charter, covering costs such as food and beverage, fuel, dockage, client communications, and other specific expenses related to a charter.

A significant portion of the APA is spent locally at charter destinations.

To optimize APA expenditures, IGY network operations teams collaborate closely with charter managers, yacht agents, and crews to provide valuable local insights that enhance destination itinerary planning, ensuring clients enjoy outstanding charter experiences.

# COSTS TO BUILD NEW TOURISM INFRASTRUCTURE

**Presented as rough data point optic information only**



## **SPORTS COMPLEX**

**+\$200,000,000**

**Million to build**



## **FIVE STAR HOTEL**

**+\$32,000,000**

**Million to build**

Average per room cost to build

**+\$600,000**

Dependent on room size, materials, and location.  
Amenities include spa, gym, pool, restaurants, conference centers and shops.



## **AMUSEMENT PARK**

**\$10,000,000 - \$100,000,000**

**Million to build**

# THE IMPACT OF THE YACHTING ECONOMY ON HOSPITALITY

**Presented as rough data point insight only**

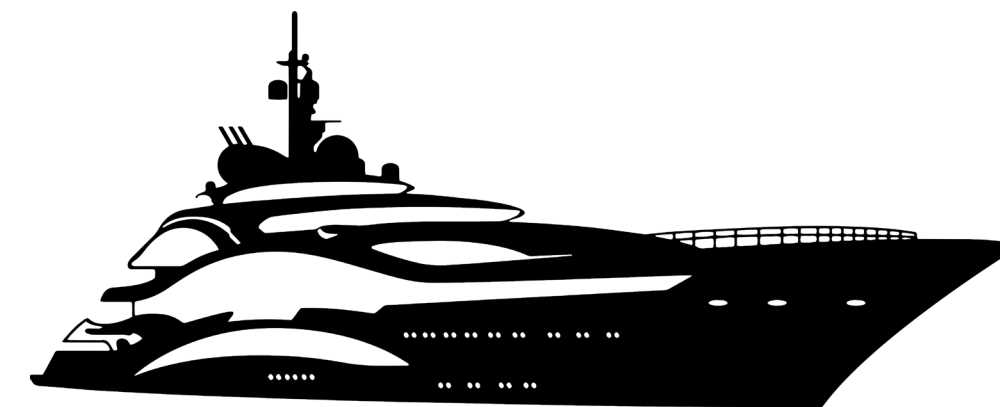
Despite its size—just 2.1 square kilometers and a population of around 39,000—the Principality of Monaco hosted ~\$2 billion in yachting assets at Port Hercule during the recent Monaco Yacht Show. Over the four-day event, over 100 luxury vessels were showcased. From a “singular” hospitality perspective, each yacht, conservatively estimated to offer five luxurious rooms, overall, the show contributed approximately 500 five-star accommodations, effectively creating a luxury resort aura within the span of four (4) days.

By contrast, building a land-based five-star resort can take anywhere from 3 to 7 years, depending on factors such as location, scale, regulations, and the complexity of the project. The yachting economy's flexibility offers a unique advantage to destination stakeholders, allowing them to manage hospitality resources efficiently while catering to an impactful global market.

**This transient yet highly lucrative market sends a powerful message about the potential of yachting to transform a destination’s hospitality landscape – literally over a few days.**

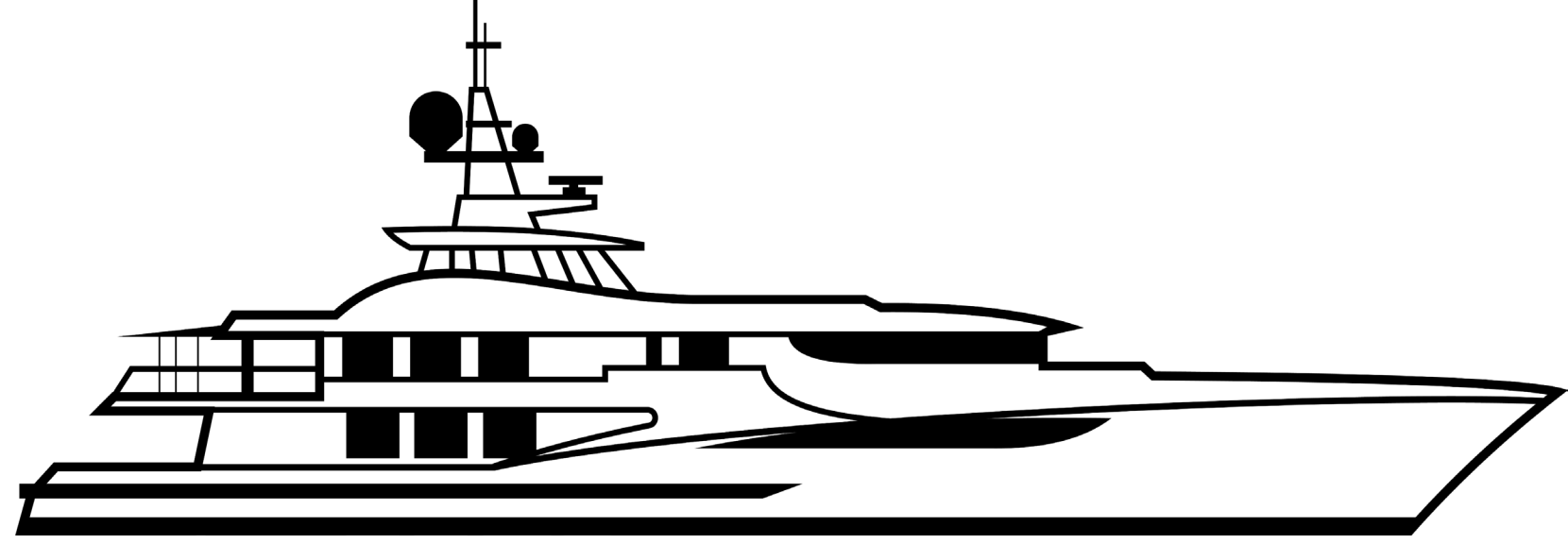


**FIVE STAR RESORT**  
3 – 7 years to build



**MONACO YACHT SHOW**  
Four (4) Days





## **Growing Superyacht Hub Business Insights**

**Superyacht hubs grow their business by either shifting vessel cruising patterns to attract existing customers or by directly attracting new entrants to the market.**

**Notably, only a third of the total superyacht fleet (about 2,300 vessels) are highly transient, making multiple international crossings each year.**

**To increase market share year over year, superyacht hubs and destinations can**

- 1. Enhance customer experiences**
- 2. Maintain brand consistency**
- 3. Offer elevated service levels**

**For non-traditional superyacht destinations aiming to expand their market presence, it is important to establish themselves as reliable “Superyacht Hubs”. This involves establishing consistent business processes with public and private stakeholders that holistically support private and charter vessel operations.**

# Four (4) Destinations Questions To Ask At FLIBS 2024 To Creating Specific SUPERYACHT Target Market Goals



## 1. What

infrastructure is in have in place at you destination?

Existing  
New  
Planned

## 2. Why

is the vessel traveling to your destination?

Owner  
Charter  
Boatyard

## 3. How

is seasonality affecting your destination?

Local  
Regional  
International

## 4. Where

is the customer being generated?

Existing  
Returning  
New – to market or from another destination?



**THANK YOU  
FOR BEING  
A MEMBER!**