Head north to Norway for the ultimate cruising experience

Looking for a new and exciting cruising destination for 2018? Then look away from the crowds, off the beaten track and into the allure of Norway’s horizons. In recent years, Norway has opened up as a superyacht destination offering a cruising alternative to the well-trodden seas of the Mediterranean and Caribbean hotspots, particularly aimed at those with an insatiable appetite for adventure. Here are just some of the reasons why you should go.

1. The scenery

Lofoten Islands

From its famous Western fjords, world-class mountainscapes to its colourful coastline cities and everywhere in between, Norway boasts more breathtaking natural wonders than you can count. With over 25,000km of rugged and stunning coastline, it would be rude not to cruise here. As well as mainland Norway, there is also the pristine arctic north up in the Lofoten Islands, with picture perfect fishing villages and dramatic mountain peaks, they shouldn’t be missed.

2. The activities

Kayaking on Styggvatnet glacier lake

If the scenery alone isn’t enough to cruise Norway, then the activities should sway the decision. Norway is a country with a perfect landscape and unsurprisingly, where adventure is encouraged. There are so many hike and cycle routes to enjoy,

and you'll often have them all to yourself. Or if you'd rather be out on the water hop in a kayak, allowing you to get close to nature whilst staying dry. If you fancy getting in, pack a dry suit and go diving. Rich in biodiversity with plenty of interesting shipwrecks, you'll be blown away by what Norway has to offer under the water. If adventure makes you hungry, try your hand at fly-fishing for the famous Norwegian salmon.

Away from the water, enjoy the lively cultural scene as well as gorging on the freshest seafood in the country's cities. The small town feel of the UNESCO city of Bergen, makes for a great day out. Get above the landscape and take a helicopter sightseeing tour, allowing you to peer down on the ice-capped mountains, towering waterfalls and small fishing villages.

3. The wildlife

Norway is one of Europe's most varied wildlife watching destinations, nature lovers and photographers will be in their element here. From orcas casually swimming through a fjord, humpbacks breaching and dolphins jumping on the coastline, to the Svalbard archipelago where polar bears easily outnumber the human population. Off the boat, there are herds of reindeer roaming, moose and eagles to be spotted too.

4. The itineraries

Conveniently Norway's geographical makeup allows for plenty of varied cruising options, all dependent on timescales, passing through a number of latitudes and diverse landscapes. A popular destination for yachts is the west coast, home to those majestic fjords and waterfalls. A good starting point is the gateway to the fjords, Bergen, located between the two

most famous fjords, Hardangerfjord and Sognefjord. With most yachts preferring the west coast, head further north into the Arctic circle to the less explored lands of the striking Lofoten Islands. For the more adventurous, head into the ice fields of the Arctic wilderness, up to Svalbard.

5. The Northern Lights and the Midnight Sun

Home to these fascinating phenomena, the long summer days are even longer in Norway due to the midnight sun. During summer you can witness these endless days up in northern Norway, particularly in June and July. With the sun never setting, activities and adventures aren't paused for sunset, you can spot wildlife roaming free into the night and you have light to extend your cruising day if you wish.

For the Northern Lights, you'll also need to head north but you can expect to see them from October to March. Not one for your summer cruise but definitely worth a visit if you'd consider planning a trip later in the year.

If you still need convincing… Norway was voted the happiest country in the world in 2017, so go and join them this summer.

Thinking of chartering this year? This will convince you.

If you are thinking about chartering or even buying a superyacht read on because this list will be enough to

convince you to do it in time for summer.

1. You will see incredible wildlife shows

https://www.instagram.com/p/BfstsxVhufU/

Being on the ocean presents endless chances of amazing wildlife viewing, where you can truly get up close and personal. You'll see pods of jumping dolphins just an arm's length away at the bow, playful sea lions lying on beaches and whales breaching in the wilderness and that's only above the water! Imagine what you can see when you dive down to swim with turtles and tropical fish whilst manta rays float above you.

2. You can have those once in a lifetime adventures

https://www.instagram.com/p/Benl1cKB5K6/

Along with the luxury and privacy, superyachts enable once in a lifetime adventures that are not easily achieved for most of us. Being in destinations where the world's elite hangout, you can find yourself enjoying unique experiences such as dining on the aft deck trackside at the Monaco Grand Prix or having sundowners on the top deck looking over St Mark's Square in Venice.

Excursions off the yachts can also be far from the norm, helicoptering to a vineyard and then onto a Michelin star mountain restaurant, or perhaps a hot air balloon ride over ancient ruins. To end those incredible days what better way than to watch the sunset onboard from your spa pool with a glass of champagne in hand. Bliss.

3. You can get well and truly off the beaten track

https://www.instagram.com/p/Bfq0fNwBez-/

Whilst there is a lot to be said about the traditional superyacht hubs of the Mediterranean and the Caribbean, why cruise in a place where everyone else is? Traveling by yacht gives you the ability to experience some of the world's more remote areas still in complete comfort and luxury. Superyachts have the capability to get you well and truly off the beaten track. Think remote and empty anchorages off a tropical South Pacific island to cruising through the extreme but magical landscapes (and climates) of Antarctica.

4. You can do everything, everywhere

https://www.instagram.com/p/BQcpIeEBu1F/

There really are no boundaries when it comes to superyachts. Most yachts have a big 'toy' selection on board for guests whether they want to go kitesurfing, wakeboarding, water skiing, jet skiing etc. You could also have a scuba diving, yoga and fitness instructor on hand depending on what training the crew have. Also, with a top quality chef, there is a menu of your choice and cocktail masterminds behind the bar that will leave you wanting sundowners at sunrise. On top of that, you can have your whole experience captured and documented if you so wish by the onboard drone and videographer. Off the boat, there are tours, excursions, more activities, beach BBQs, cocktail soirees and chance to soak up the country's culture with no organisation needed from yourself. Everything runs seamlessly and you will wonder why you haven't been on a superyacht before.

5. You can completely switch off

https://www.instagram.com/p/BRd4wQJBTkK/

If you want to… From sunbathing on the deck and not having to get your own book, suncream or towel, to not having to think about what to have for dinner or do your own laundry. On a superyacht, you can sit back, relax and let the crew take over. Whilst superyachts have the necessary technology on board to access internet in the most remote of places it is also a great time to switch off, have some downtime and get in touch with the ocean through a digital detox.

Registration opens today for the MYBA charter show 2018 in Barcelona

We have been waiting for this ever since we finished up at the 2017 MYBA Charter Show in Barcelona last year. Now in its 30th year and its second at Barcelona's One Ocean Port Vell, this show was always going to have a guaranteed spot on our calendar. We had an absolute blast last year, viewing some fabulous yachts and enjoying the chance to be back in one of Europe's most enchanting cities (and don't even get us started on the food).

The MYBA Charter show 2018 will be held from April 23rd-26th and you can register for your tickets now by visiting the official website.

A post shared by Superyacht Content® (@superyachtcontent) *on Apr 24, 2017 at 3:45am PDT*

A post shared by Superyacht Content® (@superyachtcontent) *on Apr 24, 2017 at 1:47pm PDT*

New Yacht: Bavaria 420 Virtess

For those dreaming of affordable yacht ownership, it’s never been easier to turn that dream into a reality – with shared ownership of stunning sport yacht M/Y Bavaria 420 Virtess now available for the shockingly low price of 126,000 EUR.

Fractional ownership of Bavaria 420 Virtess through SmartYacht allows you to live the dream of yacht ownership, but without the huge outlay of time and money traditionally required to own a luxury yacht.

About Bavaria 420 Virtess

Image credit: SmartYacht

Bavaria 420 Virtess is a gorgeous 40-foot (12.39-metre) flybridge yacht, which was launched in 2015 and sports many fantastic features normally found on much larger yachts.

A spectacular full beam master suite and two twin cabins deliver stylish accommodation for up to six guests. While out on deck there are also some superb special features, including a large flybridge with dining, barbeque, and sunpads, and a large swim platform with a submergible level for lolling about in the cool water on a hot day.

One of the standout elements of the Bavaria 420 Virtess is its impressive adaptability, with an extremely clever system of convertible dining and relaxing spaces. On the aft deck, you might use the fixed couch seating for a meal at the dining table, or rotate the seat around for a magical view over the back of the yacht, watching the wake stream behind you as the yacht powers through the blue sea.

Image credit: SmartYacht

The design features of this yacht were added to enable you to use the yacht in any way you like, with a whole host of multiple configurations possible.

The yacht is also easy to drive as an owner-captain, meaning you have the capability to enjoy the privacy of just your group while on holiday. A professional captain is also available upon your request and is on hand to provide training to ensure you feel fully in command of the vessel as you stand at the helm driving through paradise.

Bavaria 420 is located in Croatia at Sibenik. This gateway to the stunning Kornati Islands puts you in easy cruising distance to Dubrovnik and the Dalmatian Coast and sits in close proximity to Split or Zadar airports.

In addition, shared ownership of Bavaria 420 Virtess also offers you access to other incredible yachting destinations as part of the global SmartYacht fleet.

How Does Fractional ownership of

Bavaria 420 Virtess Work?

Image credit: SmartYacht

Yacht share is the system whereby you share ownership with other individuals, either in a one-third or a one-quarter arrangement. Fractional ownership is perfectly suited to those yacht owners who don’t have the time or energy to use to run a yacht year round. It also dramatically reduces the cost and hassle of yacht ownership.

In the case of shared ownership of Bavaria 420 Virtess, there is only a single one-third share left for sale, for an incredibly low price of 126,000 EUR – making this the ideal last-minute Christmas present for yourself or a loved one. Imagine giving your family a luxury yacht this Christmas!

2018 will definitely be a year to remember, as you float through Croatia’s divinely pretty islands. Partying on the beach at glamorous Hvar. Walk along the high city walls of Dubrovnik. And swim in the crystal clear lakes of Mljet. So many incredible experiences await–all onboard your own yacht!

Image credit: SmartYacht

A one-third-share ownership of Bavaria 420 will give you nine weeks of usage per year, spread over three seasons: summer, winter and shoulder. Being part of a one-third ownership scheme also provides you a membership income of up to 11,000 EUR per year, as the yacht is chartered out to SmartYacht Club members on weeks when it is not booked.

Speaking of which, you get to choose your preferred times onboard, unlike on a charter when you have to fit your holidays around the yacht’s availability. Another benefit of shared ownership, which differs from the usual charter arrangement, is the fact that you actually own the yacht – meaning that it is always set up just the way you like it when you arrive. That way the yacht always feels like your very own special toy and a true home-away-from-home for your family and friends.

Plus, you’ll even be able to use other SmartYacht boats at various sun-drenched locations throughout the globe, such as the Mediterranean, the Caribbean, Dubai or the Seychelles.

Owning a Yacht for Less

Image credit: SmartYacht

Fractional ownership of this very same yacht initially sold for 520,000 EUR in 2015. So to be able to pick up the final one-third stake for just 120,000 EUR represents an extraordinarily good opportunity to enter the exclusive ranks of yacht owners. There’s nothing quite like the feeling of owning your own yacht. And to do so at this price, with none of the hassles associated with management or maintenance – that’s even better.

Shared yacht ownership of Bavaria 420 Virtess doesn’t just make good financial sense; it’s also a way to make your yachting dreams come to life.

Introducing a Yacht Charter

Broker: Rosanna from Silver Star Yachting

For Yacht Charter Brokers, there is never a dull moment. Once the Mediterranean yachting season concludes for another year, the Antigua Charter Yacht Show quickly comes around and signifies the start of the Caribbean season. Given the transient nature of the yachting industry, it is easy to lose the personal touch that discerns a bespoke service from the generic. We spoke to Rosanna Arcamone, Yacht Charter Broker and Director of Silver Star Yachting, to find out more about her affinity with yachting and how she assists her clients with their yacht charter experiences.

1) How did you get into charter broking?

I worked for eight years as a Chief Stewardess on superyachts in the Mediterranean. After that, I wanted to remain in the yachting industry but in a shore-based role, as I wanted to have a family. The option that appealed most was to become a Yacht Charter Broker. I was already in an advantageous position, as I knew many things about yachts, crew, and itineraries.

2) What was your first experience of yachting?

My first experience of yachting came when I was working as a Chief Stewardess but my first experience of the charter industry was in the Amalfi Coast, where I lived on a 24m yacht.

3) What do you enjoy most about being a yacht charter broker?

I most enjoy getting to know a lot of clients and developing a trusting relationship with all of them. Also, I enjoy getting to know a lot of yachts and crew, and destinations as well. My husband – Nicola, who is also co-owner of the company – and I try to get to know as many yachts in person as we can. We also like to discover new itineraries before proposing them to clients.

4) Which is your favourite yacht and why?

The Palmer & Johnson M/Y KHALILAH. She is the perfect synthesis of modern design, luxury, technology, and comfort. She is simply a stunning yacht and she's also built by one of the best shipyards worldwide.

5) Where is your favourite yacht charter destination?

My favourite yachting destinations are the Amalfi Coast, Ischia, and Capri. Not only because I live on Ischia Island but also because there are a lot of things to see and to do there. There are different coastal terrains in the space of just a few miles. There is also lots of culture, history, traditions, nightlife, and excellent food – all of which I love!

TAKARA is just one of many yachts available for charter with Silver Star Yachting

6) How have you seen the charter industry change over the years?

The charter industry is growing year by year. Some yacht owners are becoming charterers and many new clients are moving from vacations in luxury hotels to luxury yachts. There is also a lot more competition but we try to do our work as best we can and make the difference.

7) What are some of the emerging trends?

Many things are growing and changing in the market: some experienced brokers are buying yachts to charter to clients; the beach club is becoming one of the most important areas of the yacht; the quality of the food is becoming more and more important every year; cruising with all the family is now very common and so child-friendly boats are growing in popularity – child-friendly with regards to spaces, water toys, and friendliness of the crew.

8) How do you ensure your charter services are as personalised as possible?

My husband and I guide each client from the first enquiry to the end of the charter and are always in contact with the charterer and the captain/crew. We ensure that everything is correctly booked and organised and we also suggest the itinerary and the best spots to visit during the charter. We pre-select the yachts we offer to the clients because we already know, in many cases, what they are looking for and which are the most important factors for them.

9) Which personality traits are most important for yacht charter brokers?

It is important to be serious, meticulous, and honest. It is also essential to know the market (yachts and crews), and to know the regulations in each country where charters are offered.

10) How do you see the industry changing in the future?

There will be more and more charterers. The east market is growing quickly. There will be more charterers in Europe and America (North and south), so there will be a lot of work. Yacht Charter Brokers have to focus on the quality and not the quantity of charters. This is a very personalised job and clients must trust the brokers. Quality standards will grow a lot.

Here’s Why New Caledonia Is The Latest And Greatest Yachting Destination

New Caledonia is based in the tropics of the South Pacific. The archipelago of islands is heavily influenced by the French culture due to its colonial past making for an interesting mix of South Pacific climate, tropical cuisine and European traditions. It is an incredible place and these five reasons sum up why you need to add it to your charter list.

1. All About Diversity

Image credit: mynewcaledonia.com.au

Did you know New Caledonia has the richest ecological diversity in the world per square kilometre? Not just species

but entire genera and families are unique to the South Pacific island nation. It broke away from Gondwana tens of millions of years ago and the plant and animal life evolved to the environment ensuring they are only found in New Caledonia.

New Caledonia is home to the world's fastest growing fern, Amborella trichopoda, which has the oldest lineage and is believed to be the plant from which all flowering plants evolved. And where there are plants, there are birds so New Caledonia is a paradise for nature lovers and would be botanists.

---

2. Home To The Other Barrier Reef

Image credit: mynewcaledonia.com.au

Australia is not the only home of a Barrier Reef. New Caledonia has one as well and this one encases the world's largest lagoon and the staggering beautiful Ile des Pins amongst other islands. The New Caledonia Barrier Reef stretches 1500 kilometres and is a UNESCO World Heritage Site. Like the land-based flora and fauna, there are species of

fish, sea life and coral which can only be found in New Caledonia.

The reef protects 24,000 square kilometres of lagoon and a multitude of islands and islets which create innumerable anchorages. Most of the islands are uninhabited and in many cases, you will have the anchorages to yourself making it one of the most secluded yacht charter destination in the world.

---

3. Gastronomic Paradise

Image credit: karryon.com.au

It may be far from France but New Caledonia's chefs adhere to the strict discipline of French cuisine – impeccable produce lovingly prepared and stunningly presented. What is also exceptional about New Caledonian food is that it is tropical. It all seems juicer, more colourful and flavoursome. Which is perhaps why New Caledonian vanilla is sought by the world's best culinarians.

Those chartering in New Caledonia can find the best of French

wine, foie gras, and cheese alongside locally grown fruit, locally caught fish and patisseries, charcuteries and chocolatiers which would make the Michelin star guides weep – all of which can be found at the Port Moselle Market. Or for a shore-based experience, the French chefs at L'Hippocampe can surprise and delight for lunch or dinner.

---

4. A Fusionopolis

Image credit: lacitytravel.com.au

Due to its location and colonial history, New Caledonia is a rich tapestry of cultures. The indigenous population are the Kanaks and New Caledonia continually pays tribute to its heritage through preservation of the Kanak music, dance, art, sculpture and traditional dishes.

The French colonised New Caledonia in the 19th century after English explorer, Captain Cook, discovered the islands and named them after Scotland due to what he saw as a resemblance. The French influence is alive today in the language, the architecture and the food culture.

This is not only due to the original European settlers but the subsequent Z'oreilles who came centuries later. More cultural influences came from closer to New Caledonia when the Vanuatuans, Tahitians, Indonesian, Vietnamese and Chinese made the islands their home. With each wave of immigration, a new culture has melded into the population making it a country that takes fusion to the full degree through art, food, architecture and language.

---

5. It's Very Photogenic

Image credit: newcaledoniatravel.com.au

French photographer and conservationist, Yann Arthus-Bertrand, put New Caledonia well and truly on any photographers must-do list with his 1990 photo of a naturally occurring heart in the middle of Voh's mangroves. The colours are seemingly more vibrant, the sunsets more intense and the wildlife more diverse.

Aside from shooting landscapes, there is Noumea, the capital, which boasts French colonial buildings or the striking modern

interpretation of traditional Kanak architectures in the Jean-Marie Tjibaou Cultural Centre. Then there are the fabulous markets where Europe meets Melanesia meets Asia.

But below the surface is where New Caledonia is a true photographer’s paradise. Where the sun shines 345 days of the year and most of the sea life is only found in New Caledonia, the only limitation is imagination.

Ready For Your Charter?

Image credit: charterworld.com

MASTEKA II is the first international yacht to be granted a charter licence for New Caledonian waters. She is 37 metres and set up for 12 guests for luxury chartering. She has a full complement of toys and tenders for exploring the many islands of New Caledonia, including a 345 Boston Whaler Conquest shadowing her, plus extensive snorkelling and fishing equipment for underwater exploration.

To experience all New Caledonia has to offer, contact central

agent, Ocean Alliance by email or give Managing Director, Joachim Howard, a call on +61 (0) 405 767 869 (GMT + 10).

Here's why Montenegro is the gateway to yachting paradise

The Adriatic Sea has remained a place firmly planted in history for trade, transportation and recreation with coastlines ruled by the Ostrogoths, Lombards, and the Byzantine Empire.

Right in the heart of the Adriatic, offering easy access to Croatia and Venice in the North or Albania and Greece to the South, is Montenegro. If you know this small jewel of a country, it will come as no surprise to learn that Condé Nast Traveler named it as one of 2017's emerging destinations. The yacht set in particular, has quickly recognised the importance of Montenegro and its relaxed, welcoming approach to yachting (certainly compared to its neighbours that still exercise strict charter regulations and licenses).

This is no better exemplified than Montenegro's only superyacht marina, Porto Montenegro, which is also the only marina in the world awarded Platinum status by The Yacht Harbour Association – and for good reason.

If you're planning on visiting the Adriatic, Montenegro should be a key feature of your itinerary – for guests and crew alike. Breathtakingly beautiful and full of charm, Montenegro is the ideal getaway if you're seeking a yacht charter itinerary that offers diverse scenery, interesting culture, amazing cuisine and unique experiences with Adriatic authenticity. Here, we outline some of the important and

perhaps lesser known qualities when planning your visit.

Refined luxury at Porto Montenegro

Porto Montenegro is the crowning glory of the Adriatic charter destinations and deserves to be on all Balkan charter itineraries, with easy accessibility via Tivat Airport that is on the doorstep and Podgorica and Dubrovnik also within driving distance.

Crucially, foreign vessels have the ability to remain in Montenegrin waters with no limit on time, meaning Porto Montenegro is a dynamic gateway to many activities and experiences that offer seclusion and the serenity you need to escape the daily grind.

There are many designer shops in Porto Montenegro | Image credit: godubrovnik.com

Porto Montenegro has redefined the term ‘destination marina’; as well as excellent restaurants, lively bars, day spa and beach club you’ll find a maritime museum and superb shopping with premium global brands such as Dior, Cartier and Gucci. Charter sightseeing options nearby are vast from hiking up the fortification walls at Kotor, strolling around Perast to

kayaking in the clear water at Dobra Luka.

Start ticking off all the boxes as the benefits for visiting this full-service marina are impressive – spectacular Bay of Kotor views, 0% VAT on charters, tax and duty-free fuel, tax-free wine and spirits, 7% VAT on marine related services plus economically attractive investment opportunities for crew, guests and owners.

Our Lady of the Rocks in the Bay of Kotor | Image credit: wanderingtrader.com

Porto Montenegro's yacht-friendly legislation and cost saving for yachts means a long-term lease is instantly appealing. The deal is made even sweeter with an exceptional offer* that includes 2 nights accommodation at the 5-star Regent Porto Montenegro Hotel, VIP transfers from select airports nearby, a guided tour of the marina facilities, wine tasting and more (*conditions apply) so you can experience the heart of Montenegrin hospitality from the outset, find out more here.

Continuing on your Montenegrin yacht charter, don't miss sampling the nightlife at Budva, admiring the picturesque setting at Sveti Stefan or exploring the historic sites in Bar. Ulcinj, the southernmost town near Albania is worth

visiting for its beaches, diving and interestingly, flamingos. In cooler months, Montenegro is a hive of activity with snowmobiling, skiing and heli-sightseeing all possible.

Adriatic beach life

Far from the hedonist beach clubs of Ibiza or monotony of St Tropez, the beaches of Albania sprawl out from where the Adriatic and Ionian Seas collide and are true hidden gems.

Gjipe Beach in Albania

Just 150 nautical miles south from Montenegro, you can be surrounded by clear turquoise water and some of the most picturesque beaches that you'll think you're in the Caribbean – without the price tag to match. For Instagram-worthy beaches, cruise to Gjipe Beach, Bunec or Kakome Beach. If you're looking for a mix of beach life and culture, Ksamil near Saranda has fantastic beaches and is part of the Butrint National Park which has important ancient ruins and a biodiverse lake.

A slice of heaven in Corfu

Easily included in an Adriatic yacht charter starting or finishing in Montenegro, Corfu is the original matriarch of Greek islands. Head ashore for a wander around Corfu Old Town that is UNESCO World Heritage-listed and step back in time seeing the ancient fortifications with Sicilian and Venetian influence. Achingly pretty, the old town rivals Portofino for colourful waterside buildings.

Old Town Corfu | Image credit: telegraph.co.uk

Further inland, there are some magnificent Byzantine archaeological sites or simply anchor near one of the many fantastic beaches such as Mirtiotissa for a relaxed snapshot of Greek life.

Discovering coastal charm

The western Adriatic doesn’t hold all the appeal of this region; beautiful towns across the Strait of Otranto line the coast of Puglia and are a wonderful stopover on the way to or from Montenegro. The best time to explore is in the off-season when day trippers have long left their summer boltholes.

Ostuni in Puglia

Ostuni sits atop a hill overlooking the sea with white-washed houses and is a quaint town to explore with narrow medieval alleyways. Further south, Otranto has ancient fortifications, a pleasant beach and is popular for the Capo d'Otranto lighthouse. There are also great seafood restaurants and because Puglia is famous for its olive oil production don't miss going ashore for a meal of fresh fish, Italian bread and warm olive oil.

When you visit Porto Montenegro, you'll understand why the Adriatic has more to discover than meets the eye.

Asia is set to be the next yachting hotspot and here's

why

The 2017 UBS/PwC Billionaires Report has just been released, and the results of the analysis this year are particularly interesting. Let's take a look at some of the highlights of the report to understand what this means for the yachting industry.

The Big Picture

• The report analysed over 1,500 billionaires who own or partly own, businesses employing over 27 million people (roughly the size of the working population of the UK).

• During the year 2016, billionaire wealth returned to growth after a dip in 2015 (with their total wealth globally rising +17%).

• Newly minted billionaires in 2016 employ close to 3 million people.

• Self-made entrepreneurs and rapid wealth creation in Asia drove the surge in wealth.

• The tech industry creates the youngest billionaires – although most of the wealth creation was still driven by those over the age of 50.

• Europe continues to be the home of multi-generational billionaires. While it may not be the best at creating great wealth, Europe has proved to be the best at keeping it.

Asia outpacing the US for the first time

• For the first time, Asian billionaires outnumbered their US counterparts with 637 in Asia compared to 563 in the US. (In

terms of total value, the US still retains the highest concentration of wealth – but it is slowing.)

• At this rate, the total wealth of Asian billionaires will overtake that of their US counterparts in four years.

• Powered by China, Asia is creating one new billionaire every three days.

• One hundred and thirteen Asian entrepreneurs attained billionaire status during the year, accounting for more than half (53.8%) of 2015's global total.

NextGen

• The exceptional wealth creation over the past 20 years will soon be followed by the biggest-ever wealth transfer.

• For most of Asia's young economies, this will be the first handover of billionaire wealth, as over 85% are first generation.

Female Power

• The number of female billionaires grew by a factor of 6.6 from 1995 to 2014, and the number of men by a smaller factor of 5.2.

• While most female billionaires come from the US and Europe, Asia has the greatest growth in the number of self-made female billionaires.

• Over 80% of female billionaires are coming from the US and Europe.

• More than 50% of Asian female billionaires are self-made, compared to 19% in the US and 7% in Europe.

Hong Kong has long been a destination for some of the world's wealthiest people

With wealth in Asia Pacific featuring prominently in every aspect of the report as compared to Europe or in America, developing your business and creating meaningful business partnerships in this region must be part of your long-term strategy if you want to sell in the next decade.

Today, a concerted effort is being made by several industry leaders to educate local governments in Asia on how more yacht-friendly legislation can ignite growth in their regions. One such person leading the charge is Andy Treadwell, owner of the Singapore and Thailand Yacht Shows.

> *Billionaires are generally self-made in this region, as this report confirms, and tend to be much younger (a third of them under 50), with a huge appetite for learning and living new lifestyles. They are starting to like the look of yachting for fun. So the more big boats that come this way in the winter, the more their curiosity and desire will be aroused, and the more they will want to take part – get on a yacht and try it out … so a new potential yacht charterer, and eventual owner is being produced every day, Andy told us.*

Those present in Asia are already capitalizing on the opportunity to get clients on the water in the region. Camper & Nicholsons International opened their office in Hong Kong less than six months ago. Carmen Lau, Managing Director, told us that, “the headquarters started with three staff in May and with the increased demand from Asian customers the office now has a team of 10 covering sales & purchase, yacht management, and charter services.”

With more friendly charter regulations in Thailand potentially coming into play, industry insiders are confident that foreign superyachts will start coming to discover what Asia has to offer, as a change from the Caribbean. And with big new marinas like Ana Marina Yacht Club in Vietnam opening shortly for business, infrastructure developers around the region are preparing to take advantage of the expected influx.

Singapore is investing heavily in attracting superyachts to the area.

Just last month at the Singapore-Indonesia Investment Forum, Singapore’s Prime Minister Lee Hsien Loong and Indonesia’s President Joko Widodo led talks that focused heavily on the development of marine tourism. Andy Treadwell commented that, “There’s a major plan underway to create “10 New Balis” (high-

end resorts) and real excitement about the potential economic impact from yacht arrivals”.

In Thailand, the government has already signalled their readiness to make major regulation changes to boost superyacht charter. The Thailand Yacht Show was in fact conceived by the government themselves to drive this project, with Andy’s team the chosen organizer, and he believes this will be finalized very soon now.

When it is, he said, “…it will stimulate change and new business in the whole ASEAN region, where the cruising grounds are almost limitless in extent and diversity – from Myanmar, Cambodia, and Vietnam in the north, both coasts of Thailand, down through Malaysia and Singapore, the 17,500-island paradise that is Indonesia”. And with the Australian industry body also pressing their government to open up to charter there too, while New Zealand and many of the Pacific Islands have already done so, the opportunities to create exceptional business opportunities in this huge extended region are there to be taken.

Doing social right at #MYS2017 this week

If you are in charge of marketing, you are up to your ears with to-do lists this week getting ready for Monaco. Confirming stand technician’s access credentials for set up, collecting RSVPs for your press visits, packing up brochures and oh yeah… you have to issue just one last press release before everything kicks off. You just realised that the gadgets you ordered have your logo printed in the wrong

pantone colour and the boss has just passed by your office and asked you to find three more hotel rooms for the team and a meeting room for a pre-show management meeting. All this and you have to remember to somehow get a haircut, pick up your dry cleaning and get some sleep in before the 4-day, 24-hour marathon that is the Monaco Yacht Show.

Sound familiar? I imagine dealing with your social media presence may be the last thing on your mind. You've already posted that your company is at MYS and that you'd love to meet potential customers yadda yadda yadda, but that's about the extent of what you have done so far. Whether you are part of a big brokerage firm, or a boutique yachting supplier, here are some quick and dirty tips for you to get your social in order for #MYS2017.

1. Know the #hashtags

If you haven't figured out what the official hashtags are yet for the show then drop everything and memorize these right now: **#MYS2017 // #MonacoYachtShow**. Also, if you love Instagram, like we do, you need to follow and tag **@mys_monaco** or **@MYSCaptainCrew** (which is the official account for the Monaco Yacht Show Captains and Crew Lounge) in every post you put out from now going forward.

2. Start sharing your teasers. Right. Now.

If you have a teaser image, or video, of what you'll be presenting next week at the show start getting that out daily, right now and everywhere. There are lots of new products and services being debuted at this year's Show so stop duty-free shopping at the airport, head to the lounge and take a few minutes to get that out.

3. Personalise your campaign

Those who have been working ahead of the game may have created a speciality hashtag specific to your company's campaign for this year's Show. Give it a shot if you haven't to add something new to the mix, but if you want to repeat it in 2018 you'll need to start earlier to get real leverage out of it. #buyyouryachtMYS2017

4. Invite people for a catch up

Incredibly, so few people will take the time to write a personal invitation to visit a stand or organise a meeting via LinkedIn. Take an hour this weekend, go through your contacts and do just that. If you are really pro-active send your colleagues a short script to copy and paste (include all the details of where the company's stand is and/or any special events) and encourage them to invite their connections to stop by for a coffee and a chat.

5. Keep promoting

Are you sponsoring a party next week? Even if it is strictly invite only, don't leave all the promotion to the organizers. Get out a few posts to promote your involvement to your followers. After all you spent the money in sponsoring the event… you might as well get as much visibility out of it as you can.

6. Talk to the press

Send a few key press an invite to stop by and visit to learn more about [why my company is so great]. But leave out the words “innovative”, “leading” and “foremost” PLEASE! Give them a hint at the story you want to communicate. The press appreciates having some insight on story ideas.

7. Remember, social is now

Stop thinking about social media in the past tense and look forward. If you only share at the end of the day, after it’s all over, you don’t give your followers the opportunity to join in on the fun. Think into the future and get news out early (and then keep everyone updated throughout the day via your social channels).

8. Get organised

This is one of the busiest (if not the busiest) show on the planet. So, think ahead and identify WHO is going to be in charge of real-time social media posting at the Show. Regardless of the size of your team, one person should be designated to do the posting. (That is, if you haven't hired experts like us to do it for you… shameless plug). You can only pre-schedule so many posts… The most valuable ones will be those you do ad hoc from the quayside.

9. Every image counts

Images are important. If the social media designee will be dedicating a few hours throughout the day to tweeting and Facebooking then make sure you have a few others helping out with taking photos and video as they walk around the show. After all, you can't have one person be everywhere at once.

10. Write about it

Write a blog post about participating in the show. If you have a dedicated area on your company website it shouldn't take too

long to create a captivating, call-to-action for your followers to stop by and see you at MYS. Max 400-500 words is all you need and this is also a great nugget to share in the following days on your social channels.

Look forward to seeing you at #MYS2017!

Our guide to Monaco Yacht Show 2017 for the Uneducated

THIS ARTICLE ORIGINALLY APPEARED ON GYMMARINE.COM.

The 2017 edition of the Monaco Yacht Show is almost here, and as we count down the days, our thoughts are turning to how we want to spend our time there.

We've whittled it down to 8 key points for you to think about…

1. WHERE TO STAY

Image Credit: Booking.com

From glitz to glamour- Monaco has it all. A night in the Hermitage might set you back almost the cost of your own superyacht, but surely it's worth it to be rubbing shoulders with some of the Monaco Yacht Show elite?

One of our favourite spots has always been the Hotel Port Palace– it's super central, and a great place to sneak off for a quiet chat and cup of tea when the quayside is just too hectic.

If you're travelling on a budget then perhaps look further outside Monaco; Cap D'Ail and Menton are often popular and easily accessible by train or taxi. Be warned though- if you're out partying and miss the last train home it's a pretty epic walk!

Monaco pros tend to favour Beausoleil as it's walking distance from the port, but not so central that it costs an arm and a leg. That being said, be prepared to climb a few steep flights of steps on the way back up the hill in the early hours!

2. DINING IN STYLE- LUNCH

Image Credit: Stars’n’Bars

Getting lunch at the Monaco Yacht Show can be a tricky business. If you’re not lucky enough to be invited onboard a boat, and your invite to one of the sponsors events got lost in the marina, then you’ll probably be asking yourself ”what’s a guy/gal got to do to get a bite to eat around here?”.

Stars n Bars is the obvious choice of course; their burger and beer selection are about as unpretentious as you can get in Monaco, and the location (right next to the where the Yachting Pages terrace sits traditionally) is absolutely perfect for catching familiar passers-by and dragging them over to consume a lunchtime beverage or two.

If seafood is more your bag, then Quai Des Artistes is also close by and boasts a serious selection of delicacies fit for any VIP. The extensive menu makes for some excellent reading; look out for the ‘Forkbeard Fish’ or ‘Dog’s Cockles’ if you want a taste of the extraordinary.

Finally, investigate the Rue Caroline if Italian food is your preference- Monaco is famous for its Italian contingent and the array of old favourites that can be found here is simply stunning.

3. DINING IN STYLE- EVENING

Image Credit: Gastranocima.fr

Eating is, famously, cheating. Bravo if you've managed to make it to dinner time without being roped into a drinks event on somebody's stand, ruining your appetite as you tuck into your seventh can of Heineken. Usually, this comes after having lost your colleagues earlier when you got ambushed by some tedious sales-rep who just wouldn't take the hint.

Anyhow, Monaco is renowned for its cuisine; the long history of French and Italian influence has created a culinary landscape which is both rich and varied.

One year we were introduced to a magnificent place called Il Terrazzino, which boasted one of the most authentic Italian tasting selections imaginable. Highly recommended if you want to get away from the show and enjoy the peace and quiet of a Mediterranean evening.

A famous name for meat lovers in town is, of course, Beef Bar, and you'll do well wining and dining potential clients here so long as they aren't vegetarians. The cocktail list is extensive too, and you could even take home a nice cut of meat for a rather opulent midnight-snack from their legendary Butchers Shop.

4. WATERING HOLES

Image Credit: Riviera Buzz

Now we're talking! It's no secret that the Monaco Yacht Show is a place where the superyacht world's elite gather to get completely plastered.

That smartly-dressed broker who came onboard earlier with a Russian Billionaire in tow- he's right now swinging his jacket around his head in Rascasse and necking highballs I'll guarantee. Speaking of which, ACREW has reportedly taken both floors of the iconic club-on-the-corner again this year. They'll have DJs and all of the usual entertainment in place- so make sure you get your invite quick!

Anyone who has been to the show (or indeed Monaco in general) will know that the string of bars along the port from Le Brasserie to Le Before are perfect locations to meet your next big client, drain the bar of tequila shots, or dance the night away with a cute young yacht agent. If you're looking for late night action with a bit more class, then head over to Buddha Bar near the Casino or Jimmy'z if you're feeling truly hip.

Of course, you might not have time for hitting the bars if

you’re lucky enough to be invited to an exclusive show event- which leads us onto our next point…

5. PARTIES

Image Credit: Superyachts.com

Being on the guest list at an exclusive Monaco party is a pretty good place to be for any show-goer, and earns you a certain degree of bragging rights.

“Will I see you at the [insert yacht company] party tonight?”, you’ll hear someone braying loudly at a colleague in the Darse-Sud- knowing full-well that their opposite number is a ‘not-worthy’. Monaco (and life) is like that sometimes, but we all just have to grin and bear it- unless you’re on that god-damned list of course!

Still, it’s good to be in the know of course; and know-you-should about the MYBA Soiree onboard LEGEND, a former Soviet icebreaker; the MYS Inaugural Party… always a who’s who at the show; the uber-exclusive impossible to get into Lurssen gala; the Icon Connect “Blue is the New Black” shindig at the Palace and the famous Gym Marine Tequila Marathon/Fiesta at any-given-bar on Tuesday/Wednesday/Thursday/Friday night.

6. STYLE

Image Credit: wearepops.com

Like all good yacht show attendees, I take all of my fashion tips from the Boat International Women's Style Guide. Problem is, I blew my whole wardrobe fund at MYBA Barcelona show this year partying with the Burgess crowd, so it's back to H&M for now with my tail between my legs.

Fortunately, it turns out you can still look ream on a budget. Take into account that it is almost certainly going to be blisteringly hot (unless it rains, when it will be merely pretty-hot, but also sodding wet). Taking a jacket might seem like a good idea in the morning, but you'll be cursing the damned thing as you climb onboard your 10th yacht on Thursday unable to remove it due to killer sweat patches.

Walking. You're going to be doing lots of walking. Wear comfortable shoes. I'm not sure how to make this any more clear.

Lastly, if you are planning on staying out and partying then try and find a safe place to leave your briefcase/handbag/tote bag full of brochures and business cards before you hit the

tiles. Losing your entire Monaco Yacht Show contacts list could be an utter disaster, especially if your boss finds out!

7. YACHTS ATTENDING

Image credit: Monaco Yacht Show

Of course, it’s the yachts we’re all here for, and aren’t they just marvellous?! Everybody has their own preference, and there will for certain be some boats that you simply can’t miss.

Large motoryachts like JUBILEE and AQUARIUS will have everybody queuing up to get onboard (good luck if you’re not a broker with a sheik or two in tow…), while sailboat fans will be keen to have a nose around the new PINK GIN VI.

8. SUPERYACHT PROJECTS

Image Credit: Icon Yachts/NewCruise

What would your ultimate yacht have onboard? A superyacht gym, a massive infinity pool, beach club, helipad- the list goes on…

Left to the professionals these projects are truly awe-inspiring. Superstar designers and shipyards usually take the time to show off their finest work at the Monaco Yacht Show.

This year we are particularly looking forward to seeing more of the upcoming conversion project RAGNAR at Icon Yachts. With recent conversion-success story LEGEND in attendance, this is sure to be a hot topic at the show.

So there we have it, our comprehensive guide to the Monaco Yacht Show 2017. If you fancy meeting up for a chat in Monaco to get an extra boost online for your brand with social media or content marketing, then do please write to us on editor@superyachtcontent.com or call +44 203 488 0750.

Keep an eye out for these new features at #MYS2017

The Monaco Yacht Show team has just unveiled a big change to the layout of this year's show on Quai Antoine Ier. For those of you who need a specific landmark for reference, we are talking the Stars n' Bars side of the port. Over the past few years, the Show has been undergoing a transformation of sorts, but this reconfiguration will create a new epicentre of everything-luxury, so listen up!

Featuring four new exhibitions designed to cater for the superyacht owner, this new area will showcase the superyacht lifestyle. Let's take a look at what's new:

The Starboard

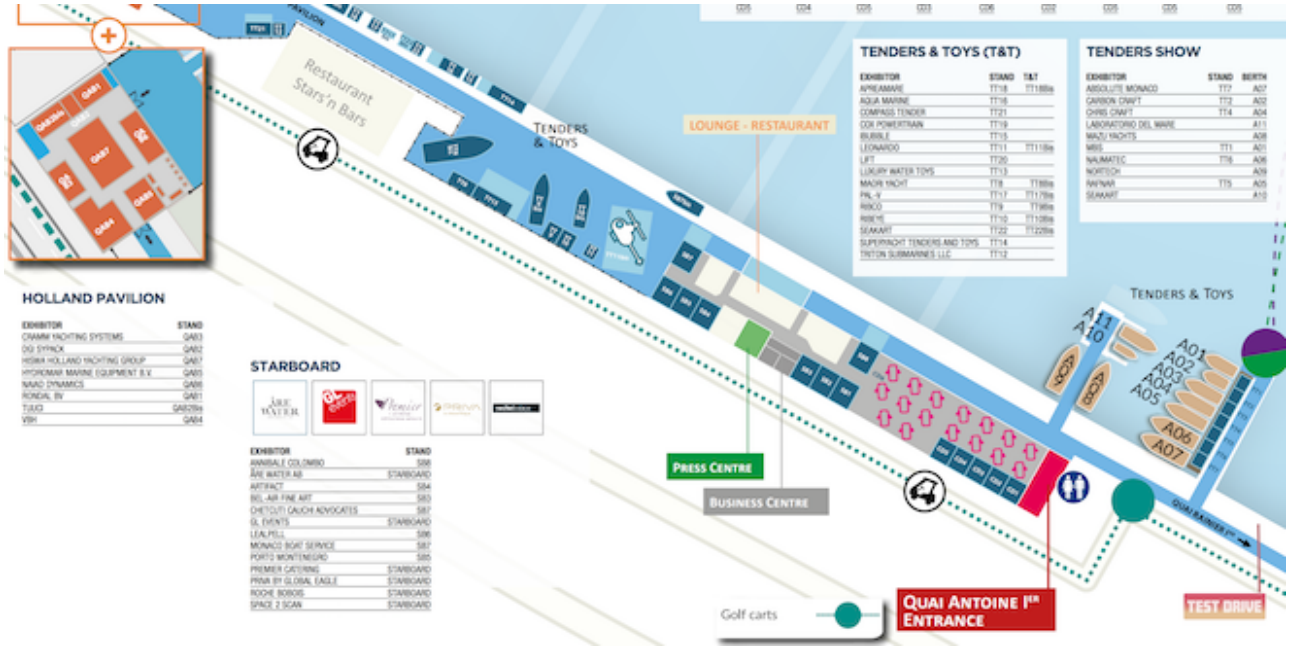

Image credit: Monaco Yacht Show

The Starboard exhibition space will be a must see area for many in the industry. A select group of superyacht exhibitors showcasing superyacht destinations, luxury products and fine arts will sit next to the second official Monaco Yacht Show

restaurant and lounge. This new area will offer snacks and cocktails, with live piano bar entertainment after 4.30pm during happy hour. Here you will also find many representatives from the international press- as the Show's official Press Center is now located here. Exhibitors can also take advantage of the private meeting room space in the Business Center.

The Car Deck

Image credit: Monaco Yacht Show

In its second year, the Car Deck, located next to The Starboard facility will present fifteen vehicles, available to test drive on a limited basis for the Show's most premium clients. Aston Martin, Lamborghini, Bentley, Elemental Cars, Hoffmann & Novague, McLaren, Mercedes-Benz and Shelby by Gentleman Car are just a few of the automobile brands that will be on-show.

The Tenders & Toys

Image credit: Monaco Yacht Show

Always a crowd pleaser, yacht toys and tenders now have their own dedicated space in this brand new exhibition area showcasing the hottest new “must-have” toys and tenders on the market today. Here also fifteen tenders will be split between the quayside (in an extension of the Dutch HISWA pavilion) and on the water (opposite The Car Deck and The Starboard).

The Holland Pavilion

Image credit: Holland Yachting Group

HISWA, one of the longest-standing exhibiting federations at the Monaco Yacht Show, will again proudly present the best of the Dutch superyachting industry in the Holland Pavilion, with 8 exhibiting companies.

#MYBAPM2017: The third and final day in Porto Montenegro

What a roller coaster trip, it has felt like a week and a moment all at the same time and we have fallen in love with Montenegro. This year's MYBA Pop-up Superyacht Show in Porto Montenegro has been a treat to attend and they could not have done more to show off what this tiny country has to offer.

Day 3 was our biggest yet, here’s what we got up to…

It was an honour to walk the show with industry veteran Eel Kant, the man responsible for a rather exciting infrastructure project due to take place in Montenegro in future.

Eel spent many years at Feadship before leaving to become one of the founding team at a fledgeling shipyard called OceanCo. Now he is working with Damen Shipyards to bring a superyacht refit facility to an abandoned shipyard in Montenegro. His yacht building knowledge is second to none!

We snooped about in some pretty

sweet engine rooms; this one belongs to ICE LADY- I could have spent hours down here!

https://www.facebook.com/superyachtcontent/photos/a.338311819943615.1073741830.166960223745443/349879182120212/?type=3&theater

Returning to REVE D’OR, we were reminded not to touch anything in the ECR.

Captain Ian hasn’t been in touch so we assume no damage was caused…

We took a high-speed boat tour through the bay and landed at the incredible ‘Our Lady of the Rocks’

A post shared by Superyacht Content® (@superyachtcontent) *on Sep 10, 2017 at 7:55am PDT*

Did you know that fisherman spent many years trying to build this platform from piles of rocks? The first 100 years were a disaster, but after using shipwrecks from the area as a base they finally managed it, though it took 100 more years. And then another 100 to build the church itself! Dedication.

Fresh of the boat and walking down the dock, we were invited on a helicopter ride. And. It. Was. Unreal.

Here is a cool shot of Porto Montenegro from above:

A post shared by Superyacht Content® (@superyachtcontent) *on Sep 10, 2017 at 10:43am PDT*

And this is the mighty GOLDEN ODYSSEY.

A post shared by Superyacht Content® (@superyachtcontent) *on Sep 10, 2017 at 10:45am PDT*

The show finished in its traditional manner with a harmony of yacht horns.

A post shared by Superyacht Content® (@superyachtcontent) *on Sep 10, 2017 at 1:43pm PDT*

That’s a wrap

A post shared by Porto Montenegro (@porto_montenegro) *on Sep 3, 2017 at 11:11am PDT*

Thank you, Porto Montenegro and MYBA for such a great show and for helping us to experience what an amazing destination this really is. Can we come back yet?