

# Three reasons why you need to go to the MYBA Pop-Up Superyacht Show

The MYBA Pop-Up Superyacht Show in Porto Montenegro is coming up in 6 short weeks and we are getting excited. Still undecided whether you can fit it into your busy cruising schedule this year? Keep in mind that the Show organizers understand this and have devised a clever way to make sure you don't miss out on anything. If you book a last minute charter during that week, your fees are fully refundable... so what are you waiting for?

## Strength in numbers



The 2016 Show demonstrated the region's growing status as a superyacht hub with a whopping 60% increase in broker participation last year. What does this mean? Your yacht will get full attention from international charter brokers who are looking at new vessels for their clients. Set upon the backdrop of Porto Montenegro, and just recently awarded the

THYA Platinum Marina Award (the first and only marina in the world to get this distinction), the quality and size of the yachts in the marina impressed participants with Pelorus, Predator, and Galactica Supernova creating the perfect backdrop to show.

*“I knew any show which is endorsed by the crown association of yachting like MYBA would be a success, because you need to have such support in order to have a credible yacht show and bring international brokers to attend,” adds Fillip Jerolimov, Managing Partner of IYC Croatia. “Last year, we had the presence of two yachts, and this year this number has doubled, but in terms of size with 168 meters overall, it has pretty much tripled.”*

## The atmosphere



Porto Montenegro is much more than a marina, think of it as the heart of everything nautical in the region, and it was bustling at the Show last year. This state-of-the art marina was designed with the yachting community in mind and, in particular, to support the complex needs of superyachts. With dedicated areas for owners, captains, and crew alike, the

marina currently has 450 berths. But if we only mentioned the berths, we would be missing out on so much more. This yachting “village” also has over 200 luxury apartments and 55 retail outlets including restaurants to satisfy your every craving, lively pubs and bars for a cold one at the end of a long day, quaint cafes for a relaxed afternoon cup of tea, and retail shops are open when you have that itch to do a little retail therapy. This large yachting community is at your doorstep. Have your significant other popping down to visit you during the show? Put them up in one of the 80 luxury suites or apartments at the five-star Regent Hotel, also located in the marina.

*“It’s a very undersold charter destination, I don’t know why,” Captain Ian Carter of M/Y Reve d’Or told us. “It’s got some fantastic restaurants, nightclubs, it’s got such a wonderful variety all in very short cruising stops so you never have to drive very far to get something different.”*

## Home port



Photo credit: rianagroup.com

Haven't decided where you are going to park this winter? SY



Riana calls Porto Montenegro home, and this beautifully styled classic sailing yacht showcased at the Show for the first time last year as it prepared to enter the Adriatic Charter market. The owner of Riana, Romy Hawatt, told us why. “It’s at the doorstep to the Adriatic, the Aegean, Greece is just down the road, Venice, Italy is just up the road and in between you have 1200 islands through Croatia to explore, that itself can take years.”

*Captain Carter continued, “the airport is five minutes away from the boat, tax-free fuel and of course we’re talking about not having to pay VAT on all the charters. They have set it up so we can do it easily, that’s the key thing.”*

The [MYBA Pop-Up Superyacht Show](#) will take place from September 8th to the 10th and brings together international brokers, agents, and yachts to discover the developing infrastructure and exceptional cruising grounds of Montenegro and the surrounding region. Registration is now open. Click on the banner below for more information.

