

THE SUPERYACHT INTELLIGENCE CONSULTANCY

RESEARCH - ANALYSIS - INSIGHTS - OPINIONS - PERSPECTIVES - ADVICE

We deliver custom and bespoke intelligence for the superyacht industry's entrepreneurs, investors, senior management, yacht owners & key decision makers

**The
Superyacht
Agency**

PART OF THE SUPERYACHT GROUP

**The
Superyacht
Group**

WHAT WE DO

Since 1992, The Superyacht Group has developed an extensive network of relationships with the most important stakeholders in the market, pursuing the mission of supporting a robust and prosperous long-term market proposition. This global network of thought leaders, executives and key decision-makers is leveraged by our team at The Superyacht Agency to produce the most reliable and insightful business consultancy of our market: Superyacht Intelligence.

This network has been nurtured over three decades, and reinforced by our world-leading in-house editorial team, whose combined experience totals over 80 years and comprises unrivalled market knowledge and the experience to produce the industry's primary sources of quality information, The Superyacht Report, and SuperyachtNews.

Alongside our trusted journalism, we have invested in events that bring together world's top superyacht stakeholders via business-to-business conferences, as part of our goal to connect the industry and rive its trajectory upward.

With these connections and our renowned editorial approach to investigate and interrogate the dynamics determining our market, The Superyacht Group's journalists represent a key element for The Superyacht Agency consultancy.

OUR SYMBIOTIC PROPOSITION

Superyacht Intelligence is the business consultancy division of The Superyacht Agency.

Our mission is to provide any individual or organisation with commercial interest in the superyacht industry with robust and intuitively presented strategic information to help them make informed business decisions.

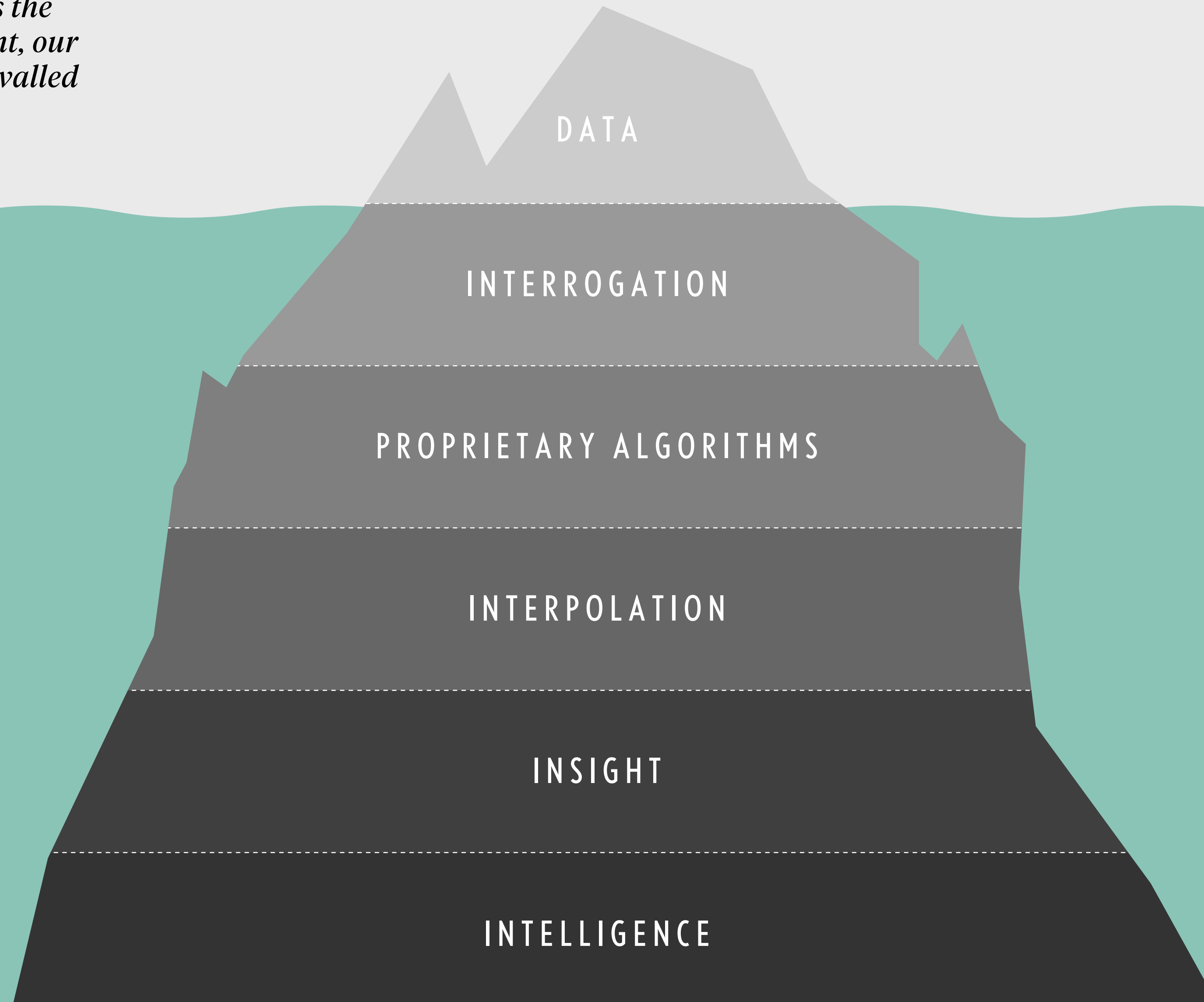
Having worked with many prestigious brands from both inside and outside the industry, we pride ourselves on working with this respected portfolio of clients because our level of insight and information goes far beyond the presentation of binary data.

Our range of services includes Bespoke data and Market Insights, Market perception, Investment Strategies, and Economic Impact Assessment, but our approach is such that we can create fully bespoke projects, according to the client's needs.

As part of The Superyacht Agency, the findings and insights from our Intelligence often serve to inform marketing campaigns and strategies, which is where our Marketing and Creative departments can further assist our clients, delivering the right message at the right time, through impactful advertising, branding and communications.

DATA IS JUST THE TIP OF THE ICEBERG

Below: by using data not as the end point but the start point, our team is able to deliver unrivalled market insight.



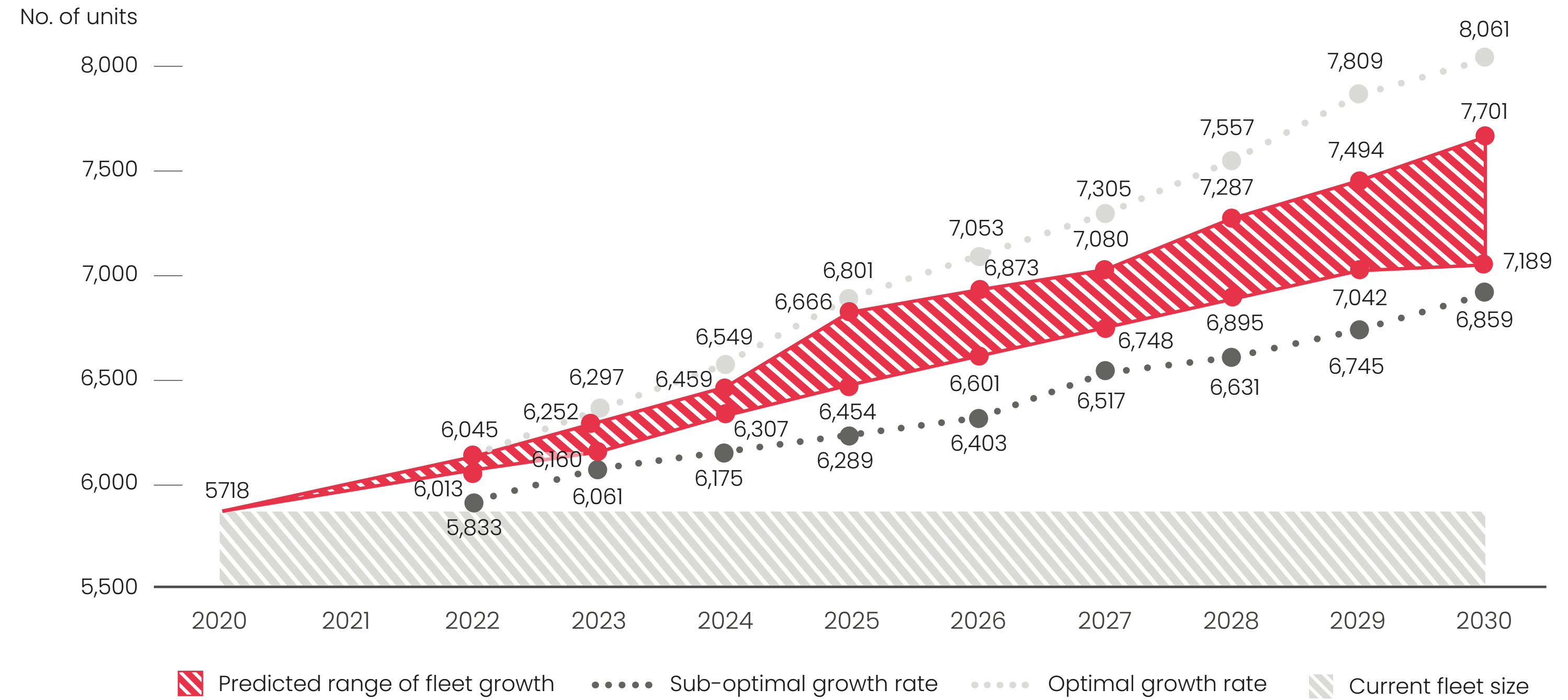
STANDARD MARKET OFFERING

THE SUPERYACHT GROUP INTELLIGENCE PROPOSITION

MARKET DATA COLLATION

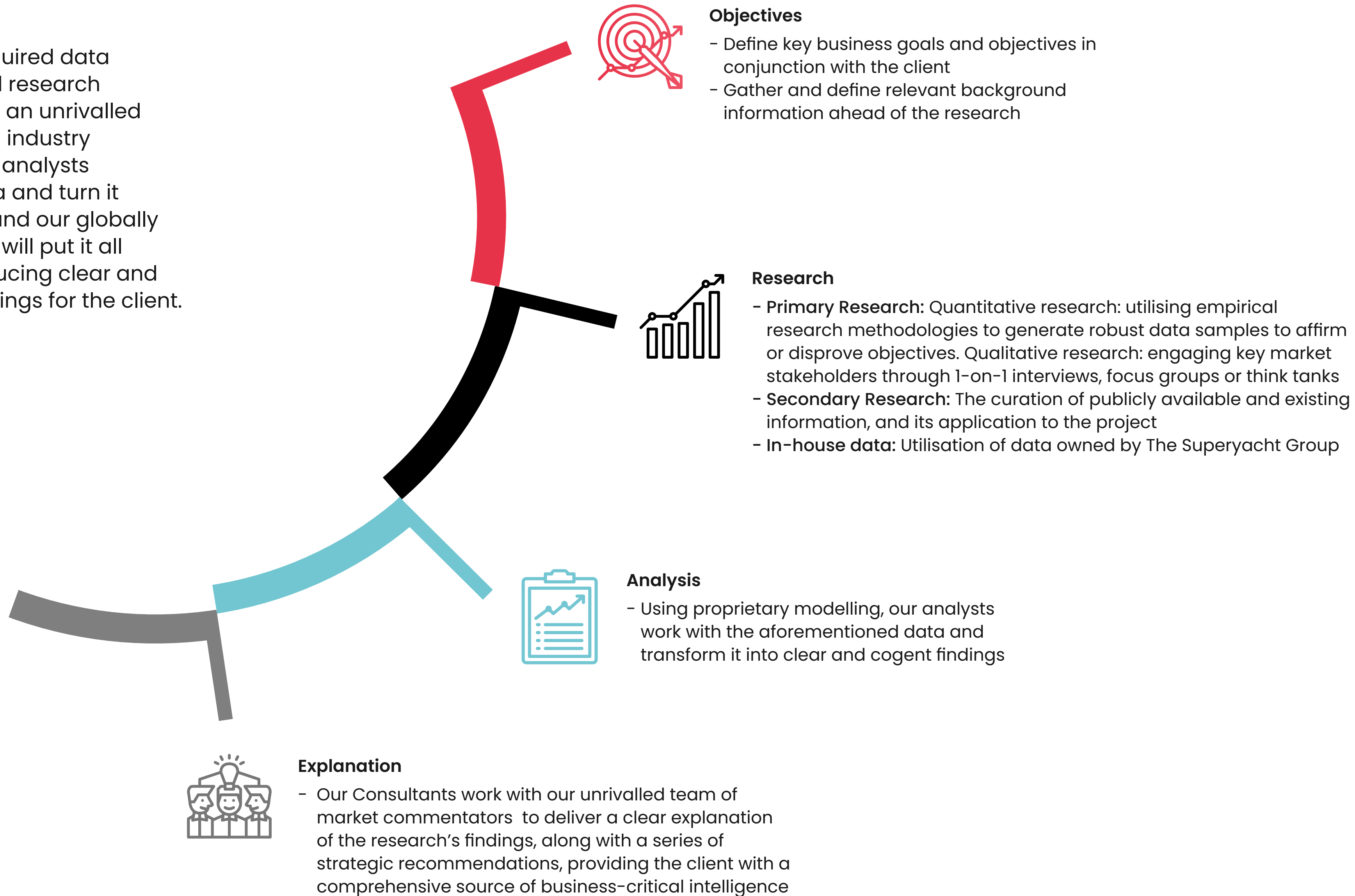
The Superyacht Agency's intelligence division is the industry's most reliable source of fleet and market data; our diverse clients, from shipyards and brokerage houses to private wealth/investment funds, marinas and governments, have utilised our intelligence team's services to inform their strategic business decisions. Our trusted network of industry stakeholders has allowed us to gather extensive market data on migration, economic impact studies, order books, brokerage data and refit data. See *example of The Superyacht Forecast from 'The Superyacht New Build Report'*.

The superyacht forecast



METHODOLOGY

We gather the required data via a multifaceted research methodology and an unrivalled network of trusted industry collaborators, our analysts compute this data and turn it into information, and our globally respected editors will put it all into context, producing clear and ready-to-use findings for the client.



INTRODUCTION

The Superyacht Agency’s Intelligence team has supported GYG plc, one of the world’s leading superyacht service & supply groups, with its business strategy and reporting, providing vital insights about the size of captive market to help them make more informed decisions.

THE OBJECTIVE

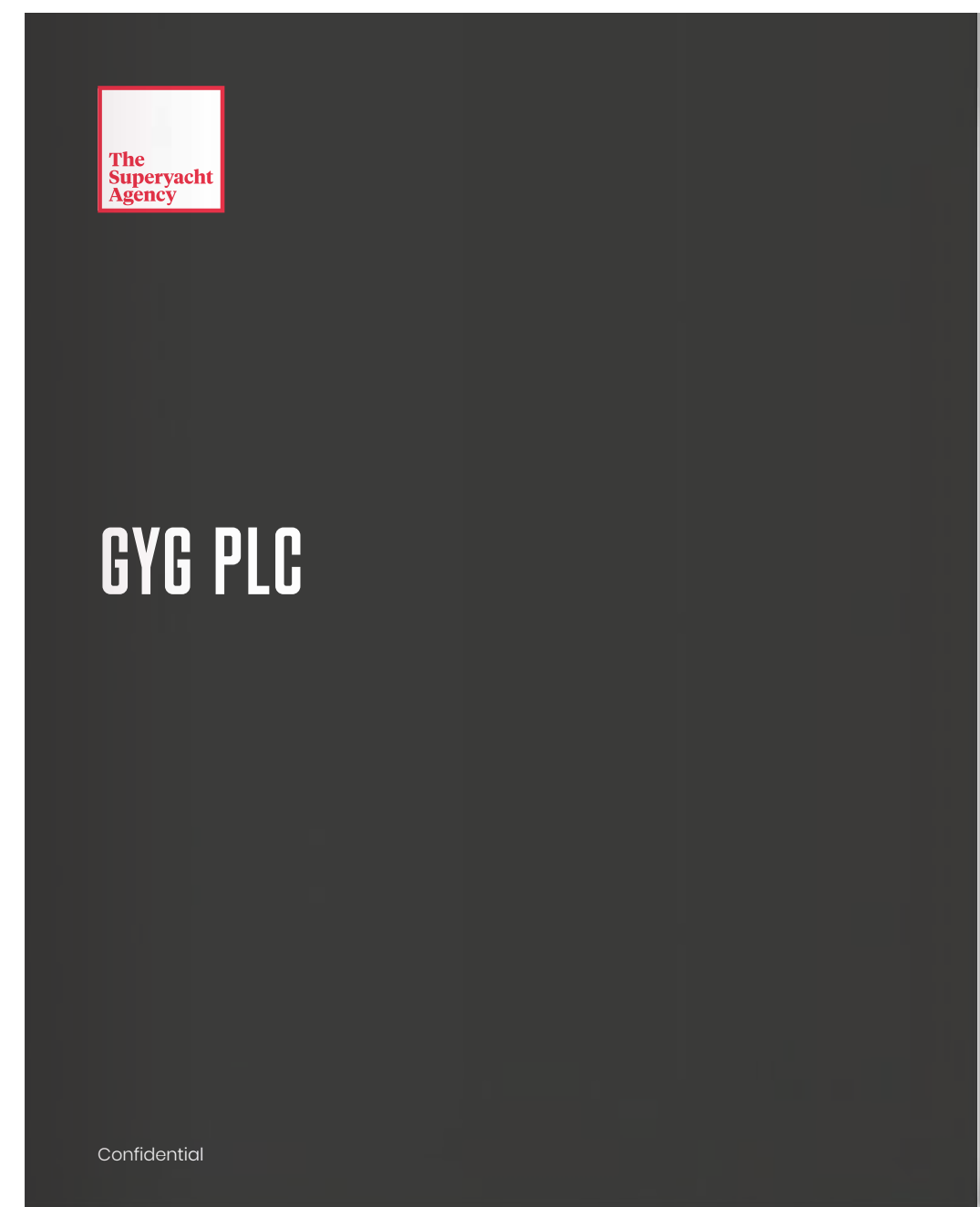
GYG plc instructed The Superyacht Agency to define the size and value of its target market, its existing and potential market share, provide a robust market growth projection, and simultaneously identify opportunities to revise the current strategy.

THE SOLUTION

The Superyacht Agency analysed the profile and dynamic of the defined target markets, identifying historical trends and projecting market growth, accounting for relevant internal and external influencing factors, such as fluctuations in global ultra-wealth and yachting’s corresponding market penetration. Utilising this data, our team affirmed the size of each target market, the related financial value for GYG’s business, GYG’s market share, and segmented those markets with a variety of relevant criteria in order to identify opportunities.

THE OUTPUT

The presentation of the aforementioned research, and the veracity of the data supplied to the client, has enabled GYG plc to clearly present to its shareholders a picture of the market’s trajectory, in which of its segments the potential lies, and how GYG can capitalise on this growth.



“Having worked with The Superyacht Group for a number of years across their portfolio of products, we were well aware of the extensive market data and expert analysis at their disposal. When we required a clear, detailed, and accurate representation of the current superyacht market and GYG’s position within it, we did not hesitate to employ the services of their intelligence arm, The Superyacht Agency.”

REMY MILLOT, CEO, GYG PLC



INTRODUCTION

The Superyacht Agency team has supported one of the leading Design houses in the superyacht industry, Olesinski, throughout a time when reviewing your strategy is essential. The insights our Intelligence team has provided the client with the right information to support and improve their current business and marketing strategies.

THE OBJECTIVE

Olesinski approached The Superyacht Agency intending to define the potential of new business in its sector, assessing how visible the Olesinski brand was and understanding which was the right way, time and people to approach in order to win new business in the next years.

“With the consultancy carried out by The Superyacht Agency, which has identified opportunities within the industry, we are now able to focus on diversification of Olesinski.”

JUSTIN OLESINSKI, MANAGING DIRECTOR, OLESINSKI

THE OUTPUT

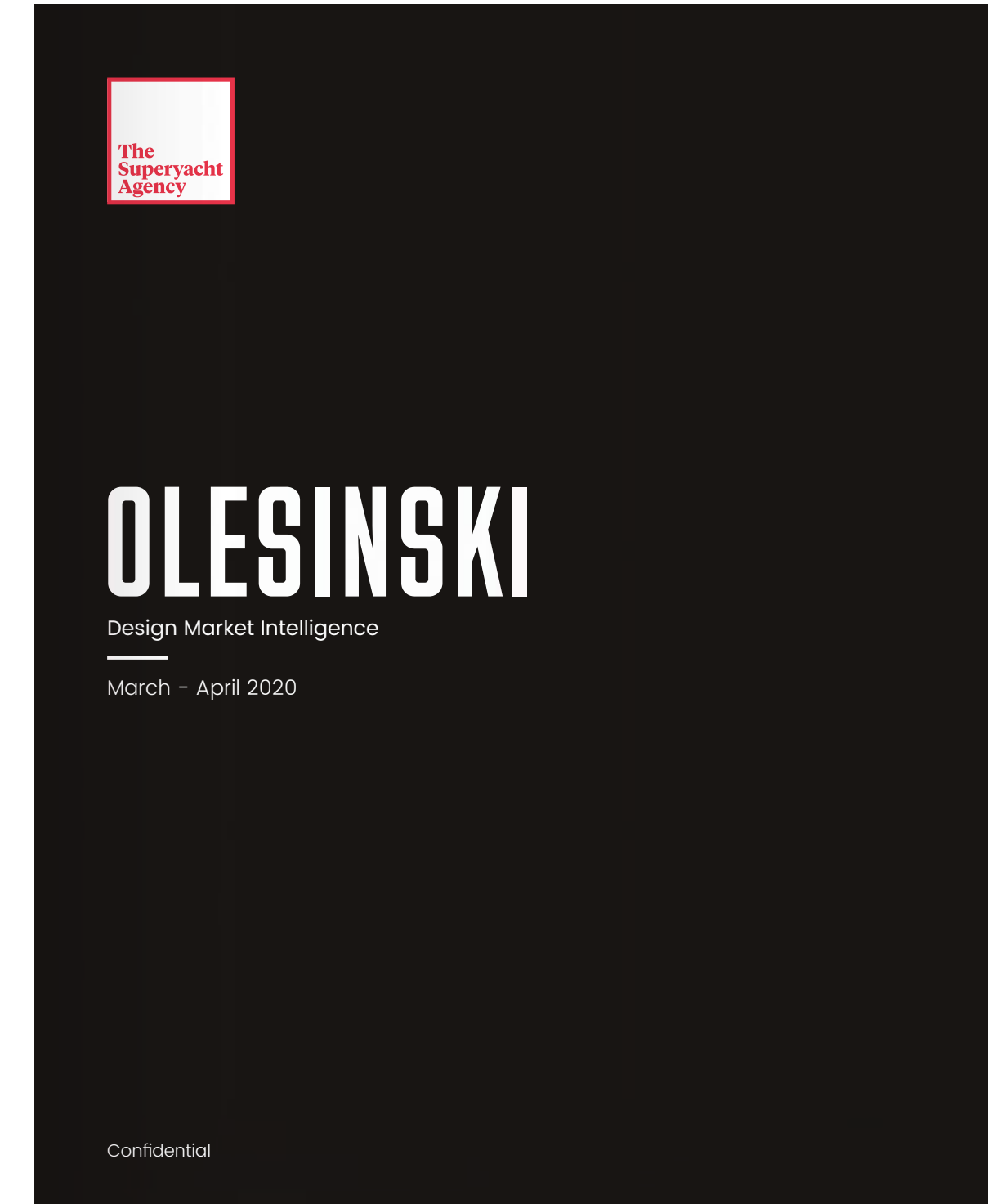
With a clear and well-laid-out presentation, the final report presented findings describing what Olesinski needs to do to win new business in the upcoming years. In particular, what type of new build projects will be more valuable, what Olesinski needs to work on in its communication, which stakeholders it needs to reach out to, when, and how.

THE SOLUTION

Our Superyacht Intelligence team has produced a report entailing a detailed market analysis, which delineates the trajectory of the fleet and the estimated economic value for the design in order to gauge where new potential business could lie in the next years. To complete the aforementioned analysis, The Superyacht Agency has leveraged its relationships with key stakeholders to identify Olesinski’s brand perception and what the market thinks is the perfect way to approach new build projects to win new design business.

“We have chosen The Superyacht Agency because it has a unique insight of the industry.”

JUSTIN OLESINSKI, MANAGING DIRECTOR, OLESINSKI



INTRODUCTION

Tahiti Tourism: superyacht economic impact assessment.

THE OBJECTIVE

In 2019, Tahiti Tourisme commissioned The Superyacht Agency to assess the potential economic impact of superyachts to the islands of Tahiti. Crucially, to identify the key areas of market growth and present overarching strategic recommendations for public and private investment. The client's goal was to define the benefits of superyachts in the region and potentially develop a strategic plan for growth in the sector.

THE SOLUTION

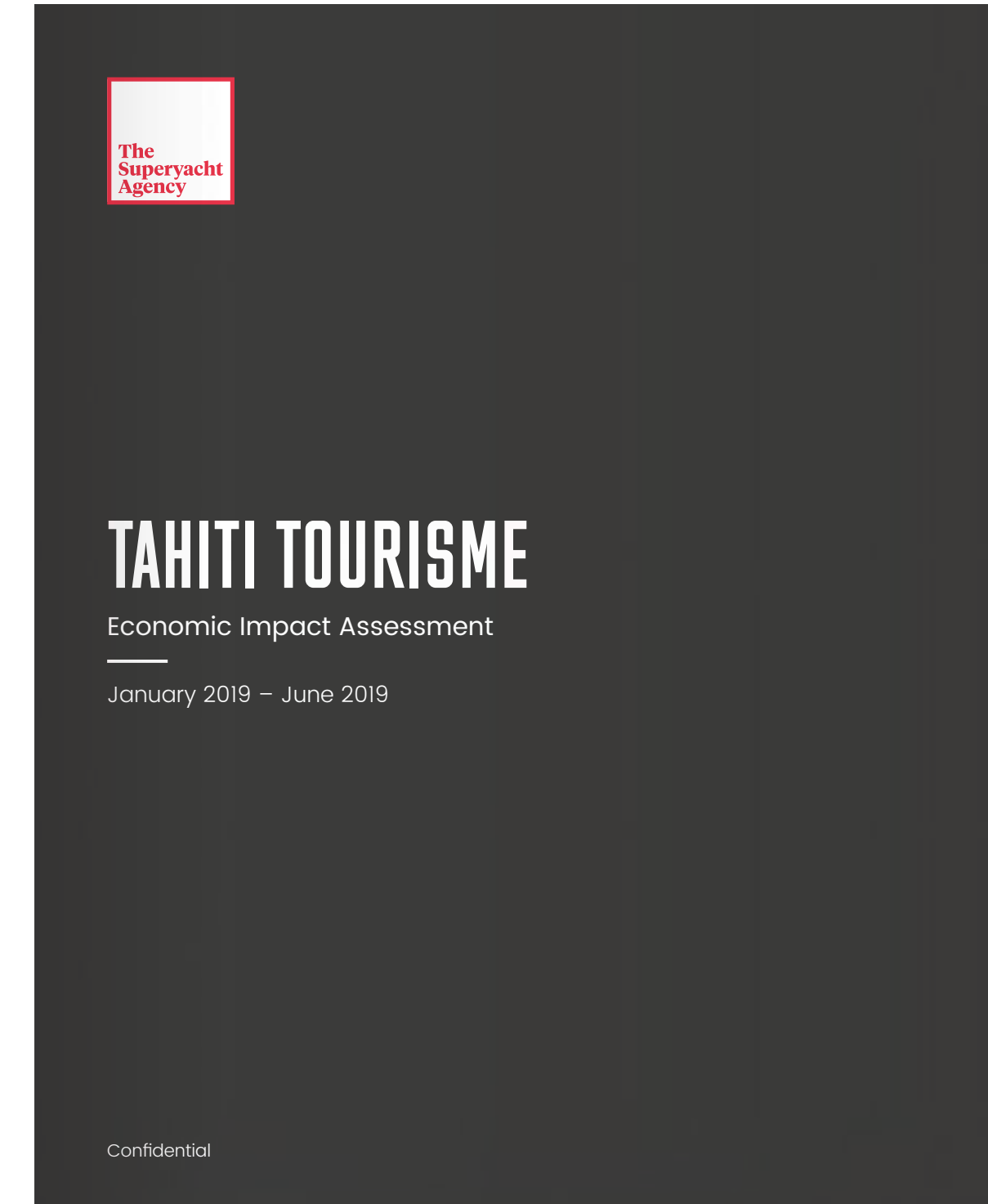
Using extensive propriety datasets and operational expenditure (OPEX) values from over 300 superyachts, The Superyacht Agency analysed the impact of superyachts on the islands of Tahiti and forecast the primary, secondary and tertiary revenues generated by superyacht visitation. Amongst these, the estimated annual expenditure of superyachts to the region in the years of interest, the superyacht charter revenue in contrast with the charter tax (divided by yacht type and year of analysis), the number of visits, the charter tax earned by Tahiti, the length of stay for each visit, and myriad other factors. In addition to this invaluable information, our team has compiled the market perception of the region, conducted with quantitative and qualitative research. Our consultants produced a SWOT analysis and summarised what routes are viable for Tahiti to exploit the potential of the superyacht industry.

THE OUTPUT

The Superyacht Agency's Intelligence team produced an extensive report identifying the economic impact of superyacht activity for the Tahitian economy. Further, the report outlines the current decision makers sentiment towards the region, its proposition for the superyacht sector while also highlighting the potential growth areas for Tahiti Tourism. From a Marketing perspective, the report highlighted the strengths of Tahiti, while also uncovering misalignment between the intended image and perceived image of Tahiti. Ultimately, a comprehensive growth strategy was prepared for Tahiti Tourisme, with a set of strategic recommendations for maximising the economic impact of superyachts in the region.

"The data from the report will be used to raise local awareness about the positive impact of superyacht visitations on our local economy. We needed to make sure that the local population and the local government stakeholders understand why we are promoting our destination to superyachts"

MANOA REY, RESEARCH AND NICHE
MARKETING COORDINATOR, TAHITI TOURISME



CASE STUDY - PORTO MIRABELLO

INTRODUCTION

Porto Mirabello, a major superyacht marina based in La Spezia, Italy, commissioned The Superyacht Agency to conduct a Market Perception study, followed by a data-driven Marketing, Brand and Communications strategy and project.

THE OBJECTIVE

The overarching goal for Porto Mirabello was to understand their positioning within the superyacht market, by appraising the sentiment and awareness their target audience has towards the brand, along with assessing the potential for future growth.

THE SOLUTION

The Superyacht Agency reached out to key stakeholders in the superyacht industry via targeted quantitative and qualitative surveys. With a mutually agreed objective and target audience, our analysts highlighted what the market perceives the most important marina facilities to be, and how Porto Mirabello ranks against its key competitors. Furthermore, our team evaluated the growth potential for the marina, based on a comprehensive fleet and berthing analysis.

THE OUTPUT

Porto Mirabello gained clear visibility of its strengths and weaknesses, identified numerous market opportunities including the berthing demand in the med, allowing them to create an evolved and informed business strategy. Following the results of the research project, Porto Mirabello tasked the strategic team with creating an entirely new brand and image in order to bolster its berth leasing proposition and highlight its suitability as the perfect homeport for large yachts.

“The only global partner to undertake this project with, considering their intelligence strength and unique experience, could not be anyone else but The Superyacht Group! I deem The Superyacht Agency the only subject actually valid when it comes to intelligence in the superyacht environment, and that is mostly due to our really international and global vision. Only once I have started working with their team I have begun to appreciate their value”

ALESSANDRO MENOZZI, CHAIRMAN, PORTO MIRABELLO



INTRODUCTION

The Superyacht Agency team was engaged by strategically-positioned Italian superyacht marina, MGA, to review its core objectives and market offering as part of a medium-term internal review of the company's core offering. The recommendations generated by this research project has directly informed the marina's business goals.

THE OBJECTIVE

MGA approached The Superyacht Agency to better understand how the industry's leading fleet managers and active captains interpret the marina's offering. The marina's senior team wanted to better understand the marina's value proposition to visiting superyachts, and whether it was better placed as a summer season 'touch and go' marina, or a home port for wintering yachts.

THE SOLUTION

The Superyacht Agency's Intelligence division devised a two-dimensional research methodology to meet this objective, comprising:

- A targeted survey to generate empirical data surrounding sentiment towards MGA, its core competitors, and the factors that influence decision-making.
- A series of in-depth one-on-one interviews with pre-selected managers and captains, to provide specific, real-world substantiation of the empirical findings.

THE OUTPUT

Both the empirical data, and the key insights generated from the interviews, were curated into an overarching report that set out a series of key recommendations. These encompassed both how MGA should position itself as a business, and specific adjustments the marina could make to appeal to the industry's elite tier of stakeholders.

"The Superyacht Group has developed a suite of 360° skills and competences with their multiple activities in the industry. That's why it was very easy to brief them and focus their attention on the core issues we needed them to investigate. The results of the study were clear and well presented. The Executive Summary has been a real vademecum [handbook] for subsequent actions."

GIUSEPPE PAPPALARDO, CEO, MARINA GENOVA



CASE STUDY - LEADING MEDITERRANEAN MARINA

INTRODUCTION

One of the world's leading superyacht-specific marinas instructed The Super-yacht Agency's Intelligence division to conduct investigative research on its behalf.

THE OBJECTIVE

This marina was aiming to generate an accurate and clear picture of the Mediterranean berthing market, by sourcing empirical data relating to berth pricing and occupancy rates, segmented by various metrics of analysis.

THE SOLUTION

The Superyacht Agency's team of Research Analysts identified a spectrum of Mediterranean marinas that provided an accurate appraisal of the current market landscape. By curating in-house market data, and utilising its unrivalled relationships with marina stakeholders, a robust piece of market analysis was generated accurately showcasing the current and future Mediterranean berthing dynamic.

THE OUTPUT

This data was presented to the client in a graphical and tabular format, with the data used to forecast how this dynamic will project itself up to 2030. The client was thus able to clearly define its current position within the market, and make any adjustment to pricing or length of lease required to improve its market share.

CASE STUDY - COMMERCIAL EUROPEAN PORT

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INTRODUCTION

A major commercial port instructed The Superyacht Agency to undertake a research project as part of its own feasibility work into attracting super-yachts to its facility in the future.

THE OBJECTIVE

The client tasked The Superyacht Agency with defining migratory patterns for the large custom superyacht fleet within the Mediterranean, to clearly understand the level of activity that represents their overall captive market.

THE SOLUTION

Utilising The Superyacht Agency's industry-leading proprietary migratory dataset, the Agency's team of data analysts generated a historical map of all large-yacht cruising activity for the past five years, identifying all ports of call, and duration of stay, to show where yachts berth and the length of time they spend in port, while identifying seasonal and geographical fluctuations. This information was supplemented by a series of interviews with captains of large yachts, to better understand their decision-making process when selecting ports of call, in both high and low season.

THE OUTPUT

A detailed report was composed, presenting the aforementioned data in both a topographical format and a narrative drawing on The Superyacht Agency's combined industry knowledge, and the real-life insights offered by those captains interviewed. The result was a clear projection of this facility's potential captive market, and a series of recommendations as to how the business should position itself when entering the superyacht market.

INTELLIGENCE

Unrivalled insights

By combining the unrivalled expertise of The Superyacht Group's editors and analysts with the strategic thinking of our Agency team, we can deliver the research, methodology and analysis that can support a business plan, a branding and communications strategy or market positioning assessment. We employ multiple vectors – from targeted bespoke surveys to qualitative interviews to ensure you have the tools to reinforce your business strategy or make you stand out in a crowded superyacht landscape. We can define the market's perception of your company against primary competitors, accurately assess your core market, undertake a feasibility study for your next investment, or clarify the true state of the market in general.

STRATEGY

Informed campaigns

Understanding where you want to be – and knowing how to get there – is perhaps the most important part of a marketing strategy. The combination of our market-leading media channels, our commercial relationships across the market and our comprehensive database of decision-makers, allows our team to work with any client on a strategy that will be effective and will deliver results. Knowing who to reach, and how and when to reach them, is the combination of our market insight, our unparalleled intelligence proposition and our smart thinking.





CREATIVE

Inspired solutions

The superyacht market is made up of a diverse mix of brands and marketing collateral that has, over the years, followed a copycat approach. Our team of creatives monitor the market and watch the wider world of branding to bring our clients fresh ideas and creative solutions that will stand out and create an impact or get noticed for the right reasons. We all operate in a crowded 'brandscape' and we pride ourselves on thinking creatively, but intelligently and differently. However, we never 'think outside the box' – because that's what everyone else does.

EVENTS

Incredible experiences

Imagine hosting a dinner for 10 yacht owners in a private room so you can ask them strategic questions about a business model, or building a focus group of technical experts who can explore the viability of a new product. Events can be as large or as small as you need, but most importantly they need to bring customers together for a strategic purpose, not just a social gathering. People say there are too many events in the calendar – we say there are not enough quality customer experiences. We create bespoke events that deliver value, customers and loyalty, and which can take the form of forums, parties, sit-down dining experiences, think tanks, workshops, pop-ups and more.

OUR CLIENTS



AkzoNobel

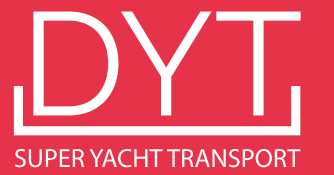
BAE SYSTEMS



BERMUDA
TOURISM AUTHORITY



Deloitte.



LÜRSEN



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