

How
intelligent
is your
business?



Information is
the oil of the
21st century,
and *analytics* is
the combustion
engine.

PETER SONDERGAARD, GARTNER, INC.

Introduction

For the past 30+ years, The Superyacht Group has been reporting, analysing and monitoring the large-yacht sector (yachts over 30 metres l.o.a.), including the new build, refit, marinas, migration, OPEX, CAPEX, brokerage, ownership, wealth and supply chain sectors. Our two media channels, The Superyacht Report & SuperyachtNews.com, our CRM database system and our in-house proprietary market intelligence tools provide access to every layer of the industry in order to understand the decision-making process, the customer behaviour and the demands of the market.

Our expert consultants, editors, research teams and market analysts have been studying the industry for the past three decades, and this unrivalled knowledge allow us to analyse, forecast and interrogate the market in the same way that a Deloitte, McKinsey or Boston Consulting Group would do for other market segments. Over the past 20 years, since we launched our Strategic Consulting division, we have delivered hundreds of consultancy reports to the major builders, marina owners, manufacturers, brokerage houses, owners, family offices, government bodies and tourist boards, as well as private banks, private equity groups and investors. The following guide will share with you some of the questions we have answered or can answer for you.

We look forward to working with you,

Martin H. Redmayne,
Chairman and Specialist Market Consultant



How **Big** is the market?

This is one of the key questions we are often asked by all categories of clients, as there is so much data available, but it is often presented without intelligence. Yes, there are several sources of superyacht data floating around the market, as the source is relatively straightforward, it's how you analyse, segment and understand the data that is so critical – in order to really understand how big your market really is.



Year	Total
1900 - 1989	1216
1990 - 1999	782
2000 - 2009	1866
2010 - 2019	1675
2020 - 2023	700
2024	49

6288

How critical is fleet data?

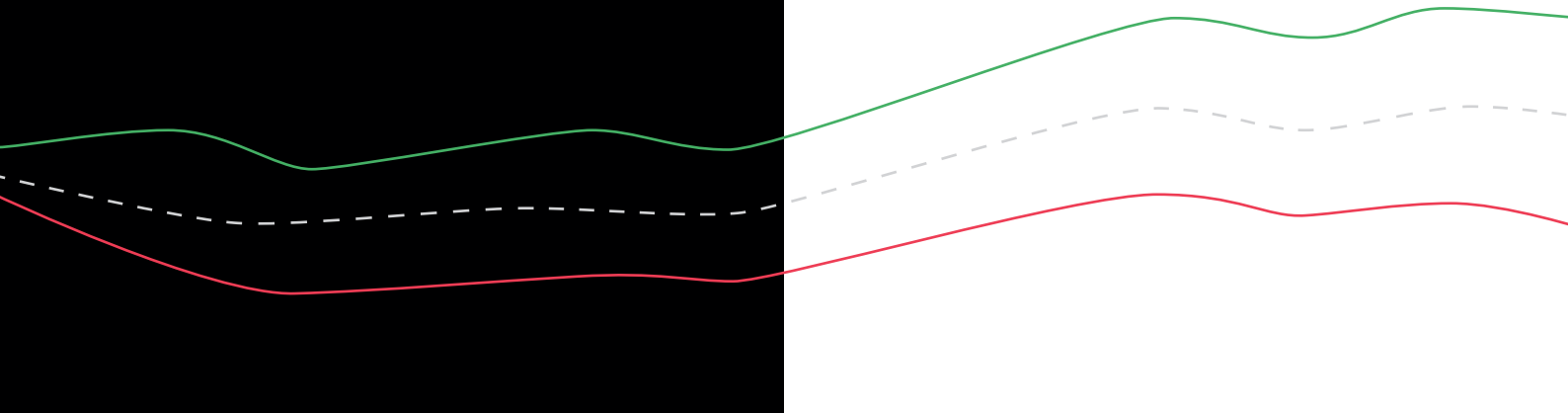
It's important to know how many yachts there are in the market and to know who built what and where they cruise, but we believe that there is more important data that needs to be analysed for investors and CEOs. Yacht operating budgets and annual owner, guest and crew spend, when integrated into the fleet numbers, can give a marina operator, regional tourist board or local government real insight into what impact a migrating fleet will have. Knowing how big the fleet is OK, but knowing how much the fleet may invest if you attract a greater percentage to your region is fundamental.

6200+

SUPERYACHTS

Can you forecast *accurately?*

Once you have a clear picture of the fleet and its economic and migration patterns, the most important topic for an investor or CEO is the future. Being able to project your numbers, forecast growth and have a better understanding of what the market is doing is a key element of good consultancy. Over the past ten years, we have delivered not only market leading forecasts of the new-build and refit sectors, but also reports and trends to banks, investors and leading brands, all of whom want to have a better idea of where we're heading. Our market analysts have built algorithms that add a multitude of factors and trends or order to build a forecast model that our clients can rely on.





Who is your next *customer?*

For the past 30 years, the market has been sustained by a list of serial yacht owners and investors, many of which have ended up as yacht builders by default. In a market that is made up of a couple of thousand UHNWIs, with a potential market of 400,000 UHNWIs, the future of our market depends on identifying and understand the customer of the future and more importantly their understanding and affinity with our unique industry. Being able to interview, interrogate and analyse customer behaviour has become a core proposition of our consultancy.

What do they *really* think?



There are so many different types of customer, beyond the obvious UHNWIs, Captains, Engineers, Family Offices, Yacht Managers, Technical Directors, Head of Procurement, Designers and many more. Qualitative and quantitative research is a core foundation of many of our consultancy projects, in order to help a client understand what their target customer and their potential new customer, understands, thinks and needs. These have often led to round tables and focus groups so a client can engage and understand what they think and perhaps how the customer wants their supplier to change or adapt.

Again, understanding customer is a core proposition within our consultancy and this can be as focused and nuanced as understanding their decision-making process, cycle and chain of command. If you know who makes the decision and who has control of the budgets, this can improve your efficiency in targeting and engaging your customer. So, if you're trying to sell tenders to yachts over 75 metres and you know that there are 10 competitors and only 20+ projects a year, you can improve your opportunity and ROI by understand who needs to know what, by when.



*How do
they make
decisions?*



Are your competitors growing?

For some of the biggest shipyards in the market, we have created several competitor studies in order to understand how they are performing as a builder, but perhaps the most interesting analysis is to understand why they are growing in comparison to you. So, in addition to analysing order books and build trends, we study how customers and influencers choose shipyards, to better understand the drivers for growth and perhaps the barriers too. It's not just a matter of whether a competitor is growing, it's also a case of how, why and what is making them grow, this applies to all companies.



Since 1992, **The Superyacht Group** and our two flagship media channels have become the most valuable and respected media channels in the sector. We describe ourselves as the ‘Financial Times’ and ‘The Economist’ of superyachting, with a powerful and unique combination of intelligent journalism, smart insights, trusted intelligence and candid opinions.

With two slogans – “*A Report Worth Reading*” and “*We Don’t Do Click Bait*” – we are read and are referred to by the market’s leading decision-makers and influencers, because they understand our core values and recognise our strengths as one of the most expert teams in the sector, with decades of experience.

We are not focused on reaching everyone in the market or writing content that is designed to generate the highest number of clicks, but we are focused on making sure the most important people in the industry, owners, captains, advisors, influencers and the C-Suite network, all read and respect our channels.



*Over the past 30 years we have worked with more than
200 clients with specific consultancy projects*

DAMEN YACHTING - BOERO - AKZO NOBEL - MB'92 - DELOITTE - PORT DE MARSEILLE - TAHITI TOURISM
- CLYDE & CO - CAMPER & NICHOLSONS - VRIPACK - PENDENNIS - FEADSHIP - PORT OF VENICE - LIST
GC - DUBAI TOURISM - PORTO MONTENEGRO - AL SEER MARINE - P&O MARINAS - MONACO MARINE -
MCKINSEY - CBRE - BARDEX CORPORATION - BAGLIETTO - MARINA PORT VELL - FRASER - CHRISTOPHE
HARBOUR - PORTO MIRABELLO - ACQUERA - IYC - CRESTRON - HOLLAND YACHTING GROUP - DNV -
LLOYDS REGISTER - RED ENSIGN GROUP - ISLAND GLOBAL YACHTING - LURSSEN - JOTUN - INMARSAT
- LUIZ DE BASTO - NAUTICAL STRUCTURES - OCEANCO - SEVENSTAR - SF MARINAS - ROLLS ROYCE -
ROLAND BERGER - QINVEST - PENINSULA PETROLEUM - RHONE TRUST - OCIBAR - WINCH DESIGN - RED
SEA AUTHORITY - NEOM - OLESINSKI - WREDE - PALUMBO - CVC CAPITAL - GYG GROUP - HEESSEN YACHTS
- BERMUDA TOURISM - KNIGHT FRANK - BALEARIC MARINE CLUSTER - BNP PARIBAS - SANLORENZO
- AMICO - FINANCIAL INVESTOR PROJECTS IN PANAMA - PUERTO RICO - ANGUILLA - PHILIPPINES -
HONG KONG - MEXICO - THE MALDIVES - THE RED SEA - ABU DHABI - DUBAI - GIBRALTAR

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SMARTER TOGETHER