



Bert Fowles – Vice Chairman

Being Curious About Our Superyacht Industry



Being Curious About Our Superyacht Industry

1. Global Vessel Tracking Insights
2. “Funflation”
3. Customer Journeys
4. Carbon Offset Perspective
5. Media Insights

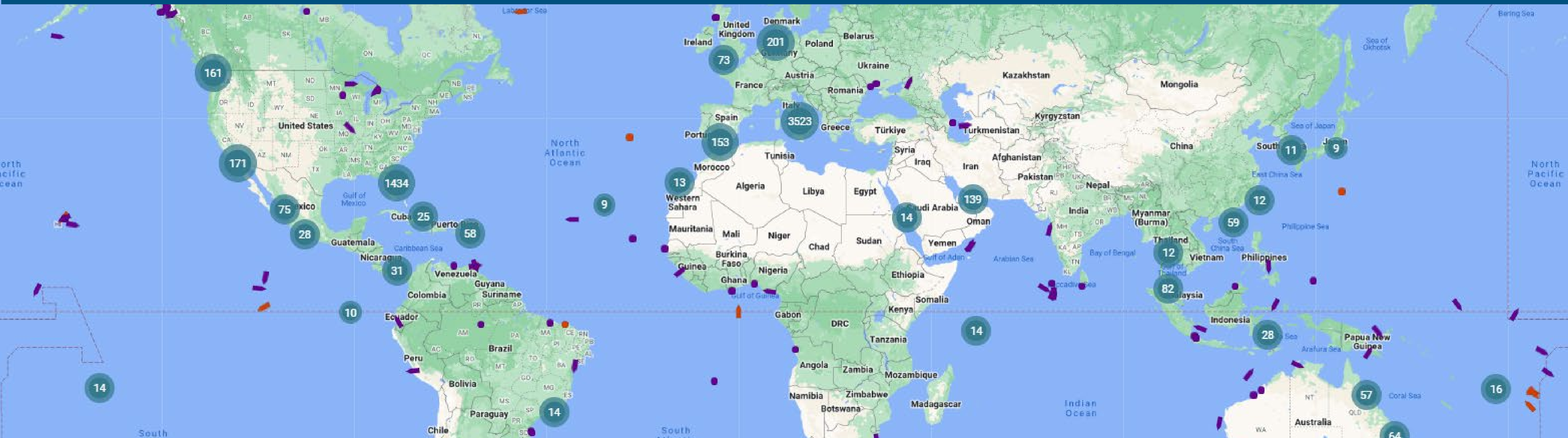


Global Vessel Tracking Insights



OVER 80' / 24M TRAFFIC SNAPSHOT

OCTOBER 27, 2023



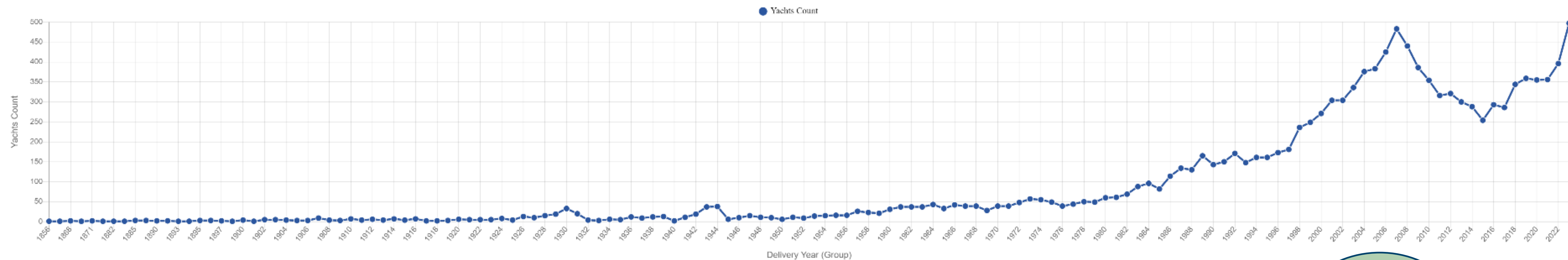
6,760+

VESSELS ACTIVELY TRACKED ON AIS OVER 80' / 24M FOR ABOVE DATE
AIS - AUTOMATIC IDENTIFICATION SYSTEM |
ESTIMATE 1/3 OR 2,500 ARE TRULY GLOBALLY/REGIONALLY TRANSIENT

NEW BUILD MARKET GROWTH DELIVERED YACHTS BY YEAR OF BUILD

1856 – 2022

All Delivered Yachts By Year of Build



10,778

Total Motor Yachts

1,897

Total Sailing Yachts

1,396,867.30 ft

Total LOA

110.21 ft

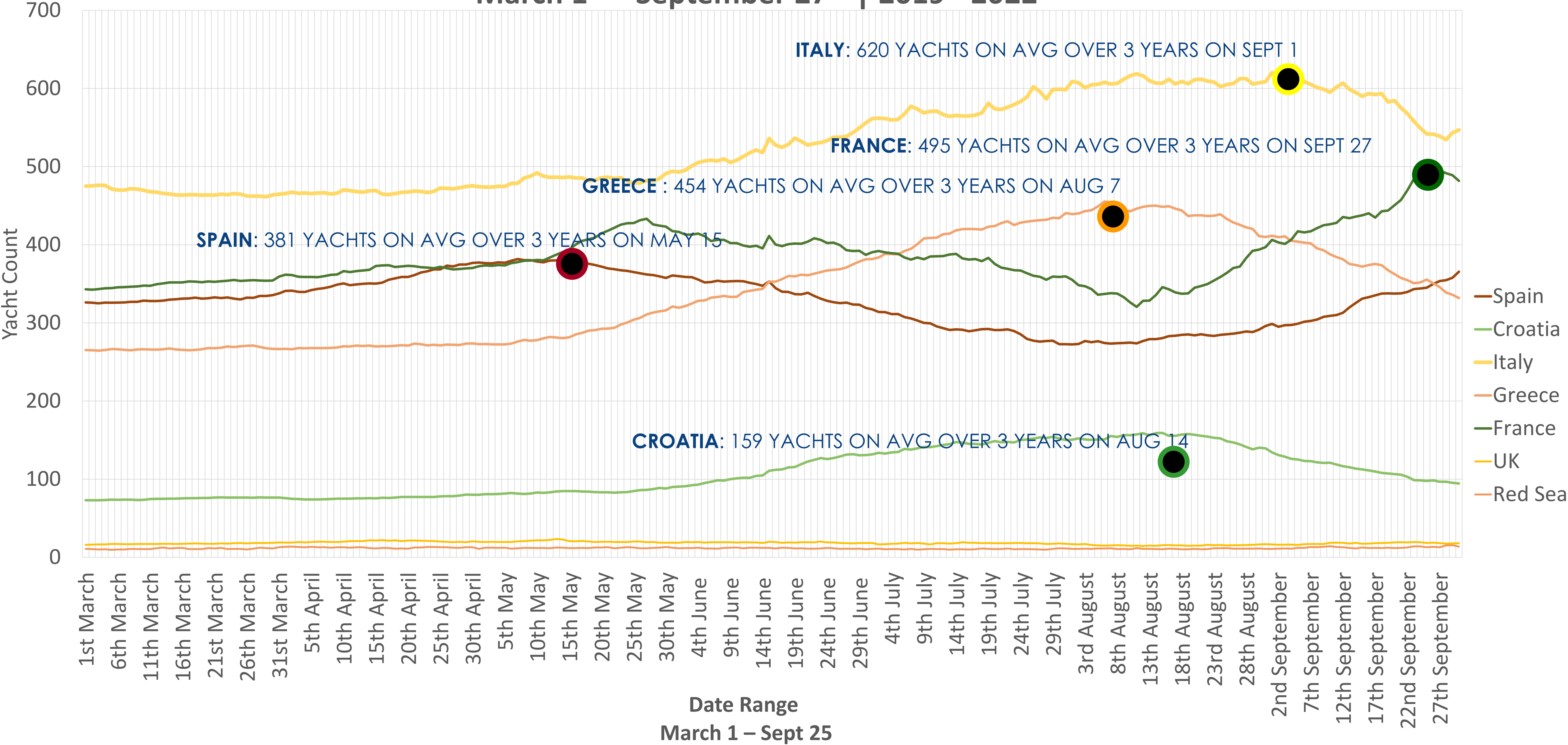
Average LOA

IN 2022 ... ~ 400 YACHTS DELIVERED
OVERALL AVERAGE LOA 110 FT

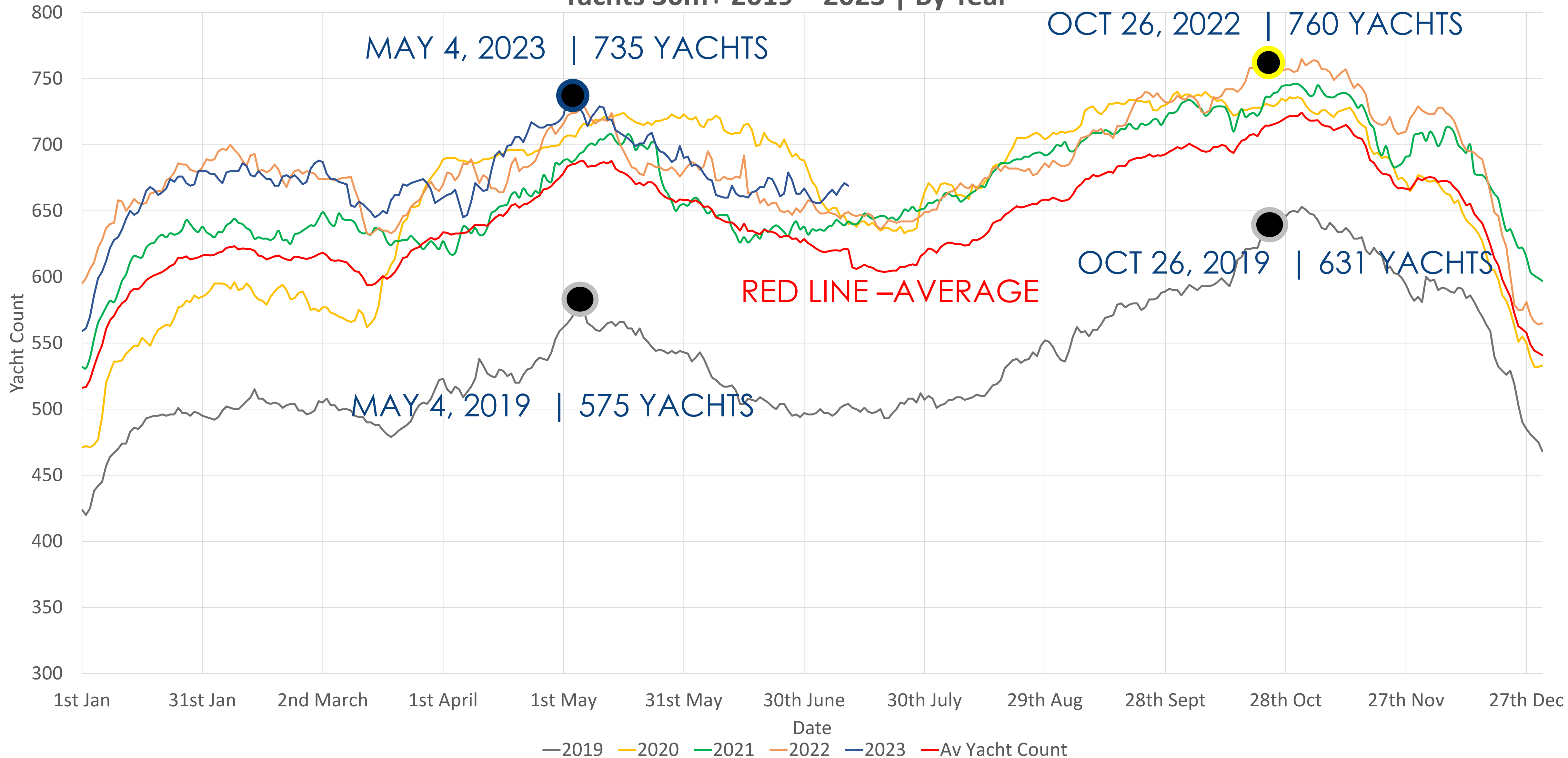
2022 DELIVERIES : 712 PRIVATE JETS | 200 PRIVATE HELICOPTERS | 32 CRUISE SHIPS
TAKES +12 MONTHS TO 'BUILD' INFRASTRUCTURE NOT INCLUDING PLANNING

Yacht over 30m average count by Mediterranean Country Coastline Region

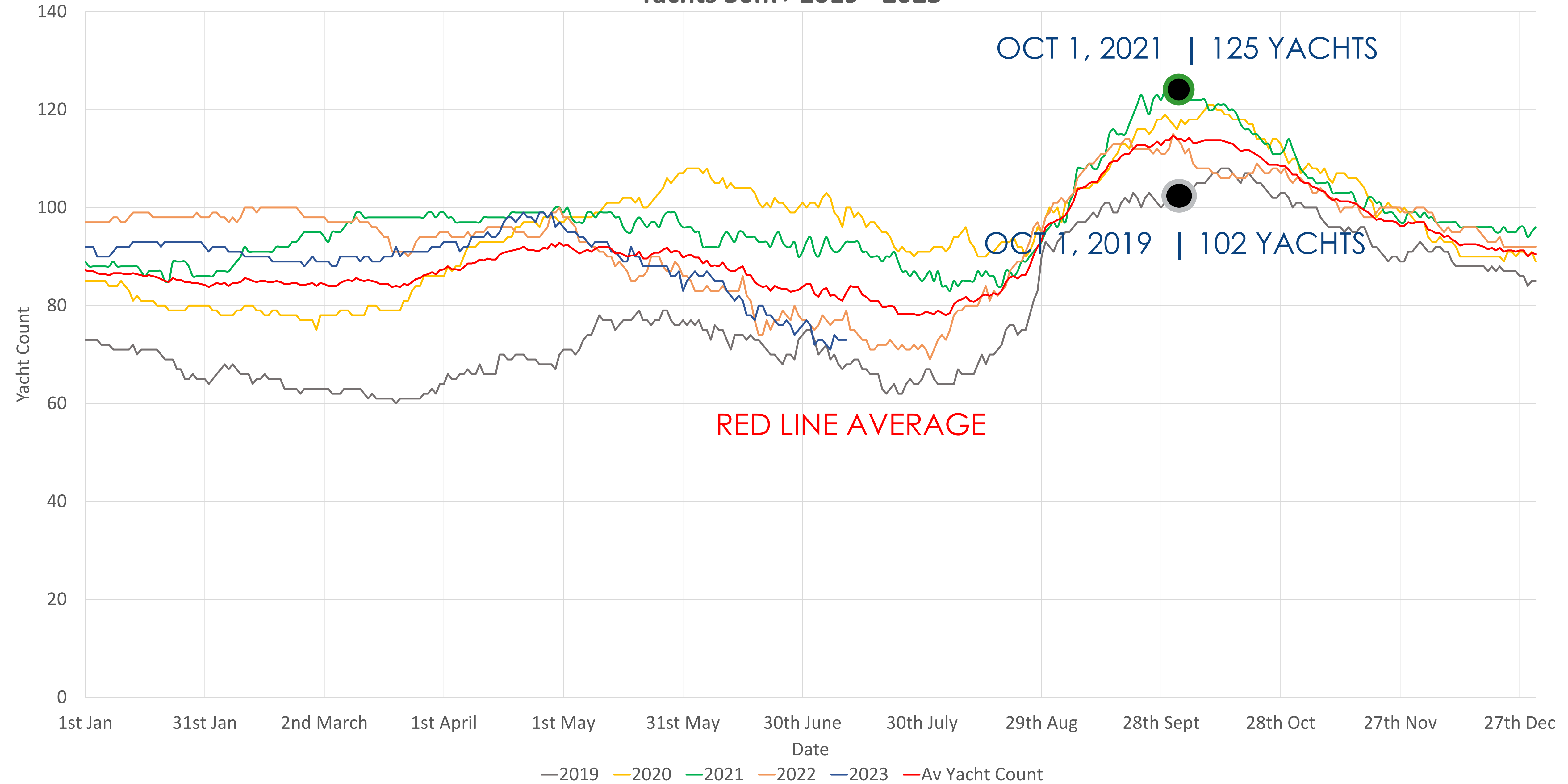
March 1st – September 27th | 2019 - 2022



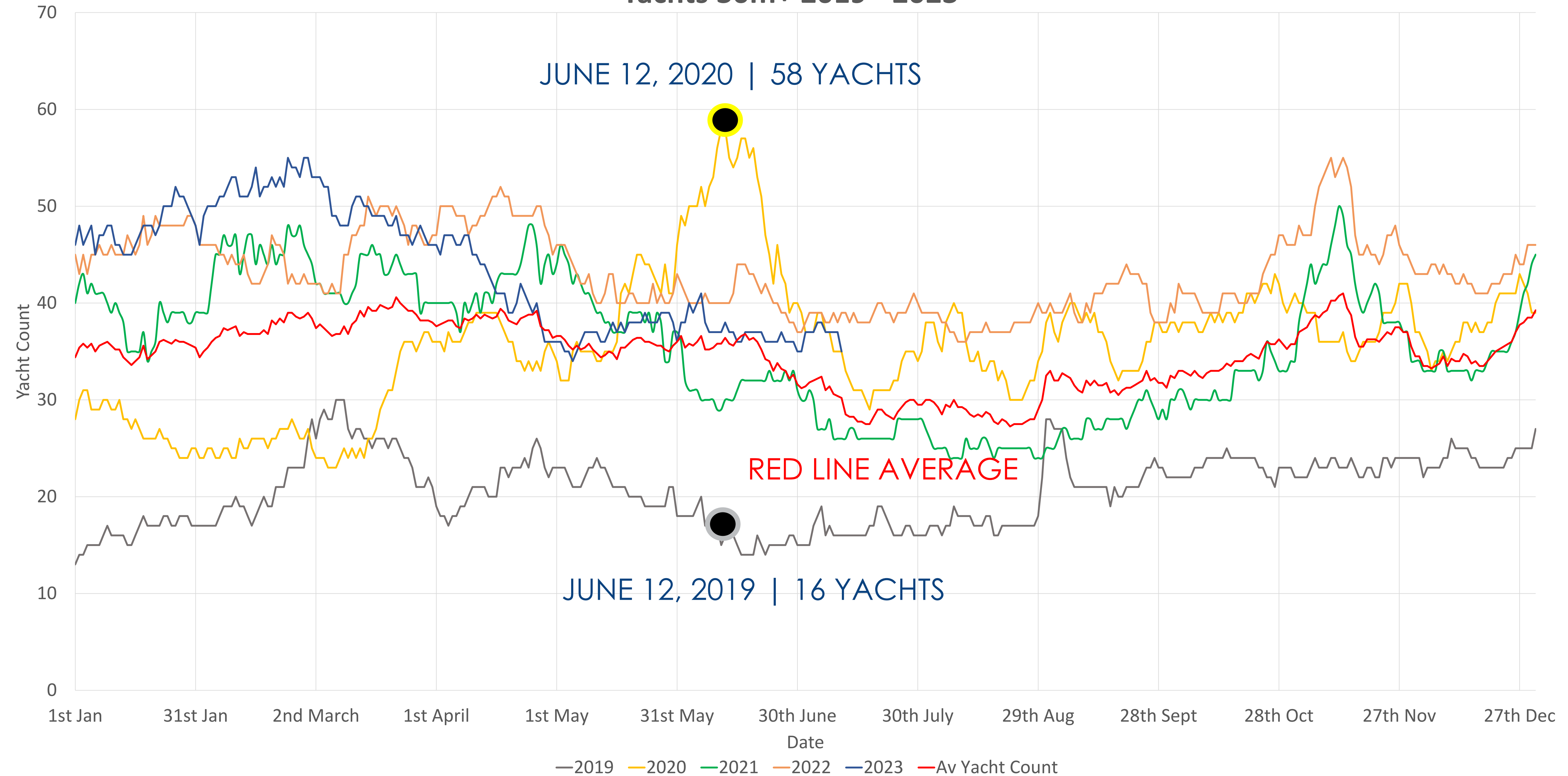
USA East Coast Maine - Florida: Yachts 30m+ 2019 – 2023 | By Year



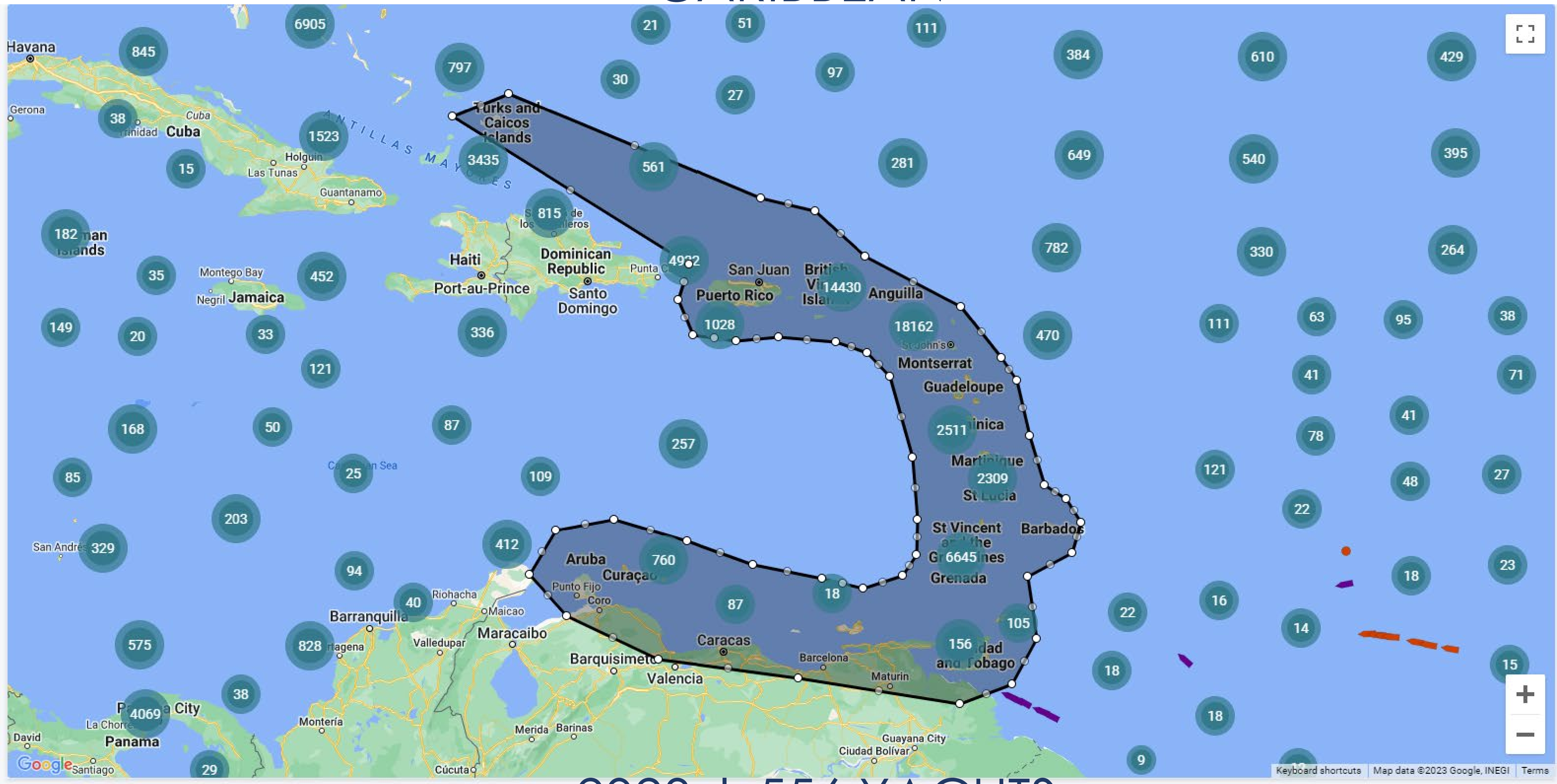
USA West Coast Seattle - California: Yachts 30m+ 2019 - 2023



USA Gulf of Mexico: Yachts 30m+ 2019 - 2023



CARIBBEAN

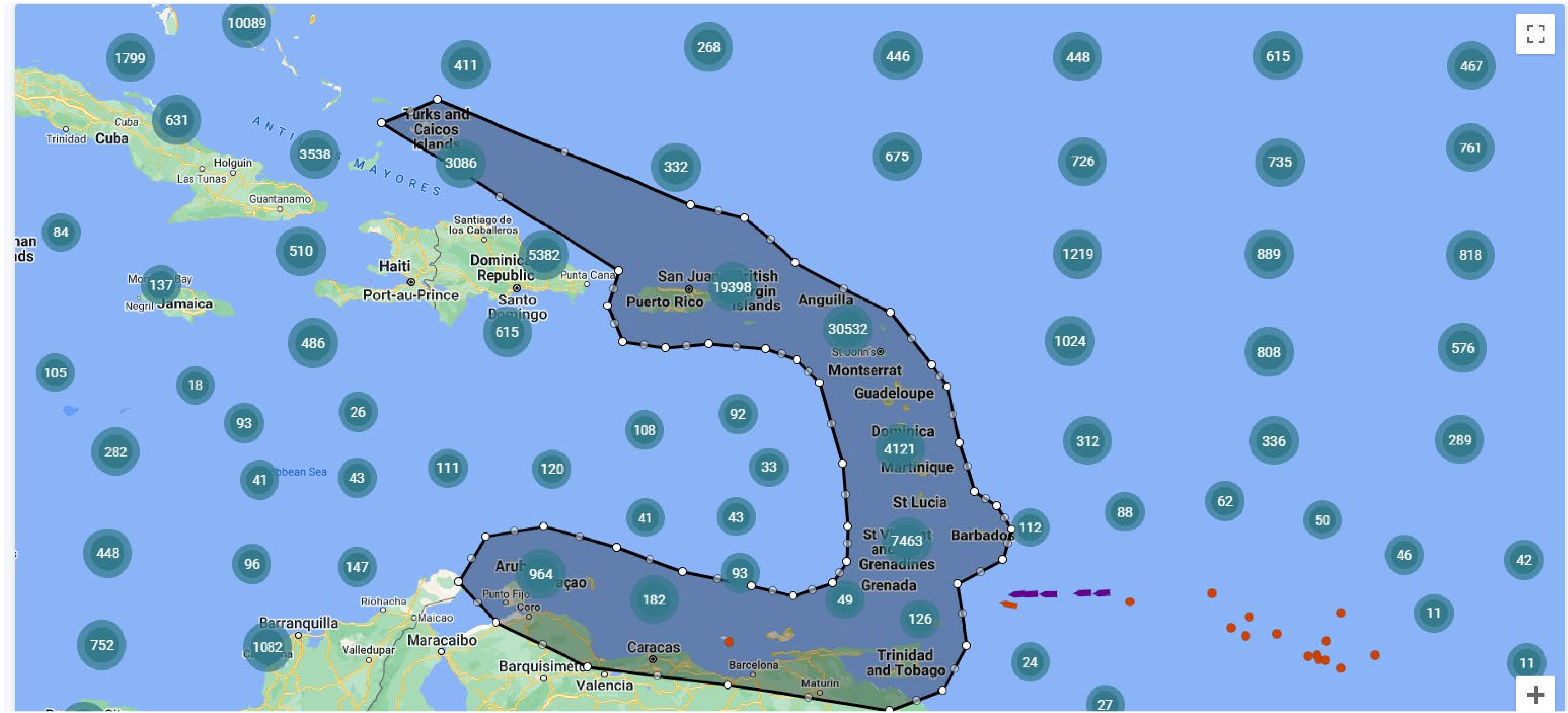


2023 | 556 YACHTS

✓ GEOGRAPHIC REGION Boundary applied (see map)

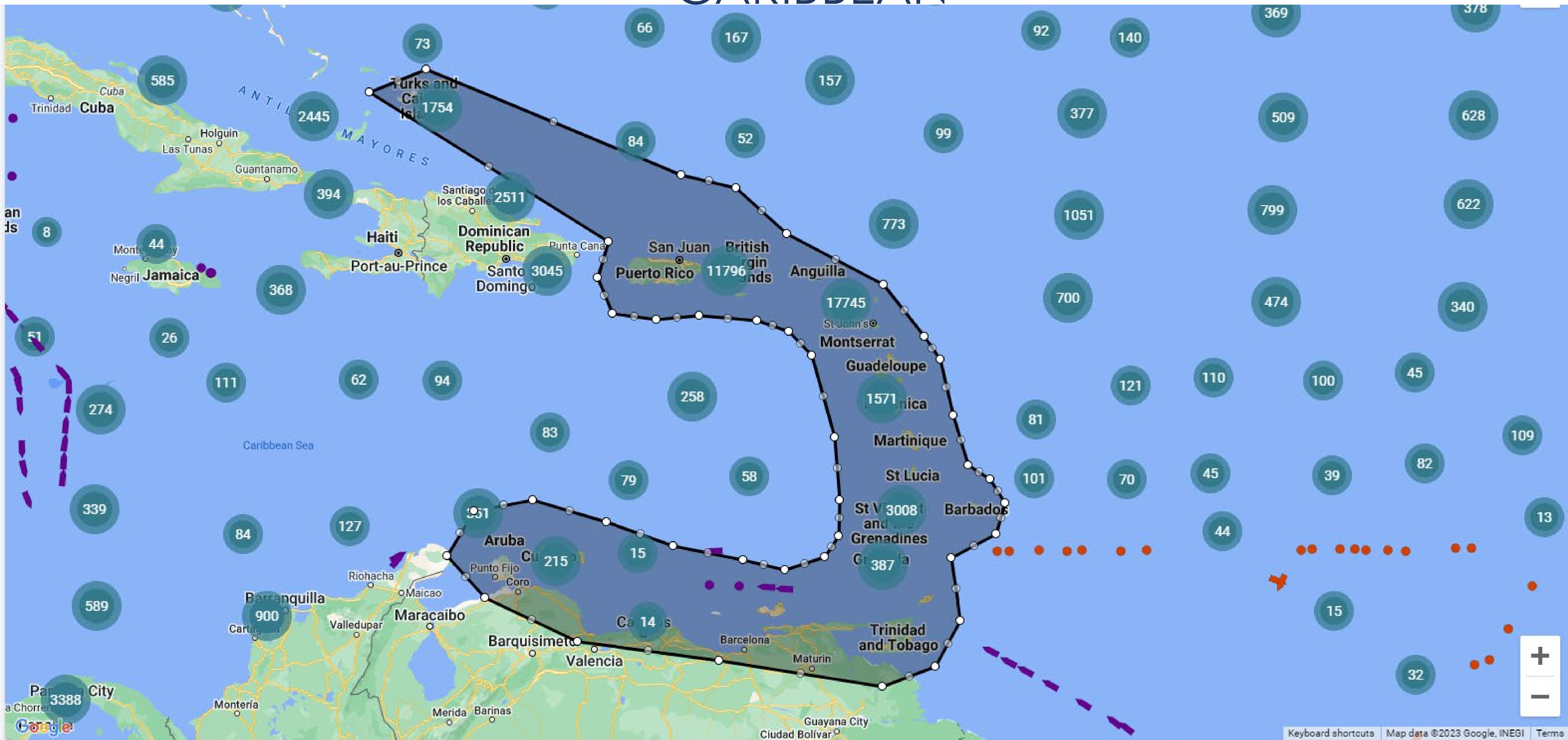
✓ TIMESTAMP is between 1st Jan, 2023 and 31st Oct, 2023 | Edit

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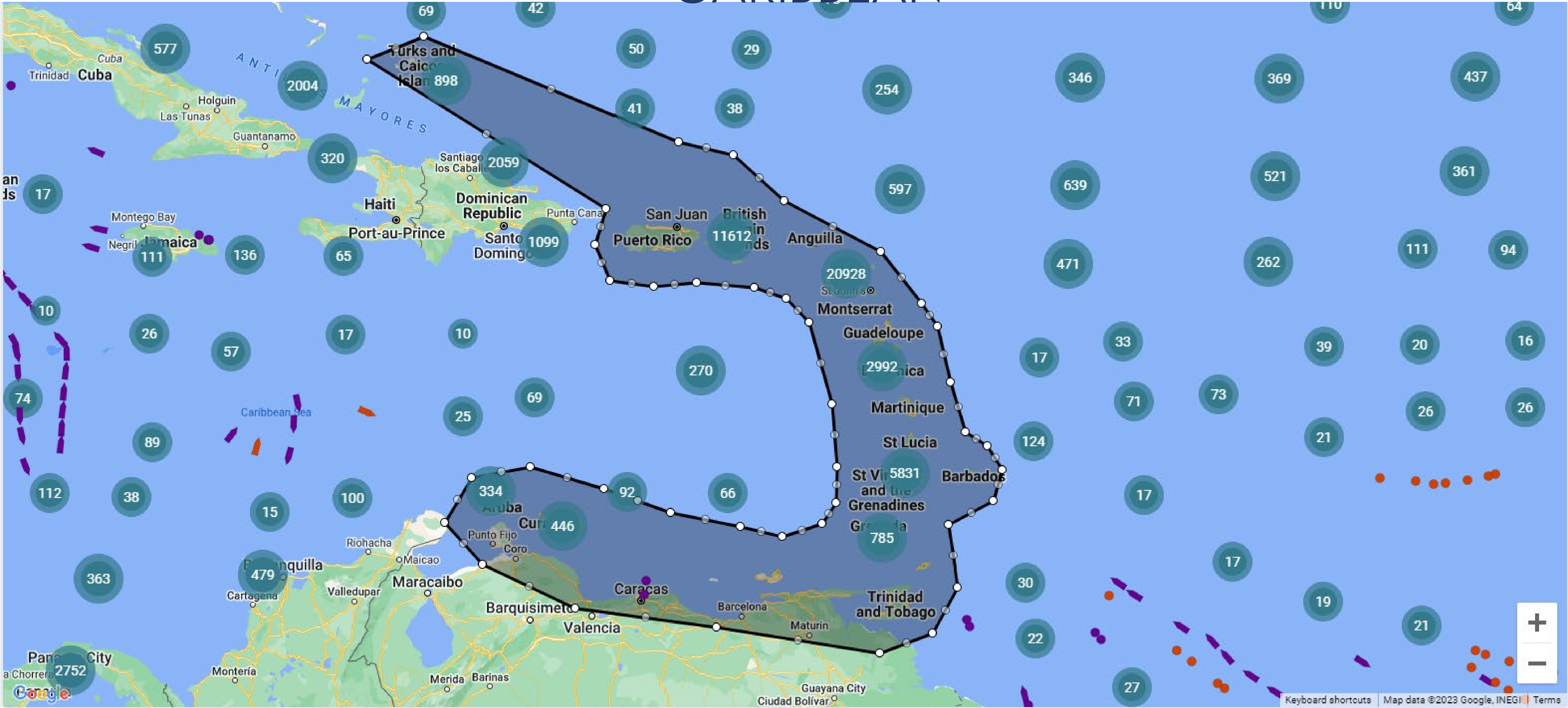
2022 | 706 YACHTS

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2021 | 588 YACHTS

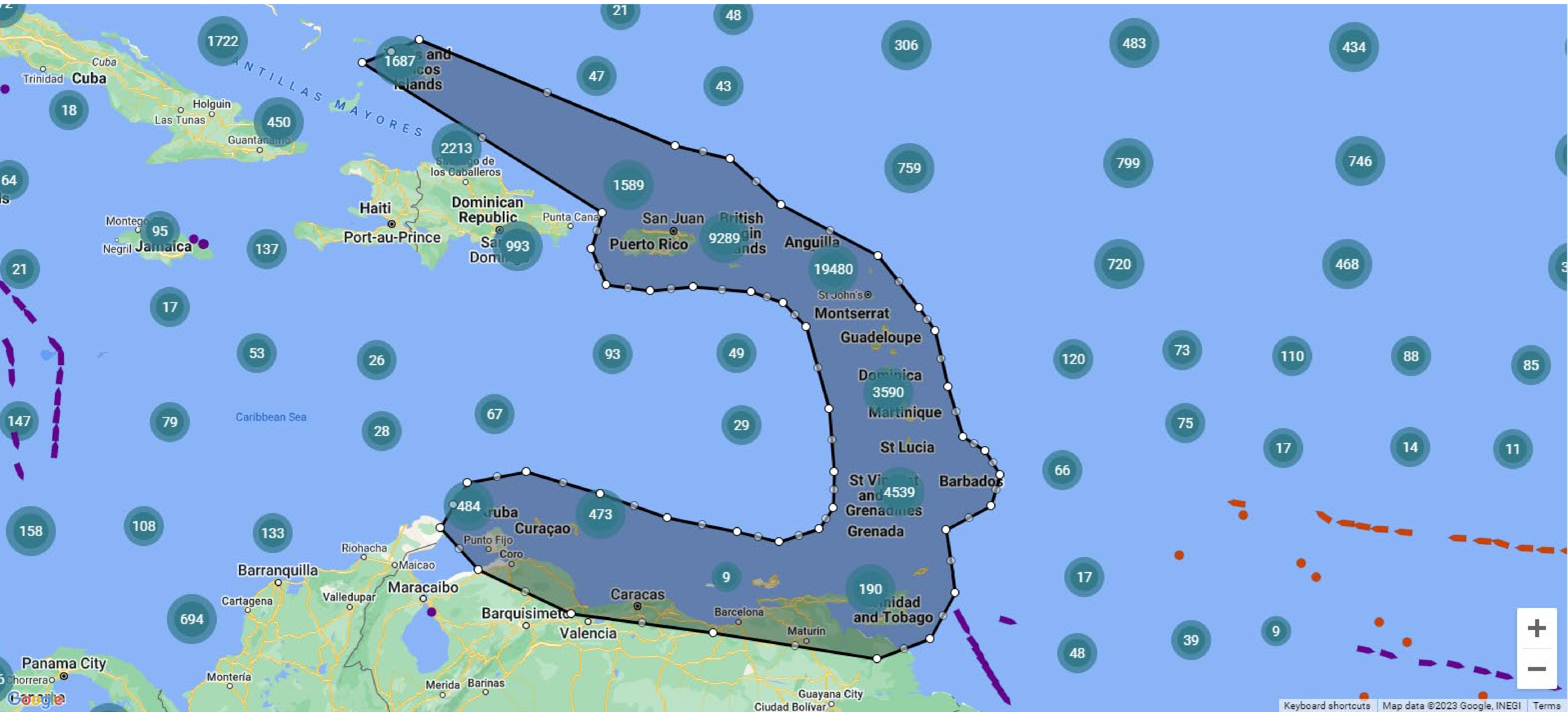
CARIBBEAN



2020 | 671 YACHTS

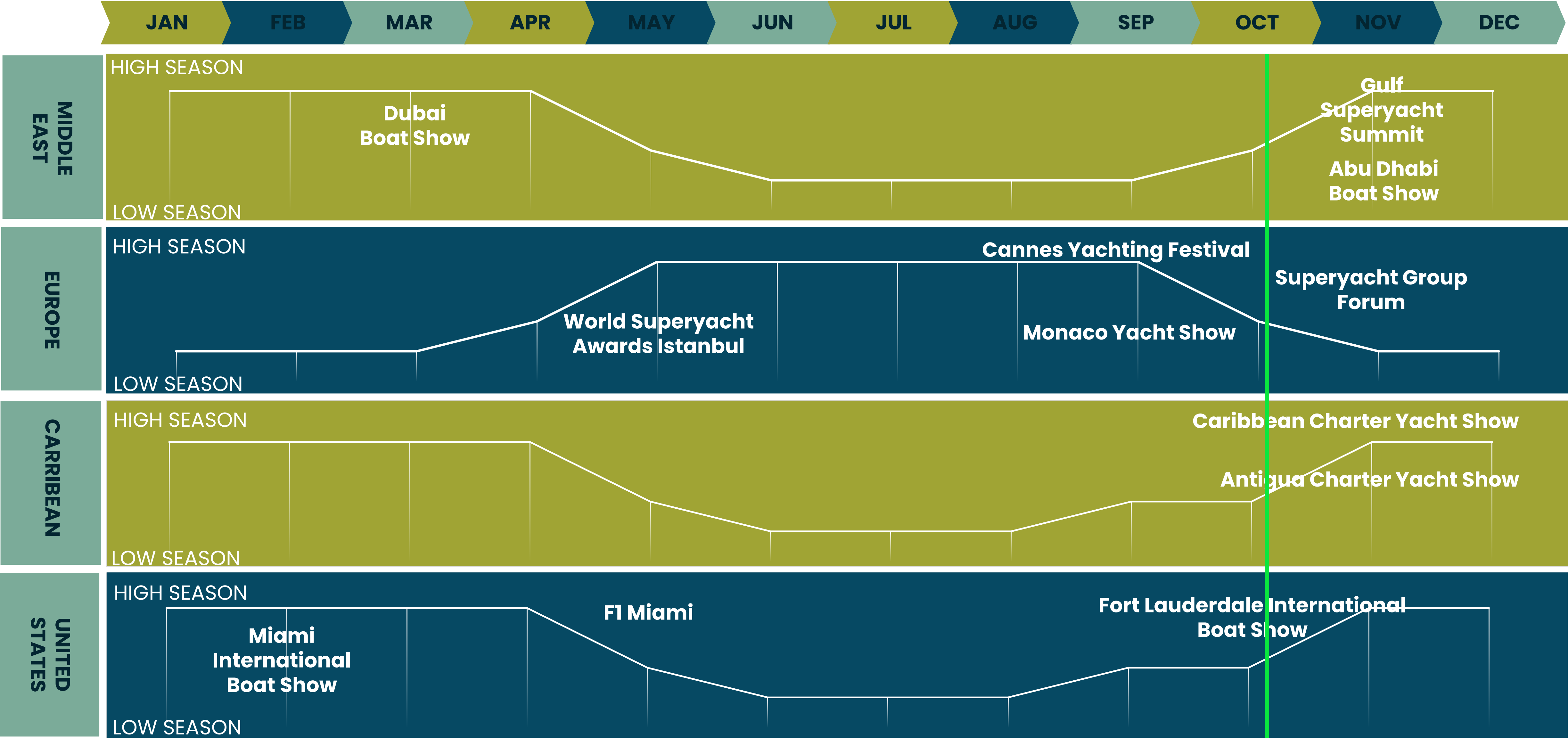
✓ GEOGRAPHIC REGION Boundary applied (see map)
✓ TIMESTAMP is between 1st Jan, 2020 and 31st Dec, 2020 | [Edit](#)

CARIBBEAN



2019 | 685 YACHTS

SUPERYACHT SEASONAL MIGRATION & KEY SUPERYACHT EVENTS/ACTIVITIES



“Funflation”



“Funflation”

In a Sept 13, 2023 major bank report called “Funflation in Full Force” analysts referenced the recent surge in spending on entertainment and live experiences.

Celebratory Media Content

“Funflation” Theoretics

3 Takeaways

1. People will continue to spend on live entertainment
2. Some experts have said the impact of Taylor Swift and Beyonce’s tours are temporary
3. Consumer spending shifts, social media, and more global marketing may sustain the momentum

“Funflation” Theoretics

5 “Funflation” Drivers

1. Consumer spending shifting toward experiences
2. Dynamic pricing models
3. More supply and demand through new artists and global promotion
4. Attraction of live events over virtual events
5. Strong sponsorship base and experiential marketing

Comparison Data Points

1. \$5.4 billion estimated added to US Gross Domestic product from Swift (~50 in 2023) and Beyonce tours (~57 in 2023)
2. Fort Lauderdale International Boat Show \$1.79 Billion economic impact for Florida – year over year impact
3. Miami's Biscayne Bay has a \$64 billion economic impact representing 20% of the county's economy – year over year impact
4. ***Each superyacht represents a vested year over year destination business partner – why aren't we noticed/recognized for our consistent annual contributions?***



Our Superyacht Industry



Recent county report on
'out of' the superyacht industry
annual area investments and job creation
– five (5) examples

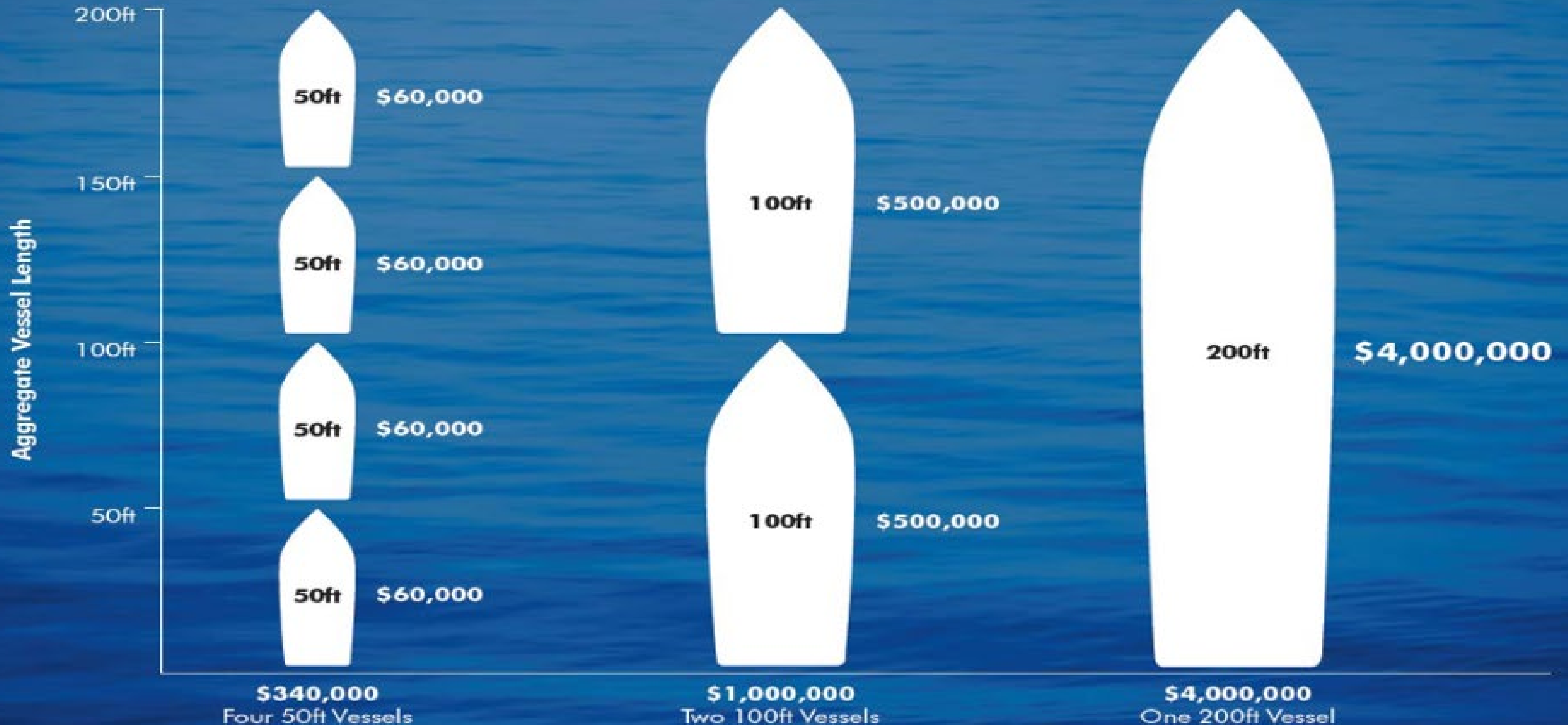
1. \$115M and 30 new jobs
 2. \$17M 125 jobs
 3. \$4M and 45 jobs
 4. \$50M and 40 jobs
 5. \$250,000 and 15 jobs
- TOTAL: ~ \$186M and 255 jobs**

Just One (1) Superyacht
~\$34M Value / 200ft
41 jobs

**To equal out of industry
annual report =
Just ~ 6 superyachts
~ \$204M and 246 jobs**

* Roughly over 100 purpose-built slips exist in the South Florida tri-country area for vessels over 150ft with an access to a dynamic global inventory

ANNUAL ECONOMIC IMPACT OF VESSEL SIZES



Regulatory, Insurance, Crew, Provisioning, Dockage, Maintenance, Fuel, Communications

*Based on operating expenses being equal to 10 percent of the vessel value.



Our Superyacht Industry Talking Points for FLIBS



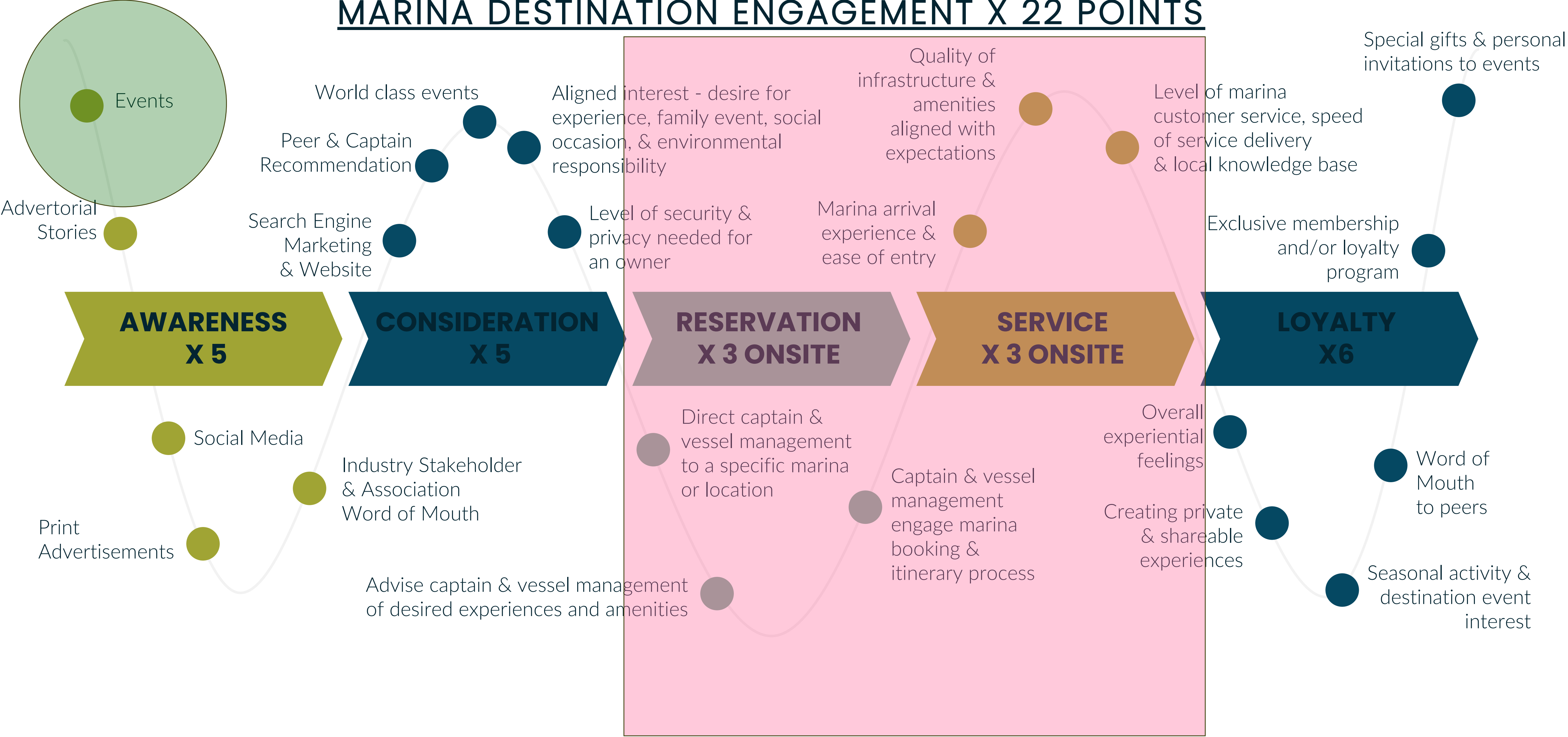
- 1. Superyachts build AMAZING (great) destinations**
- 2. ~ 33% of overall superyacht operating spend remains in port destinations**
- 3. Superyachts are destination Unique Selling Points (USPs) with each vessel representing a local business on the dock**
- 4. The Superyacht industry is a global tourism destination partner and contributes to global travel and tourism GDP (amounting to over \$7 trillion)**
- 5. The superyacht industry champions small businesses and trade career paths – majority of superyacht business have less than 80 employees**

Superyacht Customer Journey and Customer Engagement



SUPERYACHT OWNER CUSTOMER JOURNEY

MARINA DESTINATION ENGAGEMENT X 22 POINTS



WHY DO SUPERYACHTS TRAVEL?



SEASONAL WEATHER CHANGES

Superyachts move to warmer climates for owners and guests to enjoy calmer waters and sunny weather in the summer and in the winter move to cooler areas.

EXPLORE DIFFERENT CRUISING OPPORTUNITIES

Superyacht owners and guests want to visit new and exotic locations in different regions based on destination offerings and world class events.

REGULATIONS AND RESTRICTIONS

Some countries restrict the amount of time a superyacht is allowed in their waters or limit the types of vessels that can enter their ports.

MAINTENANCE AND REPAIR WORK

Superyachts transport or travel to different locations for necessary maintenance and repairs at specific facilities of expertise.

SUPERYACHT ANNUAL CALENDAR ESTIMATE

OWNER USE
30 DAYS / 8%

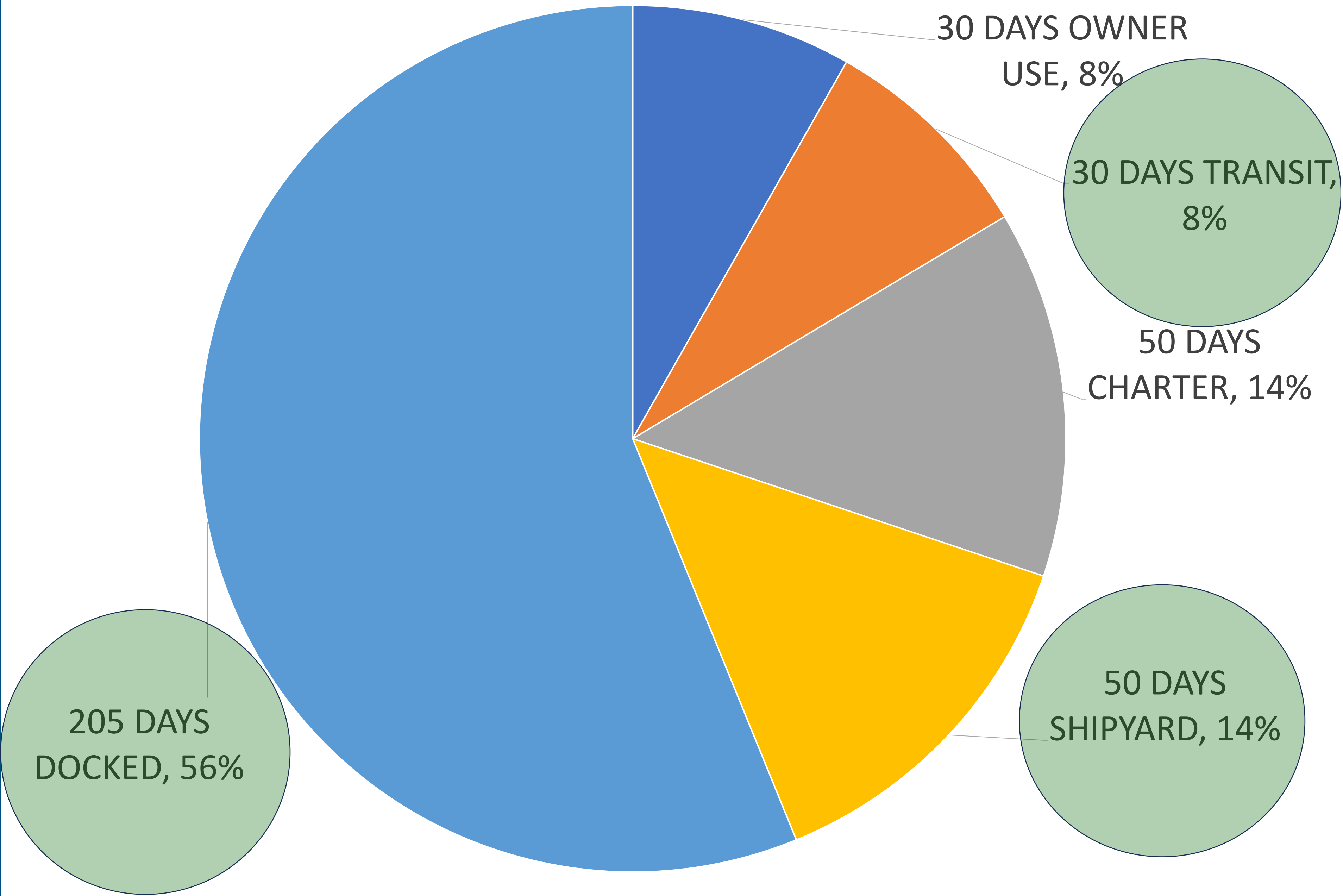
TRANSIT
30 DAYS / 8%

SHIPYARD
50 DAYS / 14%

CHARTER
50 DAYS / 14%

DOCKED
205 DAYS / 56%

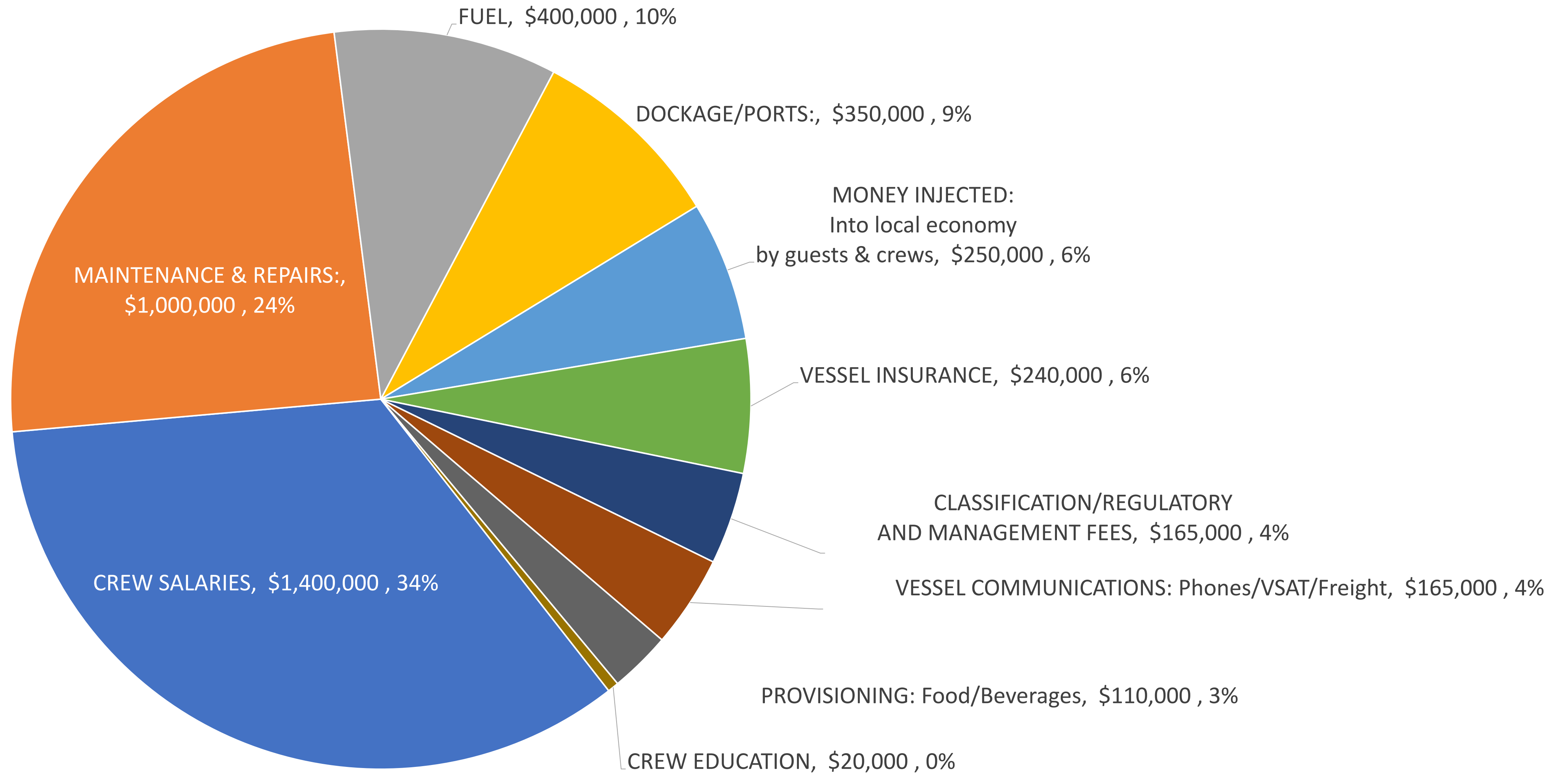
TYPICALLY, WE SPEND
1 DAY A MONTH TOTAL IN OUR CARS
– 12 HOURS PER MONTH



SUPERYACHT ANNUAL EXPENSES 180' / 54M

\$4,000,000

IGY TOUCHES ALL AREAS – FACT AND DEGREE WIP



Carbon Offset Perspective



VISUALISATION OF 1 TONNE OF CO₂

- 1 TONNE CO₂ = 19,635 FT³ (OR 556 M³)
- VOLUME OF 'TYPICAL' HOT AIR BALLOON = 77,700 ft³ (or 2,200 m³)

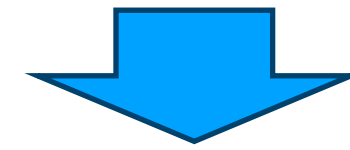
1 Hot Air Balloon represents 4 tonnes CO₂e



VISUALISATION OF ANNUAL CARBON OFFSET PROGRAMME

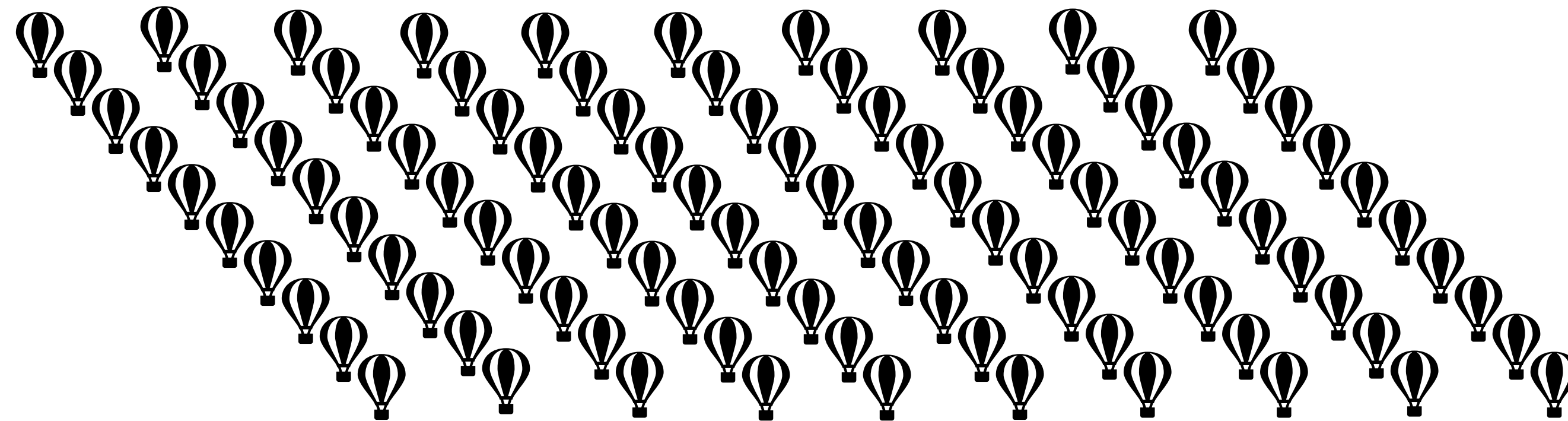
150 FT SUPERYACHT EXAMPLE

- ASSUME ANNUAL FUEL CONSUMPTION OF 38,000 US GALS
 - ASSOCIATED GREENHOUSE GAS EMISSIONS: 400 TONNES CO₂E



ANNUAL CARBON OFFSET PROGRAMME

= 100 HOT AIR BALLOONS





APPROXIMATE COST TO OFFSET = US\$ 5,000 PER YEAR



Yacht Carbon Offset

WHAT DOES YOUR PROJECT SUPPORT PROVIDE?




150 FT YACHT = 400 TONNES CO2 PER YEAR = 400 CARBON CREDITS

IGY Marina Location	Suggested Project to Support	International Registry Certifying Project	Power Production Emission Savings,	Power Production for 400 Carbon Credits		No. of Ave. US Homes powered by equivalent Power Production
			<i>tonnes CO2e/MWh</i>	<i>MWh</i>	<i>Hours</i>	
Americas & Caribbean	Aruba Wind Power	 Gold Standard for the Global Goals	1.18	338	22	34
Americas & Caribbean	Dominican Republic Wind Power	 Verified Carbon Standard A VERRA STANDARD	0.72	558	15	56
Europe	Ivory Coast Hydroelectric Power	 Verified Carbon Standard A VERRA STANDARD	0.60	662	5	66
Europe	Indian Solar	 Verified Carbon Standard A VERRA STANDARD	0.93	428	24	43
						50 US Ave. Homes (Average) per year

PROJECTS CERTIFIED BY INTERNATIONAL REGISTRIES: GOLD STANDARD; VERRA
YACHT CARBON OFFSET’S PROCESS CERTIFIED TO ISO 9001 BY LRQA



OFFSET PROJECTS TO EXPLORE SUPPORT

<p><i><u>Vader P Wind Project, Aruba</u></i></p> 	<p><i>Gold Standard</i></p> <p>The first wind farm on Aruba this project consists of 10 wind turbines with a combined generating capacity of 30MW, supplying around 18% of Aruba's energy needs. The project contributed to local employment during the construction phase and directly sustains five local jobs. The environmental impact of the installation is carefully monitored, including mitigating the risk presented to birds and bats by planting vegetation nearby.</p> <p>Find out more here: YCO2 Website: Aruba Wind Power.</p>
<p><i><u>Soubré Hydroelectric Project, Cote d'Ivoire</u></i></p> 	<p><i>Verified Carbon Standard</i></p> <p>Soubre is a large-scale (270MW), run-of-river hydroelectric power plant located in the Bas Sassandra region of the Côte d'Ivoire, utilizing hydro resources of the Sassandra River. The project reduces the electricity grid's heavy reliance on fossil fuel based power generation, with estimated emissions reductions of 2,566,000 tonnes CO₂ per year. It has a significant beneficial impact on the local communities providing clean drinking water and irrigation, as well as supporting local infrastructure projects .</p> <p>Find out more here: Cote d'Ivoire - Hydroelectric Power (Soubré) - Yacht Carbon Offset</p>
<p><i><u>Larimar Wind Project, Dominican Republic</u></i></p> 	<p><i>Verified Carbon Standard</i></p> <p>Located on the Caribbean coast of the Dominican Republic, this 97.9MW project produces national power from 29 Vestas wind turbines. The project reduces the country's dependence on imported fossil fuels and is estimated to save 0.7 tonnes of greenhouse gas emissions for every megawatt of power it produces. Annual emissions savings are estimated to be 177 thousand tonnes CO₂e per year. The project also brings significant social and economic benefits to the local population and stimulates multiple community projects.</p> <p>Find out more here: Dominican Republic - Wind Power (Larimar Windfarm) - Yacht Carbon Offset</p>



Media Trends



Media Content Trigger Words

(“usually” not found in a press release)

Most Common Compelling Content Words

- 1. Free**
- 2. You (directly speaking to)**
- 3. Reviews**
- 4. Health (crew)**
- 5. Results**
- 6. Proven**
- 7. Money**
- 8. Easy**
- 9. Safety**
- 10. Guaranteed**

People buy with emotion first and then justify with logic afterwards

- 1. Fear**
- 2. Love**
- 3. Greed**
- 4. Guilt**
- 5. Pride**

Media Content Drivers

1. Majority of stories in the superyacht sector are 'press release' content driven
 2. Anecdotally superyacht "out of industry" media has negative connotations
 3. Is the superyacht industry in an "Echo Chamber" re content for the customer
-

Questions for everyone (~~company~~) in this room ...

- i. Who is the customer? - **Owner**
- ii. What are we saying? – **Frictionless experiences**
- iii. When and Where are we communicating? – **365 days**
- iv. How are we communicating? – **Out of industry**

Media 2024 Next Steps

Content Drivers

**USSA board working with superyacht media to
enrich customer engagement content**

**To start (a workout), creating a library of three stories (media)
championed by the USSA ...**

- 1. Ownership process – New owners**
- 2. Tourism destination partner case study – In industry stakeholders**
- 3. Supporting small business career paths – Out of industry interests**

**Thank You
Onward and Upward
Together!**



Bert Fowles – Vice Chairman