

# SYL

SUPERYACHT**LIFE**

*Let's grow the industry together*

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## *2020 in Review*

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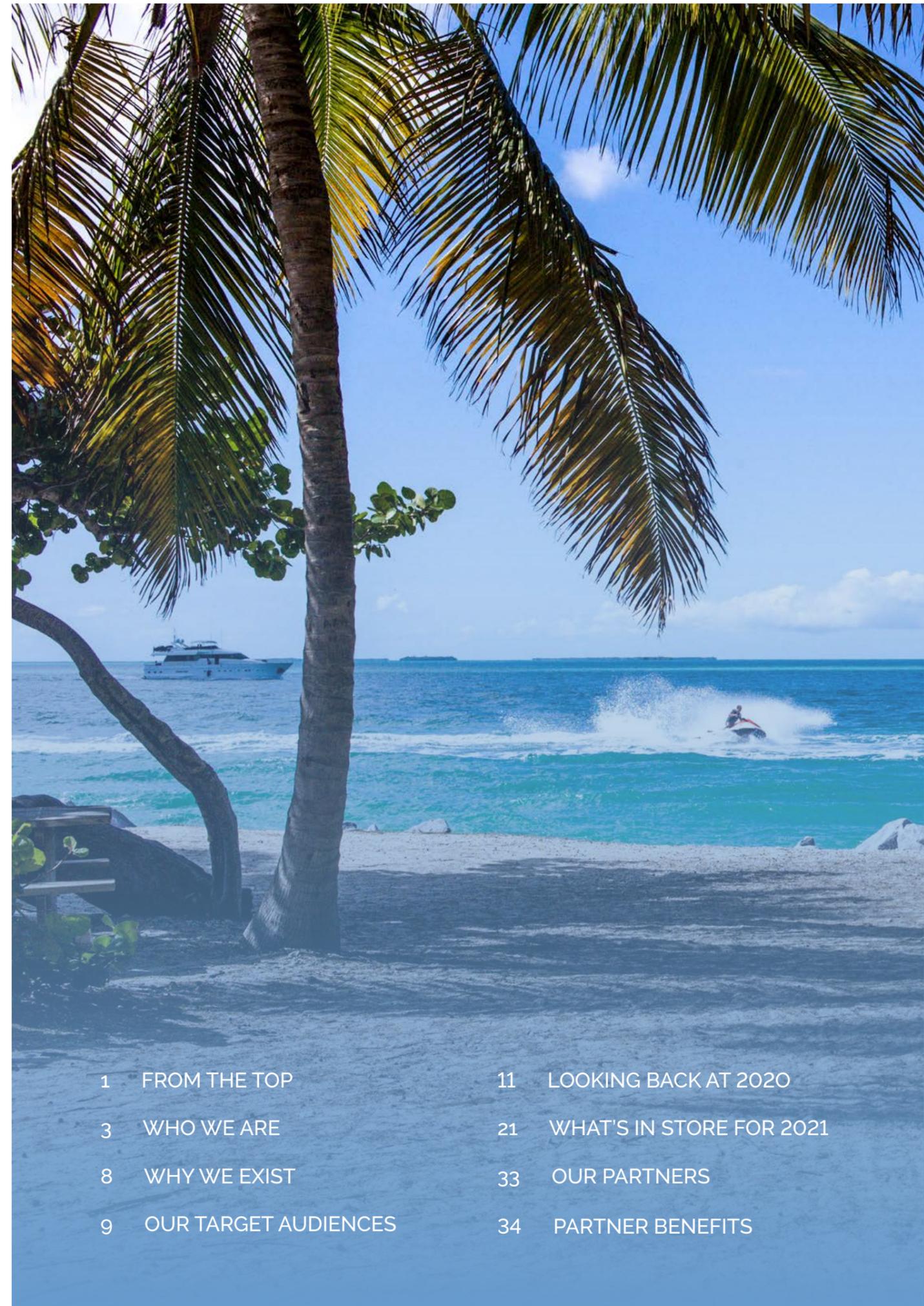
[thesuperyachtlifefoundation.com](https://thesuperyachtlifefoundation.com)



*“Amen to the superyacht lifestyle. This is the best targeted advertising I have seen for a life I cannot afford but wish I could. I’ll keep saving.”*

FACEBOOK COMMENT

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*Our mission is simple.*

**WE ATTRACT NEW AUDIENCES  
TO SUPERYACHT CHARTER  
AND OWNERSHIP BY CREATING  
A POSITIVE PERCEPTION OF  
SUPERYACHTING TO HELP THE  
ENTIRE INDUSTRY THRIVE.**

**CARLOS VIDUEIRA**  
BOARD PRESIDENT



I'm a firm believer in working together as an industry. At Rybovich, we have had the pleasure of participating in the industry for almost 20 years and so we have really witnessed how the industry has evolved. There is definitely a public perception problem and that is one of the reasons the industry hasn't really grown proportionate to the number of high net worth individuals. By working as a collective, we can re-position and grow the industry.

It's been fantastic to see how the industry has reacted to this initiative. While it's not a new concept and has been successfully implemented by many other industries, it's gratifying to see more and more organisations getting behind and supporting this important foundation. I'd like to thank the organisations who have lent their crucial support to the campaign and look forward to welcoming more in 2021.

*Carlos*

**THEO HOONING**  
SECRETARY GENERAL



In times of trouble, cooperation is essential. While 2020 was not the year any of us expected nor desired, it did reinforce the need for The Superyacht Life Foundation. As a collective, we are able to put the industry's best foot forward, ensuring that we come through the pandemic stronger than before with a reputation to match. Our guidelines for communicating during COVID-19 were one way we were able to help. These were well-received and widely shared across the industry.

Looking ahead, we're excited about the opportunity to recognise some of the inspirational individuals that make our industry exceptional with our first event. In addition, our research project with the International University of Monaco is sure to offer valuable insights for our partners. In short, we are working hard on improving the perception of superyachting.

And I'm pleased to report that we're seeing a positive change in how superyachting is depicted in the mainstream media with more and more coverage given of the positive aspects of our industry. But there's more to be done. To the organisations who have joined us, thank you for supporting the industry in this way. To those who have yet to join, success will only come when we work together. With the right support, Superyacht Life will grow from a campaign to a real movement; a movement for the benefit of the entire industry.

*Theo Hooning*

*“When the hurricane hit the Bahamas, there was no hesitation. In the end, he raised a million dollars to fund all the supplies we took in. It was amazing to help people that really needed help.”*

- LES ANNAN

#HUMANSOBYACHTING – LES ANNAN  
WRITTEN BY DOMINIQUE AFACAN  
PUBLISHED FEBRUARY 2020



PHOTO: ALLEN EXPLORATION

## OUR BOARD

Our roots as a non-profit foundation lie within the industry. The Superyacht Life Foundation is backed by a board of esteemed executives from across the industry, united in their vision to grow the industry together.



**Carlos Vidueira**

*Managing Director*  
Rybovich Marina

“In the absence of information, people will make up their own stories about what happens on a yacht. The challenge really lies in rebranding. We need to highlight the benefits that come from the product instead of just the product itself.”



**Charlie McCurdy**

*Chief Executive*  
Informa Markets

“I believe that no single player can adequately deliver the message as to the basic, compelling appeal of experiencing the superyacht lifestyle but The Superyacht Life Foundation can play this role.”



**Jonathan Beckett**

*Chief Executive*  
Burgess

“The Superyacht Life Foundation is a great platform encouraging collaboration, innovation, and evolution – only as a team can we work towards our collective goals.”



**Benedetta Moreno**

*Marketing Director*  
Azimut|Benetti Group

“Although superyachting may be a luxury for few, building superyachts is a job for many, redistributing wealth from the richest to an entire population of people. Correcting the misconceptions about superyachting must be a joint effort from the main industry players.”



**Farouk Nefzi**

*Chief Marketing Officer*  
Feadship

“It is always the bad guy in the movie that owns the yacht. The truth is very different from the perception though, and we need to position ourselves differently as an industry. It’s important to have a joint focus – in a collective, we can find strength.”



**Michael Breman**

*Sales Director*  
Lürssen

“The people we build boats for are families. Unfortunately, that’s not the first impression people have of yachting. The positive aspects need to get a better push. We all try to do this on our own, but The Superyacht Life Foundation unites all of these voices.”



**Merijn de Waard**

*Founder and Director*  
SuperYacht Times

“Often people only see the luxury associated with superyachts, but there is a lot more to it than that. I believe that as an industry we can do a lot more to promote this and elevate the image of yachting worldwide.”



**Theo Hooning**

*Secretary General*

“There is only an industry if there is collaboration. With The Superyacht Life Foundation, we can act as one with a long-term strategy and philosophy. Instead of running from deal to deal, we need to think about where the industry will be in five or ten years time.”

## THE TEAM



**Dominique Afacan**  
Editor-in-Chief



**Mark de Jong**  
Marketing Manager



**Tessa den Hartog**  
Marketing Executive



**Alice l'Anson Widdows**  
Partnership Manager

## OUR MISSION

Superyacht Life is a collective marketing programme devoted to attracting new audiences to charter and ownership in order to grow the industry and benefit from the growing number of ultra-wealthy worldwide. We do this by challenging misconceptions and improving the perception of superyachting. This will help the whole industry thrive - from the builders and the brokers to the supply chain and service companies.

Our strength lies in our independence. As a brand-neutral campaign, Superyacht Life serves the entire industry, with companies and competitors across the spectrum banding together in one orchestrated campaign, allowing the industry to put its best foot forward and showcase the lifestyle, people and places behind the superyachting good life.

## OUR VISION

Our vision is that superyachting is widely perceived as a wholesome, family-oriented lifestyle that provides successful individuals with exceptional experiences and the freedom to travel around the world in comfort and privacy. This perception reduces ownership stigma, reaches new audiences and, in turn, grows the industry.

“*Alongside building yachts that boast fuel efficiency, eco propulsion and sustainable materials, some shipyards are taking ownership of the problem right on their own doorsteps – ensuring their own facilities are as sustainable as could be.*”

- JULIA ZALTZMAN

**GREENING UP YACHTING ONE SHED AT A TIME**  
WRITTEN BY JULIA ZALTZMAN  
PUBLISHED MARCH 2020

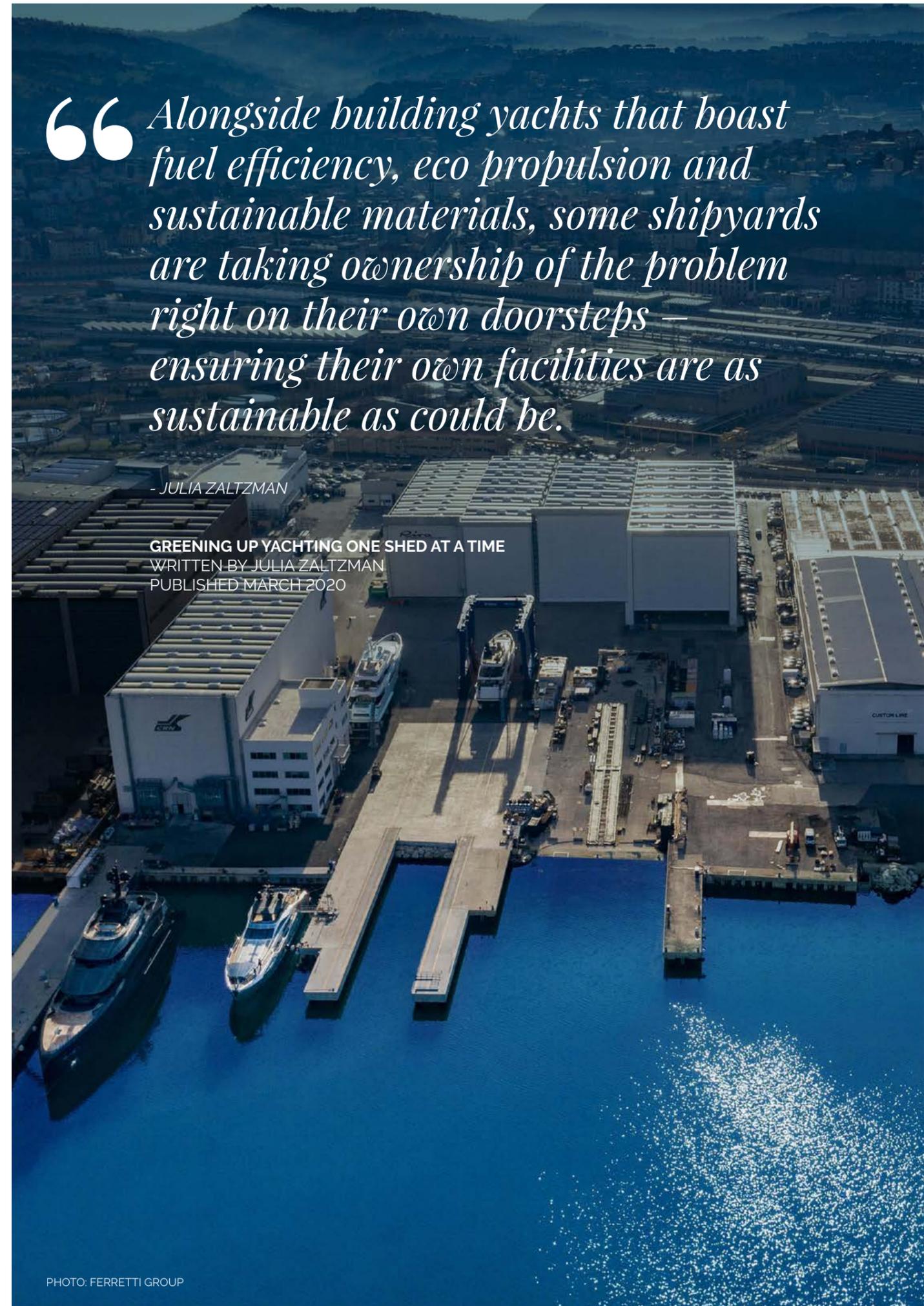


PHOTO: FERRETTI GROUP

“Yachting is changing in the way that owners now want to give something back. Our clients don't have much time and they like to make the most of that time and spend it with family on the ocean; they realise that if they want to enjoy the oceans, they have a role to play in saving them.

- ROSE DAMEN

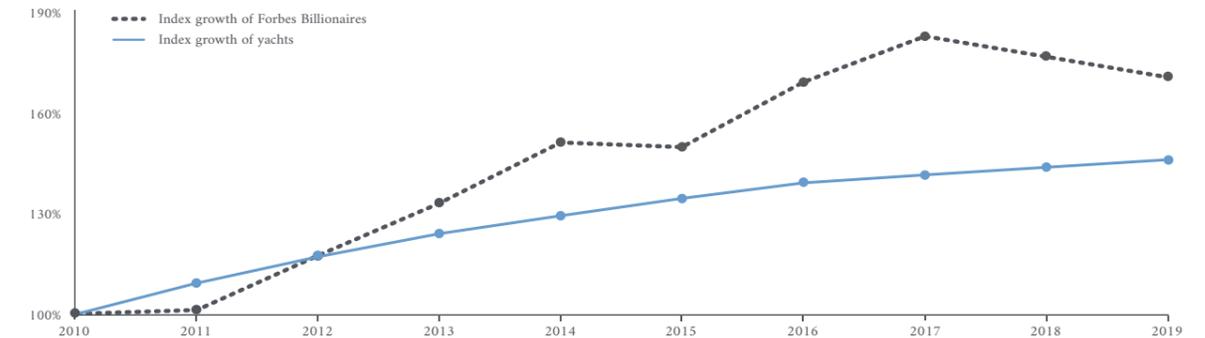
#HUMANSOFYACHTING – ROSE DAMEN  
 WRITTEN BY DOMINIQUE AFACAN  
 PUBLISHED JANUARY 2020



PHOTO: DAMEN YACHTING

## WHY WE EXIST

Superyachts have always been the privilege of the very few. They still are, and they will always remain so, but in recent years the number of these ultra-wealthy individuals has continued to grow at an increasing rate. In contrast, superyacht ownership hasn't grown at the same level, meaning that the industry is not achieving its full potential. This is a missed opportunity.



The poor reputation of the world of superyachts has been identified as a key factor for this by many people in the industry. People often associate superyachts with greed and low morals, an image that is fueled by the press and the entertainment industry. From James Bond to The Wolf of Wall Street, more often than not, the villain is the one on the superyacht. Through this incorrect representation in the media and unfavorable misconceptions, the real meaning of yachting has gotten lost in the headlines. Superyachts have turned into status symbols – but for all the wrong reasons. The actions of a few have been extended to the whole and the entire industry is now suffering from poor representation on the global stage.

## WHAT WE DO

The Superyacht Life Foundation is on a mission to remedy this. As a non-profit foundation, we use our unbiased status to educate, inform and engage – opening up the world of superyachts to new audiences and securing the long-term health of our industry. We do this by shining a light on the positive aspects of superyachting via online content, PR, events and research.

### Positive stories

We produce original content that champions the positive people, places and projects surrounding the superyachting good life. Our stories have already reached an audience of millions through targeted advertising.

### Public relations

We are the first port of call for non-yachting press who want to cover the superyachting lifestyle. Our regularly-updated press kit provides our extensive network of high-level journalists with key facts and figures, resulting in more positive stories.

### Strategic events

We organise events to introduce potential owners to the superyachting lifestyle first-hand. Our first event will go beyond the brands and the boats, instead focusing on the inspirational people that make the superyacht industry exceptional.

### Market research

We are on a mission to learn more about our industry. We conduct psychographic research into the reasons why our clients engage (and, more importantly, do not engage) in superyachting. The results are shared exclusively with our partners.

## Target audiences and their key messages

### THE ULTRA-WEALTHY

Of all the people in the world who can afford to buy or charter a superyacht, only a small percentage actually do so. We show the rest how superyachting could add invaluable and unforgettable experiences to their lives. In addition, a younger generation of wealthy individuals has arrived on the scene, a generation that is looking for truly unique and tailored experiences rather than for tangible assets. Experiences that can be provided by superyachting.

- Superyachting is a wholesome, family-oriented lifestyle for successful and deserving people who seek to maximise their quality of life.
- Superyachting provides the freedom to explore the world in the ultimate comfort.
- Superyachting relies on traditions, skills and craftsmanship that come together to build a yacht.
- The superyacht industry is dedicated to improving the oceans and environment around us.
- Superyachting is something to be proud of.

### THE WEALTHY AND OTHER INFLUENCERS

While not in a position to charter or buy, they are in a position to influence the ultra-wealthy. Think high-income audiences, but also family offices, advisors and other people who run in the sphere of the ultra-wealthy.

- Superyachting is a wholesome, family-oriented lifestyle for successful and deserving people who seek to maximise their quality of life.
- Superyachting provides the freedom to explore the world in the ultimate comfort.
- Superyachting offers an unrivaled setting for exceptional experiences.
- Superyachting relies on traditions, skills and craftsmanship that come together to build a yacht.
- The superyacht industry is dedicated to improving the oceans and environment around us.

### THE GENERAL PUBLIC

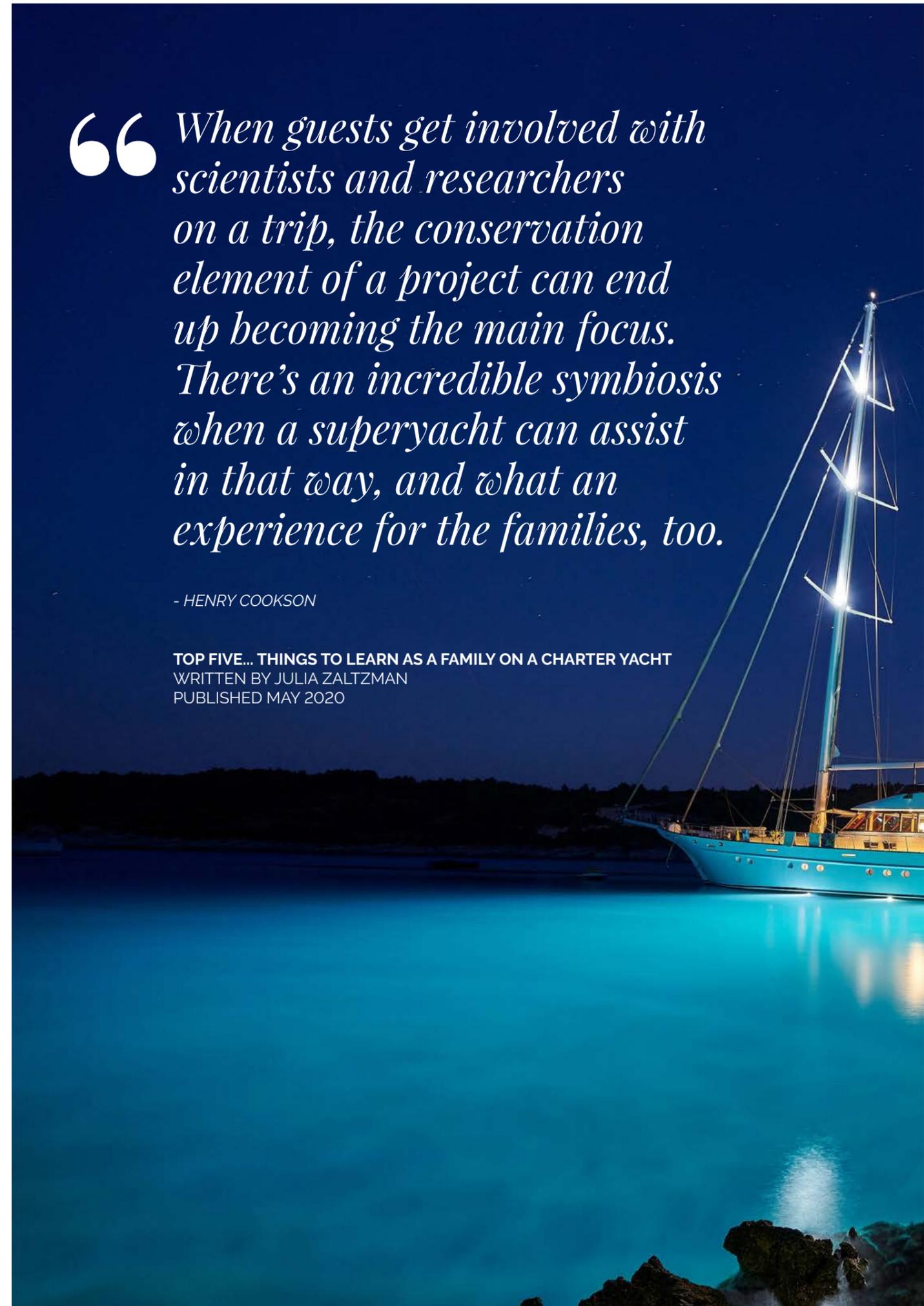
Reaching a mass audience is essential to improve the industry's image. A large majority of these people may never be able to buy a superyacht, but a mass change in perception is undoubtedly reassuring for those who can.

- Superyachting is a wholesome, family-oriented lifestyle for successful and deserving people who seek to maximise their quality of life.
- Superyachting relies on traditions, skills and craftsmanship that come together to build a yacht.
- The superyacht industry provides a significant economic benefit, from wealth redistribution to employment and onshore spending.
- The superyacht industry is dedicated to improving the oceans and environment around us.
- Superyachting is the pinnacle of experiential holidays. It is interesting to watch and follow.
- Even if one cannot afford a superyacht, one can always dream.

“When guests get involved with scientists and researchers on a trip, the conservation element of a project can end up becoming the main focus. There’s an incredible symbiosis when a superyacht can assist in that way, and what an experience for the families, too.”

- HENRY COOKSON

TOP FIVE... THINGS TO LEARN AS A FAMILY ON A CHARTER YACHT  
WRITTEN BY JULIA ZALTZMAN  
PUBLISHED MAY 2020



# 2020 in numbers.

**12**  
*newsletters sent*

**147**  
*posts shared  
on Instagram*

**1**  
*set of guidelines for  
communicating during  
COVID-19*

**2**  
*virtual board  
meetings held*

**50**  
*positive superyachting  
stories published*

**40,000**  
*strong social media following*

**180**  
*press kits emailed  
to relevant media*

**169,000**  
*reads of  
our stories*

**3.6 million**  
*total impressions  
across all channels*

**1,180**  
*articles analysed that  
featured superyachts*

**1**  
*groundbreaking research  
project started*

## OUR PROJECTS: POSITIVE STORIES

# Behind every superyacht lies a story.

The Superyacht Life Foundation is on a mission to share these stories, offering a fresh take on the positive people, places and projects that surround the superyachting good life.

People and personalities lie at the heart of our content. We speak to the families who embark on pioneering adventures together by superyacht, we meet with the skilled craftsmen and women who work behind-the-scenes to enable these extraordinary voyages and we champion the inspirational individuals who are striving to improve the oceans and environment around us.

### Reaching new audiences

Online audiences are drawn to our stories through regular email newsletters, social media advertising, search engine advertising and content syndication tools.

### Our imagery

The reputation of superyachting is being tarnished by imagery which has not evolved to keep pace with society. We still see images of girls on board in high heels, fully-dressed men surrounded by scantily-clad women, highly posed bikini shots – the list goes on. Needless to say, we avoid all such imagery in favour of more realistic and gender-neutral photography.



We divide our stories into the following five categories:

- *Kinship* – Superyachts are often seen as floating party venues where questionable behaviour takes place away from prying eyes. We offer a totally different perspective, highlighting the fact that yachts are great places for families and friends to spend time together.
- *Journeys* – Yachts can take people to places they wouldn't otherwise be able to go. We focus on the more intriguing and off-the-radar adventures, beyond the Côte d'Azur.
- *Craft* – Yachts are often shown as enormous finished products - usually referred to by their size. Instead, we celebrate the under-reported traditions, skills and workmanship that come together to create a yacht.
- *Purpose* – We encourage and highlight the philanthropic ventures and sustainability projects within the yachting world that aim to improve the oceans and environment around us.
- *#humansofyachting* – Our first-person pieces champion the people and personalities behind the superyachting good life, from owners and enthusiasts to explorers and innovators.

### Our voice and tone

We love superyachting but we're not blind fanatics. We shine a light on the positive aspects, but we're always honest. We're not here to spin or sell, just amplify the good stuff. Retaining our credibility is crucial. We write for a new audience that is unfamiliar with the industry so we're careful to not get too technical. Whilst superyachting is for the lucky few, we never use language that sounds elitist or snobby.

### We want to share your stories

If you have something positive going on that fits with our direction, we would love to hear from you.

OUR PROJECTS: COVID-19 GUIDELINES

# Communication during a pandemic.

March 2020 saw the world descend into strange and uncertain times. What we experienced was so unprecedented that there was simply no marketing rulebook to follow.

Superyachts quickly became a target in the media. As the industry's collective marketing programme devoted to changing the conversation around superyachting, we wanted to do what we could to help.

While we never claimed to be experts on marketing during a pandemic, we decided to put together some guidance, suggestions and ideas on how to best communicate during those few early months of the pandemic. The guidelines, while no longer as relevant due to the ever-changing situation, were widely shared and well-received by the superyachting community. It was another way that Superyacht Life, as an independent body, could offer a service that benefited the entire industry.



What is the **economic value** of the industry?

How many **superyachts** are there?

Are **superyachts** getting **greener**?

How do **superyachts** **redistribute wealth**?

How much does an average **superyacht** **cost**?

What are **superyacht** owners doing to **give back**?

How do **superyachts** **benefit local communities**?

Do **superyachts** abide by **regulations**?

How long does a **superyacht** take to **build**?

Do **superyachts** support **jobs**?

OUR PROJECTS: PRESS RELATIONS

# Giving journalists the right story.

Our press kit provides key facts and figures for journalists, resulting in more factual, positive stories about our industry.

We proactively share our press kit with accredited media ahead of yacht shows, as well as with journalists who write about superyachting. By providing journalists, especially those new to the industry, with the right facts, figures and trends to help them make sense of this extraordinary world, we encourage them to come to us for information and resources, resulting in more positive superyachting stories in the media.

Read our press kit at [thesuperyachtlife.com/press-kit](https://thesuperyachtlife.com/press-kit)



A photograph of two dolphins leaping from the water in a calm sea at sunset. The dolphins are dark against the golden water, with their reflections visible below. The sky is filled with soft, golden light and scattered clouds. In the distance, a low-lying island or coastline is visible on the horizon.

“ One memorable day, a school of dolphins surfaced right in front of the yacht, leaping about in the bow wave and putting smiles on the whole family’s faces. It was such a memorable part of the trip, especially for our children.

- MARTIN HAGER

**FIVE HIGHLIGHTS OF A FAMILY CHARTER**  
WRITTEN BY MARTIN HAGER  
PUBLISHED APRIL 2020

NEXT UP: RESEARCH PROJECT

# Insights to better understand our clients.

One of the first steps of marketing is understanding your audience and, in the superyachting industry, we pride ourselves on our close relationships with our clients.

But how well do we really know the UHNWI that make up our black books? While we each have our own experiences as well as shared anecdotes, opinions and ideas, we don't have any hard data to convert our conjecture into conclusions. This isn't surprising because good research comes at a cost – a cost that is often prohibitive for individual companies to undertake themselves. But that's where we step in. As the collective platform for the industry, costs can be shared between partners, with all who fund the research benefitting from the insights gained.

We're excited to be partnering with the International University of Monaco to conduct this research. Building on previously-collected data, the study will address a number of research questions through in-depth interviews with owners. To ensure we fully understand our target audience, we will also interview another group of people. This group will consist of those that have not yet engaged in superyachting, despite having the means to do so.

Following the study, a report will be produced exclusively for Superyacht Life partners. This report will focus on actionable solutions and insights, not complex methodology and one sample t-tests. A list of dos and don'ts will be included with the objective of improving the customer journey so to convert more prospects into clients. Insights on how the wider industry is perceived, as well as trends, challenges and opportunities will also be included.



NEXT UP: SUPERYACHT LIFE HONOURS CEREMONY

## Recognising those who make superyachting exceptional

There is so much good going on within the industry. Feats of engineering, incredible designs, philanthropic ventures, intrepid journeys and sustainable innovations making the world a better place. Unfortunately, these stories are not being covered in the mainstream media. This is our chance to recognise the good within the industry, share these stories with the world and improve the perception of superyachting.

The goal is to use the timeliness and credibility of the event to give the honorees' stories the attention they deserve in the media. We want to reach a wide, general audience where, instead of having stories about the event itself, the honorees' inspiring stories take center stage, in turn reflecting positively on the superyacht industry. Stay tuned for more information.



NEXT UP: PR WORK

# Getting our style of positive superyachting stories in the media

There is a large amount of negatively-skewed press, while almost all positive superyachting coverage is about new models, launches and concepts. Conspicuously absent are positive superyachting experiences. That's where we step in.

When funding allows, a key activity of ours will be getting positive superyachting stories published in the media. To make this happen, we will work closely with a PR agency with experience in both representing both entire industries and superyachting.

We'll focus on high-end lifestyle and business publications, both print and online. Think of titles such as *Vanity Fair*, *Condé Nast Traveller* and *Elite Traveler* when it comes to the luxury lifestyle segment, and of titles such as *The Wall Street Journal* and *The Economist* when it comes to financial media. These high-end lifestyle and financial media appeal to the interests of the wealthy, but are also widely read by people of all financial means.

The stories will be based on interviews and testimonials, on the experiences of 'real' people that our target group can identify with. Examples of such stories include family adventures, what it is like to explore the world from a superyacht, the art of yacht building, and sustainable innovations, as well as the economic benefits of the industry.



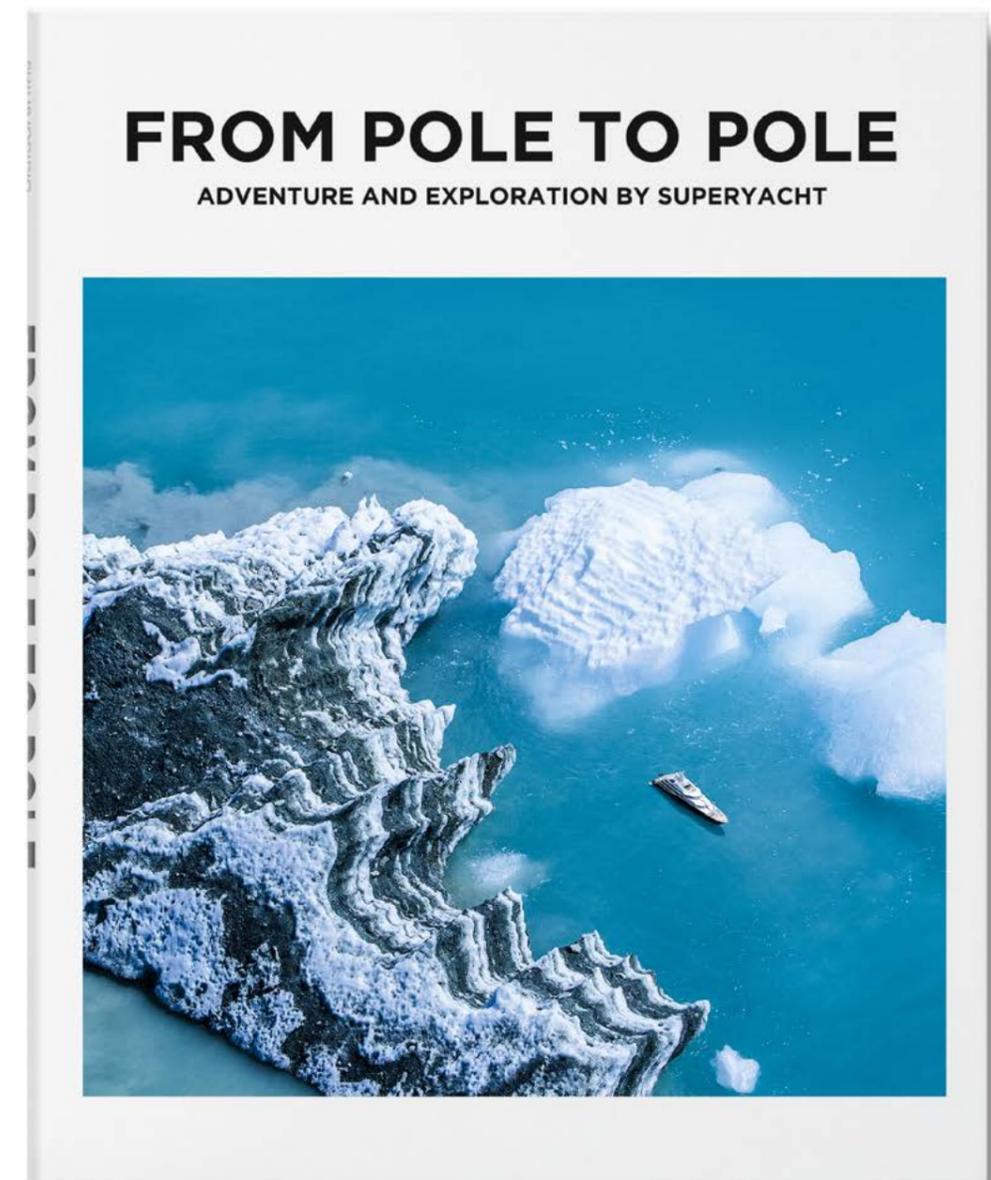
NEXT UP: SUPERYACHT LIFE IN PRINT

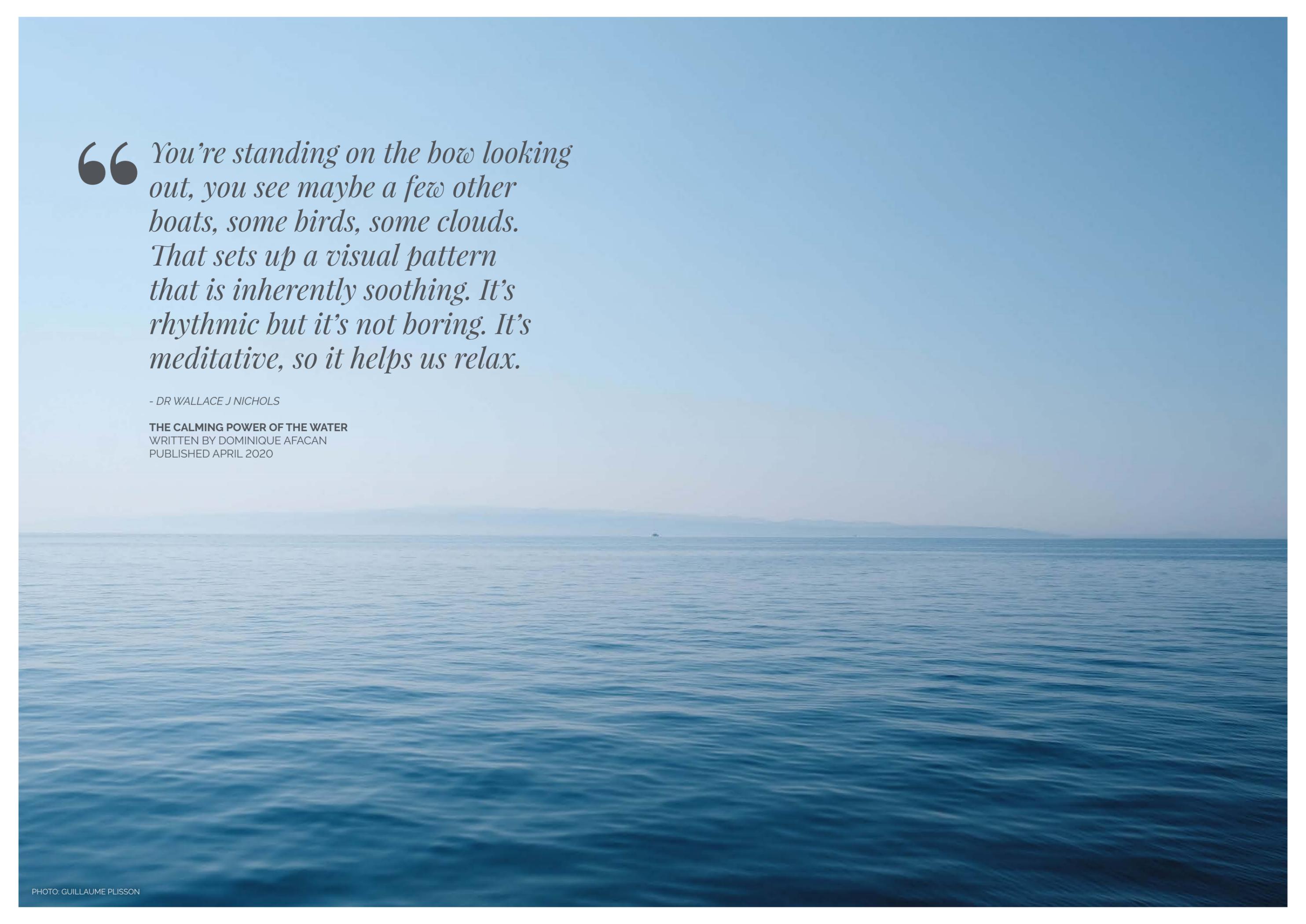
# From Pole to Pole: Adventure & Exploration by Superyacht.

Superyachts today do far more than sit at anchor in sleepy harbours and marinas – and adventure, exploration and remote travel are all part of today's yachting lifestyle. *From Pole to Pole* is a coffee table book that takes a closer look at the awe-inspiring experiences and increasingly off-the-radar adventures made possible on a superyacht.

*From Pole to Pole* is free of the tired clichés that follow superyachting. There will be no gold-plated taps, nor any weird analogies to the car industry. We promise a book completely devoid of bikini-clad models lying provocatively across the bow. We put people and places first – and superyachts second. We see them as platforms for adventure and remarkable stories. Stories that haven't yet made it to the coffee table. The photography will be beautiful – again, with a focus on the destinations, not the yachts.

And we know there's interest. People find the superyachting world fascinating. It's rare for a day to pass without a newspaper or a magazine publishing an article featuring a superyacht. Key figures within the industry have amassed followers of almost millions on Instagram, just by sharing glimpses into the superyacht world. Like moths to a flame, people are naturally attracted to the glitz and gold – and superyachting provides that in spades. But what is life on board really like? Beyond the Picasso rooms and marble elevators, what happens when someone with an adventurous mindset and a thirst for unique experiences steps on board and heads off into the unknown? That's the story we want to tell.





“ You’re standing on the bow looking out, you see maybe a few other boats, some birds, some clouds. That sets up a visual pattern that is inherently soothing. It’s rhythmic but it’s not boring. It’s meditative, so it helps us relax.

- DR WALLACE J NICHOLS

**THE CALMING POWER OF THE WATER**  
WRITTEN BY DOMINIQUE AFACAN  
PUBLISHED APRIL 2020



## Our partners

We are funded by our partners who are united in their vision to grow the industry together. We would like to recognise and thank the following companies for their support and long-term vision.



## Reasons to be involved

Partners of The Superyacht Life Foundation enjoy a number of exclusive benefits:



### Support your industry

*Reinvest in the industry and help support its future growth.*



### Client insights

*Access to market research commissioned by The Superyacht Life Foundation.*



### Media outlook

*Stay abreast of what non-yachting press are writing about superyachts with our monthly media summaries.*



### Content library

*Access to our exclusive library of content which can be used in your publications.*



### Priority leads

*Be amongst the first to be contacted for story content and PR leads.*



### Direct line

*Enjoy the benefits of a direct line with the Superyacht Life team.*



### Marketing advice

*We can help you tailor your marketing to fit the Superyacht Life message and reach new audiences.*



### Leading company

*Position your organisation as a forward-thinking company taking the lead to address an industry-wide issue.*

“ *It is a dream to share our yacht with other people, in our case, friends who also enjoy the sea, nature and adventure. It's not about having a 'high society' life, it's about sharing our passion with lifelong friends.*

- PAOLA TRIFIRÒ

ENJOYING THE GOOD LIFE ON THE HIGH SEAS  
WRITTEN BY DOMINIQUE AFACAN  
PUBLISHED AUGUST 2020



*It's time to set the story straight*

**LESS SCANDAL AND MORE SUSTAINABILITY. LESS ADVERSITY AND MORE ADVENTURE. BUT THIS IS ONLY POSSIBLE WITH SUBSTANTIAL INDUSTRY SUPPORT. CONSIDER THIS A RALLYING CALL, A CHALLENGE FOR OUR INDUSTRY TO COME TOGETHER AND RAISE OUR FLAG PROUDLY. TO SAY TO THE WORLD, SUPERYACHTING IS INHERENTLY GOOD.**

The Superyacht Life Foundation will reach audiences that the industry does not. We will be present at places where they are not, and we will share stories that they don't.

As a collective, we can go beyond the individual brands, instead focusing on the qualities that attract people to superyachting in the first place. And there are many, from families coming together to explore the far corners of the world to the skilled craftsmen and women who work behind-the-scenes to enable these extraordinary voyages. Together we can reach new audiences. By joining our efforts, we can show them how superyachting meets all their demands for a truly exceptional life, in a myriad of ways.

If you're a Superyacht Life partner, thank you. If not, join us and let's grow the superyacht industry together.

**For more information, visit [thesuperyachtlifefoundation.com](https://thesuperyachtlifefoundation.com)**

Please get in touch if you would like more information on partnership opportunities



**Carlos Vidueira**

*Board President*

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