

SYL

SUPERYACHT**LIFE**

Let's grow the industry together

2024 in Review

thesuperyachtlifefoundation.com



“I’ve been visiting this site for years, and it never fails to impress me with its fresh perspectives”

POST COMMENT

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STEFANO DE VIVO
BOARD PRESIDENT



As we move forward, our focus remains on strengthening collaboration and building on the shared vision that unites us. We are committed to actively dispelling misconceptions and demonstrating the significant contributions the superyacht industry makes worldwide. This requires a concerted effort, and we are deeply grateful for the engagement and support of our partners, stakeholders, and the entire superyacht community.

On behalf of The Superyacht Life Foundation, I extend my sincere thanks to each and every one of our partners. We are confident that by working together, we will continue to elevate the superyacht industry and ensure its positive impact for years to come. We invite all stakeholders in the superyacht industry to join us in this important mission.

A handwritten signature in cursive script that reads "Stefano de Vivo".

THEO HOONING
SECRETARY GENERAL



This past year has been a testament to the resilience, innovation and most importantly, the positive impact of the superyacht industry. We have witnessed a remarkable wave of inspiring stories, demonstrating the power of our sector to contribute to a positive impact globally. These achievements directly reflect our core mission to improve the perception of the superyacht industry through innovation, sustainability and story-telling.

From groundbreaking projects like Project Zero to philanthropic initiatives connecting crew with communities in need, the stories of positive change within our industry have been truly extraordinary. It's gratifying to see individuals recognized for using the superyacht industry as a force for good globally. Our 2024 Honours ceremony, building on last year's success, provided a valuable platform to celebrate these contributions. We're privileged to highlight these exceptional individuals and projects. Another key initiative this year was World Boating Day, fostering public understanding and appreciation for superyachting and leisure boating.

Through continued collective effort, we, as an industry, are actively changing the perception of this industry, dispelling misconceptions and showcasing the positive impact we have on a global scale. This progress is only possible through collaboration and shared vision.

Finally, I extend my sincere gratitude to our partners, both new and existing, as well as our stakeholders, for their unwavering commitment to working alongside us to protect and nurture the growth of our industry. Your support is invaluable, and we look forward to continuing this vital work together in the coming year.

A handwritten signature in cursive script that reads "Theo Hooning".



“If you can increase the pleasure from the investment and use your yacht for good, that expenditure feels more rewarding.”

- ROSIE O'DONNELL

SUPERYACHTS ON VOYAGES OF SCIENTIFIC DISCOVERY
WRITTEN BY DOMINIQUE AFACAN
PUBLISHED OCTOBER 2024

PHOTO: MANTAS KOKOMO

2024 in numbers.

46

positive superyachting stories published

46K

strong social media following

145K

unique website visitors

121

articles published in mainstream media

130,500,000

potential reach of readers via PR campaigns in mainstream media

€1,120,000

AVE - advertising value equivalency was achieved

89K

new website users

168%

increase in active website users

1,442

articles analysed that featured superyachts

3K

new followers on social media



“We are helped by the suppliers who are working to replace materials that have a negative impact on nature. There are printing technologies that create beautiful yet sustainable leather-like textiles and eco-friendly materials. New alternatives are being developed all the time.”

- VALENTINA ZANNIER

#HUMANS OF YACHTING
WRITTEN BY DOMINIQUE AFACAN
PUBLISHED FEBRUARY 2024

NEW ADDITIONS IN 2024

Building upon the strategic developments of 2023, 2024 saw the refinement of our content series within the editorial calendar, further enriching the reader experience and expanding our reach within the superyacht community. With a continued focus on delivering dynamic content that resonates with our audience, we strategically launched two new series: 'A Day in the Life' and 'Industry Influencers,' each designed to delve deeper into the multifaceted superyacht lifestyle.

OUR PROJECTS: POSITIVE STORIES

Stories that sail beyond the horizon of superyachting

Discovering the authentic stories that illuminate the industry's core passion and purpose.

In 2024, The Superyacht Life Foundation deepened its commitment to uncovering the authentic stories that define our industry. We focused on narratives that illuminate the dedication, craftsmanship, and adventurous spirit at the heart of superyachting. By sharing these compelling experiences, we aimed to not only provide a genuine glimpse into this world but also to cultivate a wider understanding and appreciation, extending the industry's reach.

5 MOST READ STORIES OF 2024



Click on images to read

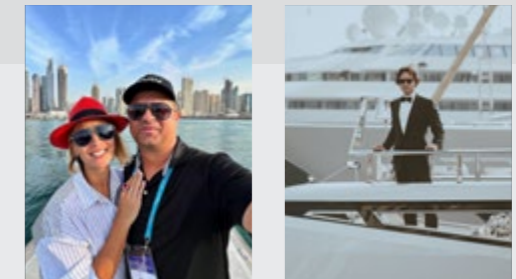
CAREER PATH

Stories that highlight the real lives and roles of those working in the superyacht industry, that are becoming central to our narrative. Once seen as an unfamiliar career path, the industry is now being brought to life through the people who shape it.



INFLUENCERS

Influencers are uniquely positioned to bridge the gap between the industry and broader audiences. We aim to recognise their efforts in promoting the industry to showcase the innovation, lifestyle, and opportunities the superyacht world has to offer.



Click on images to read

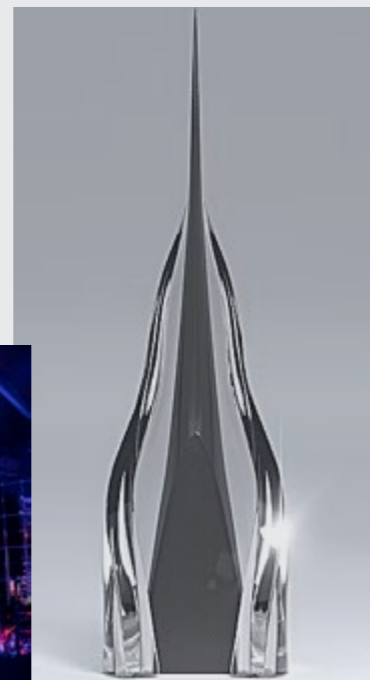
SEND US YOUR POSITIVE STORIES

We are eager to continue exploring and sharing stories about the superyacht lifestyle and industry, and we want to hear from you to help us do so. If you have compelling narratives from within the superyacht world, we encourage you to share them with us. Please reach out to info@superyachtlife.com to get in touch.

OUR PROJECTS: THE HONOURS

A night of discovery: Celebrating the second edition of The Honours

The Honours 2024 celebrated three extraordinary individuals whose vision and dedication chartered a new course for the superyacht community.



The evening celebration, hosted at the iconic Salle des Etoiles in Monaco, was a powerful testament of how the superyacht community leverages its resources to enact meaningful global change. By highlighting these impactful stories, the honours showcases the industry's ability to drive positive change worldwide.

THEHONOURS.ORG

THE HONOUREES 2024



MIKE HORN

Having spent over 20 years pushing the limits of exploration, achieving feats like swimming the Amazon, circumnavigating the equator, and trekking from the Arctic Cape to the North Pole, Mike Horn launched the Pangaea X youth initiative in 2008 to empower young innovators to tackle global issues through environmental and social projects.

FREDERIC JOUSSET

Combining his sailing passion with art initiation from a young age, Frédéric Jousset founded the Art Explora Foundation to democratise access to culture and bring art to the masses. It resulted in the birth of the world's largest catamaran and innovative floating museum, ArtExplorer.



NICK ENTWISLE

After decades in the superyacht industry and as retirement loomed, the superyacht industry veteran redirected his passions and set up Yachting Gives Back in his adopted home of Mallorca. Nick Entwisle's organisation mobilises the superyacht community to support local homeless shelters, soup kitchens, and food banks.

SHAPE THE HONOURS 2025

by joining the nominations

For its third consecutive year, The 2025 Honours will be presented in the United States on October 28. In collaboration with the esteemed Fort Lauderdale International Boat Show, we will recognize and celebrate the exceptional individuals nominated. We seek visionaries who, over the past five years, have not only achieved concrete, tangible results but also demonstrated a profound and lasting influence on the world.

SAVE THE DATE

All partners of The Superyacht Life Foundation are invited to join us

We are delighted to be celebrating alongside our partners, such remarkable individuals that are leading groundbreaking projects, shaping the future of the superyacht industry.

FOLLOW US  

OUR PROJECTS: NON-INDUSTRY PR CAMPAIGN

Our voice in mass media through the stories of The Honours

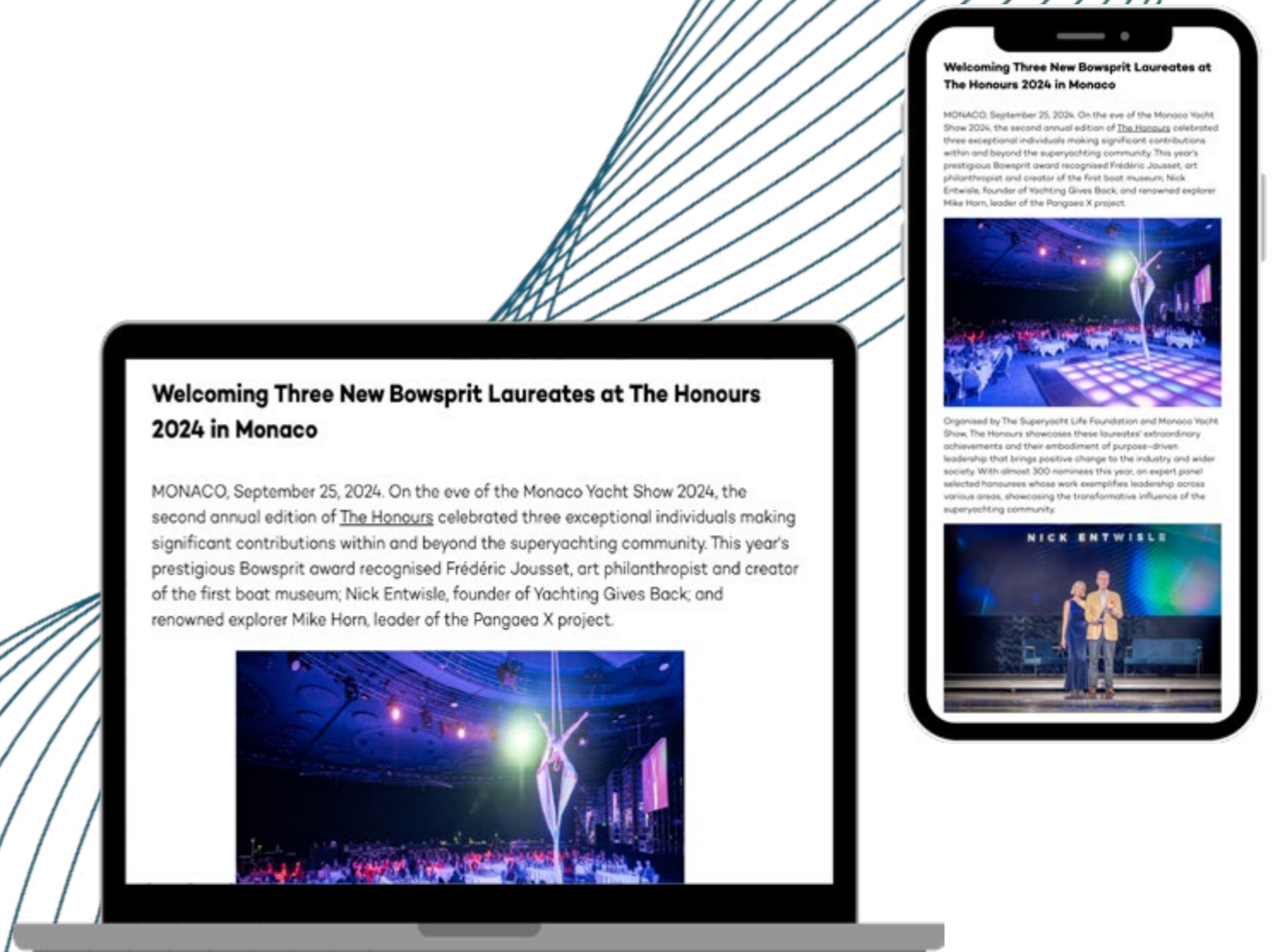
Superyacht Life's PR campaign has successfully amplified industry narratives, playing a pivotal role in shaping public understanding.

OBJECTIVES

The PR campaign centred around storytelling, highlighted the powerful narratives of our honourees. By showcasing their impactful achievements and personal journeys within the superyacht community, we demonstrated how their work not only benefits others but also sets new courses for future projects, making a real-world difference and impacting lives beyond the industry.

RESULTS

- **121 published** articles (separate from *The Honours PR campaign*)
- **AVE** (Advertising value equivalent): **€1,120,000**
- **Potential reach of readers** via PR campaigns: **130,500,000**



An aerial photograph of a sailboat navigating through a dense field of ice floes. The boat is positioned vertically in the center of the frame, moving from the bottom towards the top. The ice floes vary in size and shape, creating a complex, textured pattern of white and light blue against the dark water. The lighting is soft, highlighting the textures of the ice and the hull of the boat.

“ *I believed that our planet was changing so rapidly that the only way to truly protect it was to inspire the younger generation to see and appreciate its natural beauty firsthand.*

- MIKE HORN

MIKE HORN - THE HONOURS
WRITTEN BY DOMINIQUE AFACAN
PUBLISHED SEPTEMBER 2024

PHOTO: MIKE HORN

OUR PROJECTS: WORLD BOATING DAY

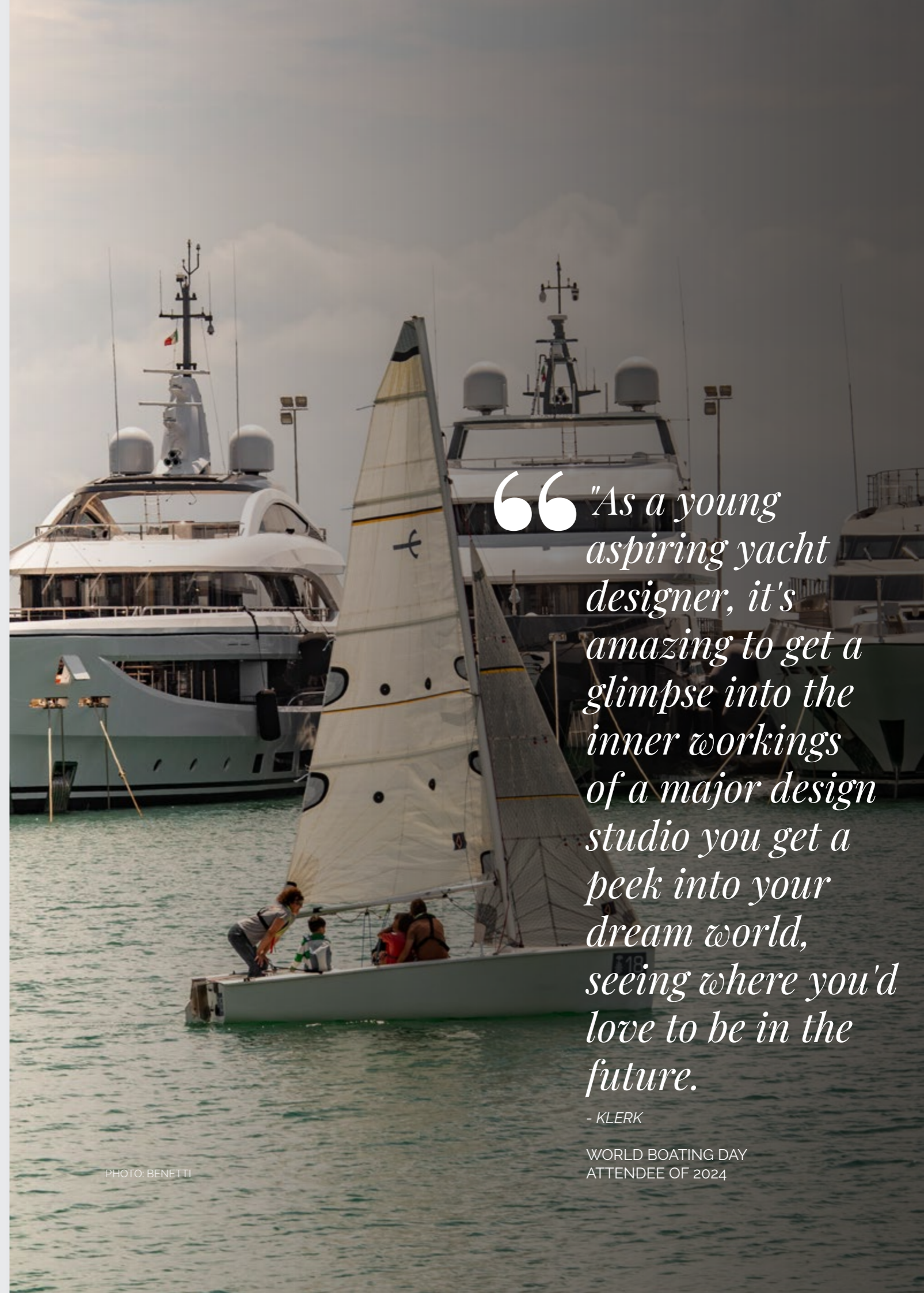
Behind the scenes

Enhancing global awareness of the leisure boating industry, celebrating its diverse sectors and promoting accessibility to all.

This global initiative is crucial for ensuring a vibrant future driven by the next generation of yacht builders, designers, marketers, racing athletes, sailors, and more.

SUPPORTING ORGANISATIONS

World Boating Day, now in its second year, is propelled by the collaborative efforts of more than 40 influential organizations worldwide. The project's mission, has garnered significant momentum and enthusiastic support from these key representative bodies.



“As a young aspiring yacht designer, it's amazing to get a glimpse into the inner workings of a major design studio you get a peek into your dream world, seeing where you'd love to be in the future.

- KLERK

WORLD BOATING DAY
ATTENDEE OF 2024

PHOTO: BENETTI

“

You see a country in a way you never could from a hotel, and you're seeing places that are inaccessible by any other means. Finally," he says, "there's the privacy a superyacht offers.

- RUPERT WAKELEY

TOP TIPS FOR A FIRST SUPERYACHT CHARTER
WRITTEN BY CHARLOTTE THOMAS
PUBLISHED JANUARY 2024

PHOTO: NERO





PHOTO: CREW OF BLACK PEARL



PHOTO: YACHT FOR SCIENCE



PHOTO: YACHT ST DAVID



PHOTO: MR SUPERYACHT

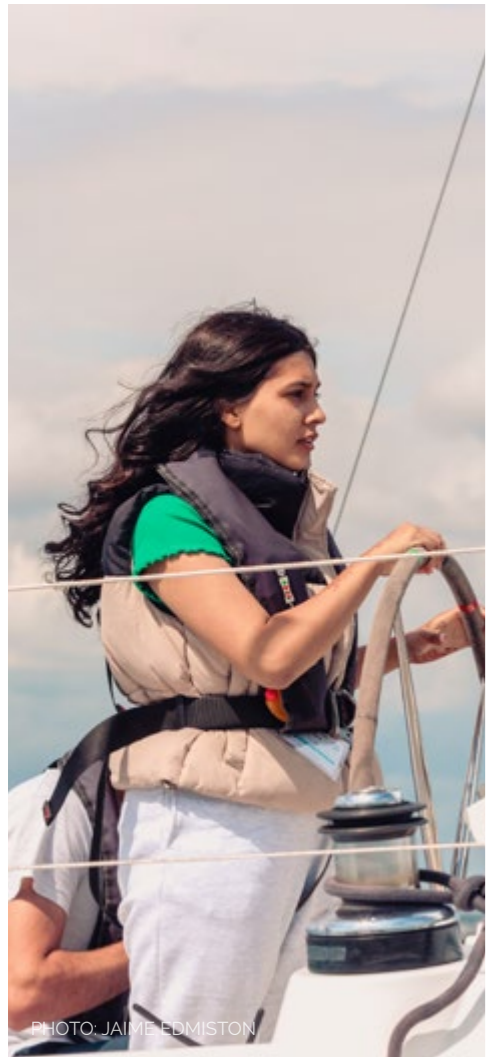


PHOTO: JAIME EDMISTON



PHOTO: JAIME EDMISTON



PHOTO: PROJECT MOROCCO



PHOTO: SAIL LANKA



PHOTO: SEAKEEPERS SOCIETY

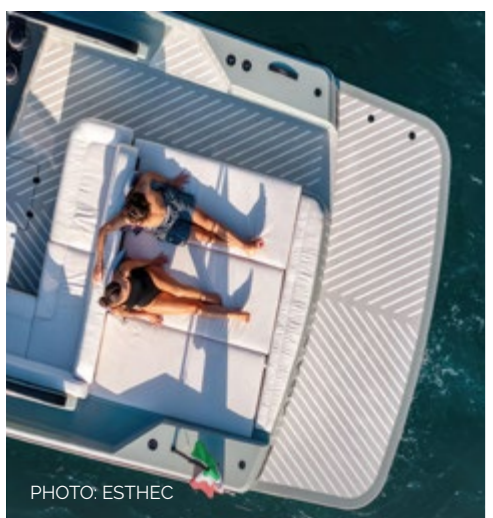


PHOTO: ESTHEC



PHOTO: YACHT DUNIA BARU



PHOTO: THE PALMA SUPERYACHT CUP



When it comes to attitudes towards ocean health people seem to be on a quest to preserve this beautiful world that we're lucky enough to work in every day.

- CHARLOTTE DRUMMOND-CHEW

AN ADVENTURE AROUND THE WORLD
WRITTEN BY DOMINIQUE AFACAN
PUBLISHED DECEMBER 2024

PHOTO: PROJECT WORLD SAIL

Let's meet up

UPCOMING EVENTS & MEETINGS

24 May 2025

WORLD BOATING DAY

Set sail for World Boating Day, a weekend-long celebration starting May 24, 2025. Companies and organisations from across the boating sector are invited to join the event and help promote boating as an incredible leisure pursuit, and the boating industry as a career with endless possibilities.

28 October 2025

THE HONOURS EVENING

Our partners are cordially invited to the third annual Honours evening, presented in collaboration with the Fort Lauderdale International Boat Show, at Pier Sixty-Six in Fort Lauderdale. This event will feature three distinguished honorees sharing their inspiring journeys through an immersive experience.

November 2025

PARTNER BREAKFAST AT METSTRADE

In November, during METSTRADE, we will convene for a breakfast meeting with our esteemed partners to discuss recent developments of The Superyacht Life Foundation and trends impacting the image and perception of the superyacht industry.

Collaboration is key to our success. We greatly appreciate your participation in the meetings and events we organize.

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:

 <p>Client insights</p> <p>Access to market research commissioned by The Superyacht Life Foundation.</p>	 <p>Media outlook</p> <p>Stay abreast of what non-yachting press are writing about superyachts with our monthly media summaries and annual sentiment report.</p>	 <p>Event invitations</p> <p>Receive invitations for exclusive industry events hosted by The Superyacht Life Foundation and discounts for other industry events.</p>	 <p>Marketing advice</p> <p>We can help you tailor your marketing to fit The Superyacht Life Foundation message and reach new audiences.</p>
 <p>Partner interviews</p> <p>Be amongst the first to be contacted for story content and PR leads.</p>	 <p>Project creation</p> <p>Share your valuable ideas and suggestions for new projects to be undertaken by The Superyacht Life Foundation.</p>	 <p>Community building</p> <p>Form new relationships and join a community of like-minded individuals who share the same values.</p>	 <p>Leading company</p> <p>Position your organisation as a forward-thinking company taking the lead to address an industry-wide issue.</p>

And many more opportunities & deals offered throughout the year...

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.



Andrew Doole
President U.S. Boat Shows Informa
Informa Markets

“The Superyacht Life Foundation plays a crucial role in reshaping the narrative around superyachting. By highlighting the positive contributions of superyacht owners and the industry, the Foundation demonstrates that superyachting is about making a meaningful impact on the world.”



Carlos Vidueira
Executive Committee Member
St Barths Bucket Regattas

“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.”



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.”



Jonathan Beckett
Chief Executive Officer
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.”



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.”



Stefano de Vivo
Chief Commercial Officer
WOSA

“To encourage long-term growth, the industry must work together in a constructive approach. I firmly believe in The Superyacht Life Foundation’s mission and role in furthering joint efforts to tell upbeat stories and promote a positive image for the superyachting sector.”



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



Dilan Saraç
Executive Director



Dominique Afacan
Editor-in-Chief



Laurie Foulon
Marketing Executive



Cristina Fonzar
Event Manager

OUR MISSION

The Superyacht Life Foundation 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, The Superyacht Life Foundation 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.




“
*I see a boat as a comfortable,
safe platform with the right
seagoing properties to go
anywhere I want, in whatever
waters or climate.*

- ERIK VONK

FROM TRAWLER TO EXPLORER
WRITTEN BY DOMINIQUE AFACAN
PUBLISHED JUNE 2024

PHOTO: SCINTILLA



“ *This sector is doing a lot of work by reducing consumption and emissions to protect the planet’s seas and oceans. The use of new biotech materials in yachting interior design plays a key role in sustainable design.*

- ALESSANDRO PULINA

THE FUTURE OF LUXURY
WRITTEN BY CHARLOTTE THOMAS
PUBLISHED JANUARY 2024

Please get in touch if you would like more information.



Dilan Saraç

Executive Director

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