



SUPERYACHT**LIFE**

Let's grow the industry together

2025 in Review

thesuperyachtlifefoundation.



*“Showing young students
that this legacy can become
their own job opportunity
in the future, was nothing
short of inspiring.”*

CAMILLA CALZA, MARKETING DIRECTOR, BENETTI

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STEFANO DE VIVO
BOARD PRESIDENT



As I look back at 2025, I have great enthusiasm for the year ahead. While the superyacht sector represents immense economic significance and supports millions of livelihoods worldwide, it continues to face challenges around public perception. Discourse is often limited to a few dominant narratives — environmental impact, wealth inequality, and associations with corruption or sanctions — leaving the sector's broader contributions largely unrecognised. This is precisely where the Foundation's work is critical, and where your continued, invaluable support enables us to close this perception gap.

I extend my deepest gratitude to all our partners and stakeholders for your continued commitment. Thank you for championing the Foundation as it actively drives the narrative and transforms the superyacht industry's image for the benefit of our shared future.

THEO HOONING
SECRETARY GENERAL



This year has been an extraordinary demonstration of our collective spirit, defined by collaboration, strategic action, and significant momentum in our core mission: evolving public perception of the superyacht industry.

We are immensely proud of the Superyacht Life Foundation's achievements this year, reaching new milestones by broadening our public outreach and spotlighting the extraordinary efforts taking place across our community.

In our continued efforts to shift the industry narrative, the Foundation reached a major milestone with the World Boating Day campaign. With over 100 events across 18 countries, companies throughout the industry opened their doors, strengthening public understanding of our world and life on the water.

This year also marked the third successful edition of The Honours, which took centre stage in the United States. The Honours continues to celebrate community changemakers whose invaluable work often goes unseen, and whose stories remain a powerful tool for shifting public perspective.

A further milestone was the Foundation's partnership with SYBAs to produce the first industry-consolidated Economic Impact Report, providing reliable, verifiable data for both internal and external communication. Supported by strong collaboration with mainstream journalists and international press, our PR and media engagement has thrived and will remain a key focus.

As I reflect on the year, I am filled with genuine gratitude. Your continued support and commitment are the foundation of our success; none of this would be possible without you.



“We hope that such an experience might inspire some to become involved with our great industry or to explore the fabulous joys that only boating offers.”

- STEPHEN MILNE

BRAND & COMMUNICATIONS DIRECTOR
RIVIERA AUSTRALIA

PHOTO: ELLA PETERS



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We strongly believe in making the world of yachting more accessible, tangible, and inspiring. We received fresh energy and new perspectives from those who represent the future of this industry.

- LUCIA BELLINI

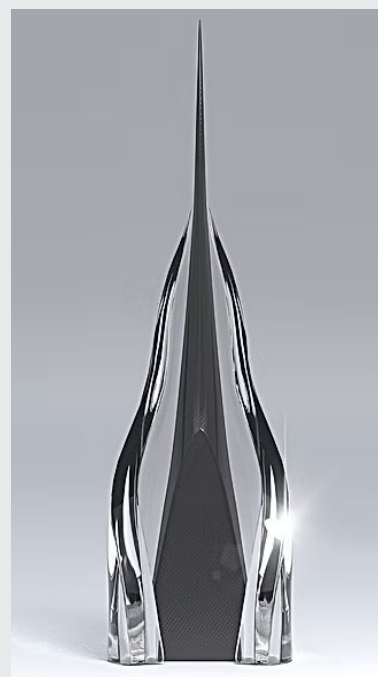
PULINA EXCLUSIVE INTERIORS

OUR PROJECTS: THE HONOURS

From the sea to the world

The Honours 2025 continued to thrive, reflecting a growing movement in which the superyacht community actively drives change far beyond the waterline.

Each story that took the stage demonstrated how passion, applied with intent, can ripple outward, from ocean to coastline, from research to community, from innovation to measurable impact. In collaboration with Informa and the Fort Lauderdale International Boat Show, The Honours 2025 came to life against the iconic backdrop of Pier Sixty-Six. The ceremony was shaped by the work and lived experiences of our change-makers, showcasing progress already in motion. For the first time, we welcomed judges from outside the superyachting industry, bringing fresh perspectives and valuable insights to the panel.



THEHONOURS.ORG

THE HONOREES 2025



SAIL TO SHELTER

Angela founded Sail to Shelter in 2020 after realising that the enormous, high-performance sails retired from superyachts were often destined for landfill. Her non-profit gives these durable materials a second life as shelters and shade solutions and spaces for communities, providing comfort, protection, and renewed purpose to people in need around the world.

MERI FOUNDATION

Francisca has created one of Latin America's most comprehensive philanthropic ecosystems, championing climate action, biodiversity preservation, and education, both in Chile and beyond. She founded Fundación MERI in 2012 to safeguard fragile marine ecosystems through innovative research and community engagement.



YACHTS FOR SCIENCE

Rosie has transformed the way private vessels contribute to global discovery. Through Yachts for Science, she connects superyachts with scientists seeking research platforms, turning luxury into logistics for good, and enabling expeditions that have uncovered new species, expanded marine sanctuaries, and advanced our understanding of

MAKE YOUR NOMINATION

for The Honours 2026

Nominations are now open for The Honours 2026 edition. We are seeking truly deserving superyacht owners, crew members, and industry figures whose commitment is making a concrete and profound difference with tangible results from the past five years. Make sure they are recognised, by making a nomination.

AN INVITATION TO OUR PARTNERS

All partners of The Superyacht Life Foundation are exclusively invited to join us for a special ceremony celebrating those leading groundbreaking projects and progress across the superyacht industry.

FOLLOW US



OUR PROJECTS: THE HONOURS

The Honours 2025 in numbers

238

Nominations

255M

*Potential online
press reach*

15

*Earned media
coverage*

624

*Press wire
coverage*

1.19M

Social media reach

830K

YouTube views

21K

Website views

2.2K

*New social media
followers*

“*Every yacht has the ability to become a vessel of discovery – and when owners, crew and scientists come together, what we can achieve is extraordinary.*”

- ROSIE O'DONNELL

THE HONOURS 2025 HONOUREE

PHOTO: MANTA TRUST, YACHTS FOR SCIENCE

OUR PROJECTS: WORLD BOATING DAY

From Strength to Strength

Throughout the week of 19-25 May 2025, companies, organisations and institutions across the sector hosted open days, workshops, yard tours, design studio visits, sailing experiences and educational programmes.

These events created direct touchpoints between the industry and new audiences: allowing aspiring students, young professionals, families and boating enthusiasts to discover the sector for the first time.

GROWING INTERNATIONAL PARTICIPATION

In its second year, World Boating Day experienced 100% growth in participating countries and more than doubled the number of hosted events compared to its inaugural edition. This rapid expansion reflects the accelerating global adoption of the initiative and the willingness of organisations across the sector to collectively open their doors and showcase their work on a shared international platform.

WORLDBOATINGDAY.COM

INDUSTRY COLLABORATION

A standout example of industry-led collaboration during the 2025 edition was the joint media tour organised by seven Dutch shipyards, forming one dedicated industry cluster.

Rather than hosting individual open days, the shipyards came together to design a shared experience for international media, offering journalists a curated behind-the-scenes tour across multiple facilities in one coordinated programme.

The 2025 edition brought together 37 partner organisations, 89 participating companies, and 5 industry clusters. This collective participation reflects the growing commitment across the sector to engage through a shared global platform while maintaining diverse regional and organisational identities.

COMMUNITY-LED ACTIVATION

A growing ambassador network spanning eight countries played a key role in driving local engagement, connecting national industry associations, marinas, shipyards, design studios and training institutions to the campaign. Their local outreach ensured that World Boating Day remained a truly community-led initiative, shaped by regional voices but united under one global identity.



OUR PROJECTS: WORLD BOATING DAY

World Boating Day 2025 in numbers

100

Global events

18

Countries

21M

Digital reach

46M

Digital impression

18K

Website visitors

37

Joined organisations

120+

Press coverage

500+

*Social media
mentions*

“

*People are eager to understand the
craftsmanship, innovation, and cultural
legacy that yacht building brings. The
heritage is alive, it's time we make it
resonate louder.*

- FILIPPO CERACIOGLI

WORLD BOATING DAY ITALY AMBASSADOR

R
LONDON

PHOTO: MARINA CALA DE MEDICI - VELA FESTIVAL

PR IN NUMBERS

PRESS COVERAGE & RELATIONS

(Not including industry media or wire coverage)

16

Published articles

20

Journalist 1:1's

OUR PROJECTS: NON-INDUSTRY PR CAMPAIGN

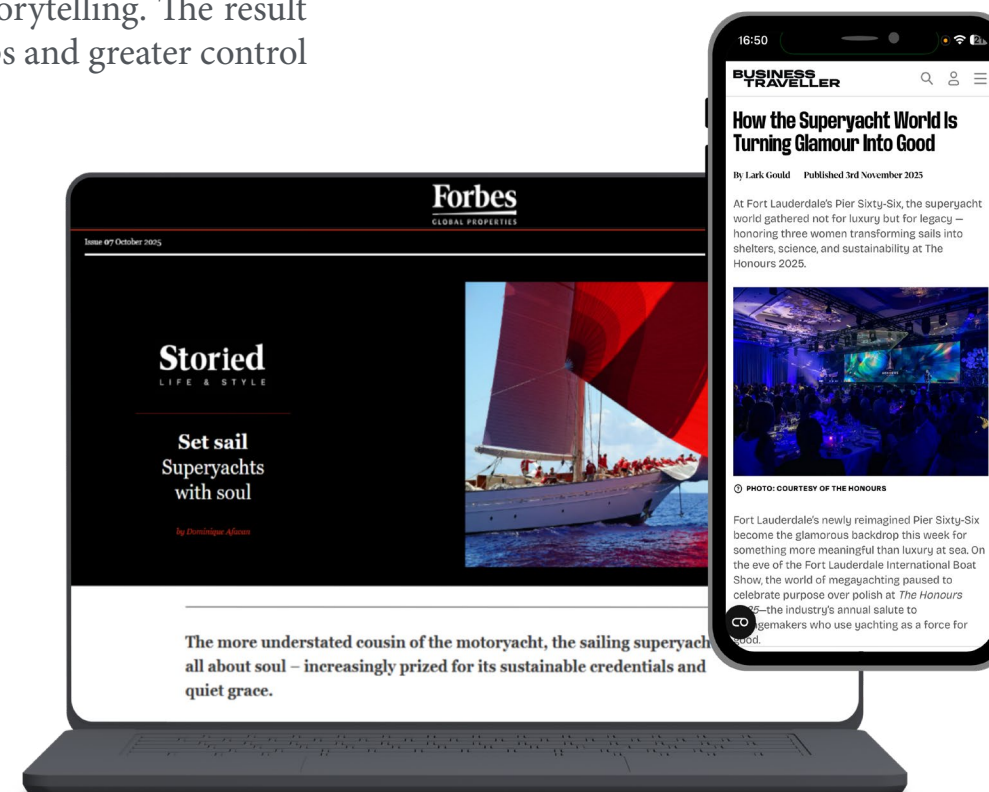
Bringing the industry and the press together

In 2025, Superyacht Life made a strategic shift from outsourced PR to a fully in-house communications model.

Led by former Editor-in-Chief Dominique Afacan, the objective was to create a more efficient, consistent and strategically aligned approach to mainstream media, while building long-term media value and reducing reliance on external agencies. This transition enabled Superyacht Life to consolidate all communications activity into a single, integrated PR strategy spanning World Boating Day, The Honours and original, industry-led storytelling. The result is a more coherent narrative, stronger media relationships and greater control over how the superyacht sector is represented.

KEY ASSETS

- Fully in-house PR function based in London led by a senior editor
- Owned and actively maintained journalist database
- Established relationships with senior international media
- Flagship platforms: World Boating Day and The Honours

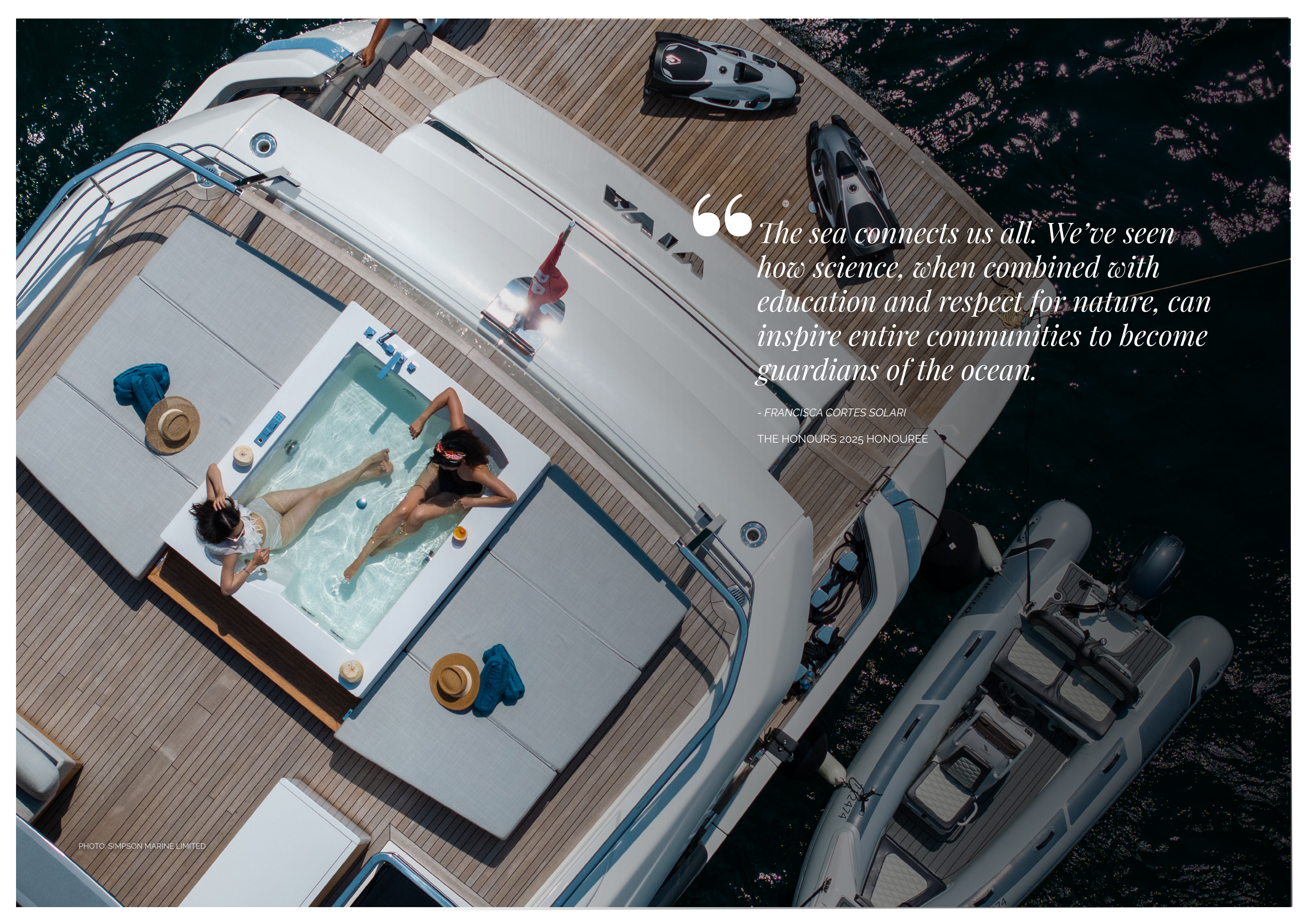


JOURNALIST RELATIONSHIPS ESTABLISHED

- The Times
- The Telegraph
- FT How to Spend It
- The Independent
- Bloomberg
- New York Times
- Nat Geo
- Forbes
- The Week, MoneyWeek
- Wallpaper
- Breeze (Cyprus Airlines)
- CN traveller
- Tatler
- Skift
- El Pais (Spanish national)
- Maybourne mag
- High Life (club magazine)
- Business Traveller
- Luxury London
- Evening Standard
- Gentleman's Journal

NOTABLE MEDIA COVERAGE

1. The Times
2. Forbes
3. Business Traveller
4. Tempus
5. Billionaire
6. New York Post
7. Forbes Global Properties
8. Yahoo Finance

An aerial photograph of a yacht's deck. In the center, a white hot tub is filled with water, and two people are relaxing in it. The deck is made of light-colored wood and features several large, grey cushioned loungers. A red flag is flying from a pole on the deck. Two small, sleek, white motorboats are docked at the stern of the yacht. The water is a deep blue, and the overall scene is bright and sunny.

“*The sea connects us all. We’ve seen how science, when combined with education and respect for nature, can inspire entire communities to become guardians of the ocean.*”

- FRANCISCA CORTES SOLARI

THE HONOURS 2025 HONOREE

OUR PROJECTS: RESEARCH & STUDIES

Global Economic Impact of the Superyacht Industry

This research delivers the superyacht sector's first consolidated, global economic dataset.

The Superyacht Life Foundation, in collaboration with SYBAss, commissioned the Economic Impact of the Superyacht Industry report, conducted by Deloitte and VU University Amsterdam, to assess the state of the sector. The goal was to generate reliable, sharable data, directly addressing the lack of clear metrics that had previously limited effective communication with policymakers, media, and industry leaders.

KEY FINDINGS

- 1 Each of the 6,000 superyachts contributes €9 million to the economy every year, creating steady, high-value activity.
- 2 The €22.2 billion in direct impact combined with €31.7 billion in indirect impact shows how powerfully UHNWI fuels a genuine trickle-down effect across the wider economy and regions.
- 3 €54 billion flows into the maritime ecosystem, driving innovation, strengthening supply chains, and showcasing the power of the superyacht industry.

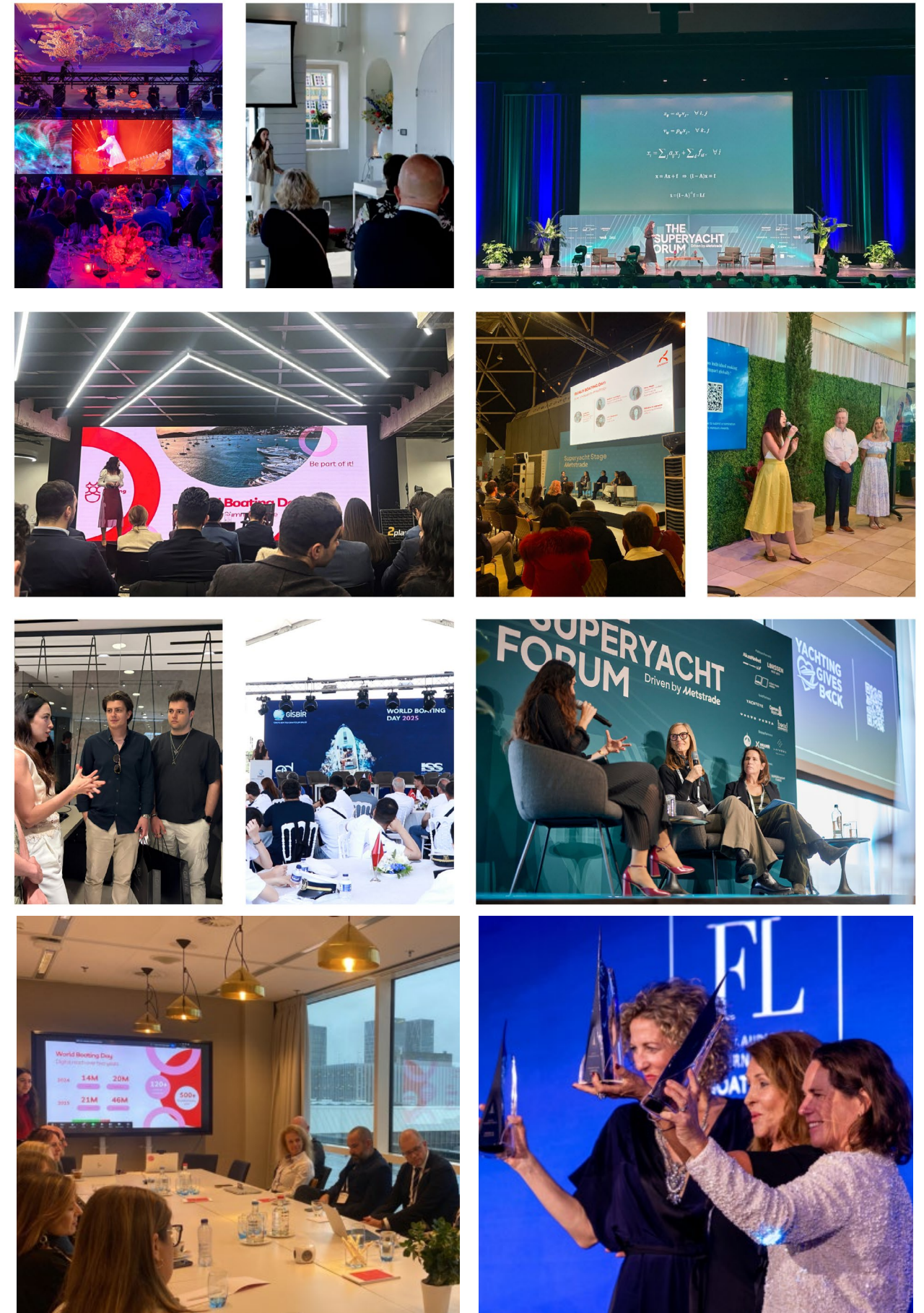
PR PLAN

The PR plan is designed to position Superyacht Life as a leading platform that promotes the industry and gives the industry a strong, unified voice. Our key findings will be woven into onstage presentations at major global events, while interactive, easily accessible resources and engaging visual storytelling will bring the data to life for audiences over the long term.

We will also proactively engage mainstream media to amplify the study's insights and ensure the industry's economic contribution reaches broader public audiences. Together, these initiatives will transform the Economic Study into a compelling narrative that drives visibility, credibility, and lasting impact.



[Download Report](#)



OUR PROJECTS: SUPERYACHT LIFE ON STAGE

Bringing our mission to the global stage

Guided by our mission to strengthen and champion the yachting industry, Superyacht Life took to the stage in 2025 to actively engage the wider community.

These onstage moments brought our mission directly into the heart of the industry. Through meaningful participation in forums, summits, and partner activations, we contributed to open and honest conversations around responsibility, innovation, and collaboration, while deepening relationships across the global yachting community.

Each appearance reinforced our role as a trusted connector and catalyst, using our voice and visibility not for prominence, but to inspire shared action and long-term positive change.



PHOTO: JEFF BROWN



PHOTO: JEFF BROWN



PHOTO: YACHTS FOR SCIENCE



PHOTO: ARTEXPLORER



PHOTO: NEKTON



PHOTO: ROYAL HUISMAN



PHOTO: BURRASCA



PHOTO: YACHTS FOR SCIENCE



PHOTO: MARINA CALA DE MEDICI



PHOTO: JEFF BROWN



PHOTO: LAMMOUCHE



PHOTO: YACHTS FOR SCIENCE



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We deeply value the contributions of the younger generation to the future of yachting.

- TUGBA ŞENGÜN

MARKETING DIRECTOR AT BILGIN YACHT

PHOTO: ADRIAN LANG

Let's meet up

UPCOMING EVENTS & MEETINGS

23 May 2026

WORLD BOATING DAY

World Boating Day will set sail across the globe for a week of celebrations on 18-24 May 2026. Companies across the industry are invited to join the event and showcase the passion behind the scenes, inspire the next generation and grow the boating community.

TBC

THE HONOURS EVENING

Our partners are warmly invited to join us for The Honours 2026 evening. The event will feature three notable honourees whose passion, innovation and determination are the driving force behind their projects, reaching lives beyond our industry.

November 2026

PARTNER BREAKFAST AT METSTRADE

During METSTRADE 2026, we will gather 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:

 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 and annual sentiment report.	 Event invitations Receive invitations for exclusive industry events hosted by The Superyacht Life Foundation and discounts for other industry events.	 Marketing advice We can help you tailor your marketing to fit The Superyacht Life Foundation message and reach new audiences.
 Partner interviews Be amongst the first to be contacted for story content and PR leads.	 Project creation Share your valuable ideas and suggestions for new projects to be undertaken by The Superyacht Life Foundation.	 Community building Form new relationships and join a community of like-minded individuals who share the same values.	 Leading company Position your organisation as a forward-thinking company taking the lead to address an industry-wide issue.

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
Head of PR



Cristina Fonzar
Event Manager



Meri Kajaia
*Marketing Programme
Manager*



Jessie Hale
Marketing Executive

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.

“*The materials of this industry have the potential to serve a higher purpose. I’m deeply honoured that Sail to Shelter has found a home within the heart of the yachting community.*”

- ANGELA ABSHIER

THE HONOURS 2025 HONOUREE

PHOTO: JEFF BROWN



“*We're celebrating the beauty
of enjoyment on the water and
highlighting the hard work and
knowledge that make it possible.*

- FAROUK NEFZI

CMO AT FEADSHIP

Please get in touch if you would like more information.



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