

## **“The Good in a Yacht”**

The world of superyachts is going through a bad public relations phase at the moment with negative headlines, such as these, appearing on an almost daily basis:

*“Yacht Flees Sanctions”*

*“Excess Luxury During A Cost Of Living Crisis”*

*“The Environmental Cost Of Yachting”*

On the outside, it's true, superyachts don't look great, especially during these difficult economic, social and environmental times. The same goes for private jets.

BUT, superyachts aren't all bad, and when you look carefully at the massive infrastructure which surrounds just one yacht, it's amazing to see how many benefits that yacht can bring to so many.

So here are some alternative headlines to remind us about the good things in the world of superyachts, and that those of us within the industry have lots to be proud of during these challenging times.

### **“New Yacht Build Saves Local Economy”**

*Celebrations abound for builders, engineers, architects, carpenters, electricians, plumbers and painters who joined together this evening to toast the local shipyard winning a contract for the construction of a new 100m+ superyacht. Even the lawyers joined in the fun!*

### **“Yacht's Arrival At Small Island Port Leads To Flurry Of Activity”**

*Florists and Wine Merchants were scrambling around for flowers and beverages after the Captain of an 85m Yacht radioed ahead that the Yacht was heading for the island. The local restaurant brought in extra food, the Jewelers sparkled their diamonds, and the night clubs cleaned their floors.*

### **“Superyacht Crew Members Tie The Knot”**

*All aboard! Being on the crew of a superyacht is a challenge. There’s no doubt about that. Late nights serving demanding guests. Hard labour scrubbing the decks. Sharing smelly cabins away from home. Months away on the high seas. But it’s also an incredibly opportunity to make life-long friends, learn about different cultures, and perhaps even meet the love of your life.*

### **“Sustainability At The Forefront of Superyacht Design & Operation”**

*Yacht Builders are increasingly focusing on “sustainability” when designing and building the newest superyachts. The latest developments include more streamlined designs, increased efficiency in manufacturing techniques, replacing gas and petrol pumps with electric equivalents, solar panels, and LED lights. Captains are also educating guests on the environmental impact of yachts, and how small changes of habit can make a massive difference.*

So there you have it! Some encouraging headlines to make us feel better as we head into the European Winter, and look forward to more fun and games on board superyachts next year.



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