

MOBILE

Yacht Partners International brings mobile to yachting world

January 26, 2015



YPIyacht app

By NANCY BUCKLEY

Brokerage house Yacht Partners International is easing the process of chartering, selling, managing and constructing a yacht with the YPI Selection mobile application.

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Luxury Daily

Enthusiasts are able to use their phones and tablets to view boats for sale, plan a trip, receive tips and find nearby yachts. When transportation brands release mobile applications, it is important to make the consumer want to return to the app through evolving campaigns and experiences.

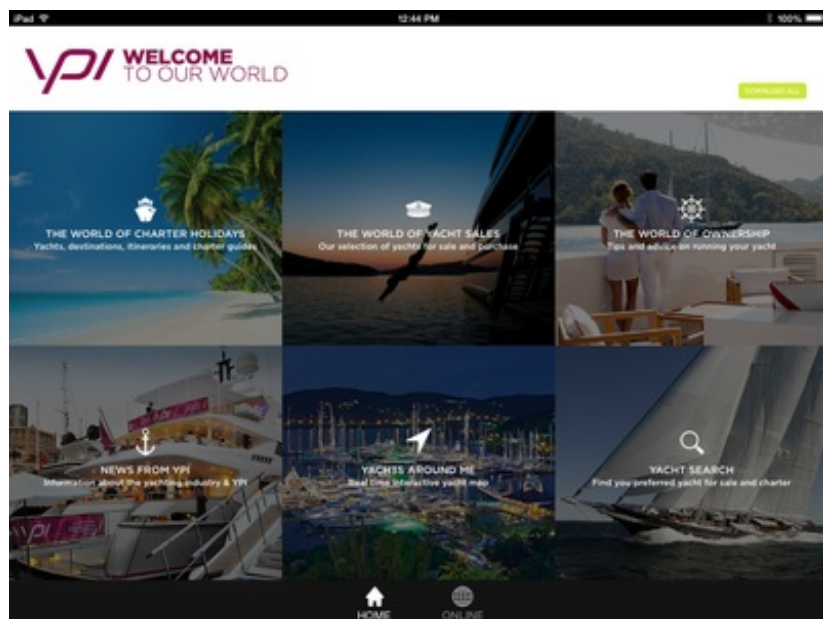
“For most people today looking for the ultimate luxury holiday experience with family or friends, the option of chartering a superyacht as opposed to booking a private resort or island is not one they are normally aware of or even consider,” said Mark Duncan, group commercial director at YPI, Monaco. “That’s mainly due to the fact that the yachting industry, as a whole, is traditionally made up of a small and select number of clients who find out about it by word-of-mouth.

“There is little in the way of the type of worldwide marketing and communication private resorts engage in every year on a regular basis,” he said. “For us, that has to change.

“Chartering a luxury yacht offers so much more in terms of exploration, quality private time and sheer pampering than the regular land-based alternatives. With apps on smartphones and tablets now overtaking Web sites and computers as the primary tools used for searching for new ideas and information, we decided that producing an app was the right way to help bring the option of the luxury yacht charter experience to the attention of a whole new generation of potential clients in a new and more interactive way.”

Yacht for you

The YPI Selection app opens to six boxes offering insights into holiday planning, sales, ownership, news, specifics and yacht locations.



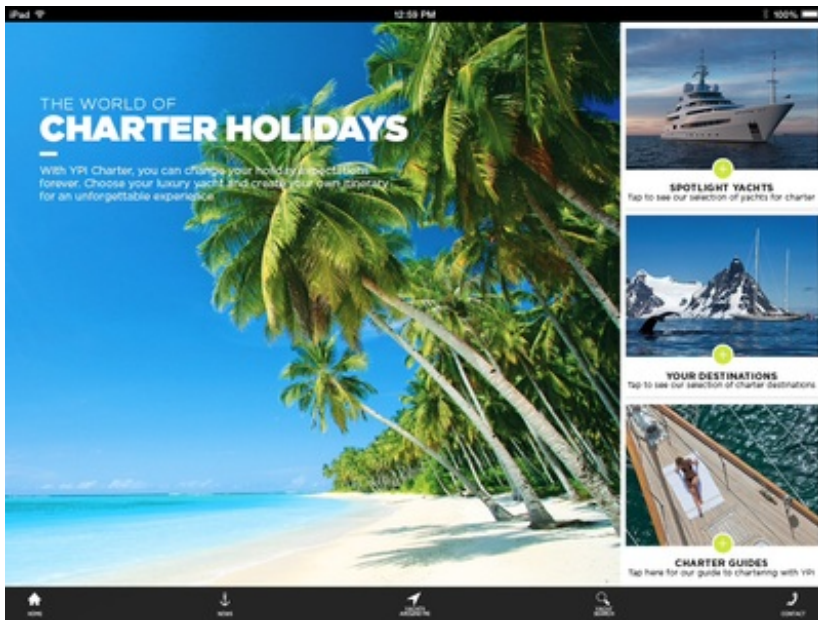
Homepage

On the app, the first box presents users with “the world of charter holidays.” Once clicked the yacht, destination or charter guide can be viewed. There are 29 yachts featured with images of the boat at sea and the inside rooms.

These yachts range from \$26,987 to \$589,903 per week and 78.7 to 242.8 feet.

Users can choose to separate their search by destination with location options from Antarctica to the Maldives.

The homepage also has options to explore yachts for sale and to gain tips and advice about owning a yacht. These advice pieces have different focuses, such as shipyards or designers.



Charter holiday options

YPI has taken the Uber approach with the “Yachts Around Me” feature that will locate yachts around the user.

“We believe that the best apps are those which are both informative and useful but also fun,” Mr. Duncan said. “By geo-localising where you are, ‘Yachts Around Me’ allows you to identify and then find out more about the yachts you see when you are in a port or near a beach or on an island or even onboard a yacht.

“That’s especially useful if you are interested in chartering or even purchasing because the little identity cards you can see when you tap on any of the icons representing those yachts around you, doesn’t just show you photos of the yacht, it also tells you more about the size, the age, the brand and of course whether it is available for sale or charter,” he said. “For some it’s just to satisfy curiosity, for others it will be their first step to finding that dream charter yacht.”



Naia app

Also, users can click “Yacht Search” and look up different yachts by name, destination, type, guest limits and price.

Making it in mobile

Mobile applications for means of transportation require brands to think outside the box in ways to guarantee repeat visits to the app.

For luxury automakers, although mobile magazines and libraries do not get nearly as much traffic as social media, the medium helps luxury automakers build rapport with loyalists in ways that can influence sales.

Mobile magazines allow brands to cultivate content for discerning fans without the transience of social media, but motivating users to return after each update tends to confound. For this reason, updates become more tenuous as time goes on, giving fans even less reason to return ([see story](#)).

Making a dynamic application that can provide a bespoke experience even through a smartphone allows luxury brand apps to uphold the prestige of a brand, but ease the consumer’s experience.

“Digital technology has already had a game changing effect on yachting in terms of how yachts are marketed and communicated and further, the way in which the industry itself supplies information and reports to owners and captains,” Mr. Duncan said. “Today, owners can see how much the operational costs are for their yacht simply by tapping an app on their iPad or smartphone.

“Charter clients are sent yacht selections within minutes of talking to their broker using beautiful hi-res imagery, video, interactive information panels, interactive itineraries and links to more information on the destinations that interest them,” he said. “It wasn’t that long ago when a bespoke yacht selection for a client would have arrived days later in the post with poor images, typed details and a thick costly brochure produced years before.

“In short, the digital mobile world means clients get what they need quicker than ever before with more choice than ever before and all whilst they are sitting on their private jet or at home by the pool sipping a martini and looking at their phone.”

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/qg3DBv9MmMY](https://www.youtube.com/embed/qg3DBv9MmMY)

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