

TRAVEL AND HOSPITALITY

## Burgess provides super yacht packages for Bermuda sailing competition

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*The Maltese Falcon Burgess Yacht*

By BRIELLE JAEKEL

Super yacht brokerage Burgess Yachts is extending the aquatic theme of one of the most iconic boat racing competitions to accommodations and events tailor-made for affluent guests.

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Burgess is offering a series of packages to provide attendees with an unparalleled experience while staying in Bermuda for the month-long America's Cup May 26 to June 27. Packages include stays on super yachts, as well as entry to various events for the competition.

"Burgess is clearly not participating in the racing itself, but as the America's Cup is the most high profile international sporting event in yachting, we are keen to show our support with the presence of some of the very best sailing yachts from our charter fleet as spectator vessels," said Alev Karagulle, director of marketing and communications at Burgess Yachts. "Not only are a number of our clients very keen sailors who follow the Cup news and activities closely, but it is a rare opportunity for yachting to take the headlines with a positive rather than a sensationalist message.

"In our position as the leading super yacht brokers across the globe, we believe it is our responsibility to endorse the longevity of this historic sailing trophy," she said.

America's Cup

While staying on Bermuda for the America's Cup, guests can book VIP packages aboard six different super yachts.

The tournament includes various sailing races and competitions, of which the winner will receive the America's Cup, known to be the oldest international sport trophy and sponsored by Louis Vuitton.



*The Maltese Falcon exterior*

Guests who book a package will receive a special flag that allows them viewing access from the front row or "field of play." Entry to the opening ceremony, parties, events, pit lane tours, Club AC, post race conferences, challenger playoffs, prize giveaways and Superyacht Regatta are supplied for two people.

Maltese Falcon, Grace E, Mondango 3, Marie, H and Genevieve are the super yachts available for the packages, ranging from 88 to 36.9 meters, respectively. The Maltese Falcon and Grace E are the top tier super yachts, with accommodations for up to 12 passengers, including 17 crew members.



*The Maltese Falcon interior*

Those booking the top tier super yacht can also invite up to 50 individuals on board to watch the races or celebrating.

The Maltese Falcon super yacht is available for 440,000 euros, or \$475,5301 at current exchange, per week.

Guests can book the Grace E for 805,000 euros, or \$870,000 at current exchange. The yacht also accommodates up to 12 people, but focuses on eco-technology with an interior design from an award-winning designer.

#### Burgess strategy

Burgess Yachts' 40th anniversary celebration was enhanced as it presented a new brokerage of a boat that recalls James Bond's presence in the Bahamas.

James Bond has been a favorite character among luxury brands with his high-quality taste in cars and watches. Focusing on a famous character allowed both aspirational and affluent consumers a chance to associate a specific brand with their fantasies of emulating James Bond ([see more](#)).

Yachting experiences are soon to be available in a new a new port of call in Bermuda thanks to Marintek, a Finnish marina designer.

Marintek is currently working on a marina complex that will be large and deep enough to dock 21 visiting megayachts near King's Point Marina resort. Amid Marintek's progress, the resort property was also redeveloped to make way for a SB Architects-designed luxury residential community ([see more](#)).

"The super yacht industry has not been having an easy time of late, but it has shown remarkable resilience, which is a positive signal that the future is a bright one," Ms. Karagulle said. "There are, of course, many challenges which have had and continue to have great repercussions on the industry.

"Not least the tax issues in European waters, but also increased legislation on super yachts particularly pertaining to crew safety, manning, charter regulations, LY3 (the large yacht code) and PYC (the passenger yacht code)," she said.

"Then there has been the impact of economic influences such as the GFC nearly a decade ago and the more recent downturn in certain markets, such as Russia and China, plus a hesitant market in the US in the run-up to the run-up to the last presidential elections and uncertainties in the U.K. related to Brexit.

"However, fortunately the wealthy do seem to have an insatiable appetite for the pleasures derived from super yachts."

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