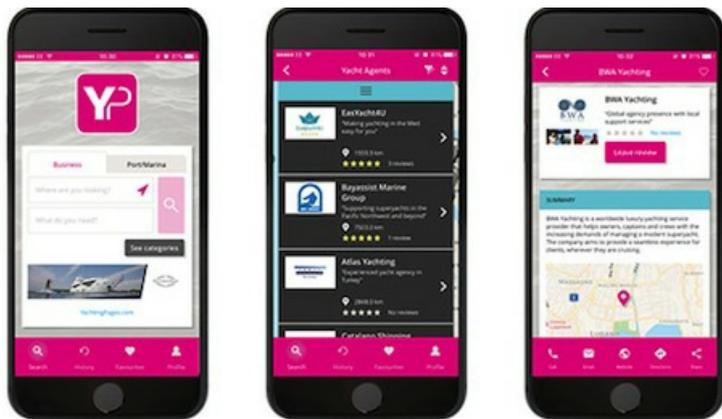


TRAVEL AND HOSPITALITY

## YPMG gives superyacht captains handheld directory on the go

September 1, 2017



Yachting Pages app. Image credit: YPMG

By BRIELLE JAEKEL

Product and service provider Yachting Pages Media Group is making a change within the yachting industry by solidifying easy access to suppliers while on the go.

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A new mobile application will help Yachting Pages Media Group customers to better complete their needs while even at sea. The app allows for offline pages to provide contact details for suppliers so superyacht operators will be able to reach suppliers.

"[The app] allows yacht crew, charter guests and yacht/boat owners to source suppliers for their vessels on the go," said Michelle Williams, Web site and digital marketing manager at YPMG, London. "Internet access can still be an issue out at sea even for the largest superyachts, especially when the owners monopolize bandwidth and the captain needs to source services you can access contact details without Internet access.

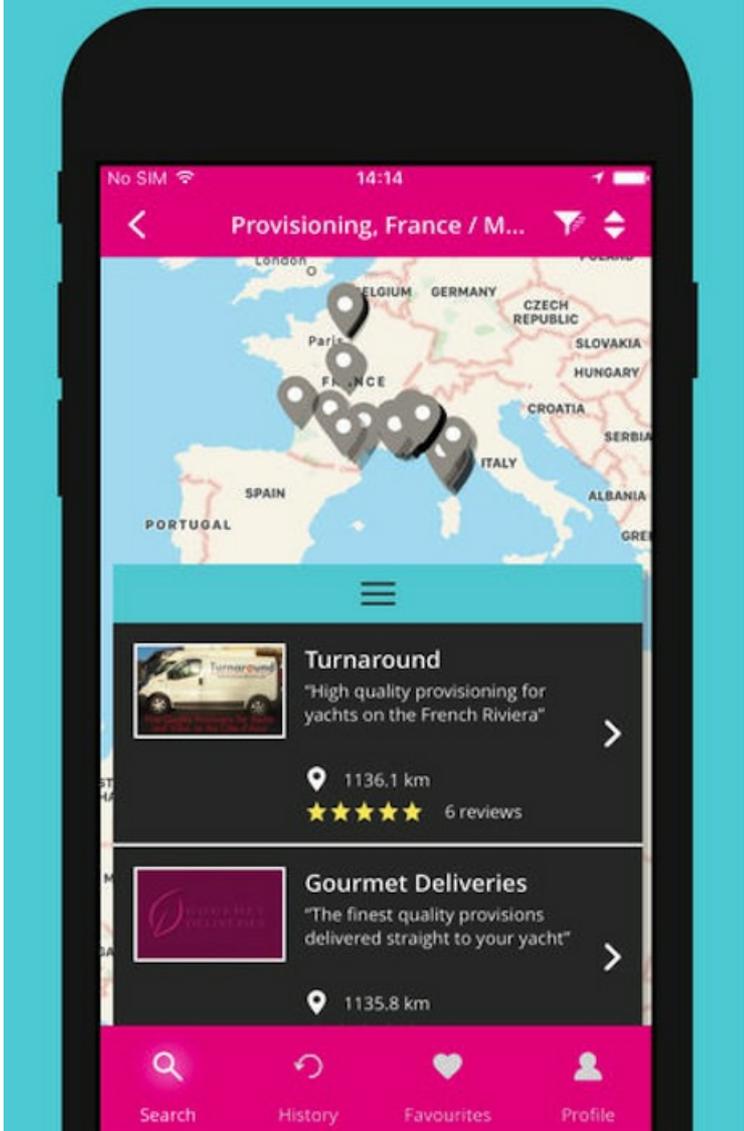
"We've published printed directories and an online search engine for years, but this is the first app solely dedicated to helping senior crew source supplies and services for the yachts," she said. "We're trusted in the industry, having launched in 2003, our database of contacts and marinas exceeds 23,000.

"You can also favourite suppliers in the app with a click of the button tailoring the experience for your needs, so you can use them time and time again, alleviating the need to keep business cards. There is a rate and review functionality and all businesses listed service the superyacht industry."

On-the-go directory

The Yachting Pages app, created in part with Sunseeker International, is available for download on the App Store as well as Google Play, after being worked on for two years.

Online and offline access  
& free to download

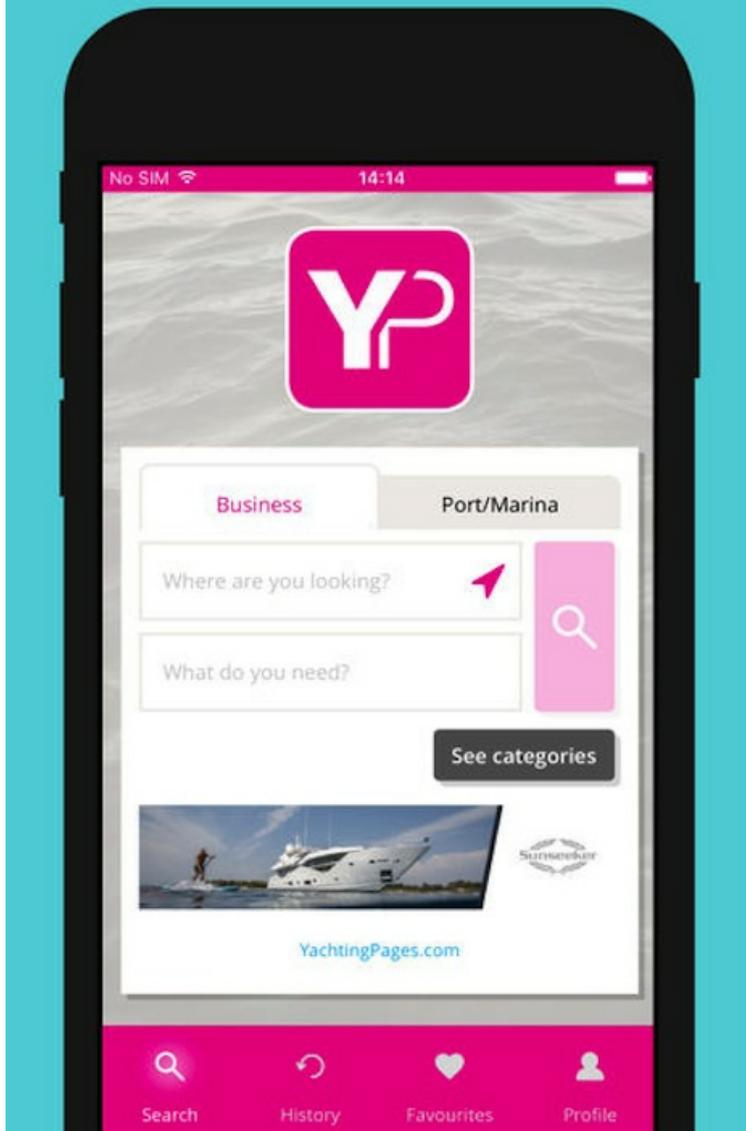


*Yachting Pages iOS app. Image credit: YPMG*

Superyacht captains, owners and senior crew members will now be able to find and source local suppliers in a convenient easy-to-access format while either online or offline.

The app was created based on user data and the needs of superyacht crew members.

Search over 22,000 worldwide yacht suppliers and services



*Yachting Pages iOS app. Image credit: YPMG*

Users can search and browse by port, city and country. Users are also able to rate and review a supplier, as well as create a contact list to compile go-to and favorite suppliers.

#### Yachting insight

Superyachts have seen a value of 8.7 billion euro, or \$9.7 billion at current exchange, in 2016, amounting to 295 yachts and Italy being labeled as the largest manufacturer worldwide, according to Fondazione Altagamma.

New boats are beating out superyachts in terms of global value, at 19 billion euro, or \$21 billion at current exchange, through 2015, which is a 12 percent increase from 2014. Pre-own maritime vehicles are valued at \$16 billion, says the study developed in part with Deloitte ([see story](#)).

The yachting industry is growing in China significantly, making it an important part of the boating sector as a whole, with the market projected to be worth \$8.16 billion by 2020.

Chinese consumers are becoming more interested in yachting with the number of yachts in China expecting to reach 100,000 by 2020. The study of China's Yacht Market in 2016 by Research and Markets has noted that while the country's anti-corruption policy has slightly curbed the luxury market, the yacht industry remains unaffected ([see more](#)).

"The affluent are used to the finest things - all the businesses listed in our directories, search engine and app, service the superyacht industry, so you're getting the best water toys and gadgets, exquisite provisioners/caterers, the finest

wine, luxurious toiletries, et," Ms. Williams said.

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