

TRAVEL AND HOSPITALITY

Yacht platform allows for digital booking, concierge

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Guests have water fun on the yacht *Mischief*, available on Yotha. Image credit: Yotha

By STAFF REPORTS

A new platform is launching in the hopes to make yacht booking easier, finding a new niche in the digital age.

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Those interested in chartering a yacht trip will be able to correspond directly with the owner's representative through digital platform Yotha for an easier experience. Users can book their trips and then interact with the free concierge service to create a bespoke itinerary.

Yachting online

Yotha has launched in time for the 2019 yachting season, after a beta test the previous year.

The platform takes an 8 percent commission from booking directly through the platform, and only 4 percent if it is through a broker. Through this factor and many others, Yotha hopes to shake up the yachting world, as the industry standard commission is 15 percent to the broker and 5 percent to the agent.

Off-season deals and shorter charters will be a factor on the platform, encouraging yacht owners to charter their boats when they are not being used.

Customer service reps are available at all times on the yacht for the price negotiation. Swiss banking regulator FINMA is working with Yotha to supervise all transactions.

The application also provides an electronic contract for simple viewing.

Currently, 114 yachts are registered with the platform.

[View this post on Instagram](#)

It's almost time for the Caribbean yacht season and we have yachts available! Book direct on Yotha.com
Vertige, Lauren L, Seven Sins, V-One, Che, Vintage 1, Crocodile Daddy, Cartouche.. #yacht #yachtclub
#yachtrack #yachtlover #yachtstagram #yachtforlife #yachtlife #yachting #superyacht #yachts
#megayacht #luxuryyacht #luxuryyachts #boatlife #superyachts #motoryacht #yachtworld
#yachtinglifestyle #luxurylife #megayachts #YachtMania #yachtcharter #Vertige #LaurenL #SevenSins
#VOne #Che #Vintage1 #CrocodileDaddy #Cartouche

A post shared by YOTHA (@yotha_yachts) on Dec 6, 2018 at 6:36am PST

Yotha Instagram post

"I am excited that Yotha now opens the way for the digital transformation of the luxury yachting industry," said Philippe Bacou, owner and founder of Yotha, in a statement. "Our ambition is that our innovative new solution for chartering will improve the customer experience, offer new services and help attract new customers to luxury yachting.

"We are keen to explore fresh ways of expanding the charter business and want to form partnerships with investors, brokers and other key industry players," he said. "At Yotha, we hope to increase the size of the market both in charter volume and services through in-depth industry co-operation.

"It is an exciting time to be involved in the Yacht charter industry and we hope to improve the experience for everyone involved in the industry: charterers, brokers, agents, captains, crews and owners."

Mr. Bacou decided to launch Yotha after becoming frustrated with the experience in attempting to charter his own yacht and saw a space in the marketplace.

Similarly, the luxury yacht chartering industry took a step up in modernization with a mobile app that could eliminate the need for brokers.

Ahoy Club launched in March 2018, allowing guests to find and book yacht charters without the need for a broker. While the convenience of the app attracts affluent travelers, it also is competing with brokers and booking services

economically with yacht owners with only a 7 percent commission fee ([see story](#)).

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