SUPERYACHT TIMES

Monaco Yacht Show Market Report 2021



MARKET REPORT 2021 MONACO YACHT SHOW SY/T

Introduction

The Monaco Yacht Show is the most important superyacht event in the world and I am very pleased that we are back for the 2021 edition. SuperYacht Times is an official media partner of the show and our superyacht market intelligence system SYT iQ is the official superyacht data and intelligence partner. Together with the Monaco Yacht Show we bring you this exclusive market report, which will give you a snapshot of the superyacht industry.

After a significant decrease in sales in the first part of 2020, the superyacht market bounced back and yachts sold at record speeds. The American market has been particularly strong and almost 23% of all superyachts in the world are owned by clients from the United States.

Will the market continue at this pace? That remains to be seen. The appetite of buyers still seems to be strong but it is harder to find suitable yachts, though with the season coming to an end, new yachts will enter the market. One thing is for sure, the Monaco Yacht Show once again has an excellent line up of new and used superyachts.

I look forward to meeting you at the show. Please stop by our stand (DS96) or get in touch if you want more information on the superyacht market.

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Monaco Yacht Show Market Report 2021 by SuperYacht Times

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The Fleet at Monaco Yacht Show

New yacht sales

While the fleet of superyachts on display at each Monaco Yacht Show tends to change right up to the start of the show, we can offer you some preliminary statistics on this year's fleet.

€3.6 billion VALUE OF SUPERYACHTS OVER 30 METRES on display at Monaco Yacht Show 2021

SUPERYACHTS ON DISPLAY 87 motor yachts / 11 sailing yachts / 2 catamarans)

NEW SUPERYACHTS over 30 metres on display

USED SUPERYACHTS over 30 metres on display

SUPERYACHTS FOR SALE over 30 metres

4.7km+ TOTAL LENGTH of the yachts on display

AVERAGE LENGTH of the yachts on display

AVERAGE VOLUME of the yachts on display

> AVERAGE BUILD YEAR of the yachts on display

> > SUPERYACHT BUILDERS represented in the fleet on display

> > **BUILD COUNTRIES** represented in the fleet on display

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Quick Industry Facts

What is a superyacht?

At SuperYacht Times, we define a superyacht as a motor or sailing yacht with a length of **30 metres or more**. The yacht should be used privately or made available for charter on the basis that the customer charters the whole yacht. As such, the 'residential yachts' which are currently trending, like the *Somnio* and *Njord* projects, are not classed as yachts by us because the client buys a residential unit on board, rather than the entire vessel.

We also consider yacht support vessels and private research vessels to be yachts. They are often managed by yacht management firms, have yacht crews and, more often than not, their owners will have a 'regular' superyacht as well.

Similarly, basic conversions for private use of, for example, old tugs or fishing vessels are included in the superyacht fleet by SuperYacht Times.

How many supervachts are there?

As of early August 2021, there were 5,325 superyachts over 30 metres in operation. The fleet was divided between 4,492 motor yachts and 833 sailing yachts.

The following graph shows that the overwhelming majority of this fleet (63%) measures between 30 and 40 metres. Yachts between 40 and 50 metres also account for a significant share at 21%, while the spectacular large superyachts over 80 metres account for just 3% of the fleet.

New superyachts

As of early August 2021, 486 new superyachts over 30 metres were in-build, divided between 450 motor yachts and 36 sailing yachts. 44% of these yachts fell in the 30-40 metre category. This is interesting as it means that larger yachts over 40 metres dominate the construction book, whereas they are still in the minority in the operating fleet: evidence of the growth in size of new yachts.

Each year, around 150 superyachts are completed, representing a total value of over €4 billion.

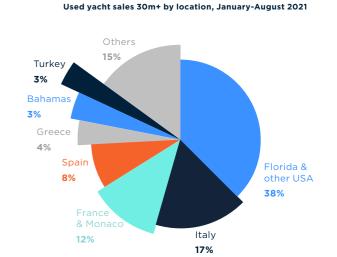
Although many different shipyards build these superyachts, a relatively small core group of superyacht builders dominates the industry. 286 shipyards completed a superyacht during the last ten years (2011-2020), but only 38 of those yards delivered ten or more yachts during this period. In other words, less than one in seven superyacht builders managed to complete on average one yacht per year or more. In fact, the top 25 superyacht builders accounted for 60% of all superyacht completions between 2011 and 2020. At the other end of the scale, 138 shipyards (close to 50%) delivered just one superyacht each in this period.

Used superyachts

Around 22% of all the operating superyachts were for sale as of early August 2021. Usually over 300 used superyachts are sold each year, with 2021 promising to be a particularly good year, with already 257 used yachts sold as of early August. 90 of these yachts were sold in Florida, a share of over a third. See below how used yachts are divided per sales location so far in 2021.

The biggest used yacht sold in 2021 so far is the 126.2m Lürssen explorer yacht *Octopus*. Its last publicly known asking price was €235,000,000. The runner up was the 104.85m Blohm & Voss yacht *Lady Moura*, the last known asking price of which was \$125,000,000.





The superyacht refit industry

As the world's superyacht fleet continues to grow, so does the need for facilities to maintain and refit those yachts. There are around 100 superyacht refit yards around the world and in 2020 they jointly hosted close to 1,500 superyacht calls. Work on the yachts ranged from relatively short maintenance periods (close to two thirds of the calls) to full refits (close to a third), with the remainder mainly concerning warranty work.

In terms of the number of refit locations, Italy is the world's leading country, with 35 active facilities counted in 2020. The Netherlands and the United States follow at some distance with 22 and 21 active locations respectively. In terms of the number of yard visits, the United States are leading though, with 388 visits over 30 metres recorded in 2020, a share of 26%. Italy follows with 286 visits, a share of 19%.

In terms of the size of yachts that refit yards are handling, Italy, Spain and France compete for the top spot, with each of these countries hosting around 100 refit calls of superyachts over 60 metres during 2020. Meanwhile, the superyacht refit industry in Northwestern Europe continues to grow year after year, with all the household names in Germany, the Netherlands and the United Kingdom investing in new or upgraded facilities and taking in many extensive and complex refit jobs.

What is Happening in the Industry?

Supervacht sales market: 2021 market boom continues

The superyacht market has not only recovered from the Covid-19 pandemic, it is in fact in rude health. Sales numbers of both new and used yachts are approaching record numbers, although it seems that not all industry parties are profiting equally from the current boom.

Following a significant dip in sales at the start of 2020, the second half of the year showed a marked recovery from the depths of the Covid-19 pandemic. At the time of writing, in early August 2021, this rebound has turned into an outright sales boom, with the market having moved from strength to strength. As mentioned before, we have recorded 257 used yacht sales over 30 metres so far. If used yacht sales manage to keep up the pace through the rest of 2021, we could end up at over 380 sales. That will depend however on the amount and quality of used yachts available for sale. Almost every broker we speak to at SuperYacht Times complains about insufficient inventory of good used superyachts available in the market. Research by SuperYacht Times based on our own SYT iQ market intelligence system suggests that this is true, certainly for young used Northern European built motor yachts over 50 metres.

The new yacht market has likewise performed well, with 113 new yachts sold over 30 metres between January-July 2021. As the usually busy third quarter of the year is still ongoing, this suggests that new yacht sales over the full year 2021 could match the 213 sales we recorded in 2018, which was the best year of the past decade. The only factor which may hold this back is a possibly insufficient number of speculation newbuild projects available for sale.



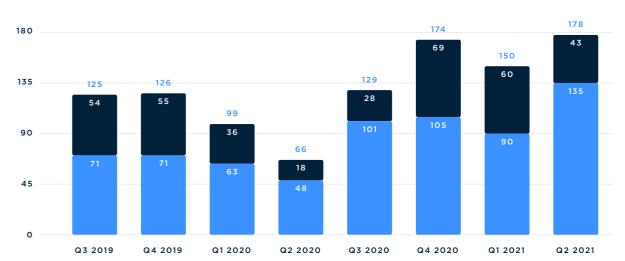
Used yacht market outperforming the new-build market

The used superyacht market is en route for the best result since we started tracking it about five years ago. So why did used yacht sales recover so much better than new yacht sales? We believe this has to do with the fact that since 2020, clients have wanted to take to the seas more quickly than ever, rather than wait a long time for a new-build. The same development was seen in the recreational boating industry where sales went through the roof in 2020 in the United States and several other countries, including the Netherlands. New-builds also often require heavy involvement from the owner's side during construction, which was difficult (although not impossible) during the pandemic. While planning and buying a new-build is definitely back on track, clients still want to take to the seas as quickly as possible, providing an ongoing push for used yacht sales.

Yachting became more popular in 2020 as it provided a way for the client to get away from it all while many other forms of holiday travel were restricted, owing to measures taken to contain the Covid-19 pandemic. At SuperYacht Times, we also heard from several brokerage houses that a lot of their regular charter clients finally took the plunge into yacht ownership in 2020.

The strength of the recovery and subsequent boom of the used yacht market becomes even more apparent when we map out used yacht sales against those for new yachts on a quarterly basis from mid-2019 until mid-2021.

New and used sales of superyachts 30m+, Q3 2019 - Q2 2021















Market Outlook

New-build Market Outlook

NEW YACHT SALES

MONACO NORTH SHOW

Sales so far in 2021 have started well and the usually strong third quarter is now in full swing. Therefore, we feel confident to forecast 160-180 sales per year for 2021 and 2022. In fact, sales for 2021 may even exceed the 180 mark. However, the number of speculation new-builds with early delivery (before the summer season of 2022) is quite low and this may put a spanner in the works. After 2022, we see some uncertainty owing to the threat of renewed inflation, which may cause interest rates to rise and the world economy to slow down a bit again. Possible price increases of new superyachts may also dampen the market.

RISING NEW-BUILD PRICES?

Anyone reading the news in 2021 will have noticed that prices are rising, both for raw materials and for components such as microchips. Manufacturers all over the world in various industries are scouring the markets to get their supplies. As modern superyachts are highly complex and rely on a high share of input from marine equipment suppliers, there will no doubt be some tense negotiations between shipyards and suppliers. However, it seems inevitable that shipyards will have to pass on at least part of the bill to their clients in the form of higher asking prices for their new yachts.

RISING LEAD TIMES AT MAJOR SHIPYARDS

A select group of shipyards specialise in the construction of made-to-measure superyachts, designed entirely according to the client's wishes. Construction of such a full custom project can easily take three to four years, or more, depending on the size of the yacht. Lately, the lead time for a large custom superyacht is definitely moving towards four years, as practically all slots for a 2024 delivery from the top custom builders were already sold out by the end of 2020. At the same time, there were several buyers scouring the market for large new-build superyachts from well known yards with shorter delivery times, but these buyers had little to choose from and sometimes ended up working with a shipyard that was not their first choice.

Rising lead times are not only a challenge in the full custom segment. Many yards building yachts to a model now also have waiting times of 18 to 24 months for the client to take delivery of a copy of the most popular superyacht models.

COMPLETIONS INCREASING

MARKET REPORT 2021

150 new superyachts over 30 metres were completed in 2020. That was about 60% of what was initially planned for delivery that year. So, over 40% of the yachts planned for 2020 completion were delayed until the following year, or even later. This is a higher percentage than we had seen the previous year, when the share of delayed yachts was around 35%. Some shipyards may have delayed the completion of speculative projects until the next yachting season if they did not have a buyer for their projects.

As a result of the delays, combined with the healthy revival of new yacht sales, an estimated 276 yachts were lined up for 2021 completion as of the end of 2020. Taking into account a share of delays of around 40%, we arrived at a (conservative) estimate of about 170 new yacht completions for 2021. If we now take stock of new superyacht completions as of early August 2021, we find 80 completions. There is of course always a rush at shipyards to complete yachts before the big yacht shows of Cannes and Monaco, but we do not see any reason to modify our estimate of 170 completions yet.

Used Yacht Market Outlook

LESS NEW SALES LISTINGS

The used yacht market made a spectacular recovery in the third and fourth quarters of 2020, after the depths of the Covid-19 pandemic. The momentum has continued into 2021. However, new sales listings of used yachts do not seem to be keeping up with the pace of sales. If the pace of new listings we saw in the seven months of 2021 continues, we might see less than 500 new listings for the full year, which is low. Since 2017, new listings have usually been in the order of 600 per year. The last slow year was 2016, but in that year, total superyacht sales were also on the low end, which so far is definitely not the case in 2021. So it would appear that the used yacht market is indeed tightening overall, as several brokers have mentioned to us. We are seeing that several yachts which have been gracing yacht shows with their presence for multiple years are finally selling.

A tightening market could lead to higher sales prices, which might tempt owners to list their yacht for sale after the Summer of 2021. However many clients are simply happy that they can finally use their yacht again and selling it because the market is good appears to be less of a concern to them.

USED YACHT MARKET ALSO BECOMING A SELLERS MARKET

The tightening supply of popular used yachts will be leaving buyers less room to negotiate. We expect that we will see more used yachts selling at close to their asking price, where normally a discount of around 20% can be had in many cases. Also we expect to see a rise in the number of off market sales of recent yachts from popular builders, as buying brokers hunt for owners who are willing to part with their yacht even if it is not officially listed for sale.



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REFIT MARKET OUTLOOK

The refit market has been a mixed bag so far in 2021. Some clients are having maintenance done that was delayed from 2020, while others opt to use their yacht again while they finally can. The latter category will delay major refit work further until after the summer season of 2021. If we look at the data of 2021 so far, then the total amount of refit yard visits for the full year should be on a par with 2020 or exceed it. The extra facilities and structural improvements currently being worked on at various refit yards will definitely come to use very quickly, as there are plenty of superyachts in need of their services. We would expect some more announcements about new facilities and upgrades as well in the remainder of 2021 and in 2022, as at least some of the plans we have heard about will progress to the construction stage.

CHARTER MARKET OUTLOOK

Although at SuperYacht Times, we do not gather data about the charter market, we do keep an eye on what is happening there. In 2021, the charter market has bounced back a lot, but it is not completely back to its pre-Covid health yet. The reasons for that lie in the fact that there were still some travel restrictions during the Summer of 2021. Also, many charter yachts will have to perform charters which were already booked for 2020, but rolled over to 2021. This will eat into the revenue potential for 2021. The market is definitely improving though. There are again several charter yachts on the market which are almost fully booked and have little room for negotiation for the remaining available periods. Also, we are hearing here and there that some clients are booking more than one trip per season and booking longer trips than before as well.

NEW SUPERYACHTS SOLD in 1st half 2021 (30m+)

1,470 YARD VISITS recorded in 2020 (30m+)

Which is the Biggest Yacht?

Traditionally, the size of a yacht is measured by its length, but its internal volume (measured in Gross Tons or GT) actually says a lot more. The 180.61-metre *Azzam* may be the world's longest yacht, but the 156-metre *Dilbar* has a much larger volume at 15,917 GT versus 13,136 GT for *Azzam*. That makes *Dilbar* the world's largest yacht in volume.

On the right page: comparison of yachts powered by SYT 3D. To learn more visit SYT 3D webite at www.3d.superyachttimes.com



Although Lady Moura is only 10 metres longer than Kismet and Madsummer, she is twice as large as those yachts in terms of volume. SY/T





Madsummer have practically the same length, however Madsummer is 163 GT larger than Kismet. To put this into perspective, 163 GT is similar to the volume of a flybridge motor yacht of around 29 metres.

Blue II



Blue II may be brand new, but she has a classic, relatively slender hull and a modest superstructure. So while she might be longer than the Majesty 175, so comes in lower in terms of volume. She is due to be exhibited at the Monaco Yacht Show 2021, so you may be able to compare her in real life with our next yacht, the Majesty 175.

Serenity M.R.F.



Serenity M.R.F. is the first hull of the Majesty 175 model. She is also due to be exhibited at the Monaco Yacht Show 2021. She is billed by Gulf Craft as the world's largest production motor yacht entirely built in GRP (popularly known as fibreglass). With her very substantial superstructure and more voluminous hull, she is larger in GT than Blue II even though her hull is shorter.



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How to Choose the Right Shipyard for your New-Build

The only thing standing between you and the new-build yacht of your dreams is the range of options and considerations that must be thought of before you embark on your yacht-building journey. SuperYacht Times has outlined some of the most important things to consider when looking for a shipyard to build your first yacht.

1. What kind of vessel are you looking for?

The first thing to consider before choosing the right yacht builder is, of course, what sort of vessel you are looking for. Different shipyards have different strengths, so establishing the type of yacht is the first step to finding the correct shipyard. With many different types of vessels, it is important to consider the ways in which you plan to use your superyacht. Below, are some of the most common types of vessels:

MOTOR YACHTS

Explorer: If you're looking for an adventure and want to explore some of the most undiscovered parts of the world such as Australia, Alaska, the Maldives and more, then consider opting for an explorer. Explorer yachts tend to have longer ranges to sustain autonomous travel to the earth's most remote corners. An additional benefit of an explorer yacht is that they tend to have a range of toys on board, such as submarines, helicopters and more. At 126.2-metres and almost 10,000 GT, the Lürssen superyacht *Octopus* is a standout explorer. *Octopus* has a range of 12,500 nautical miles making her a truly trans Pacific vessel, and has been built to ice class standards.

Conversion: Born from the hulls of pre-existing yachts, conversions are more financially approachable projects, and often have reduced lead times in comparison to a complete new build. Easily the most famous conversion project, is the 68.2-metre superyacht *Ragnar*. The vessel was converted from a Multipurpose Support & Supply Vessel (IMSV) into an explorer superyacht from 2017 through 2020 at Icon Yachts in the Netherlands.

Flybridge: Opting for a flybridge yacht such as the 44-metre Heesen superyacht, *Lady Lara* provides additional spaces for socialising as well as unadulterated views. If being closer to your natural surroundings is a priority for you, then a flybridge yacht may be your best bet.

SAILING YACHTS

Cruiser: A cruiser sailing yacht can offer the comforts afforded by a motor yacht while providing a true sailing experience. Unlike a performance yacht, a cruiser places less emphasis on overall weight, shape and other crucial performance factors, allowing for additional living spaces, tenders and toys. The 49.9-metre *All About U 2*, built by ADA Yacht Works Is a great example of a comfortable cruiser that also has excellent sailing ability.

SY/T

High-performance: For the true competitors, a high-performance sailing yacht such as the 28.3-metre Wally yacht, Nahita, pushes the current technological advancements to their limits. Often constructed from the top of the line, lightweight materials such as GRP and carbon fibre, while utilising the most current rigging systems. A yacht like the 2018-built *Nahita* tends to be optimised for competition and is ideal for an owner looking to compete, and win, in the top sailing regattas.

Spirit of Tradition: Often built as an ode to the original, classic sailing yachts, spirit of traditional sailing yachts provide a glimpse to our past while harnessing the technology of today. Yachts such as the 50.58-metre yacht *Borkumriff VI*, built by Royal Huisman in 2002, appears as a classic sailing yacht but has been constructed from aluminium and requires less maintenance and up-keep than a vintage yacht.

2. How long is your lead time?

New build yacht projects can range from less than two years for a production, specification or conversion build, to sometimes more than four years for a custom built yacht. Different shipyards have specialised in these respective build types, which will determine the lead time of the project.

Shipyards such as Benetti, Sunseeker and Princess Yachts are known for their semi-custom, production yachts. Models such as the Benetti Delfino 95, the Sunseeker 100 and the Princess 35M, exemplify the benefit of opting for a project with a shorter lead time. As the design, naval architecture and much of the preparation of these models are already complete, the build process is automatically expedited. Shorter lead times also often result in reduced costs.

Opting for a custom yacht will typically create a longer lead time as shipyards that are known for custom-build projects such as Lürssen, Feadship, Heesen Yachts and Nautor's Swan often have full schedules. Of the lack of timeslots to accommodate custom builds thus lengthening lead times Jean-Claude Carme of TWW Yachts comments, "Builders with a healthy order book may not always have a build slot consistent with the owner's expectations in terms of timing. As an example, I am currently involved in a project where the choice of the builder is largely determined by its commitment to deliver in a relatively short time. The ability of a builder to invest in semi-custom, "speculative" yacht projects (as seen routinely in Italy and Holland for example) can be a highly desirable asset."



3. What range would you like your superyacht to have?

The emergence and lasting presence of the Covid-19 pandemic has forced owner's and prospective owner's to reconsider the destinations that they cruise to. In an attempt to avoid crowds and escape the pandemic, while also attempting to discover some of the less travelled parts of our world, there has been a strengthened focus on a yacht's range.

Mini-explorers, such as the 23.95-metre semi-custom explorer yacht Veronika, constructed by Bering Yachts, offer owners the double advantage of explorer capabilities while allowing them to continue to navigate into smaller ports and marinas, such as those found on the Mediterranean. These vessels offer owners flexibility and optimise the potential of explorer and cruising yachts alike.

Sailing yachts offer more flexibility in autonomy as they, obviously, use wind as their main source of propulsion. These vessels provide owners with the opportunity to explore as they really only rely on the elements.

Besides considering the type of vessel that would most suit your lifestyle, considering where exactly you want to cruise. A shorter range is appropriate for inner Mediterranean cruising, as ports are often close to one another. For those looking to make the famous Atlantic crossing, or an even more ambitious, Pacific crossing, a vessel with an extended range is essential and is important to consider when selecting a shippard for your new-build.

4. Additional considerations

Volume: There are many things to consider in addition to the type of vessel, your lead time and the range when looking for a shipyard to build your yacht. Yachts above 500 GT must comply with specific safety requirements and regulations.

Location: Oftentimes, owners who build a superyacht are interested in being involved in the process to ensure that the project goes according to their wishes. Therefore, given the current state of travel restrictions it is important to consider the location of the shipyard to ensure that you can be as involved in the realisation of your dream project as possible.

Green considerations: As the industry continues to grow a greater consciousness of sustainability, owner's considering building a yacht with a reduced environmental impact should be mindful of choosing a shipyard who lines up with these goals. Besides innovative 'green' propulsion systems, an owner should consider the shipyard's overall practices if sustainability is a priority for them.



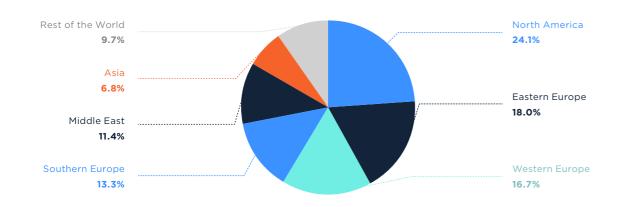
Superyacht Ownership by Nationality and Region

At SuperYacht Times, we keep track of superyacht ownership, which allows us to share this unique data with you. For superyachts over 40 metres, we know the owner nationalities for up to 98% of the yachts in operation and 78% of those in-build. Here are some key findings about superyacht ownership of the fleet over 40 metres, taken from the latest edition of our annual market report, *The State of Yachting 2021*, which you can download free of charge on superyachttimes.com.

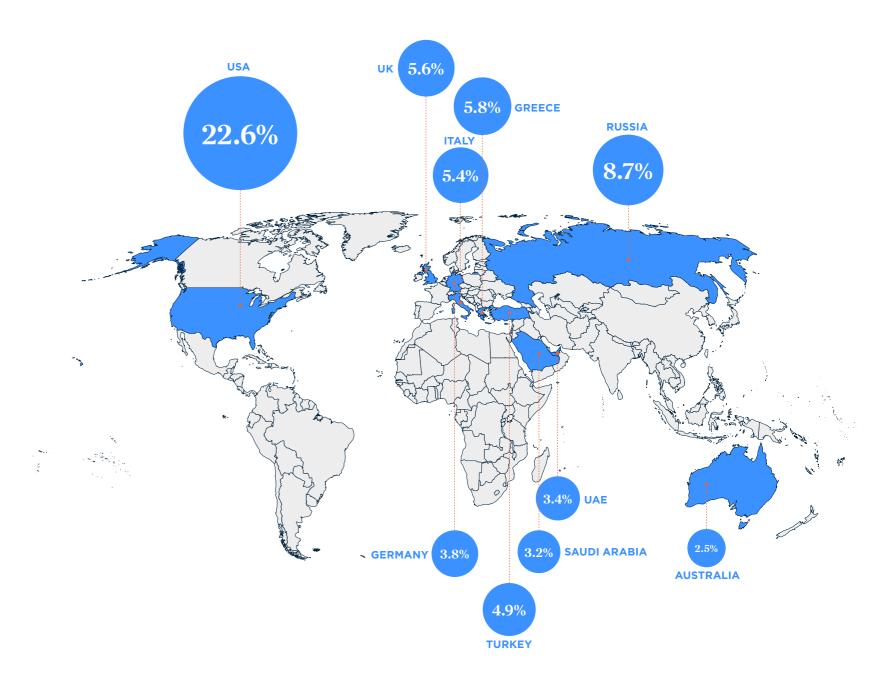
Note that our data is based on the nationality of the owner, not where the person lives.

- Owners from the United States have the largest share of the existing fleet and of new-builds. They
 own 22.6% of the operating superyachts and their share of ownership of in-build projects has been
 gradually rising over the past ten years. Currently, 19% of all in-build superyachts over 40 metres
 are destined for US owners.
- Russian owners come in second as they own 8.7% of the operating superyachts. While Russians
 used to be the most important new-build clients with a share of 20% ten years ago, this has since
 declined to a still significant 14%
- Greece is the third ownership nation with 5.8% of the operating superyachts, followed closely by the United Kingdom (5.6%) and Italy (5.4%)
- Asian ownership of superyachts is gradually rising and now stands at 6.7% of the operating fleet.
- Superyacht ownership in Central America now stands at 2.2% of the operating fleet and continues to rise year-on-year, fuelled in particular by the appetite of Mexican owners for large superyachts. We predict it won't be long before Mexico enters the top ten of superyacht ownership countries over 40 metres.
- European owners like to buy projects started on speculation. Between 2015 and 2019, 40% of the
 in-build yachts owned by Europeans had been started on speculation by the shipyard rather than
 for the client.
- Owners in the Middle East have the largest yachts on average, with a length of 63 metres and a volume of 1,693 GT.





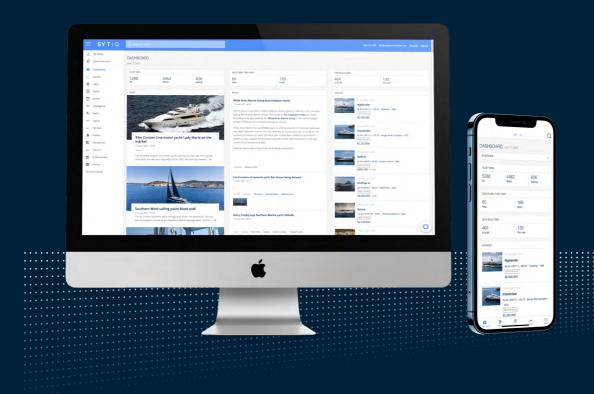
Top 10 superyacht ownership nations for operating superyachts over 40 metres



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The Superyacht Market Intelligence System



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MARKET REPORT 2021

About



Monaco Yacht Show

The Monaco Yacht Show (MYS) is the world's leading superyacht show with the exhibition of superyachts available for purchase or charter. Visitors can meet up with leading industry experts and hand-picked luxury manufacturers to discuss their next yacht project or explore current and future yachting trends. A unique and tailor-made visit experience into superyachting.

The MYS showcases a hand-picked selection of companies with ties to the yachting and luxury markets: superyacht builders and designers, yacht brokers, and the providers of tenders, nautical gadgets and water toys, luxury brands, high-end cars and motorbikes, helicopters and private jets.

The event is organised under the High Patronage of His Serene Highness Prince Albert II of Monaco.

About SuperYacht Times

The world of yachting is exciting and innovative, but it can be hard to find a news source that is both trustworthy and entertaining.

This is SuperYacht Times. Where superyacht enthusiasts all over the world find information and inspiration.

Whether you're a proud superyacht owner or aspire to become one, a knowledgeable insider or passionate admirer, we keep you updated with the latest news, accurate data and our smart yachting solutions.

We bring you entertainment with high-impact visuals and in-depth articles. Deep-dive into our unmatched intelligence, and experience the incredible world of yachting virtually with our 3D tools.

News, facts, stories, digital solutions. Enjoy it all. SuperYacht Times - Go beyond, get inspired

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