

SMARTER SUPERYACHT INSIGHT BY

# BOAT

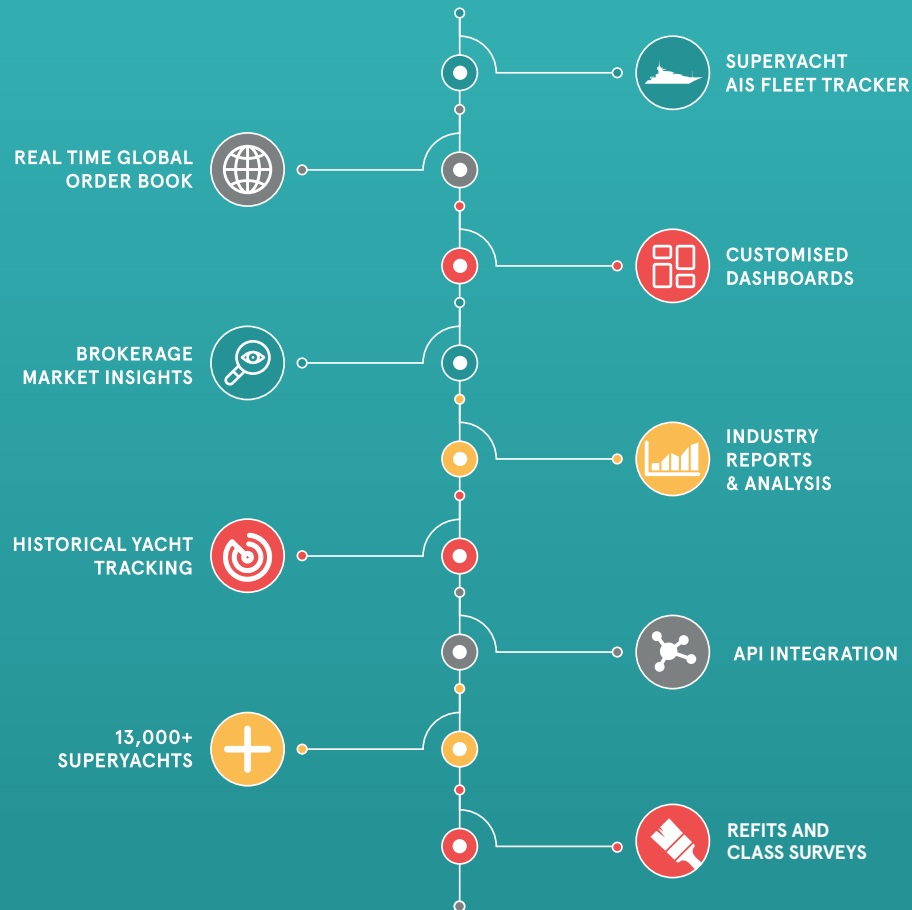
PRO



COMPREHENSIVE · INDEPENDENT  
· TRUSTWORTHY

# BOATPro is an award-winning superyacht market intelligence source bringing you real-time, accurate and reliable superyacht data

## Features



FIND OUT MORE  
[BOATINT.COM/BOATPRO](https://boatint.com/boatpro)

## WHERE DATA BECOMES REAL INSIGHT

>> Every superyacht business is different, and that's why BOATPro can be tailored to suit your business needs. Our unique combination of ready-made reporting and complete customisation means that you can use our data to build the reports you need to help drive your business decisions.

## WHY YOU CAN TRUST BOATPRO

>> BOATPro was launched by BOAT International, the world's leading superyacht magazine and multi-channel superyacht lifestyle brand. Dubbed "the Bible of the yachting world" by *The Times*, the monthly magazine has been regarded as the most valued source of information for the superyacht community for more than 30 years.

BOAT International is also behind [boatinternational.com](https://boatinternational.com), the world's most-visited superyacht website. As the longest-standing publisher of superyacht media and market intelligence, BOAT International is uniquely placed to listen to the needs of the industry and lead the way in delivering unique digital solutions for today's business challenges.

# The only market-intelligence platform delivering...

## 1. Global Order Book

>> BOAT International's Global Order Book has been the industry standard since 1999. The Global Order Book offers:

- Coverage of production and custom yachts from 24m upwards
- Separate order books for motor yachts, sailing yachts and categories such as explorer yachts
- Tracking of yachts through the build cycle from ordering through to delivery
- Global Order Book Methodology: Annual audit and quarterly yard visits carried out by our in-house research team

## 2. Superyacht AIS

>> We're leading the way with our innovative AIS fleet tracker. Our combined terrestrial and satellite AIS solution lets you:

- Track more than 5,000 superyachts daily
- Analyse 2+ years of superyacht movements
- Pinpoint yacht movements by builder, country of build, year of build, engine manufacturer... the choice is yours
- Find out which ports, marinas and refit yards are popular, both past and present
- Set your own custom alerts to keep up to date with yacht movements in your chosen locations

## 3. Global refit data

>> Get ahead with detailed, Realtime data of yachts at refit, maintenance or survey:

- Predict which yachts will be going to survey
- See earliest Class Expiry dates
- Set alerts against a facility for when a yacht arrives
- Monitor your fleet and be notified of changes

## 4. Superyacht Sales

>> With BOATPro you can:

- Track new listings, sales, price changes and CA changes daily
- See how long yachts have been on the market and how prices have changed
- Set alerts to monitor yachts that interest you, and receive daily or weekly notifications
- Analyse historical brokerage patterns gathered through our editorial online network and audited by our in-house analysts

## 5. Statistics for the full superyacht fleet

>> Superyachts start at 24 metres. We're the only source covering every yacht in detail:

- More than 11,000 superyachts tracked
- Carefully audited statistics for each yacht
- Detailed timelines covering build data, sales and important events in a yacht's history

## 6. Flexible and powerful reporting

>> BOATPro comes ready with a number of out-of-the-box reports to help you get started right away, but you can also:

- Build your own personal dashboard containing your most important reports
- Customise and filter any existing report and save for yourself
- Build new data tables and charts from scratch
- Download data as a CSV file to analyse yourself
- Download chart images to include in your presentations

# BOATPro's Superyacht AIS



## Designed for superyachts

>> BOATPro AIS uses a combination of satellite and terrestrial AIS receivers to ensure complete global coverage of the fleet near shore and at sea.

### • Location reporting

Our custom algorithms locate yachts to their current ocean/sea area, nearest country, distance from shore, region and town/city

### • Port and marina tracking and reporting

We locate yachts to commercial ports and specialist superyacht marinas

### • Yachts at yards

Keep on top of which yachts are located at shipyards and refit facilities with our live yard reporting

### • Unique filtering options

Pinpoint yachts globally based on yard, country of build, engine type, category, equipment and more

## Real-time and historical fleet tracking

>> BOATPro AIS contains more than two years of yacht positions and advanced features to help you analyse fleet movement.

### • Custom areas

Draw your own areas on a map and find yachts located in those areas either now or in the past

### • Location alerts

Set email alerts to find out when yachts move in or out of custom areas

### • Track your custom fleets

Build your own custom fleets, view them on a map, and combine with alerts for powerful notifications

### • Your own AIS dashboards

Build your own location-based maps and charts, and access them whenever you want

## Problems we solve

>> We have streamlined the way we interpret AIS data to solve these three challenges:

### • Accurate yacht counts

Standard AIS data often contains pleasure craft that are not superyachts. We filter out the noise and only include verified superyachts above 24m

### • Accurate measurements

Self-declared lengths and beams are not always accurate. We use our own verified measurements from shipyard specifications

### • Enhanced data

Normal AIS data only gives you the yacht name, length, beam and flag. With BOATPro AIS you can filter by more than 100 specification fields per yacht

## BOATPro AIS stats at a glance



FIND OUT MORE  
[BOATINT.COM/BOATPRO](https://boatint.com/boatpro)

## BOATPro for shipyards

### Industry insight

- **Live order book**

No more annual data limitations and frustrations – compare order books with the latest data at any time

- **Construction trends**

Explore emerging trends across all motor yachts and sailing yachts

- **Design trends**

Find out which designers and naval architects are leading the way, plus track developments in materials, equipment and yacht features

- **Set your own alerts**

Keep on top of new launches, deliveries, yachts going into refit and more

- **Superyacht refits dashboard**

Detailed realtime data at refit and predicted survey reports

### Superyacht AIS for yards

>> You've built the very best. Keep an eye on your fleet with BOATPro AIS

- **Asset tracking**

Build a fleet of your own yachts and find out where they are at any time

- **Distance tracking**

Find out how far yachts are travelling and forecast when they will need maintenance work

- **Location mapping**

Set alerts to find yachts coming near your refit facilities in need of servicing work

**Understand the competitive market landscape, beyond your own facilities, to better inform ongoing projects.**

## Market tracking and pricing

- **Live listings**

Compare brokerage stock patterns, time on market, asking-price discounts and more to understand your competitive position

- **Overall market trends**

Ready-made reports show you year-on-year trends for brokerage sales. Customise them yourself by LOA, yard, yacht age – there's more than 150 fields to choose from

- **Set your own alerts**

Keep on top of new listings, price changes and CA changes with instant email alerts

- **Historical listings and sales**

Use our powerful search and filtering to locate historical asking prices and inform your pricing strategies

- **Compare yachts**

Find similar yachts in market right now and benchmark pricing

## Superyacht AIS for brokerage

>> You're looking after valuable assets. Keep an eye on them with BOATPro AIS

- **Fleet tracker**

Build custom fleets for your sales and charter yachts and locate them on a map at any time

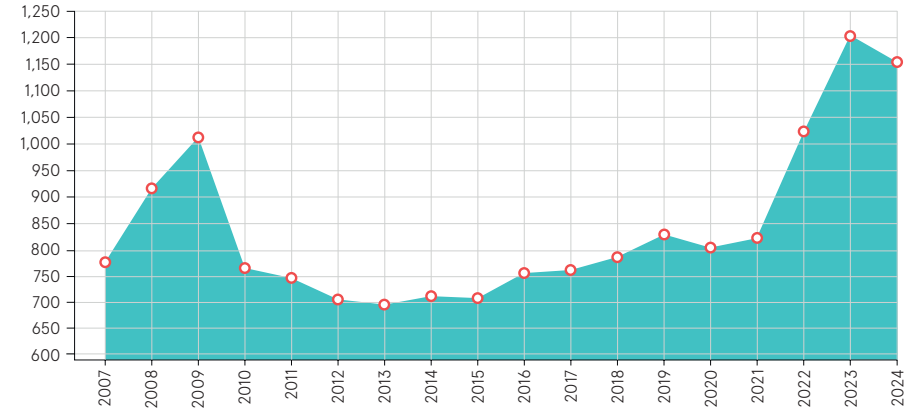
- **Location alerts**

Check charter itineraries are on track with regular notifications

## Validate your C.A. proposals with real-time comparisons from the entire superyacht market.

# Superyacht data powered by BOATPro

Global Order Book Superyachts in build or ordered



2024



**45,722m**  
Total length of yachts under construction



**33.5m**  
Average length of boats under construction



**1,166**  
Total projects in build or ordered

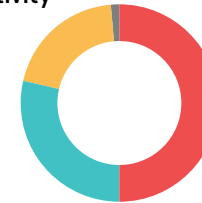


**€11.07m**  
Q2 Average asking price

## Fleet refit activity

Refit level

- Maintenance
- Light refit
- Extensive refit
- Rebuild



## Fleet refit duration (days)

**19**

Maintenance

**74**

Light refit

**280**

Extensive refit

**771**

Rebuild

**88**

The average duration (days) a yacht spent in refit in 2023

## Superyacht deliveries

Total deliveries by year



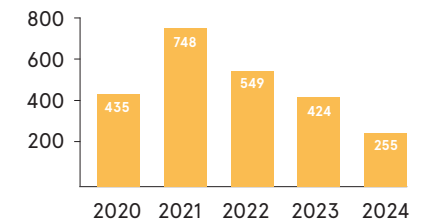
Predicted 2024 deliveries by size



\*correct as of August 2024

## Total Brokerage by Year

Number of yachts



\*correct as of September 2024

## BOATPro for marinas & local services

### An AIS solution designed for service providers

>> BOATPro AIS is full of features designed to meet the needs of local superyacht services.

- **Live mapping**

Build custom maps for all your service locations to track yachts moving in and out of those locations daily

- **Custom alerts**

Get email alerts direct to your inbox highlighting yachts moving into your service areas right now

- **Advanced filtering**

Find motor yachts or sailing yachts - filter by engine manufacturer or onboard equipment to find yachts that you can help

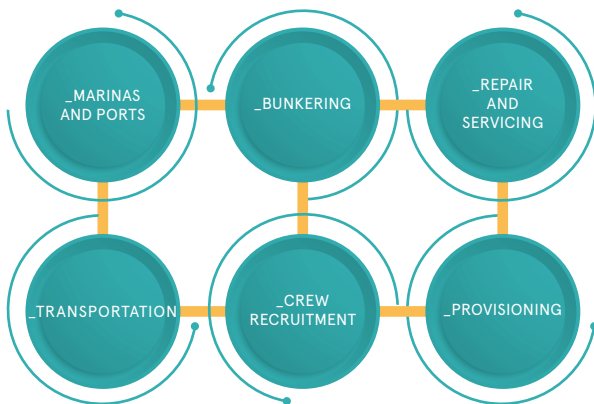
- **Historical analysis**

Looking to expand your business? Understand potential yacht traffic with more than two years of historical trend data

- **Port and marina trends**

Examine real-time and historic traffic into nearby ports and marinas to understand where superyachts really spend their time

### Suitable for



## BOATPro for banking & finance

### Banks, family offices and owners

- **Yacht investment planning**

Analyse historical asking prices, depreciation and potential sale lengths using more than 10 years of historical sale data

- **Shipyards performance**

Use the order book and delivery reports to explore market trends and assess investment opportunities

- **Market liquidity**

Understand the superyacht asset market using live listings, including price reductions and time on market

- **Set your own alerts**

Build reports for yachts of interest and receive updates whenever yachts come on to the market or change price

### Insurance

>> You're looking after valuable assets. Keep an eye on them with BOATPro AIS

- **Asset tracking**

Use fleet tracker to locate insured assets and ensure they maintain correct locations

- **Set your own alerts**

Get instant notifications when yachts move in and out of insured areas

**Use our live listing data to value and understand current market liquidity and real-time asset valuation.**

## BOATPro for manufacturers

### Know your market and sell more with BOATPro

- **Real-time Order Book**

Be the first to know when new yachts are commissioned

- **Construction trends**

Understand what equipment and materials are being used and how these change over time

- **Competitor tracking**

Monitor your market position against competitors with your own personal dashboard

- **Refit dashboard**

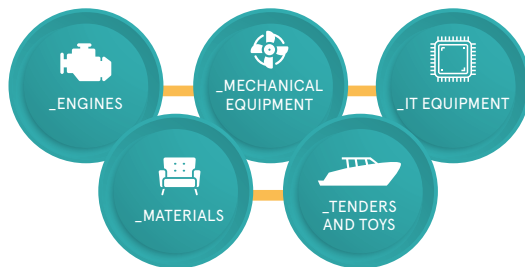
Monitor live ongoing refits and predict which yachts will be going for refit or surveys and set email alerts

- **CRM integration**

Download BOATPro data to integrate directly into your lead management platform to supercharge your sales and marketing strategy

- **Fleet tracking**

Build lists of clients and prospects - track them in reports and around the world with BOATPro AIS



**Forecast potential revenues by mapping out the new build projects and activity of the current fleet.**

## BOATPro for superyacht market

### BOATPro Feature Highlights

- Over 13k superyachts, 24 metres and above with full specifications, images and timelines
- New Build construction data (Global Order Book) updated daily + archived Global Order Book reports
- The latest sales brokerage with current and historical listings, CA and price changes
- Live and historical Specialist Superyacht Global Fleet Tracker
- Ongoing refits and predicted refit and survey reports
- Ability to customise and filter data based on 250+ search fields
- Create your own Fleets and set alerts
- Mobile App with live local data
- Monthly country market reports + subscriber only industry insight reports
- Dedicated Account Support manager

**Creating expertise with smarter superyacht insight.**

## Insight from trusted sources

>> BOATPro is BOAT International's market-intelligence solution, helmed by a renowned industry expert:



**Raphael Montigneaux**  
Research Director

> Raphael is widely acknowledged as the superyacht industry's leading data expert. Raphael feeds BOATPro daily with new information about yacht launches, deliveries, flag or name changes. Together with the BOAT International team, he also creates the Global Order Book, which is now integrated into BOATPro.

## Testimonials



"We're chasing boats on both sides of the Atlantic so the AIS function is fabulous! The filtering system in BOATPro has also been a game changer for us"

**Richard Strauss, Teakdecking Systems, Inc**



"We have been using BOATPro for over a year now. For us it's been an excellent tool as it gives us all the intelligence we need: new build, sales, change of flag, change of yacht name – everything is there in one place! It is constantly evolving and adding new features, which is fantastic"

**Laurence Lewis, YPI Crew**



"BOATPro offers us everything that we need from an intelligence point of view, from a wider picture of the market to specifically our own fleet engagement and for also just keeping up to date with the latest trends."

**Sarah Flavell, Damen Yachting**

## Annual subscription

BOATPro is accessed via an annual subscription model, price on application

## Ongoing support

Our account management team are always on hand to offer support, guidance and analysis over the course of your subscription, becoming an extension of your team

**Please contact the BOATPro team now to schedule your demonstration:**



**Heather Parkman**  
Director of BOATPro

> +44 (0) 7741 892 140  
> [heather.parkman@boatinternationalmedia.com](mailto:heather.parkman@boatinternationalmedia.com)



**Tom Foy**  
Account Director | Client Services

> +44 (0) 7787 326 748  
> [tom.foy@boatinternationalmedia.com](mailto:tom.foy@boatinternationalmedia.com)



**Louise De New**  
Account Director | New Business

> +44 (0) 7796 722 365  
> [louise.denew@boatinternationalmedia.com](mailto:louise.denew@boatinternationalmedia.com)



**Otto Allwood**  
Account Manager | New Business

> +44 (0)7552 277 614  
> [otto.allwood@boatinternationalmedia.com](mailto:otto.allwood@boatinternationalmedia.com)



FIND OUT MORE  
[BOATINT.COM/BOATPRO](https://boatint.com/boatpro)

# BOAT | PRO

M O B I L E

SMARTER SUPERYACHT INSIGHT  
NOW AVAILABLE ON MOBILE APP



Statistics  
for the full  
superyacht  
fleet



Live and  
historical  
brokerage  
sales data



Superyacht  
AIS Fleet  
tracker



Industry  
renowned  
Global  
Order Book

Get mobile-friendly access to the  
whole fleet, AIS, and brokerage data  
and view your reports on the go