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Edward Pegan
Sales & Marketing Director
BWA Yachting



Edward Pegan,
Posidonia Sea Tourism Forum
Athens – June 22, 2011
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Our Primary Objective

To provide shore side support to the captain & crew, owner, and charter broker/manager assisting with the ever increasing needs and complex nature of the yachting industry.



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Our Services

- Berth Reservations
- Itinerary Planning
- Yacht Clearances/Formalities
- Bunkering
- Technical Services and Support
- Cruising, Customs and Immigration Procedures
- Travel and Transportation
- Tourism Arrangements
- Exclusive Excursions
- Hotel and Restaurant Reservations
- Helicopter and Jet Rental
- Fresh Provisions/Supplies
- Courier Service
- Freight Handling
- Banking Transactions
- VIP Concierge Services
- On-board Entertainment



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Regional Head Offices

- BWA Yachting
- Associate Partner

OUR NETWORK

OVER 275 PORTS AND MARINAS SERVED THROUGH BWA YACHTING OWNED AND OPERATED OFFICES

The Next Step

Mediterranean/Black Sea 2011-2012

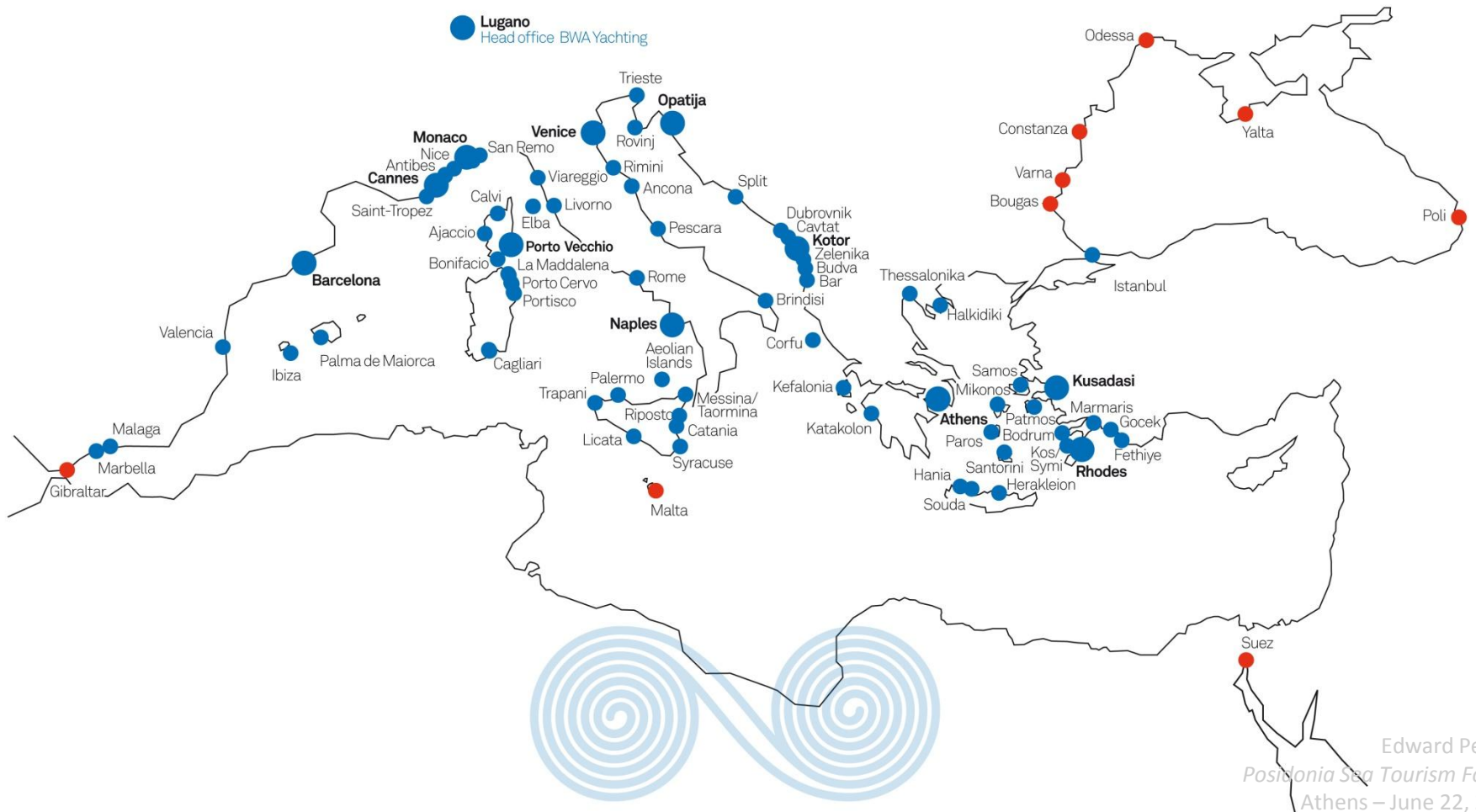
ALBANIA
BULGARIA
GEORGIA
ROMANIA
UKRAINE
RUSSIA

World Offices 2011-2013

MIDDLE EAST
EAST/WEST COAST USA



2010-2011



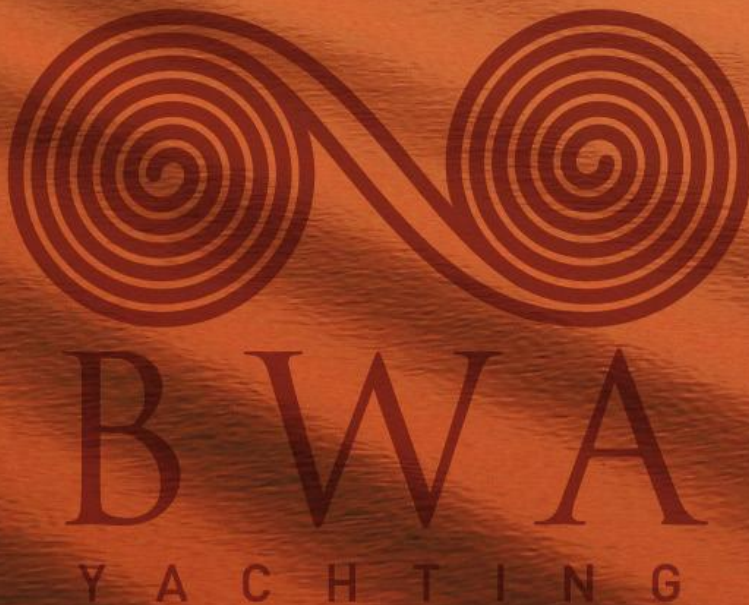
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The Growth of the Industry

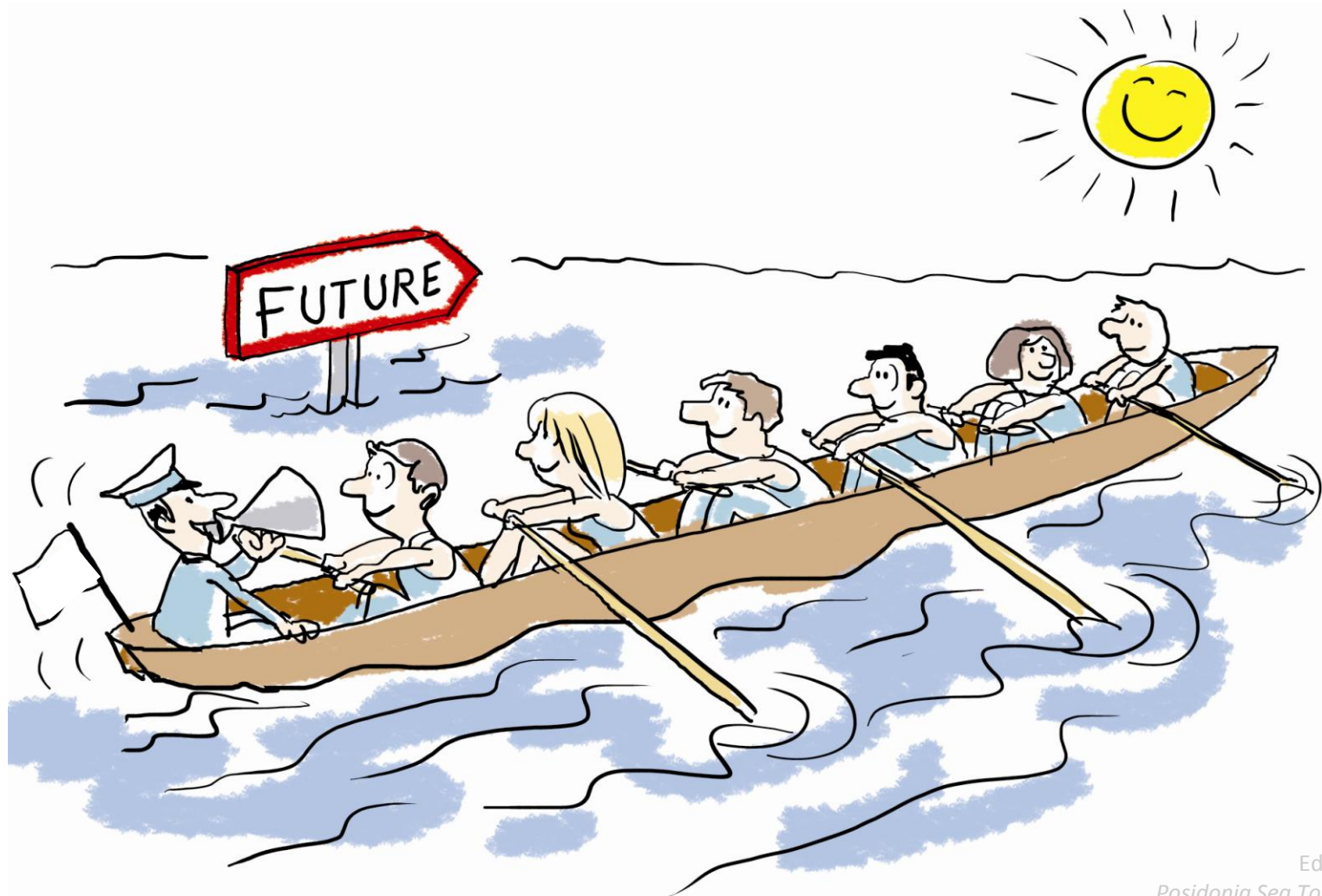


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- Total world fleet (over 30m): 4500
- Total sales 2010 vessels (over 30m): 143 yachts
- Average LOA of vessels sold in 2010: 44m
- *Overall Total Order Book* is down in 2011 to 453 yachts (495 in 2010, 587 in 2009. In 2010 2008 levels reached again.)
- Yachts attracted to uncharted territories
- Market maturing without strategic knowledge assets to build long term equity relationships



Challenges in the Industry



Challenges in industry

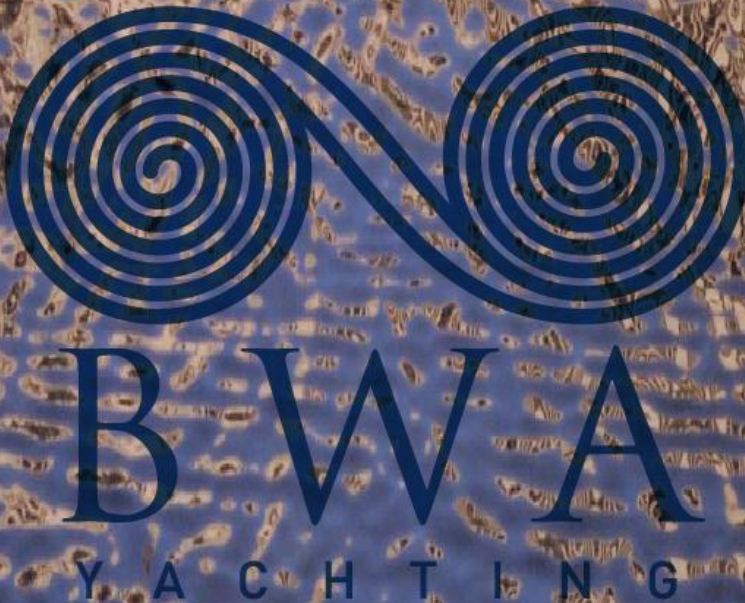
- Understanding emerging markets versus established destinations
- Uncontrollable world events
- Global economy and turmoil
- High fuel costs
- Increased requirements and regulations



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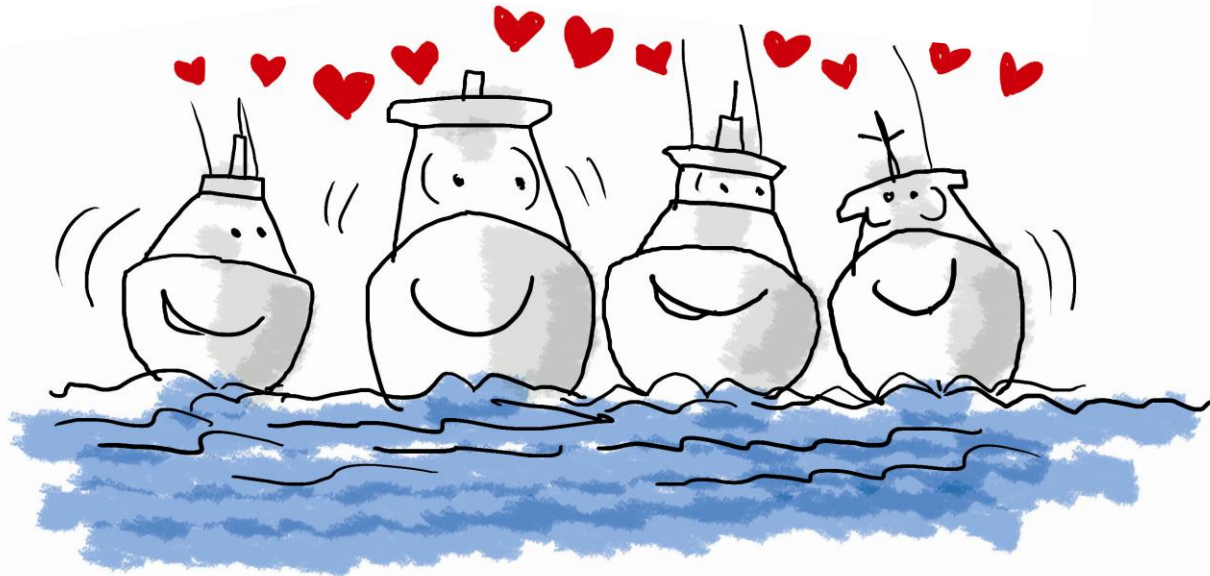
Challenges in local markets

- Increased requirements & regulations
- Lack of transparency in some locations
- Lack of coordination between countries to market itineraries
- Aggressive competition and pricing
- Regional players not keeping up with global changes



Partner-Ships

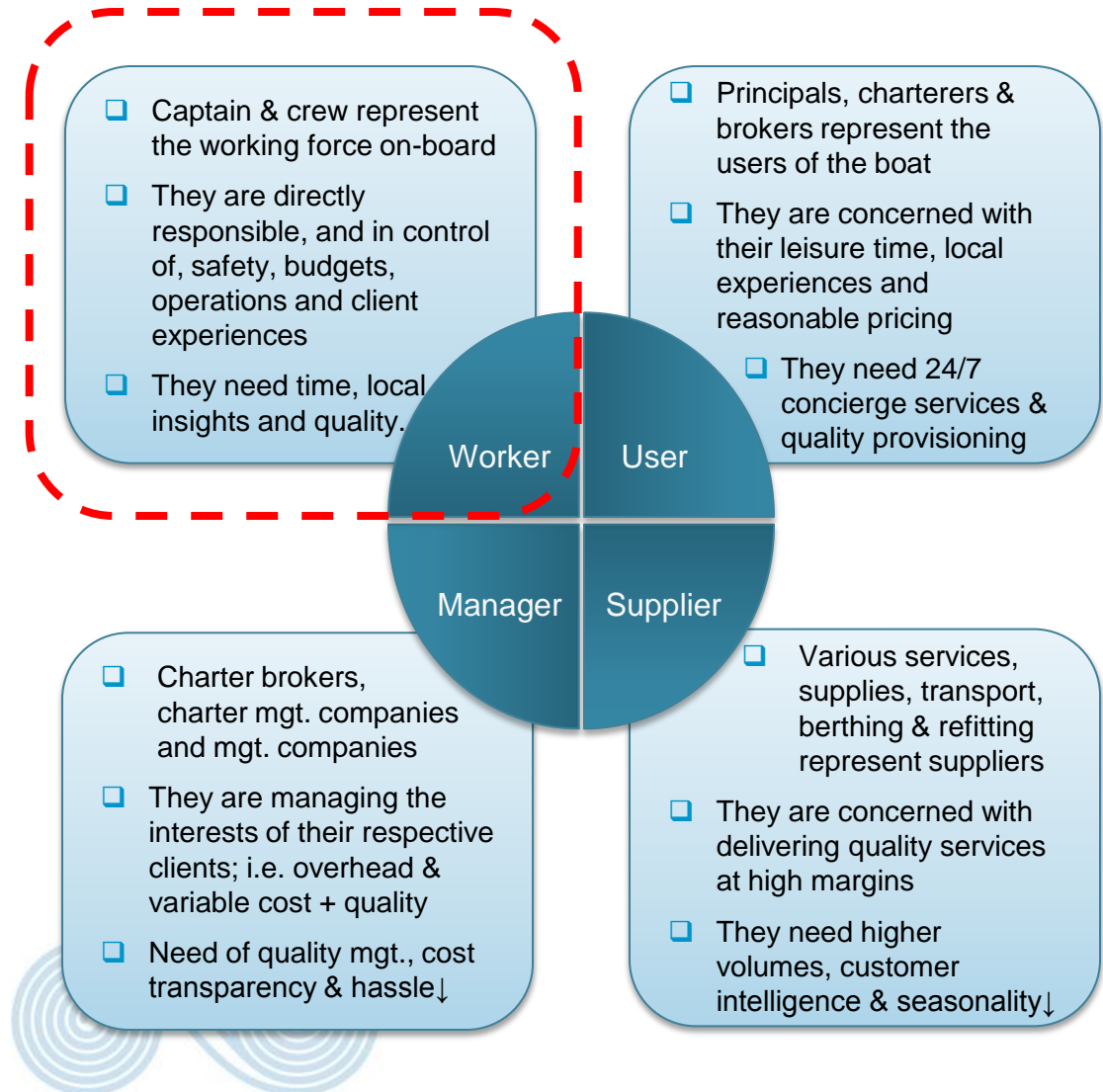
Building partnerships across the yachting industry locally, regionally and globally is the key to growing your market.



Segment Definition

We identify four high-level segments in the yachting industry, which are characterized with different needs.

Contrary to local agents, global players have the potential to target distinct needs of each of them.



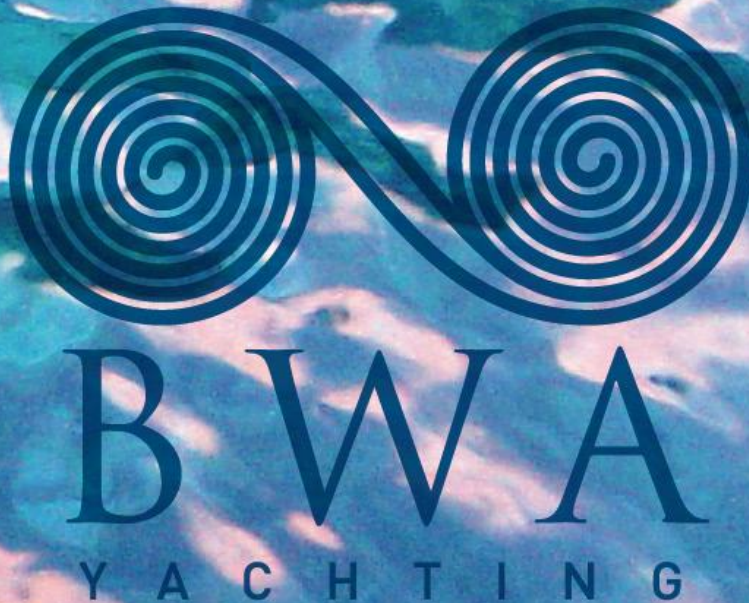
Identify your customer segment

- Captain and crew suggesting destinations to owner
- Charter agents and charter managers based on demand
- Managers concerned with local rules, regulations and risk liabilities
- Technical project managers needing lay-up and repair facilities



Identify partners within the industry

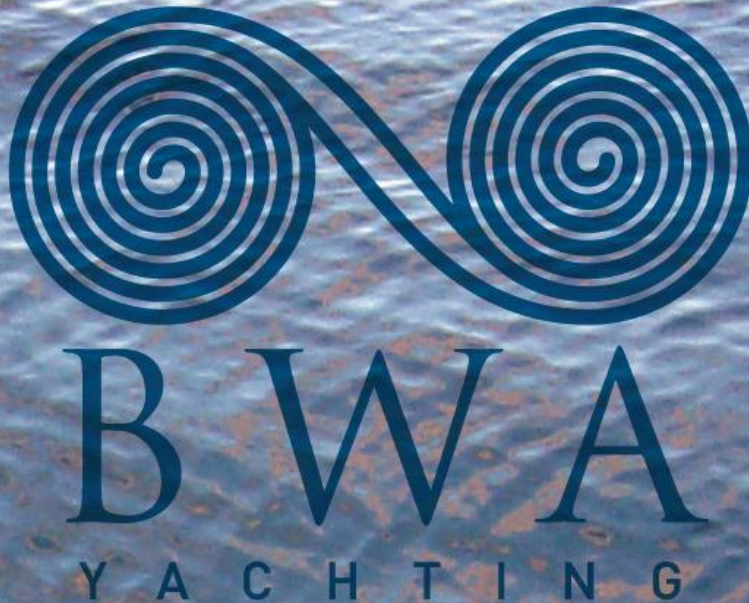
- Local industry professionals are key to the promotion of a destination
- Local authorities must be involved to remove grey areas regarding laws & regulations
- Neighboring industry leaders and authorities are as interested as you are
- Global industry leaders always promote growth when market and laws are clear and transparent.



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Identify best sales and marketing approaches

- Target specific and relevant places to advertise
- Be selective of where to go
- Don't spend just to spend
- Share costs where possible with like-minded partners
- Follow the leader but be creative



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Thank you
Ευχαριστώ

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