
Description:
This report examines the yacht charter market for the period 2014-2020. Yachts are perceived as a status symbol & play a pivotal role in service industry growth. Increasing demand for yacht charter is supported by rising disposable income of consumers and increasing number of charter destinations is fuelling the growth of overall yacht charter market.

Global Yacht Charter market has been segmented on the basis of region, product type, consumer type and consumer spending by yacht size. This section includes analysis of the key trends, drivers and restraints from the supply and demand side which are influencing the yacht charter market. Impact analysis of key growth drivers and restraints, is included in the yacht charter market report to better equip and arm clients with crystal clear decision-making insights.

The primary focus of the following section is to analyse yacht charter market by adoption among regions; the primary applications covered under the scope of the report are yacht charter uptake among product type and yacht charter uptake among yacht size. Furthermore, the product type has been sub-segmented into motor and sailing yachts. Motor yachts are further sub-segmented into displacement, semi-displacement, planing, catamaran, trimaran. Sailing Yachts are further sub-segmented into Sloop, Schooner, Catamaran, Ketch.

As highlighted earlier, global yacht charter market is segmented on the basis of consumer type into corporate and retail. Retail includes sub-segments such as individual, family/group and couple. Global yacht charter market has been also segmented on the basis of yacht size into large, medium and small sized yachts.

The next section of the report highlights yacht charter market adoption by region. It provides a market outlook for 2014-2018 and sets the forecast. This study discusses the key trends contributing to growth of the yacht charter market on a worldwide basis, as well as analyses the degree at which drivers are influencing this market in each region. Key regions assessed in this report include North America, Latin America, Eastern Europe, Asia Pacific, Middle East and Africa and Rest of the Europe.

All the above sections, by product type, by consumer type, by consumer size or by regions, evaluate the present scenario and the growth prospects of the yacht charter market for the period 2014 -2020. We have considered 2014 as the base year and provide data for the trailing 12 months.

To calculate the yacht charter market size, we have considered revenue generated from the demand side/supply side sales. The forecast presented here assesses the total revenue by value across the global yacht charter market. In order to offer an accurate forecast, we started by sizing the current market, which forms the basis of how the yacht charter market will develop in the future. Given the characteristics of the market, we triangulated the outcome of three different types of analysis, based on supply side, consumer spending and economic envelope. However, forecasting the market in terms of various segments and regions is more a matter of quantifying expectations and identifying opportunities rather than rationalising them after the forecast has been completed.

In addition, it is imperative to note that in an ever-fluctuating global economy, we not only conduct forecasts in terms of CAGR, but also analyse on the basis of key parameters such as year-on-year (Y-o-Y) growth to understand the predictability of the market and to identify the right opportunities across the Global Yacht Charter Market.

As previously highlighted, the Global Yacht Charter market is split into a number of sub segments. All the Global Yacht Charter sub-segments in terms of product type, consumer type and yacht size are analysed in terms of Basis Point Share to understand individual segments’ relative contributions to market growth. This detailed level of information is important for the identification of various key trends of the Global Yacht Charter market.

Also, another key feature of this report is the analysis of all key Global Yacht Charter segments, sub-
segments and regional adoption revenue forecast in terms of absolute dollar. This is traditionally overlooked while forecasting the market. However, absolute dollar opportunity is critical in assessing the level of opportunity that a provider can look to achieve, as well as to identify potential resources from a sales and delivery perspective in the Global Yacht Charter market.

Furthermore, to understand key growth segments in terms of growth & adoption of Global Yacht Charter in regions, Future Market Insights developed the Global Yacht Charter Market Attractiveness Index. The resulting index should help providers identify real market opportunities.

In the final section of the report, Global Yacht Charter market Competitive landscape is included to provide report audiences with a Dashboard view, based on categories of service provider in the value chain, presence of Yacht Charter product portfolio and key differentiators. Key categories of providers covered in the report are international players. This section is primarily designed to provide clients with an objective & detailed comparative assessment of key providers specific to a market segment in the Global Yacht Charter value chain. Report audiences can gain segment-specific vendor insights to identify and evaluate key competitors based on in-depth assessment of capabilities and success in the Yacht Charter marketplace. Detailed profiles of the providers are also included in the scope of the report to evaluate their long-term and short-term strategies, key offerings and recent developments in the Global Yacht Charter Market. Key competitors covered are Sunsail Ltd., The Moorings, Hanse Group, Fraser Escape Bareboat Charters, Incrediblue Limited., Antlos, Dream Yacht Charter, Sailogy S.A, Yachtico, Boatbound Inc., and Fun2Rent.

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