Yacht Charter Market (Under 24m length): Global Industry Analysis and Opportunity Assessment, 2016-2026

Description: Report Synopsis

This study offers a 10-year forecast of the global yacht charter market (under 24m length) between 2016 and 2026. In terms of value, the market is expected to expand at a CAGR of 7.1% over the projected period. The study demonstrates market dynamics and trends in five regions that are expected to influence the current nature and future status of the yacht charter market over the forecast period.

Report Description

In this report, the publisher analyses the global yacht charter market for the period 2016-2026. The primary objective of the report is to offer updates on advancements in the global yacht charter market.

Currently, yacht manufacturers are focused on showcasing their latest yachts at various boat shows worldwide. Boat shows, especially in Fort Lauderdale, U.S. and Genoa, Italy, attract thousands of boats lovers, buyers, and sellers each year. Customer inclination towards yacht charter vacations is on the rise across the globe, following a steady recovery in the global economy. This can be primarily attributed to entry of new web-based yacht charter service providers over the last five years. Customers can now search online for yachts services that can be tailored to their needs, and make bookings in a matter of minutes. These factors are expected to create favourable growth opportunities for vendors operating in the global yacht charter market over the forecast period.

In the next section, it analyses the yacht charter market performance on the basis of the global market revenue, since this is essential to understand growth potential of the yacht charter market. This section also includes the author's analysis of key trends, drivers, and restraints from the supply, economic and demand side that are influencing growth of the yacht charter market currently. Impact analysis of key growth drivers and restraints, based on the weighted average model, is included in the report to better equip and arm clients with crystal-clear, decision-making insights.

As highlighted earlier, the yacht charter market is an aggregation of various segments: cabins (2 cabins, 3 cabins, 4 cabins and others), end use (instructional, adventures & sports, events, vacation and honeymoon), consumer (corporate and retail) and yacht type (motor yacht and sailing yacht). All these segments are included in this section to make the study more comprehensive.

The next section of the report includes analysis of the yacht charter market by region. It provides market outlook for 2016-2026 and sets the forecast within the context of the yacht charter market ecosystem. This study discusses key regional trends contributing to growth of the yacht charter market on a worldwide basis, as well as analyses the degree to which global drivers are influencing this market in each region. Key regions assessed in this report are Mediterranean, Caribbean, Asia Pacific, Americas, and rest of Europe, Middle East and Africa (EMEA).

All the above sections—by cabin, by end use, by consumer, by yacht type and by region—evaluate the present scenario as well as growth prospects in the yacht charter market for the period 2016-2026. We have considered 2014 as the base year and provided data for the trailing 12 months.

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

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 right opportunities in the global yacht charter market.

As previously highlighted, the yacht charter market is split into a number of segments and sub-segments. All the segments and sub-segments in terms of cabin, end use, consumer, yacht type and region are analysed on the basis of Basis Point Share (BPS) to understand individual segments' relative contribution to market growth. This detailed level of information is important to identify various key trends in the global yacht charter market.

Another key feature of this report is the analysis of all key yacht charter market segments and sub-segments, regional adoption and revenue forecast in terms of absolute dollar forecast. 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 and to identify potential resources from a sales and delivery perspective in the yacht charter market.

In order to understand key segments in terms of growth and adoption of yacht charter across the concerned regions, the publisher developed the yacht charter market attractiveness index. The resulting index should help providers identify real market opportunities.

In the final section of the report, the yacht charter market's competitive landscape is included to provide report audiences with a dashboard view, based on various categories of providers present in the value chain, their yacht charter service portfolio and key differentiators in the market. This section is primarily designed to provide clients with an objective and detailed comparative assessment of key providers specific to a market segment in the yacht charter market value chain. Report audiences can gain segment-specific vendor insights to identify and evaluate key competitors based on the in-depth assessment of their 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 service offerings and recent developments in the yacht charter market space. Key competitors covered in the report are Yachtico Inc., Boatbookings, Sailogy S.A., Antlos S.r.l, Collaborative Boating Inc., Fraser Escape Bareboat Charters, Princess Yacht Charter, TUI Group and Zizooboats GmbH.

Key Segments Covered

**Yacht Charter Market**
- **Cabin**
  - 2 cabins
  - 3 cabins
  - 4 cabins
  - Others
- **End Use**
  - Instructional
  - Adventures & Sports
  - Events
  - Vacation
  - Honeymoon
  - Others
- **Consumer**
  - Corporate
  - Retail
  - Individual
  - Family/Group
  - Couple
  - Others
- **Yacht Type**
  - Motor Yacht
  - Displacement
  - Semi Displacement
  - Planing
  - Catamaran
  - Trimaran
  - Sailing Yacht
  - Sloop
  - Schooner
Catamaran
Ketch

Key Regions/Countries Covered

Caribbean
  British Virgin Islands
  St Martin
  Grenada
  Cuba
  Rest of Caribbean

Mediterranean
  Spain
  France
  Greece
  Turkey
  Croatia
  Rest of Mediterranean

Asia Pacific
  Thailand
  Malaysia
  Indonesia
  Australia
  Maldives
  Rest of Asia Pacific

Rest of EMEA
  Sweden
  Poland
  K.
  Austria
  Netherlands
  South Africa
  GCC
  Other Countries

Americas
  Bahamas
  Florida
  Mexico
  Rest of Americas

Key Companies

  Yachtico Inc.
  Boatbookings
  Sailogy S.A.
  Antlos S.r.l
  Collaborative Boating Inc.
  Fraser Escape Bareboat Charters
  Princess Yacht Charter
  TUI Group
  Zizooboats GmbH

Contents:
1. Global Yacht Charter Market Executive Summary
2. Assumptions & Acronyms Used
3. Research Methodology
4. Market Overview
  4.1. Introduction
    4.1.1. Market Definition
    4.1.2. Market Taxonomy
4.1.3. Regional Scope
4.2. Yacht Average Occupancy Rate and Days by Region, 2015
4.3. Average Yacht Charter Price Analysis by Region (2015 and 2026)
4.4. Top Five Favorite Destinations
4.5. Top Five Booking Destinations
4.6. Leading Yacht Manufacturers for Charter Purpose
4.7. Peak Booking Periods Across Regions
4.8. Peak Boarding Periods Across Regions
4.9. Market Dynamics
4.9.1. Drivers
4.9.2. Restraints
4.9.3. Opportunity
4.9.4. Market Trends
4.10.1. Market Size (Value) Forecast and Absolute $ Opportunity

5. Global Yacht Charter Market Analysis, By Cabins
5.1. Introduction
5.1.1. Y-o-Y Growth Comparison, By Cabins
5.1.2. Basis Point Share (BPS) Analysis, By Cabins
5.2. Market Forecast By Cabins
5.2.1. 2 Cabins
5.2.1.1. Absolute $ Opportunity
5.2.1.2. Market Value Forecast, By Region
5.2.2. 3 Cabins
5.2.2.1. Absolute $ Opportunity
5.2.2.2. Market Value Forecast, By Region
5.2.3. 4 Cabins
5.2.3.1. Absolute $ Opportunity
5.2.3.2. Market Value Forecast, By Region
5.2.4. Others
5.2.4.1. Absolute $ Opportunity
5.2.4.2. Market Value Forecast, By Region
5.3. Market Attractiveness Analysis, By Cabins
5.4. Prominent Trends

6. Global Yacht Charter Market Analysis, By End Use
6.1. Introduction
6.1.1. Y-o-Y Growth Comparison, By End Use
6.1.2. Basis Point Share (BPS) Analysis, By End Use
6.2. Market Forecast By End Use
6.2.1. Instructional
6.2.1.1. Absolute $ Opportunity
6.2.1.2. Market Value Forecast, By Region
6.2.2. Adventures & Sports
6.2.2.1. Absolute $ Opportunity
6.2.2.2. Market Value Forecast, By Region
6.2.3. Events
6.2.3.1. Absolute $ Opportunity
6.2.3.2. Market Value Forecast, By Region
6.2.4. Vacation
6.2.4.1. Absolute $ Opportunity
6.2.4.2. Market Value Forecast, By Region
6.2.5. Honeymoon
6.2.5.1. Absolute $ Opportunity
6.2.5.2. Market Value Forecast, By Region
6.2.6. Others
6.2.6.1. Absolute $ Opportunity
6.2.6.2. Market Value Forecast, By Region
6.3. Market Attractiveness Analysis, By End Use
6.4. Prominent Trends

7. Global Yacht Charter Market Analysis, By Consumer
7.1. Introduction
7.1.1. Y-o-Y Growth Comparison, By Consumer
7.1.2. Basis Point Share (BPS) Analysis, By Consumer
7.2. Market Forecast By Consumer
7.2.1. Corporate
7.2.1.1. Absolute $ Opportunity
7.2.1.2. Market Value Forecast, By Region
7.2.2. Retail
7.2.2.1. Absolute $ Opportunity
7.2.2.2. Market Value Forecast, By Region
7.2.2.3. Total Market Opportunity
7.2.2.3.1. Individual
7.2.2.3.2. Family/Group
7.2.2.3.3. Couple
7.2.2.3.4. Others
7.3. Market Attractiveness Analysis, By Consumer
7.4. Prominent Trends

8. Global Yacht Charter Market Analysis, By Yacht Type
8.1. Introduction
8.1.1. Y-o-Y Growth Comparison, By Yacht Type
8.1.2. Basis Point Share (BPS) Analysis, By Yacht Type
8.2. Market Forecast By Yacht Type
8.2.1. Motor Yacht
8.2.1.1. Absolute $ Opportunity
8.2.1.2. Market Value Forecast, By Region
8.2.1.3. Total Market Opportunity
8.2.1.3.1. Displacement
8.2.1.3.2. Semi displacement
8.2.1.3.3. Planing
8.2.1.3.4. Catamaran
8.2.1.3.5. Trimaran
8.2.2. Sailing Yacht
8.2.2.1. Absolute $ Opportunity
8.2.2.2. Market Value Forecast, By Region
8.2.2.3. Total Market Opportunity
8.2.2.3.1. Sloop
8.2.2.3.2. Schooner
8.2.2.3.3. Catamaran
8.2.2.3.4. Ketch
8.3. Market Attractiveness Analysis, By Yacht Type
8.4. Prominent Trends

9. Global Yacht Charter Market Analysis, By Mode of Operation
9.1. Introduction
9.1.1. Y-o-Y Growth Comparison, By Mode of Operation
9.1.2. Basis Point Share (BPS) Analysis, By Mode of Operation
9.2. Market Forecast By Operation
9.2.1. Operative
9.2.1.1. Absolute $ Opportunity
9.2.1.2. Market Value Forecast, By Region
9.2.2. Bareboat
9.2.2.1. Absolute $ Opportunity
9.2.2.2. Market Value Forecast, By Region
9.3. Market Attractiveness Analysis, By Mode of Operation
9.4. Prominent Trends

10. Global Yacht Charter Market Analysis, By Region
10.1. Introduction
10.1.1. Y-o-Y Growth Projections, By Region
10.1.2. Basis Point Share (BPS) Analysis, By Region
10.2. Market Forecast By Region
10.2.1. Caribbean Market Value Forecast
10.2.2. Mediterranean Market Value Forecast
10.2.3. Americas Market Value Forecast
10.2.4. Asia Pacific Market Value Forecast
10.2.5. Rest of EMEA Market Value Forecast
10.3. Regional Attractiveness Analysis

11. Caribbean Yacht Charter Market Analysis
11.1. Introduction
11.1.1. Y-o-Y Growth Projections, By Country
11.1.2. Basis Point Share (BPS) Analysis, By Country
11.1.3. Key Regulations & Limitations
11.1.4. Key Trends
11.2. Caribbean Market Forecast
11.2.1. Market Value Forecast By Country
11.2.1.1. British Virgin Islands Absolute $ Opportunity
11.2.1.2. St' Martin Absolute $ Opportunity
11.2.1.3. Grenada Absolute $ Opportunity
11.2.1.4. Cuba Absolute $ Opportunity
11.2.1.5. Rest of Caribbean
11.2.2. Market Value Forecast By Cabins
11.2.2.1. Cabins
11.2.2.2. Cabins
11.2.2.3. Cabins
11.2.2.4. Others
11.2.3. Market Value Forecast By End Use
11.2.3.1. Instructional
11.2.3.2. Adventures & Sports
11.2.3.3. Events
11.2.3.4. Vacation
11.2.3.5. Honeymoon
11.2.3.6. Others
11.2.4. Market Value Forecast By Consumer
11.2.4.1. Corporate
11.2.4.2. Retail
11.2.4.2.1. Individual
11.2.4.2.2. Family /Group
11.2.4.2.3. Couple
11.2.4.2.4. Others
11.2.5. Market Value Forecast By Yacht Type
11.2.5.1. Motor Yacht
11.2.5.1.1. Displacement
11.2.5.1.2. Semi Displacement
11.2.5.1.3. Planing
11.2.5.1.4. Catamaran
11.2.5.1.5. Trimaran
11.2.5.2. Sailing Yacht
11.2.5.2.1. Sloop
11.2.5.2.2. Schooner
11.2.5.2.3. Catamaran
11.2.5.2.4. Ketch
11.2.6. Market Value Forecast By Mode of Operation
11.2.6.1. Operative
11.2.6.2. Bareboat
11.2.7. Market Attractiveness Analysis
11.2.7.1. By Country
11.2.7.2. By Cabins
11.2.7.3. By End Use
11.2.7.4. By Consumer
11.2.7.5. By Yacht Type
11.2.7.6. By Operation
11.2.8. Drivers & Restraints: Impact Analysis

12. Mediterranean Yacht Charter Market Analysis
12.1. Introduction
12.1.1. Y-o-Y Growth Projections, By Country
12.1.2. Basis Point Share (BPS) Analysis, By Country
12.1.3. Key Regulations & Limitations
12.1.4. Key Trends
12.2. Mediterranean Market Forecast
12.2.1. Market Value Forecast By Country
12.2.1.1. Spain Absolute $ Opportunity
12.2.1.2. France Absolute $ Opportunity
12.2.1.3. Greece Absolute $ Opportunity
12.2.1.4. Turkey Absolute $ Opportunity
12.2.1.5. Croatia Absolute $ Opportunity
12.2.1.6. Rest of Mediterranean Absolute $ Opportunity
12.2.2. Market Value Forecast By Cabins
12.2.2.1. 2 Cabins
12.2.2.2. 3 Cabins
12.2.2.3. 4 Cabins
12.2.2.4. Others
12.2.3. Market Value Forecast By End Use
12.2.3.1. Instructional
12.2.3.2. Adventures & Sports
12.2.3.3. Events
12.2.3.4. Vacation
12.2.3.5. Honeymoon
12.2.3.6. Others
12.2.4. Market Value Forecast By Consumer
12.2.4.1. Corporate
12.2.4.2. Retail
12.2.4.2.1. Individual
12.2.4.2.2. Family /Group
12.2.4.2.3. Couple
12.2.4.2.4. Others
12.2.5. Market Value Forecast By Yacht Type
12.2.5.1. Motor Yacht
12.2.5.1.1. Displacement
12.2.5.1.2. Semi Displacement
12.2.5.1.3. Planing
12.2.5.1.4. Catamaran
12.2.5.1.5. Trimaran
12.2.5.2. Sailing Yacht
12.2.5.2.1. Sloop
12.2.5.2.2. Schooner
12.2.5.2.3. Catamaran
12.2.5.2.4. Ketch
12.2.6. Market Value Forecast By Mode of Operation
12.2.6.1. Operative
12.2.6.2. Bareboat
12.2.7. Market Attractiveness Analysis
12.2.7.1. By Country
12.2.7.2. By Cabins
12.2.7.3. By End Use
12.2.7.4. By Consumer
12.2.7.5. By Yacht Type
12.2.7.6. By Operation
12.2.8. Drivers & Restraints: Impact Analysis

13. Asia Pacific Yacht Charter Market Analysis
13.1. Introduction
13.1.1. Y-o-Y Growth Projections, By Country
13.1.2. Basis Point Share (BPS) Analysis, By Country / Region
13.1.3. Key Regulations
13.1.4. Key Trends
13.2. Asia Pacific Market Forecast
13.2.1. Market Value Forecast By Country/Region
13.2.1.1. Thailand Absolute $ Opportunity
13.2.1.2. Malaysia Absolute $ Opportunity
13.2.1.3. Indonesia Absolute $ Opportunity
13.2.1.4. Australia Absolute $ Opportunity
13.2.1.5. Maldives Absolute $ Opportunity
13.2.1.6. Rest of Asia Pacific Absolute $ Opportunity
13.2.2. Market Value Forecast By Cabins
13.2.2.1. 2 Cabins
13.2.2.2. 3 Cabins
13.2.2.3. 4 Cabins
13.2.2.4. Others
13.2.3. Market Value Forecast By End Use
13.2.3.1. Instructional
13.2.3.2. Adventures & Sports
13.2.3.3. Events
13.2.3.4. Vacation
13.2.3.5. Honeymoon
13.2.3.6. Others
13.2.4. Market Value Forecast By Consumer
13.2.4.1. Corporate
13.2.4.2. Retail
13.2.4.2.1. Individual
13.2.4.2.2. Family /Group
13.2.4.2.3. Couple
13.2.4.2.4. Others
13.2.5. Market Value Forecast By Yacht Type
13.2.5.1. Motor Yacht
13.2.5.1.1. Displacement
13.2.5.1.2. Semi Displacement
13.2.5.1.3. Planing
13.2.5.1.4. Catamaran
13.2.5.1.5. Trimaran
13.2.5.2. Sailing Yacht
13.2.5.2.1. Sloop
13.2.5.2.2. Schooner
13.2.5.2.3. Catamaran
13.2.5.2.4. Ketch
13.2.6. Market Value Forecast By Mode of Operation
13.2.6.1. Operative
13.2.6.2. Bareboat
13.2.7. Market Attractiveness Analysis
13.2.7.1. By Country
13.2.7.2. By Cabins
13.2.7.3. By End Use
13.2.7.4. By Consumer
13.2.7.5. By Yacht Type
13.2.7.6. By Operation
13.2.8. Drivers & Restraints: Impact Analysis

14. Rest of EMEA Yacht Charter Market Analysis
14.1. Introduction
14.1.1. Y-o-Y Growth Projections, By Country / Region
14.1.2. Basis Point Share (BPS) Analysis, By Country / Region
14.1.3. Key Regulations & Limitations
14.1.4. Key Trends
14.2. Rest of EMEA Market Forecast
14.2.1. Market Value Forecast By Country/Region
14.2.1.1. Sweden Absolute $ Opportunity
14.2.1.2. Poland Absolute $ Opportunity
14.2.1.3. U.K. Absolute $ Opportunity
14.2.1.4. Austria Absolute $ Opportunity
14.2.1.5. Netherlands Absolute $ Opportunity
14.2.1.6. South Africa Absolute $ Opportunity
14.2.1.7. GCC Absolute $ Opportunity
14.2.1.8. Others Absolute $ Opportunity
14.2.2. Market Value Forecast By Cabins
14.2.2.1. 2 Cabins
14.2.2.2. 3 Cabins
14.2.2.3. 4 Cabins
14.2.2.4. Others
14.2.2.3. Market Value Forecast By End Use
14.2.2.3.1. Instructional
14.2.2.3.2. Adventures & Sports
14.2.2.3.3. Events
14.2.2.3.4. Vacation
14.2.2.3.5. Honeymoon
14.2.2.4. Market Value Forecast By Consumer
14.2.2.4.1. Corporate
14.2.2.4.2. Retail
14.2.2.4.2.1. Individual
14.2.2.4.2.2. Family /Group
14.2.2.4.2.3. Couple
14.2.2.4.2.4. Others
14.2.2.4.5. Market Value Forecast By Yacht Type
14.2.2.4.5.1. Motor Yacht
14.2.2.4.5.1.1. Displacement
14.2.2.4.5.1.2. Semi Displacement
14.2.2.4.5.1.3. Planing
14.2.2.4.5.1.4. Catamaran
14.2.2.4.5.1.5. Trimaran
14.2.2.4.5.2. Sailing Yacht
14.2.2.4.5.2.1. Sloop
14.2.2.4.5.2.2. Schooner
14.2.2.4.5.2.3. Catamaran
14.2.2.4.5.2.4. Ketch
14.2.2.4.6. Market Value Forecast By Mode of Operation
14.2.2.4.6.1. Operative
14.2.2.4.6.2. Bareboat
14.2.2.4.7. Market Attractiveness Analysis
14.2.2.4.7.1. By Country
14.2.2.4.7.2. By Cabins
14.2.2.4.7.3. By End Use
14.2.2.4.7.4. By Consumer
14.2.2.4.7.5. By Yacht Type
14.2.2.4.7.6. By Operation
14.2.2.8. Drivers & Restraints: Impact Analysis

15. Americas Yacht Charter Market Analysis
15.1. Introduction
15.1.1. Y-o-Y Growth Projections, By Country / Region
15.1.2. Basis Point Share (BPS) Analysis, By Country / Region
15.1.3. Key Regulations & Limitations
15.1.4. Key Trends
15.2. Americas Market Forecast
15.2.1. Market Value Forecast By Country/Region
15.2.1.1. Bahamas Absolute $ Opportunity
15.2.1.2. Florida Absolute $ Opportunity
15.2.1.3. Mexico Absolute $ Opportunity
15.2.1.4. Rest of Americas Absolute $ Opportunity
15.2.2. Market Value Forecast By Cabins
15.2.2.1. 2 Cabins
15.2.2.2. 3 Cabins
15.2.2.3. 4 Cabins
15.2.2.4. Others
15.2.3. Market Value Forecast By End Use
15.2.3.1. Instructional
15.2.3.2. Adventures & Sports
15.2.3.3. Events
15.2.3.4. Vacation
15.2.3.5. Honeymoon
15.2.3.6. Others
15.2.4. Market Value Forecast By Consumer
15.2.4.1. Corporate
15.2.4.2. Retail
15.2.4.2.1. Individual
15.2.4.2.2. Family /Group
15.2.4.2.3. Couple
15.2.4.2.4. Others
15.2.5. Market Value Forecast By Yacht Type
15.2.5.1. Motor Yacht
15.2.5.1.1. Displacement
15.2.5.1.2. Semi Displacement
15.2.5.1.3. Planing
15.2.5.1.4. Catamaran
15.2.5.1.5. Trimaran
15.2.5.2. Sailing Yacht
15.2.5.2.1. Sloop
15.2.5.2.2. Schooner
15.2.5.2.3. Catamaran
15.2.5.2.4. Ketch
15.2.6. Market Value Forecast By Mode of Operation
15.2.6.1. Operative
15.2.6.2. Bareboat
15.2.7. Market Attractiveness Analysis
15.2.7.1. By Country
15.2.7.2. By Cabins
15.2.7.3. By End Use
15.2.7.4. By Consumer
15.2.7.5. By Yacht Type
15.2.7.6. By Operation
15.2.8. Drivers & Restraints: Impact Analysis

16. Competition Landscape
16.1. Yacht Charter Market Structure
16.2. Company Profiles
16.2.1. Yachtico Inc
16.2.1.1. Company Overview
16.2.1.2. Service Offerings
16.2.1.3. SWOT Analysis
16.2.1.4. Strategy
16.2.1.5. Recent Developments
16.2.2. Boatbookings (Enitiative.biz, Ltd.)
16.2.3. Sailogy S.A
16.2.4. Antlos S.r.l.
16.2.5. Collaborative Boating, Inc.
16.2.6. Fraser Escape Bareboat Charters
16.2.7. Princess Yacht Charter (Princess Yachts International PLC)
16.2.8. TUI Group (The Moorings Limited and Sunsail Worldwide Sailing Ltd.)
16.2.9. Zizooboats GmbH

17. Global Yacht Charter Market - Digital Marketing and Distribution Landscape
17.1. Digital Marketing Strategy
17.1.1. Websites
17.1.2. Social Media
17.2. Effective tools of Promotion
17.2.1. Video
17.2.2. Virtual Tours
17.2.3. Customer Testimonials
17.2.4. Industry Insights
17.2.5. Architect and Builders

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