



# GlobeSailor

## SAILING:

**SAILING IS ATTRACTING AN EVER-INCREASING NUMBER OF HOLIDAYMAKERS**

**PRESS RELEASE - October 2019**

With more than **5 billion euros** in turnover in 2018, the yachting industry has recovered from its recession. It confirms the return of the public's enthusiasm for maritime tourism; the **boat charter** industry has shown a 10% increase. GlobeSailor has contributed significantly to this growth with **an increase of more than 30% of its sales** during the 2019 summer season.

## Market trends and figures

Although the year is not over, it's still interesting to look at the summer 2019 figures and certain market trends. First, there has been an increase in the number of bookings (+11%) particularly driven by **catamaran rentals (36% of bookings)** compared to 30% last summer). 1/3 of catamaran rentals are for Lagoon catamarans, which remains the preferred brand for boaters, with an average budget of 5120€/week in high season. In addition, **23% of customers who chartered in the Mediterranean have requested the services of a skipper** (1200€/week on average). Between June 1st and August 31st, the average budget for a group of 8 people approached 6000€.

Individual and cabin charters also continued to grow with a 12% increase in bookings for an average budget of €1225 per person (including full board).

## Outlook and developments

Olivier Albahary, the founder of GlobeSailor, explains: "We were lucky with the weather this year and our efforts to open up the yachting industry to the general public were rewarded! We are constantly adding new cruises to atypical destinations: **Oman, Fiji, Panama, South Africa**, etc. Theme cruises will also be in the heart of the development of our travel agency division. You can already find cruises associated with the activities such as **surfing, kitesurfing, diving, cycling, gastronomy or history** on our website. It's essential to meet the needs of our customers to build their loyalty. Same goes for newbies who are sailing for the first time!"



## Top 3 most popular cruises in 2018/2019



### Cabin cruise in the GRENADINES:

From **800€**/person

full board on a new boat, departing from Le Marin in Martinique with a skipper and a hostess on board.

### Cruise in CROATIA:

From **950€**/person

half-board on a high-end boat, departing from Trogir with a skipper and a hostess/cook on board..



### Cabin cruise in GREECE:

From **1350€**/person

half-board on a high-end boat, departing from Athens with a skipper and a hostess/cook on board.



### Leading travel agency specialising in sailing cruises

GlobeSailor was founded in 2008 and is dedicated to monohull, catamaran, gulet, motorboat, and luxury yacht charters. In terms of sailing holidays, GlobeSailor is the market leader. In addition, the company also aims to win over the general public by offering crewed/private cabin cruises and themed cruises. GlobeSailor's objective is to make sailing accessible to everyone via travel packages. Clients can book their sailing cruise along with airline tickets when necessary. In addition, there are many services such as a 24/7 concierge service, excursions, and other activities tailored to the needs of travelers.

Ask for your invitation for a press-sailing trip with GlobeSailor!

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