

PRESS RELEASE [31/12/24]



Exploring Yacht Charter Trends in 2024 with GlobeSailor

The yacht charter industry has sailed strong in 2024, charterers worldwide are embracing new destinations, booking habits, and vessel types. In this article we have primarily focused on our clientele from the UK, USA, Canada, Australia and New Zealand.

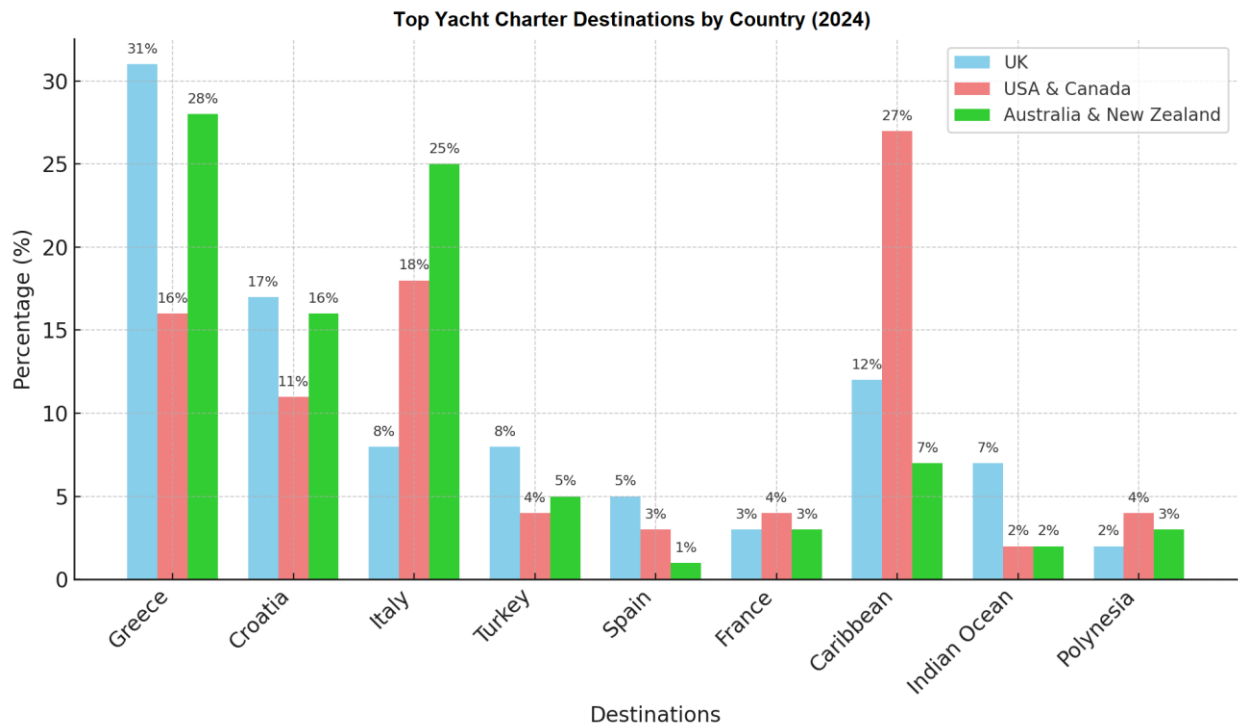
Top Yacht Charter Destinations

In 2024, Greece retained its position as the most sought-after yacht charter destination, capturing 31% of the UK market. The country's stunning archipelagos, rich history, and reliable weather conditions continue to make it a top choice for charterers. This figure remains consistent with 2023, confirming Greece's dominant appeal.

Croatia, the second most popular destination, saw a slight decline from 17% in 2023 to 16% in 2024. While its charming Dalmatian coast still attracts a significant number of sailors, it's facing stiff competition from other Mediterranean destinations.

Italy made notable gains in popularity among charterers from the USA, Canada, and Australia/New Zealand. Its share among U.S. and Canadian charterers rose from 18% to 25%, reflecting a growing interest in the Amalfi Coast and Sicily's azure waters.

Charterers by Country: Who's Chartering Where?



Charterers from different countries are showing distinct preferences for destinations:

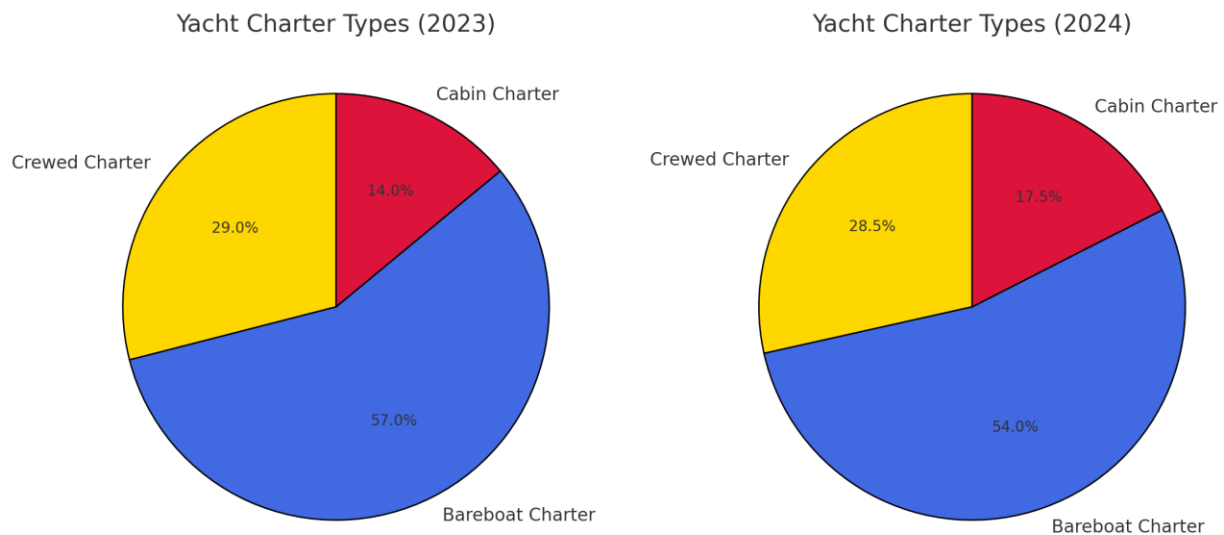
- **United Kingdom:** Greece remains a favorite (31%), followed by Croatia (17%). The Caribbean (12%) and Italy (8%) are also popular among U.K.-based charterers.
- **USA and Canada:** Italy (25%) and the Caribbean (27%) dominate this market. Greece (16%) and Croatia (11%) also maintain strong appeal.



- **Australia and New Zealand:** Greece leads (28%), followed by Italy (25%) and Croatia (16%), mirroring the trend of Mediterranean allure for this group.

The preference for Mediterranean destinations across all regions highlights the region's enduring reputation for luxurious and picturesque sailing experiences.

Charter Types: Cabin Charters on the Rise



In 2024, cabin charters gained traction, growing to 17.5% of the market, up from 14% in 2023. This reflects a shift toward more accessible, budget-friendly, and social sailing experiences, especially among younger or first-time charterers.

Bareboat charters, while still dominating at 54%, saw a slight decline compared to 57% in 2023.

Private crewed charters experienced a marginal decrease, falling from 29% in 2023 to 28.5% in 2024. This segment remains popular among those seeking fully serviced luxury experiences.

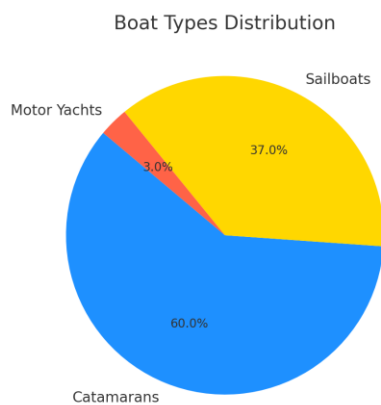
Charter Types and Vessel Preferences

Charterers' preferences are shifting subtly compared to last year:



- **Bareboat Charters:** Still the favorite, making up 54% of bookings as travelers enjoy the freedom of captaining their own journey.
- **Private Crewed Charters:** Slightly down at 28.5%, these remain a strong choice for luxury travelers.
- **Cabin Charters:** On the rise, growing to 17.5%, appealing to those seeking shared, eco-conscious adventures.

As for vessels:



- Catamarans dominate with 60%, offering space and comfort for groups and families
- Sailboats follow at 37%, catering to traditional sailing enthusiasts
- Motor Yachts make up 3%, meeting niche luxury demands

Booking Trends: Early Birds vs. Last-Minute Planners

Booking habits continue to reflect a mix of planners and spontaneous travelers:

- **41%** of charterers book 6 to 12 months ahead, ensuring their preferred dates and destinations.
- **59%** book closer to their travel date, typically 2 to 6 months out



About GlobeSailor

GlobeSailor is a yacht charter and cabin cruises agency. For more than 12 years, our advisors and nautical experts have been helping our customers book their sailing holidays in more than 180 destinations worldwide. GlobeSailor remains a trusted platform for yacht charter, offering easy booking, expert advice, and a variety of options tailored to every traveler's needs. Seamless service and commitment to satisfaction keep [GlobeSailor](https://www.theglobesailor.com) at the forefront of the industry.