

Webinar Feb. 21: Wealthy on the Move: Cars, Jets and Yachts

February 6, 2024



McLaren Experience Center in association with O'Gara at the Wynn Las Vegas hotel. Image: McLaren

By LUXURY ROUNDTABLE INTELLIGENCE

Please [click or tap here](#) to register for the Feb. 21 webinar at noon to 1 p.m. ET (New York time), "Wealthy on the Move: Cars, Jets and Yachts"

Webinar: Wednesday, Feb. 21, 2024, noon to 1 p.m. ET (New York time)

A Luxury Roundtable Presentation

What can luxury professionals learn from makers and service providers of luxury cars, jets and yachts that keeps their customer base loyal and willing to refer the brands to peers?

A look at sales numbers for 2023 confirms a simple fact: the UHNW and the HNW have not slackened their purchases or use of luxury cars, jets and yachts.

Sales of luxury marques such as Bentley and Rolls-Royce as well as Ferrari, Lamborghini, Range Rover, BMW and Mercedes-Benz were strong, with an increasing focus on custom orders.

An old pre-pandemic perk the corporate jet is back with a vengeance, and use of private jet charters reliably held up as the wealthy continued to prefer a more cosseted air travel experience.

And orders for yachts and superyachts keep coming in, with waitlists for custom models and the launch of new services such as The Ritz-Carlton Yacht Collection and the Four Seasons gaining traction.

This [hourlong webinar](#) on Feb. 21 at noon to 1 p.m. ET (New York time) will discuss:

Emerging travel and transport patterns among the wealthy and UHNW

What is driving sales of luxury cars

How the use of corporate and charter jets is here to stay

The growing popularity of yachts and superyachts, and the entry of hospitality groups into exclusive yachting charters

Best-practice tips: What luxury car, yacht and jet brands are doing to continue earning the loyalty of their clientele

SPEAKERS

Andy Thomas, vice president of marketing and communications, McLaren Automotive

Matteo Atti, chief marketing officer, Vista

Anders Kurtn, CEO, Fraser Yachts

In conversation with Mickey ALAM KHAN, CEO, Luxury Roundtable

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