

Luxury Roundtable

WORLD'S LEADING NETWORK FOR LUXURY PROFESSIONALS, MARKETERS AND WEALTH MANAGERS

Business at its best

Become a more authoritative, connected and informed luxury professional [join Luxury Roundtable now](#) and access your benefits

[Subscribe for free to Luxury Roundtable News for the latest luxury news, insights and invitations](#)

CARS, JETS AND YACHTS

Monaco Yacht Show, eyeing UHNW business, attracts 117 superyachts, 560 exhibitors

September 30, 2023



The Seanna from Burgess, a superyacht that was showcased at the Sept. 27-30 Monaco Yacht Show. Image credit: Monaco Yacht Show

By STAFF REPORTS

This year's Monaco Yacht Show, the most prestigious in the world, set new records as it showcased superyachts at Port Hercule in Monaco, the Mediterranean locale that is the world's leading yachting destination.

The show, organized by Informa, welcomed the world's wealthy and UHNW, shopping for boats, toys and associated merchandise as well as seeking advice and bespoke services as befits the world of superyachting where prices of yachts stretch into the hundreds of millions of dollars.



Aerial view of the Monaco Yacht Show held Sept. 27-30 at Port Hercule in Monaco. Image credit: Monaco Yacht Show

The stats for this year's [MYS](#) speak for themselves, highlighting the resilience of the UHNW market:

Diverse exhibition: 560 exhibitors were showcased on the docks comprising naval designers and architects, yacht equipment providers, service providers, as well as manufacturers of tenders and nautical gadgets all the players in the superyacht universe serving UHNW clients.

Fleet sweep: 117 superyachts, including three catamarans, were present at Port Hercule, making this event the clear leader in maritime luxury.



The Leona Bilgin was exhibited Sept. 27-30 at the Monaco Yacht Show at Port Hercule in Monaco. Image credit: Monaco Yacht Show

New horizons: 45 yachts launched in 2023 were on display, alongside 16 yachts launched or refitted in 2022. This fleet included 61 yachts less than two years old, which is a remarkable proportion of 52 percent of the Monaco Yacht Show yacht fleet.

Yacht builders and brokers: 58 yachts were presented by shipyards representing 49.60 percent of the fleet and 59 yachts were presented by brokers and accounting for the rest. "This balance ensures a diverse presentation of new builds and charter yachts," MYS said in a statement.

One leading yacht brokerage, Campers & Nicholson's International, had five yachts in the show and another 15 anchored in Monaco. One yacht for sale, the Kahalani, was tagged at \$45 million.

Luxury tenders: 61 luxury tenders were exhibited to complement the superyachts, including two extraordinary submarines, adding an extra dash to the event.

Sponsors: Swiss watchmaker Richard Mille was the official sponsor. Other sponsors included Agusta, Blade, Begum Yachting, BWA Yachting, Comte De Monte Carlo Champagne, Dassault Aviation, Fairmont Monte Carlo, Dockwalk, Feadship, Funair, Giobagnara, GL Events, GlobeAir, Jetex, Lufthansa Technik, Maison Del Gusto Yacht Provisioning, Marina D'Arechi, Marina Genova, Monaco Marine Yachtcare Network, OneWeb, OnlyYacht Superyacht Insurance, Paola Lenti, Preciosa, PortsTP Toulon Port Authority, RINA Maxima, Sabrina Arts De La Table, Sabrina Monte Carlo, Siemens Energy, Sindalah, Smallwood's Yachtwear, Suez Canal Authority, The Italian Sea Group, Van Berge Henegouwan, VIP Limousine and Whispering Angel.

Additionally, there were 19 media partners and 33 conference sessions across three days.

Adventure out of water: Beyond the sea, MYS 2023 emphasized both land and air with 30 cars and motorcycles on display in the Adventure Area, as well as two helicopters in the skies.

Indeed, the Adventure Area featured a showcase of superyacht tenders, luxurious off-road vehicles, the latest water toys, high-tech gadgets and helicopters capable of flying to the most remote corners of Earth.

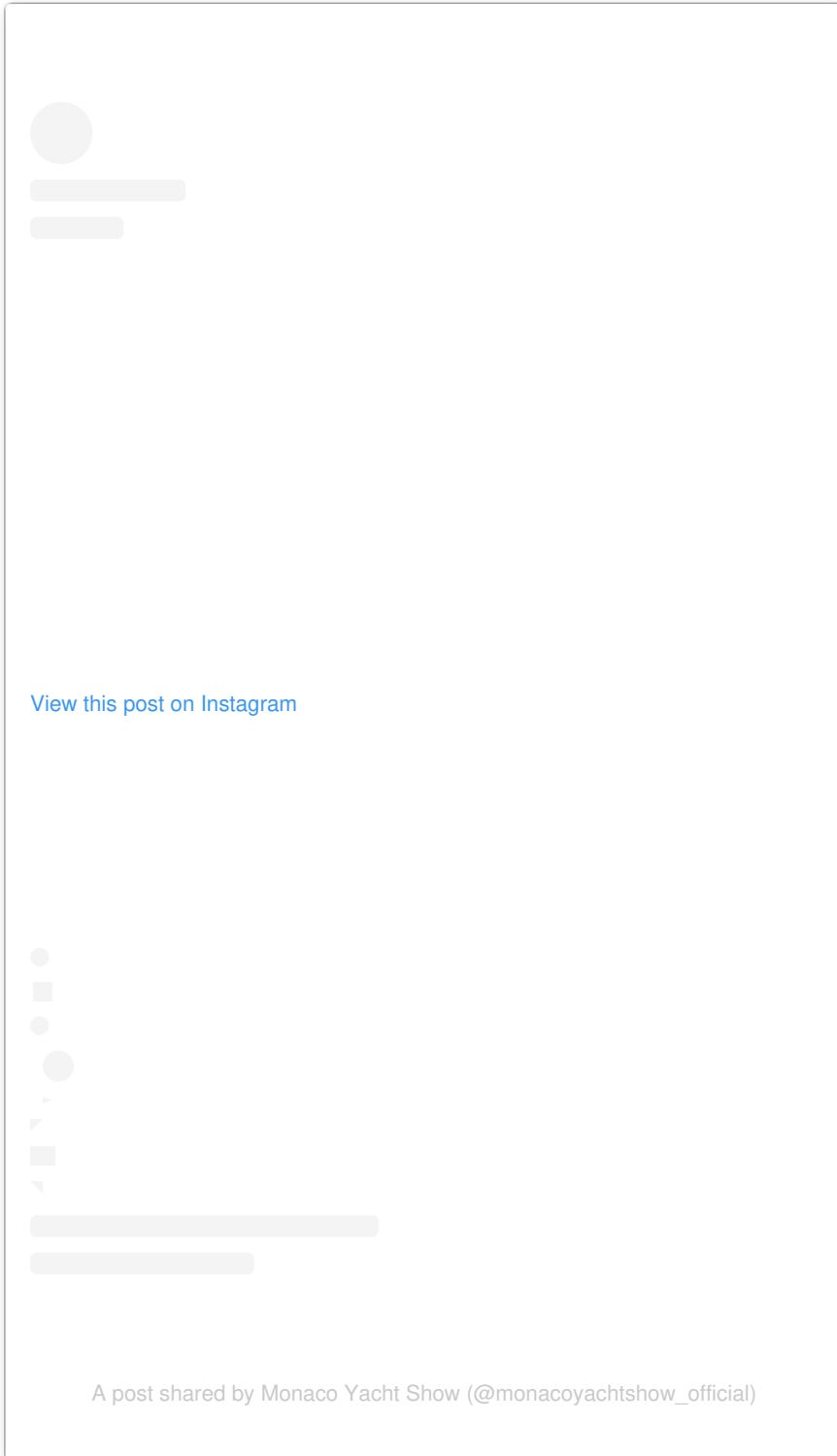
The exhibition spanned two locations within Port Hercule. At Quai Antoine Ier, visitors saw the display of luxury vehicles, tenders and water toys, while Quai Jarlan displayed around 20 tenders annually as the second site.

"As the demand for thrilling adventures and bespoke experiences continues to grow within yachting, the creation of an expanded exhibition encompassing all adventure-related activities aligns with the MYS ambition to offer visitors the full spectrum of yachting experiences," MYS said in a statement.

"Today, yacht enthusiasts want to drive all-terrain vehicles at the North Pole, embark on underwater excursions, explore secluded islands via tenders, enjoy la dolce vita in the Med, indulge in personalized tours of historical and cultural sites along the coast, encounter wildlife while preserving their ecosystems, and even engage in scientific research during a charter.

"With the return of the three thematic exhibitions to the MYS this year, namely the Sustainability Hub, the Yacht

Design & Innovation Hub and the Adventure Area, the Monaco Yacht Show solidifies its commitment to redefine the yachting experience."



MOST READ

1. [Headlines: Capri, Gucci, Dior, Kering, beauty battle, celeb marketing, watches](#)
2. [Monaco Yacht Show, eyeing UHNW business, attracts 117 superyachts, 560 exhibitors](#)
3. [Editor's pick: Is India the new China?](#)
4. [How to own your market](#)
5. [Headlines: Bernard Arnault, McLaren, China, Lebanese wealth, TikTok](#)
6. [Are you customer-obsessed? Here is why you should be](#)
7. [Comfort is No. 1 aspirational luxury as younger consumers stress](#)
8. [Headlines: Saint Laurent, Mikimoto, Neiman Marcus, Isabel Marant, AR](#)
9. [Low consumer trust today is threat to repeat-purchase behavior: Forrester](#)
10. [XO Firsts entices members with post-jet travel, event experiences](#)

© 2023 Napean LLC. Luxury Roundtable is a subsidiary of Napean LLC. All rights reserved.