

# The Superyacht CEO Report

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09/2018

INTRODUCING THE SUPERYACHT POWER INDEX - THE MOST INFLUENTIAL PRINCIPALS IN THE INDUSTRY



# LOOKING TO THE FUTURE, BY 2022 DO YOU THINK THE INDUSTRY WILL BE IN A BETTER OR WORSE PLACE THAN IT IS NOW? AND WHY?



**BURAK BAYKAN**  
D-MARIN

With many new projects underway that are already very significant for the industry, I believe this will trigger growth in the marinas business. But firstly, it is very important to recognise expectations of the yacht owners and their crews who are more sophisticated than before. Therefore, along with their high level of technical and logistic capabilities, marinas should become lifestyle destinations. To raise standards in upcoming years, it is very important to offer additional facilities in marinas to attract more interest groups. This way we affect the fate of the marina business and can be sure that the nautical industry will enjoy positive changes. However, the overall growth of nautical tourism directly depends on the development of specific destinations.

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**BUDDY DARBY**  
CHRISTOPHE HARBOUR

I like to think that the superyacht industry is on course to be in a better place. There seems to have been a collective, conscious shift towards positive changes on various levels that are making the industry a more aware, sustainable and inclusive place. The industry-wide eco-movement we've seen over the past few years will arguably have the biggest role to play in making positive change happen, not just by 2022 but further into the future. It has been a long time coming, but thankfully now it seems to have become a permanent fixture on the yachting agenda. It absolutely needs to stay this way, though. We can't become complacent or lose focus. Every level of the industry – from suppliers to shipyards to marinas to owners – needs to lead the way in preserving the oceans and in prioritising green innovation and technology. Otherwise, the one thing that makes the yachting experience so special won't be the same at all, will it?

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