

RIVIERA YACHTING SYMPOSIUM

19 April 2024

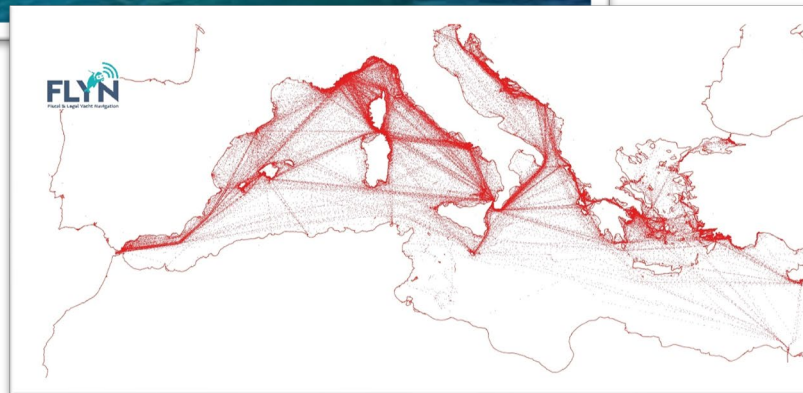
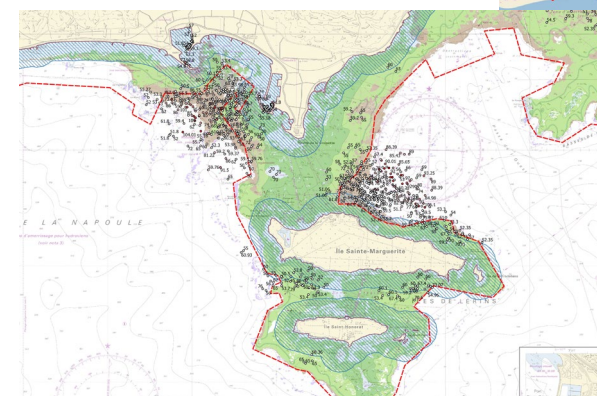
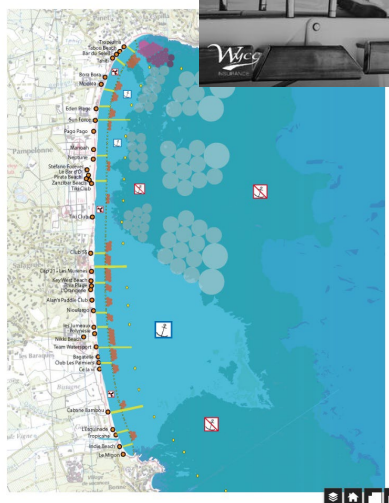
YACHTING INTELLIGENCE
ANALYSIS OF YACHT NAVIGATION DATA
2015 - 2023



ANALYSIS OF YACHTS POSITIONS IN THE MED

EVOLUTION OF ATTRACTIVITY & FREQUENTATION

2015 – 2023



YACHT DATA, MEASURE, BIASES, SIZES...

Data source : Marine Traffic – 14.8 million positions from 5060 MMSI callsigns

Positions from all yachts (>24 m) in the MED @ 1 hour interval

MEASURE : total time (hours) while yacht is stationary (calls, stops, yacht periods, wintering...)

Actual size (LOA) not always provided

AIS may be shutoff during yard periods, or even calls

Some congested areas create poor reception, esp. for smaller (class B)

Quality of reception depend on coastal stations

Country	Average length (m)
Gibraltar	69.2
Monaco	45.8
Montenegro	45.4
Italy	44.2
Spain	43.4
France	43.3
Malta	41.0
Greece	40.9
Croatia	38.7
Turkey	38.7

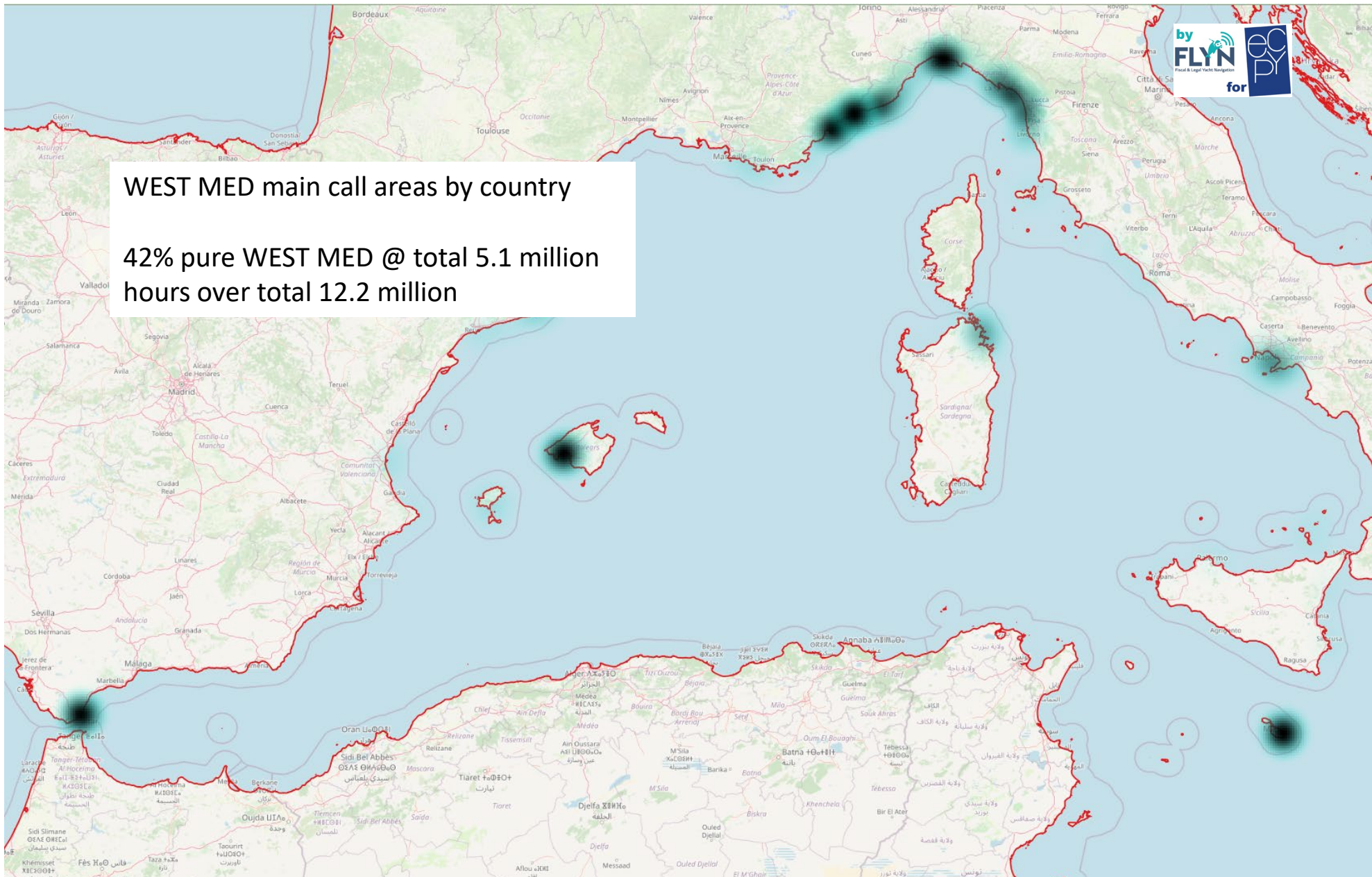
Yachts characteristics

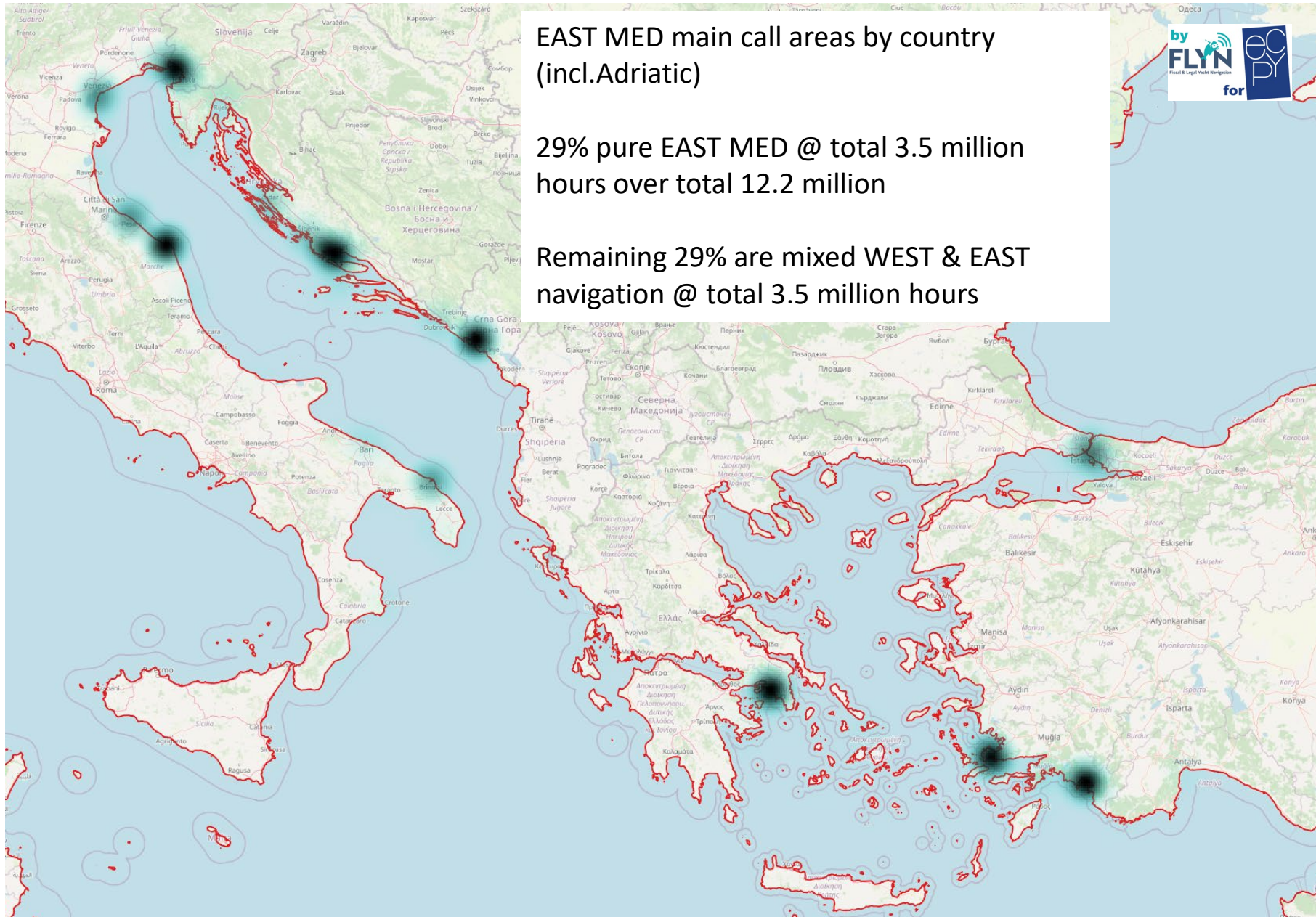
- 3820 yacht identified, 3760 used
- All over 24 meters
- Average length 40 meters
- Some large yachts do not broadcast AIS any more...
- ...but when they do, they do so more consistently than smaller yachts (shipyards incl.)
- Average length slightly larger in West Med than in East Med
- Largest is Gibraltar (refueling before/after crossing)

Definitely, there are some biases, but they seem to be consistent over the years and allow analysis of evolution, trends...

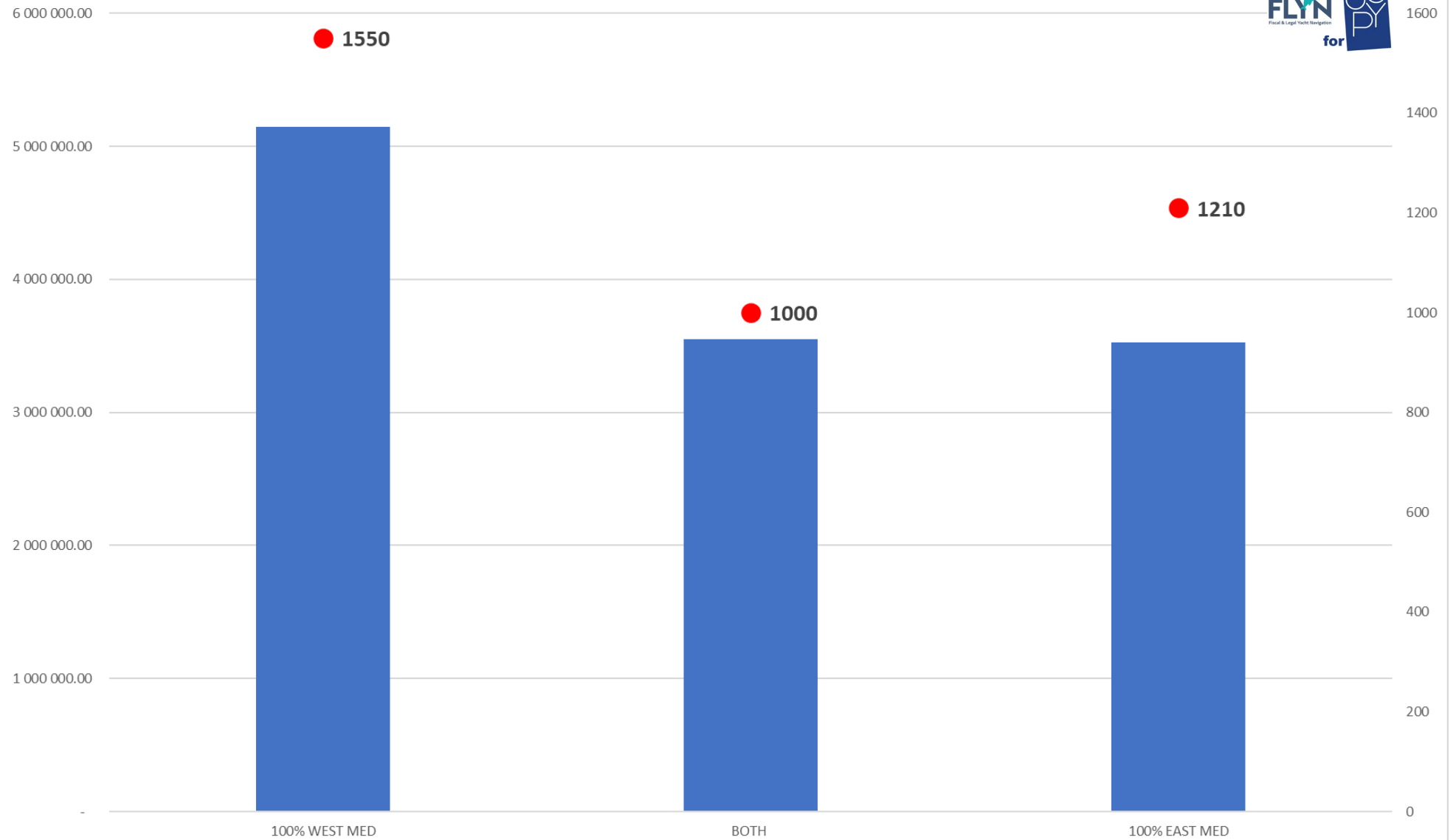
WEST MED main call areas by country

42% pure WEST MED @ total 5.1 million
hours over total 12.2 million

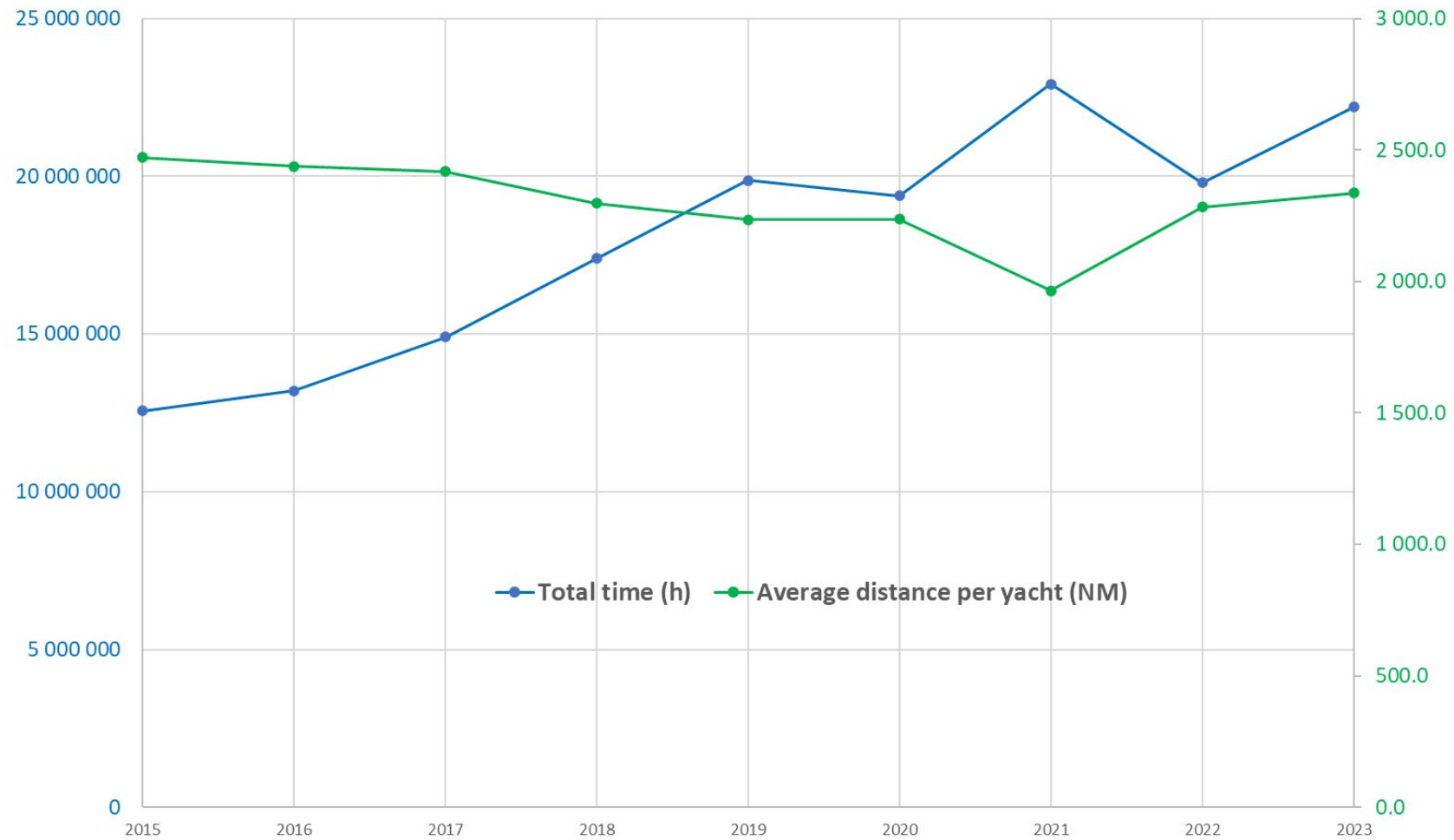




**PROPORTION OF TIME SPENT BY YACHTS EXCLUSIVELY IN WEST MED, EAST MED OR in BOTH REGIONS
(in hours spent - 2023) and number of yachts - Adriatic counted in EAST MED**

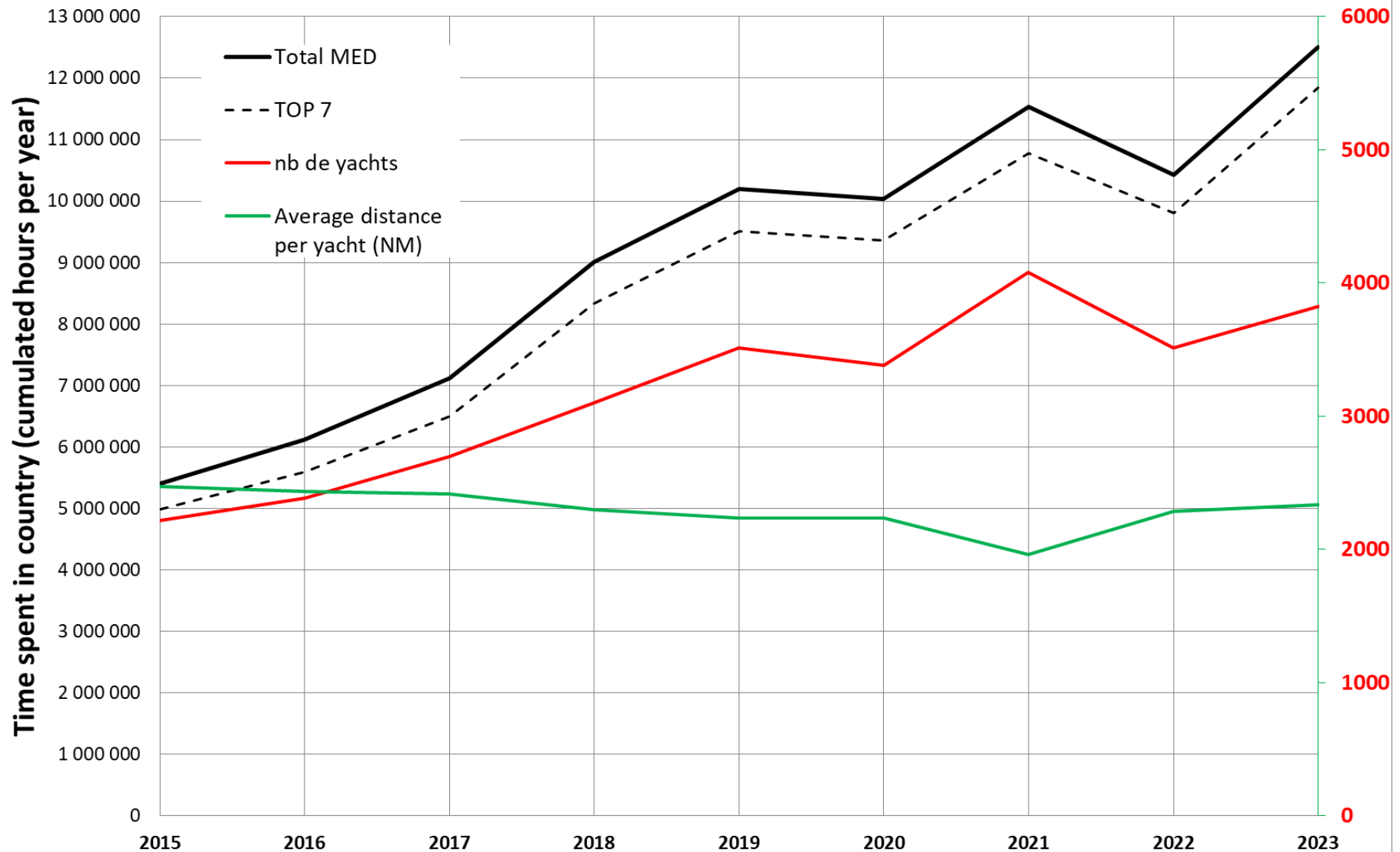


**Total time - all yachts present in the MED (hours)
& average distance sailed per yacht (nm)
(2015 - 2023)**

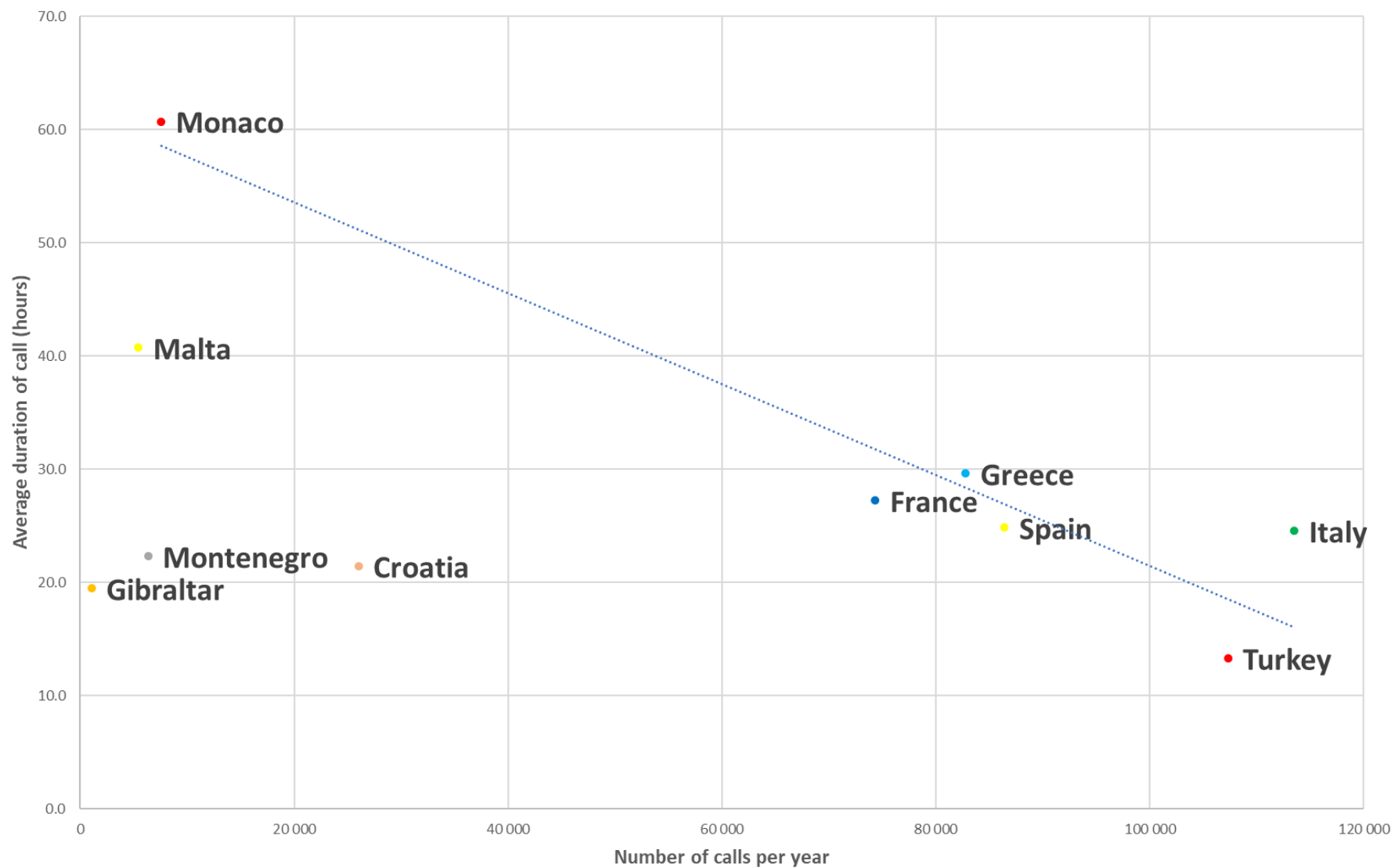


YACHTING ACTIVITIES 2015-2023

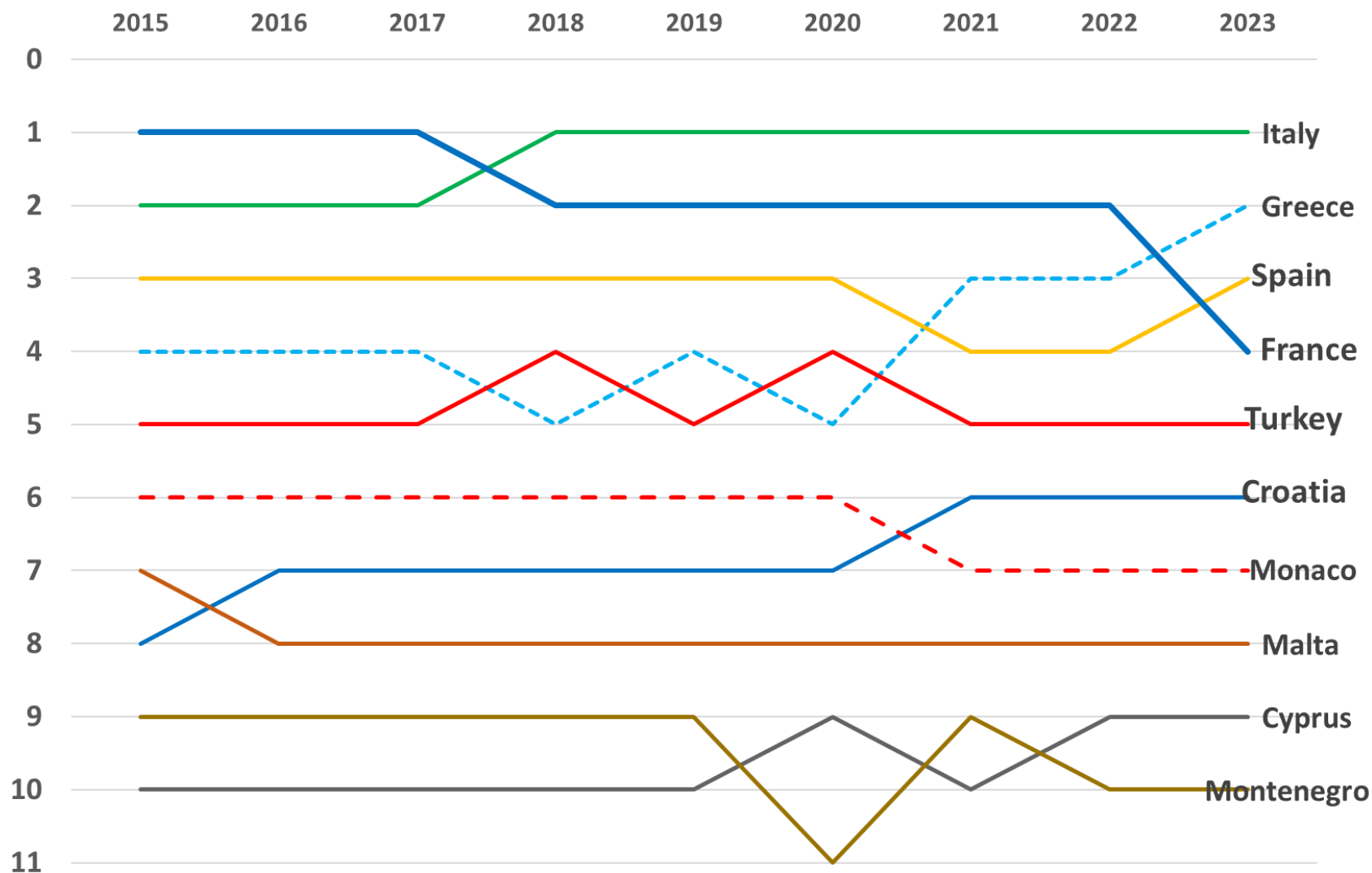
TIME SPENT BY YACHTS IN THE MED & NUMBER OF YACHTS



**Average duration of calls vs. number of calls
per country (2023)**

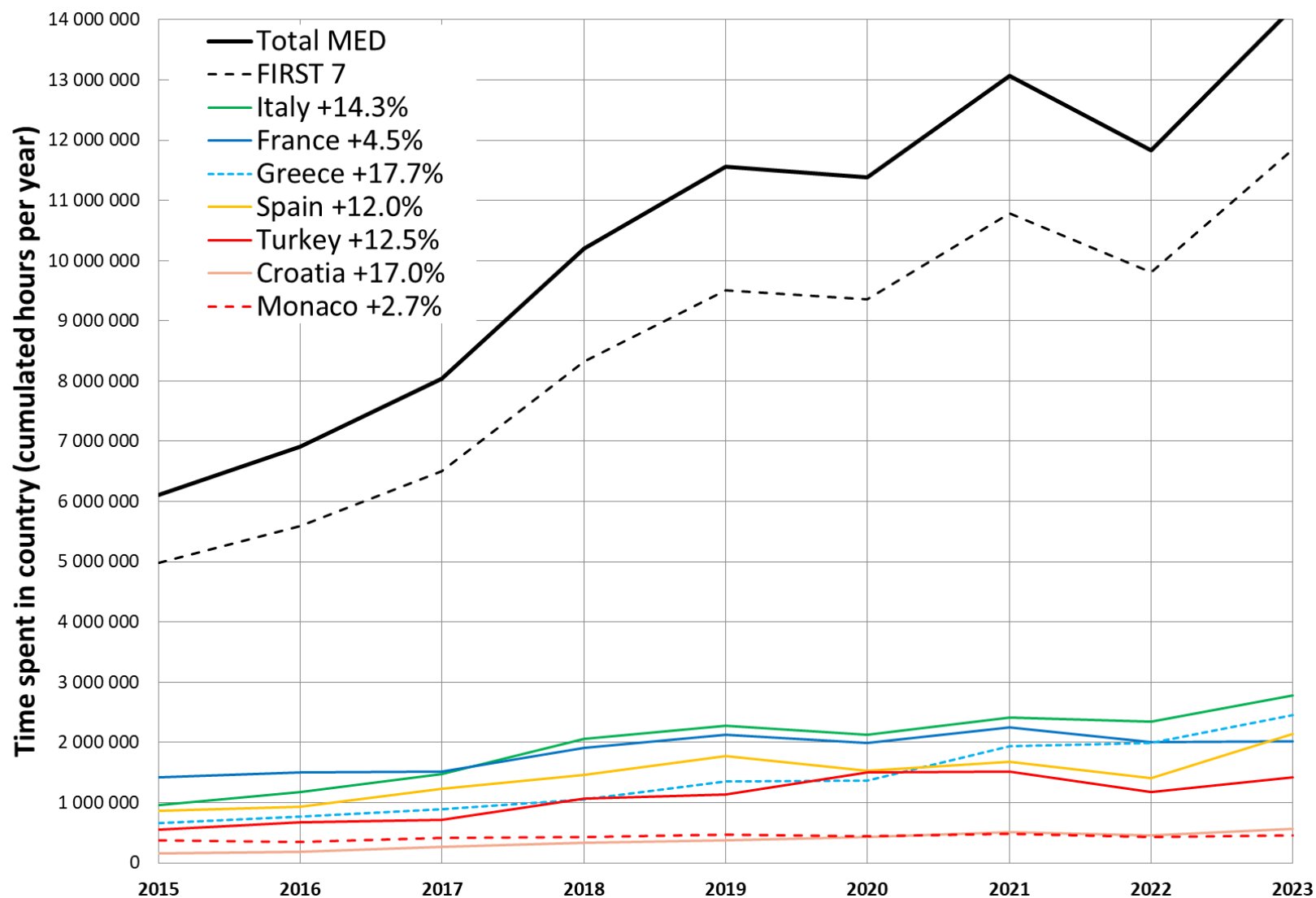


Countries ranking 2015-2023 on time spent by yachts calling in countries

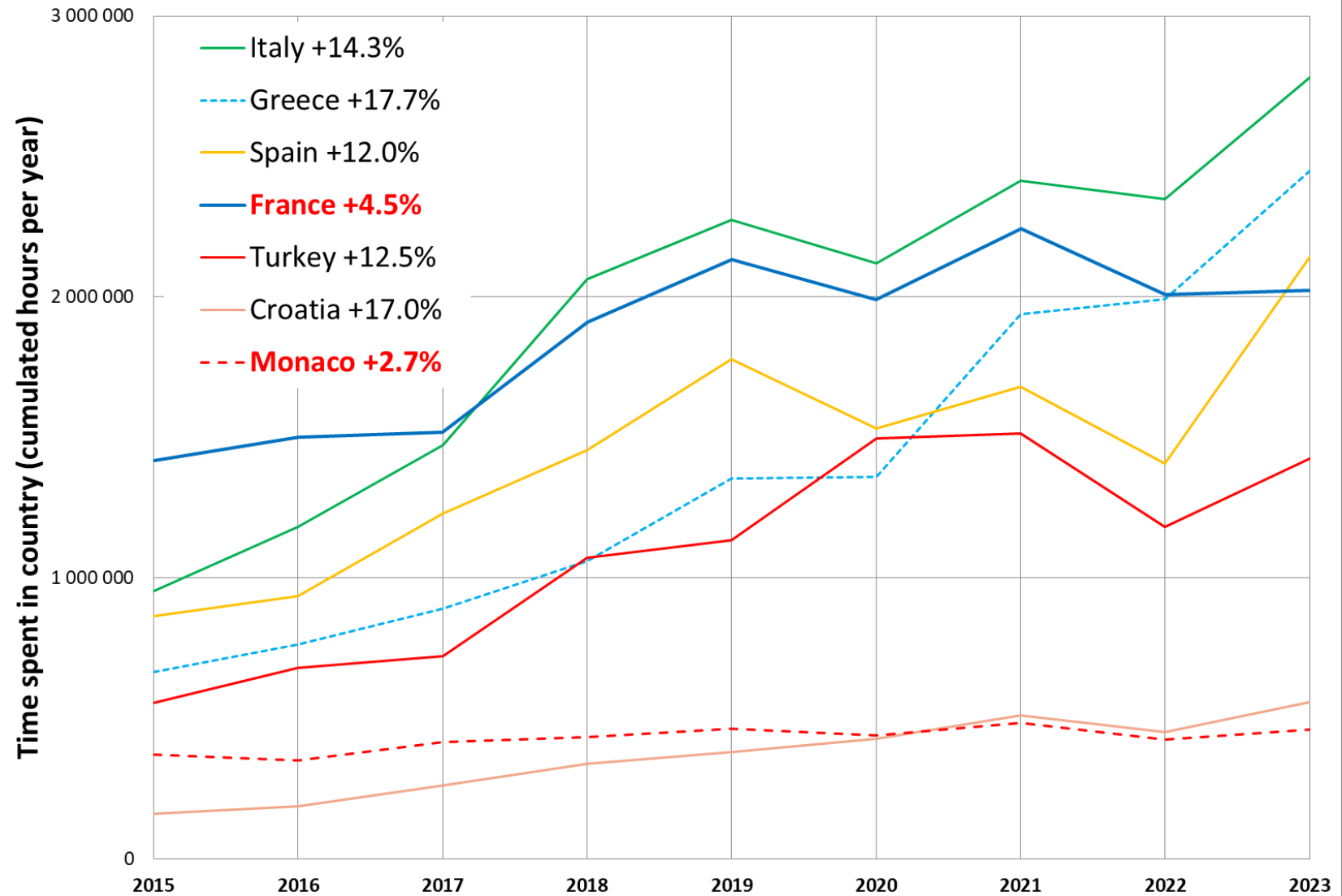


YACHTING ACTIVITIES 2015-2023

TIME SPENT BY YACHTS IN THE MED

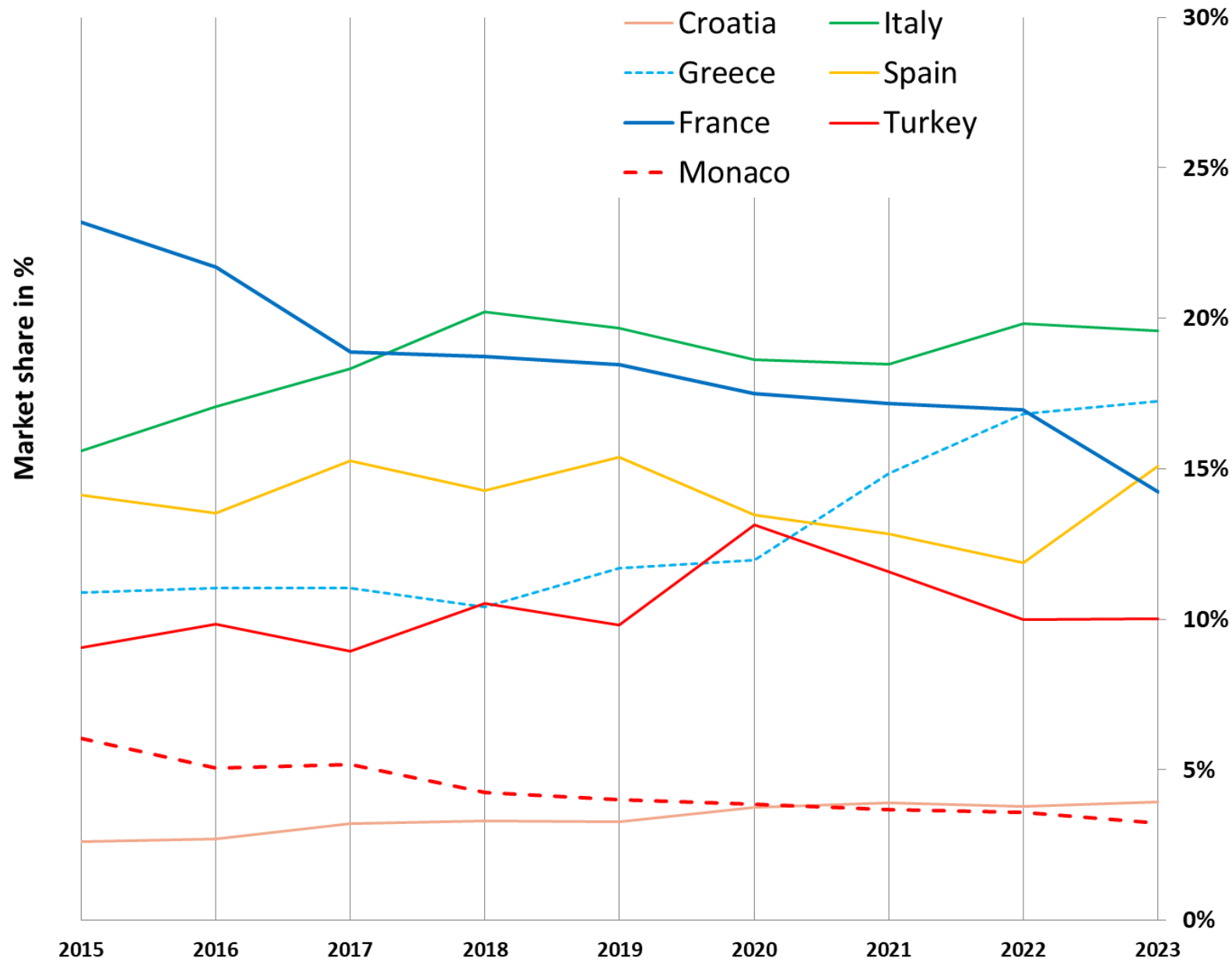


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TIME SPENT BY YACHTS IN THE MED

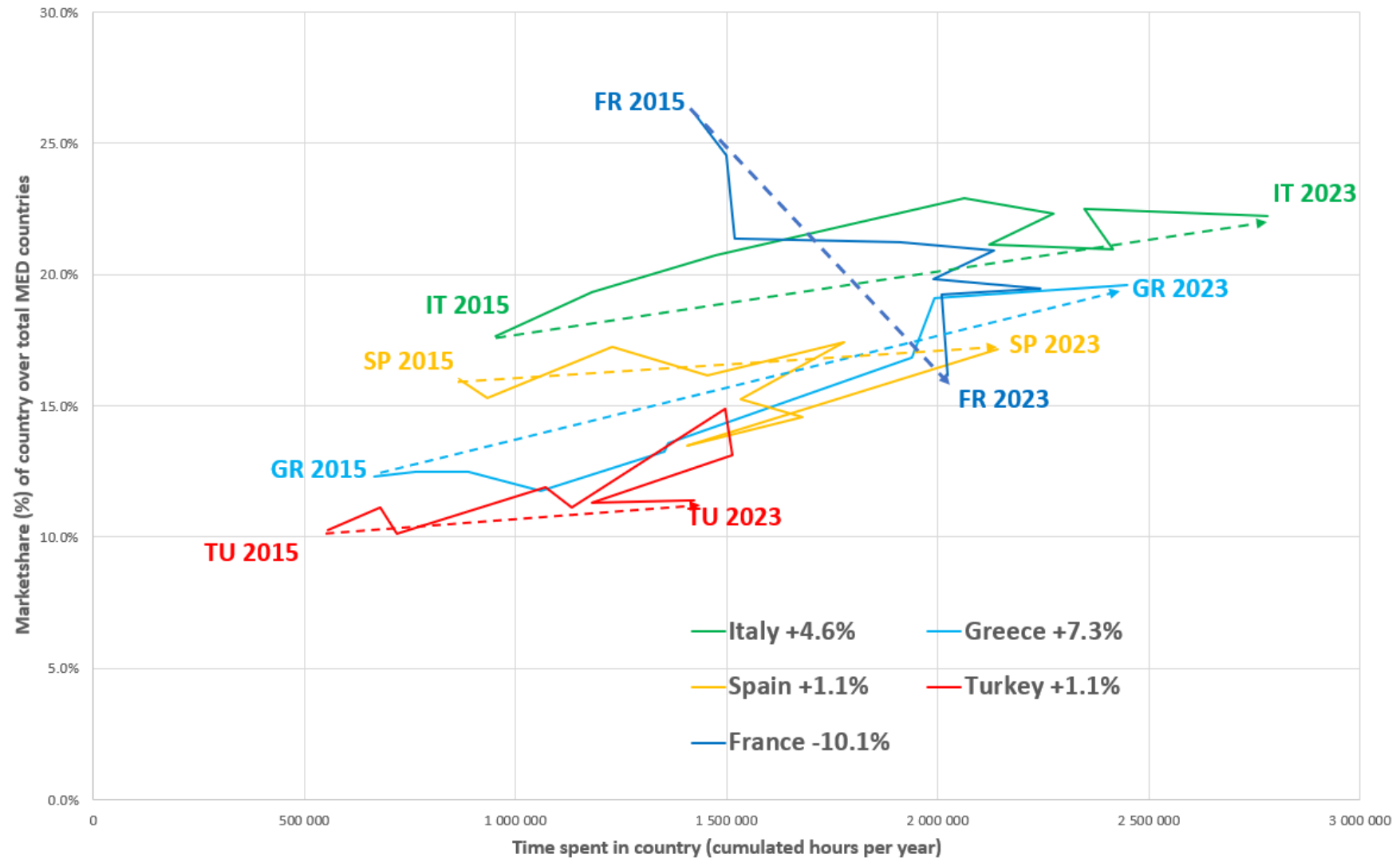


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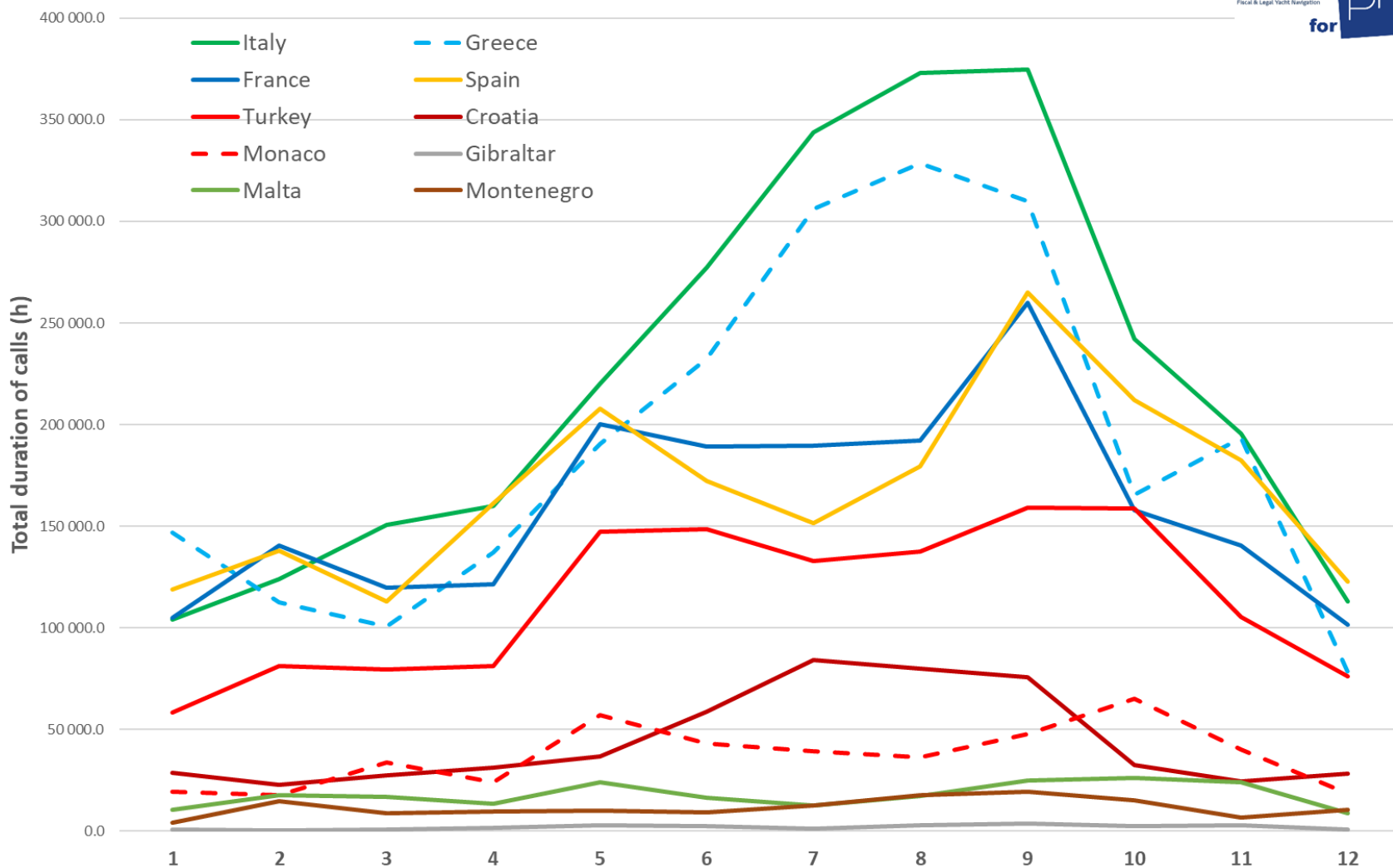
MARKET SHARE IN THE MED (by country)



Most significant MED Yachting countries
Evolution of attractiveness indicator and marketshare
(2015-2023)

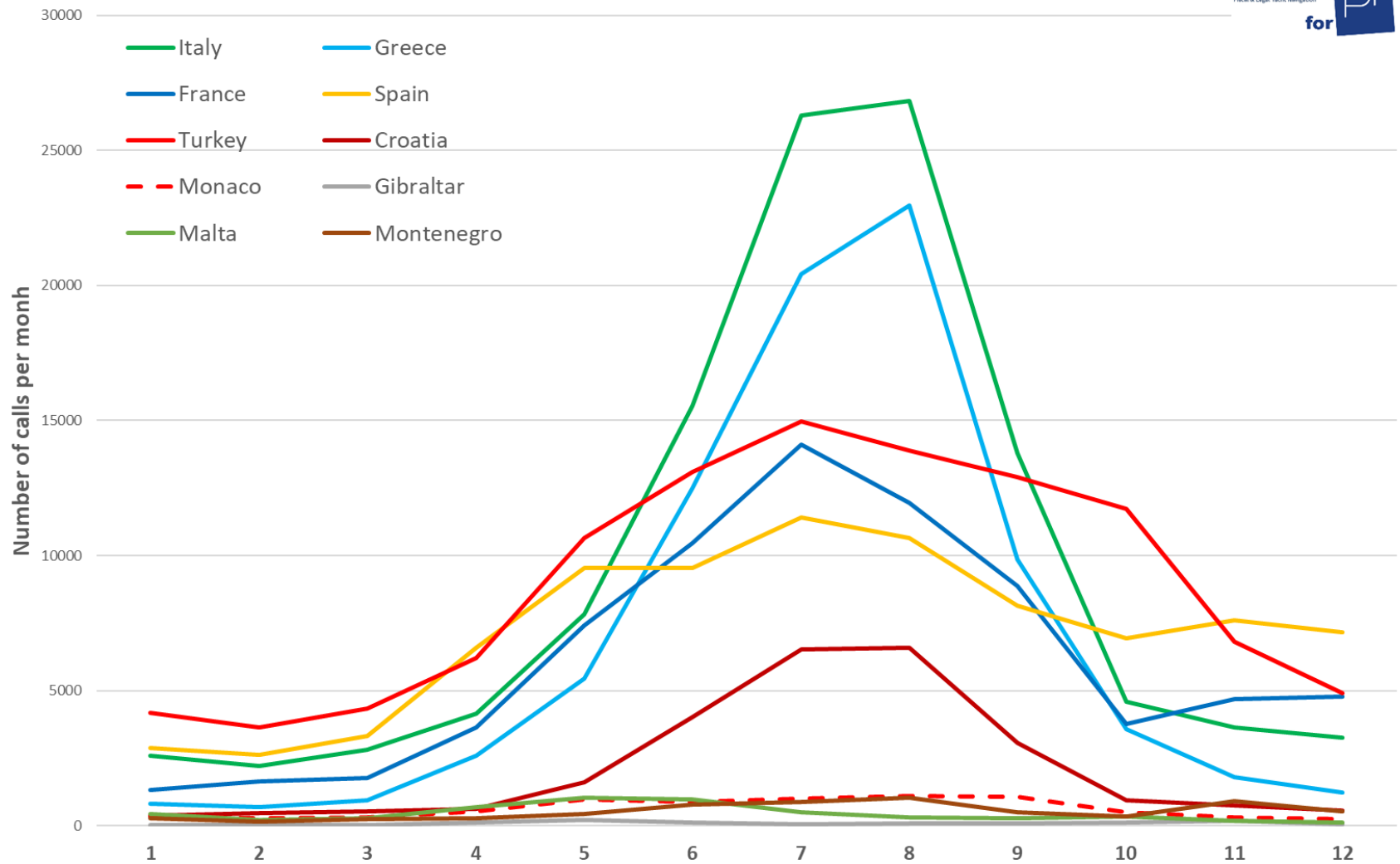


Monthly seasonality of yacht frequentation by country (2023)
time spent (hours) per country per month

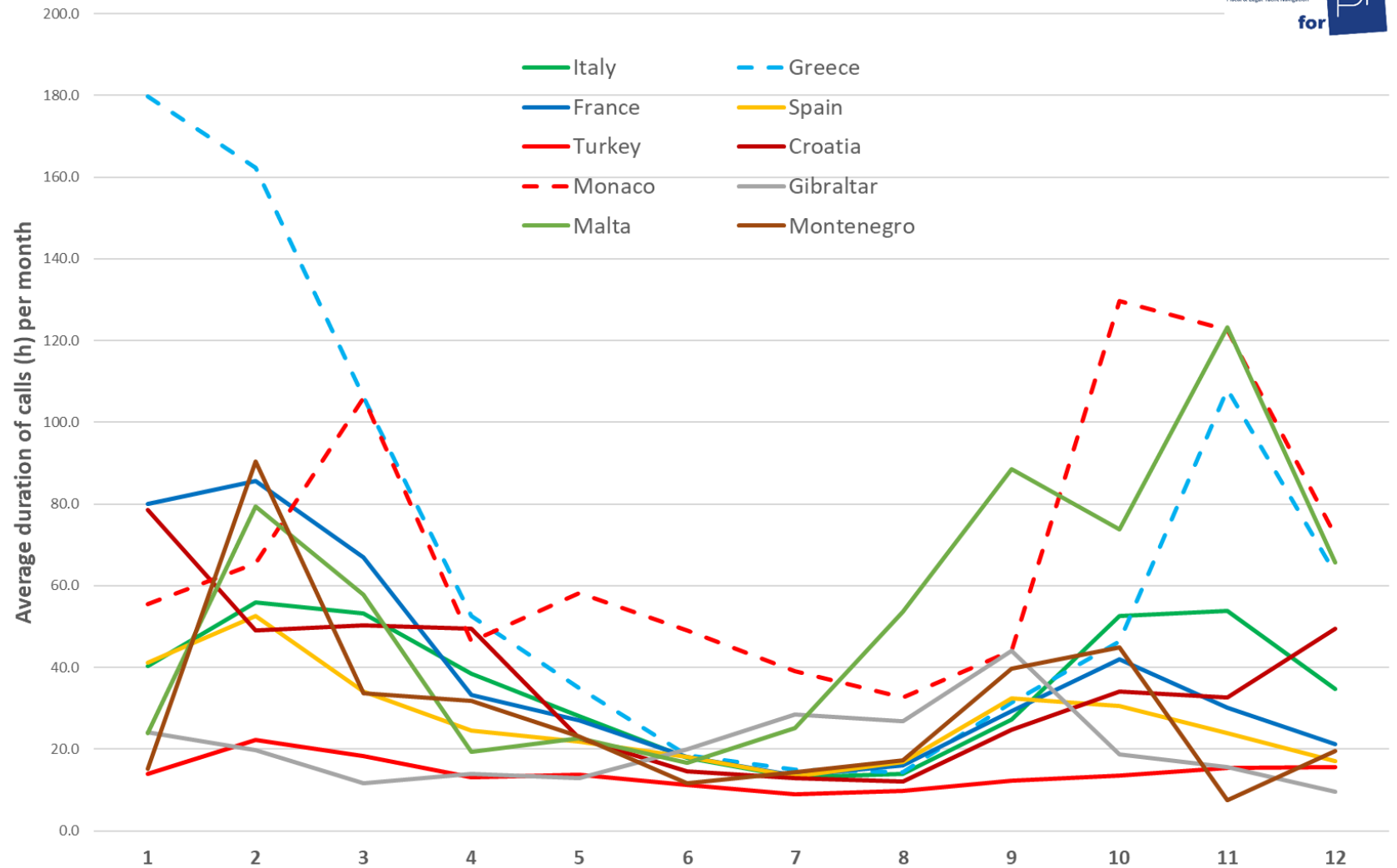


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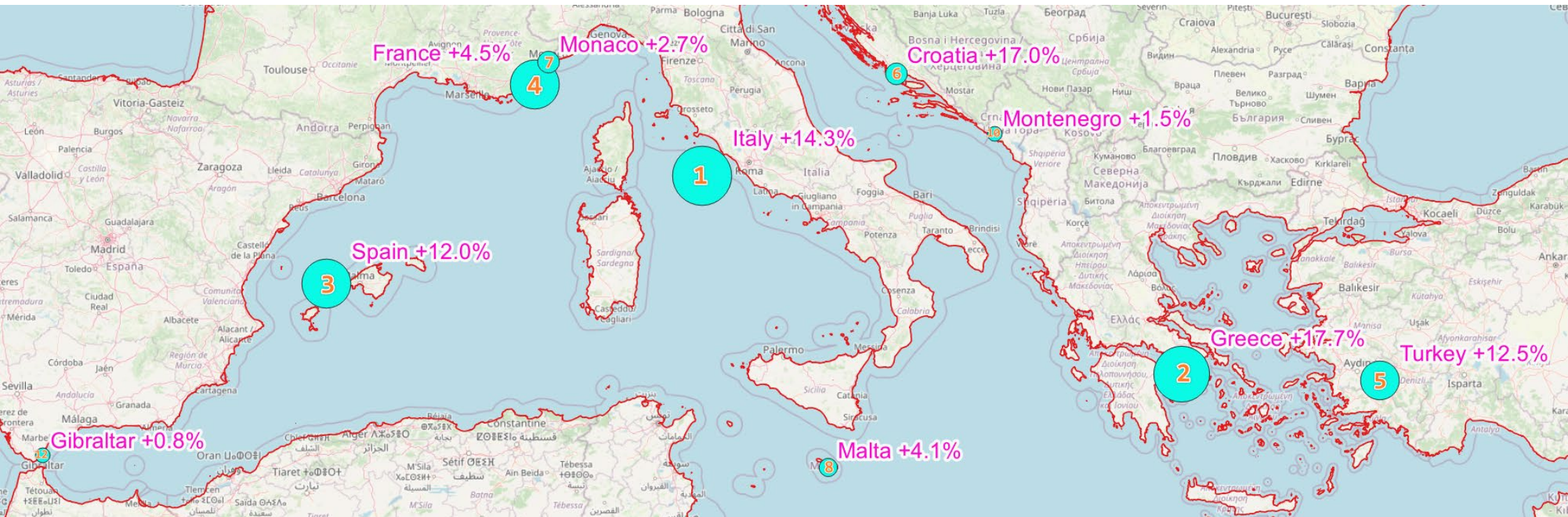


Monthly seasonality of yacht frequentation by country (2023)
duration of calls (hours) per country per month



COUNTRY	Yearly growth 2015-2023	Growth vs. average
Greece	17.7%	+6.3%
Croatia	17.0%	+5.6%
Italy	14.3%	+2.9%
Turkey	12.5%	+1.1%
Spain	12.0%	+0.6%
Average	11.4%	
France	4.5%	-6.9%
Monaco	2.7%	-8.7%

A map of major yacht destinations with country ranking and yearly growth in a Mediterranean market with an average yearly growth of 11.4%



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