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EVENT New initiatives planned for Monaco show

By David Robinson

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The organisers of the 2017 Monaco Yacht Show are looking to attract more UHNWIs

The organisers of the 27th Monaco Yacht Show (MYS), which runs from September 27-30 in Port Hercules, have planned a number of initiatives to enhance the event's luxury lifestyle aspect and boost the spend of Ultra-High Net Worth Individuals (UHNWIs). UHNWIs have wealth of over US\$30m.







In another key change, the exhibitor tent on the Quai Albert 1er, which for the past two years has been relocated to the Quai Antoine, will return.

Regarding UHNWI visits, the MYS 'Sapphire Experience' Concierge Service which has been operating since 2014 for highly wealthy visitors will be upgraded. For 2017 a maximum of 400 UHNWI packages, each for one or two guests, will be offered to show such visitors what they particularly want to see. The objective is to generate more superyacht business for exhibitors.

To explain all this, a special reception was held last week at which 50 representatives of superyacht builders and brokerage exhibitors plus show partners were given details by Gaëlle Tallarida, MYS managing director.

Séverine Sciortino, private client manager for MYS, explained to *IBI*: "The difference between the Sapphire Experience this year compared with 2016 is that guests will have to give their names in advance. Also, there will be a pre-qualification of these guests. We are seeking to boost the superyacht business for the brokers and builders."

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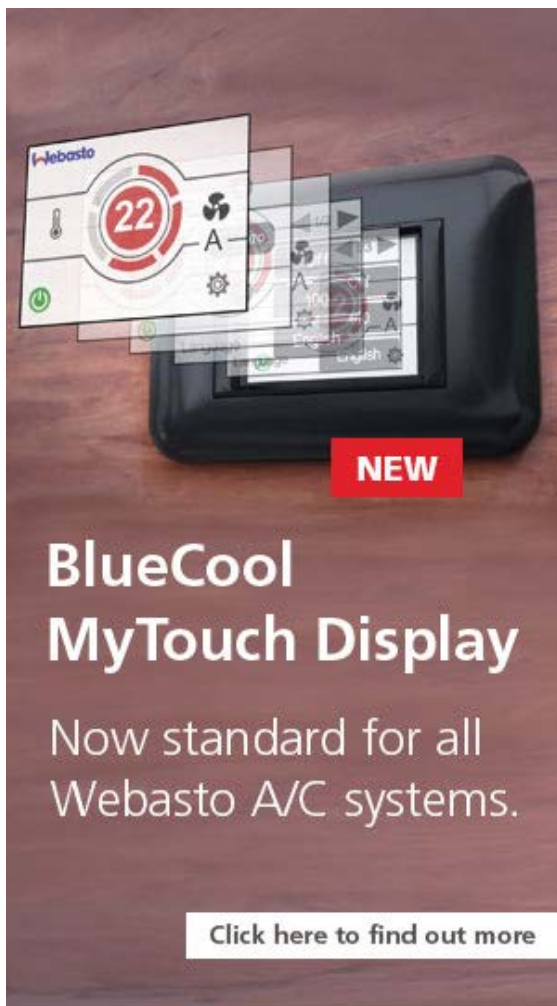
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The advertisement features a black rectangular touch display mounted on a wooden surface. The screen displays a digital climate control interface with a large red '22' in a circle, a power button, a fan icon, and a gear icon. A red 'NEW' badge is positioned at the bottom right of the display. Below the image, the text 'BlueCool MyTouch Display' is written in a large, white, sans-serif font. Underneath that, in a smaller white font, it says 'Now standard for all Webasto A/C systems.' At the bottom of the ad, a white button with the text 'Click here to find out more' is visible.



At the reception it was explained to the representatives that when the Sapphire Experience guests arrive at a stand or a superyacht that there should be no delay in attending to them. The MYS Concierge Service coordinates with yacht managers with yachts on exhibition to schedule private visits on superyachts within Port Hercules in addition to a full agenda of entertainment and activities during the show.

The Quai Antoine 1er will offer a new epicentre of activities linked to the superyacht lifestyle with a mix of exhibitors and 'the Starboard', a new exhibition-lounge where show guests may extend their visit with activities such as art and decoration exhibition stands, a restaurant with terrace, lounge, the MYS press centre and meeting rooms available upon booking.

The Starboard is also available for exhibitors to host private events. The new zone fulfils the Monaco Yacht Show's commitment to develop the quality of the exhibition befitting its international clientele.



In terms of exhibitors, the Quai Antoine 1er will include the Dutch Pavilion of HISWA, the 2nd annual Car Deck – a rare and exclusive luxury car exhibition – and the Tenders & Toys Show, which will display the trendiest dinghies and water toys afloat and on the quay. The latter show will be shared with the Quai Jarlan, the usual home of for toys and tenders in MYS.

The 2017 MYS is set to include 125 superyachts including 40 vessels attending for the first time, 593 exhibitors from 38 countries and 40 toys and tenders. Some 87% of exhibitors renewed from last year and 28% of them will relate to nautical supplies.

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