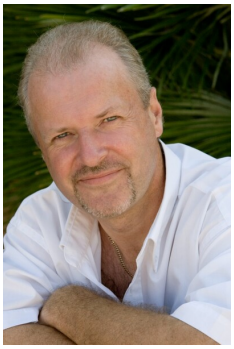
New App Reveals The Ultimate In Bespoke Luxury Holidays – Superyacht Charter

Tuesday 25 November, 2014

Media:



- Yachting Partners International (YPI), one of the world's longest serving and leading full-service luxury yacht brokerage houses creates a new mobile APP for UHNWI holiday makers looking for a completely different and bespoke holiday experience
- The App opens up to newcomers all aspects of the exclusive world of luxury yacht charter holidays
- The App premieres the world's first *live* interactive dedicated yacht search feature
- The App is currently shortlisted for an award at the prestigious CMA International Content Marketing Awards in London

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Summary:

- THE YPI SELECTION Mobile App is designed for those interested in finding out more about the ultimate in bespoke luxury travel and vacationing - luxury yacht charter.
- The APP presents an overview of luxury yachting including the locations, the yachts and how luxury yacht charter works. It includes features, interviews and Beginners Guides together with recommended exclusive holiday destinations, itineraries, yacht galleries.
- The App premieres the world's first live interactive dedicated yacht search: 'Yachts Around Me'. It allows users to find out more about the yachts they see around them or yachts they specifically want to find out more about. As well as showing their searched yacht's actual real-time location, users benefit from photo galleries and yacht details together with a key indicating whether it is available for charter or for sale.
- 'Yachts Around Me' was developed by YPI in conjunction with Marine Traffic and Progressive Customer Publishing/Oppolis.
- The APP is developed for iOS and Android devices, for smart phones and tablets and is available for free download from both the APPLE and GOOGLE PLAY Stores.

Quote from YPI Commercial & Marketing Director, Mark Duncan:

"For so many people, the concept of booking a holiday with family or friends on board any one of some of the world's most luxurious private superyachts is more of a voyage into the unknown than a reality. Our job is to change that. There is no more bespoke, discreet or rewarding a holiday than that enjoyed on board a personally chartered yacht, with the owner's personal crew and chef at your service and some of the most spectacular coastlines, islands and bays just waiting to be explored - many of which are not even accessible by land. Our App gives a glimpse of what newcomers can experience and importantly shows them how to go about booking their first private yacht charter experience."

Quote from YPI Group CEO, Philippe Hetland Brault:

"We started from the principle that an App has to be useful and practical but also fun. It occurred to me that yacht owners and yacht charterers often like to be able to find out more about the brand, the age and sizes of those yachts that are around them when they are moored or sailing nearby. We know of many yacht lovers who already use websites and Apps to identify yachts around them, however these sources tend to mix yachts with hundreds of small boats and even merchant ships. So we decided to develop an App purely for yachting with the most comprehensive data available and the very best photography."

Quote from Progressive Customer Publishing Managing Director, Dan Davey:

"At Progressive Customer Publishing we harness the latest technology and skills to build compelling propositions for our clients, and in turn their clients. With the YPI App we hope to have another award-winning product in the making. The intuitive and fun functionality, combined with the comprehensive features and content about how to get the most out of superyachting, makes it an App

anyone who has a passion for superyachting should have on both their phone and their tablet. The innovative way the 'Yachts Around Me' function combines YPI and Marine Traffic intelligence and collateral, demonstrates how we've taken an existing service but enhanced it perfectly for a targeted audience."

Quote from YPI Digital Strategy Manager, Olivier Palayan:

???"This year marks an important milestone for digital when it comes to Apps. A whopping 85% of time spent by the average person on their mobile device is spent using an App. This year is the first time more people accessed the internet via an App on their mobile device than those using PCs. Apps have become the internet access of choice. We want to make sure YPI remains at the forefront in developing and adapting this technology in promoting the exclusive possibilities yachting has to offer."

?Quote from Marine Traffic, Project Manager, George Charikiopoulos:

"We are delighted that YPI is using MarineTraffic.com data to power its superyacht tracking app. The accurate, real-time data we provide as the world's most trusted ship-tracking service will help to raise awareness of superyacht chartering. Increasing current outsiders' understanding of the superyacht world is a goal we whole heartedly support and we are pleased to be working with YPI towards this objective."

YPI APP: WHAT'S IN IT?

- Spotlight selection of yachts for sale and charter (incl: details, photo galleries and video)
- Recommended charter destinations & itineraries (incl: Highlights & Hidden Gems)
- Interviews with recommended designers, yards and industry players
- Features on owning a yacht, the industry today, chartering, crewing and YPI generally
- Beginners Guide on How to Charter
- 'Yachts Around Me' – powered by Marine Traffic: check out where your favourite yachts are in the world, whether they are for sale or charter...then share with friends

Designed for smart phones and tablets Available on both APPLE & GOOGLE PLAY Stores Search for: YPI SELECTION

ABOUT YACHTING PARTNERS INTERNATIONAL (YPI)

Celebrating over 40-years of award-winning service, Yachting Partners International (the YPI Group) is a wholly-owned subsidiary of the Barry Rogliano Salles Shipbroking Group (BRS). From its early beginnings as a three-person office in Brighton, England, YPI now has offices in the UK, France, Monaco and Asia with parent branches in 10 countries around the world.

Renowned for its integrity, industry experience and for getting results, YPI has been designing, building, managing, crewing, chartering, refitting and selling superyachts for some of the most demanding clients all over the world.

With a team of forty, YPI is ideally sized to ensure the maximum of individual care for all its clients whilst being big enough and experienced enough to negotiate the very best deals in today's crowded and competitive market.

One of the few groups today able to offer quality in-depth support and expertise across all aspects of superyachting, YPI has five specialised divisions: YPI Brokerage, YPI Management, YPI Charter, YPI Crew and YPI Asia.

ABOUT PROGRESSIVE CUSTOMER PUBLISHING (PCP)

Progressive Customer Publishing (PCP) is a specialist B2B and luxury content marketing agency, based in London, sitting within one of the largest global publishing businesses, Progressive Media Group.

Related Sectors:

Business & Finance :: Consumer Technology ::

Scan Me:

Multi-award winning and a UK Top-15 agency with 50+ staff, clients include many international organisations such as KPMG, ICAEW, RBS, FCSI and Telecity Group, alongside luxury brands and businesses such as YPI.

As the only content marketing agency to have launched a market-leading SaaS content marketing platform (June 2014), called Content CloudTM, PCP is recognised as one of the fastest growing and most innovative content agencies operating in the marketing industry today.

NOTE TO ALL PRESS:

As a guideline, a 'Superyacht' is defined within the luxury yacht industry as one exceeding 24 metres (80 feet) in length. Some industry sources today are suggesting this increase to 30 metres (100 feet) - this has not yet been adopted by the whole industry.

MEDIA IMAGE ATTACHMENTS:

1. Three ad elements used in YPI APP communication

2. YPI logo(jpg & InDesign formats)

3. Portrait shot of Philippe Hetland Brault(YPI Group CEO & directorat BRS)

4. Portrait shot of Mark Duncan(Commercial & Marketing Director,YPI Group)

5. Portrait shotof Olivier Palayan(Digital Strategy Manager,YPI Group)

6. Generic shot of YPI at Monaco Yacht Show 2014

7. Example superyacht for charter–AXIOMA, 72metres(236feet)

8. Example superyacht for sale–OCEANOS, 49metres(161feet)

9. Example superyacht for sale–INFINITY, 29metres(95feet)

High resolution print versions of all attached images are available on request.

MEDIA CONTACT

For more information on YPI or any aspect of this Release please contact:

Mark Duncan

Group Commercial & Marketing Director Telephone: +377 99 99 97 97

Email: md@ypigroup.com

Website: www.ypigroup.com

Address:

'Le Panorama

11th Floor – Bloc CD 57 Rue Grimaldi

MC 98000

MONACO

Company Contact:

Yachting Partners International

E. md@ypigroup.com
W. https://www.ypigroup.com/

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