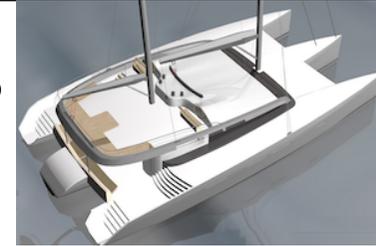




# MARKETING & MANAGEMENT OF CREWED YACHTS



## PRESENTATION

By joining Windward Islands, you'll benefit from the experience and services of one of the first charter companies in the world.

Windward Islands is a cost-effective and turn-key solution tailored to ensure that it limits the running expenses of your yacht.

Whether you spend all your vacation time on board your yacht or just a few days each year, Windward Islands will guide you to choose the right charter program.

**A. Central Agent Program:** thanks to powerful marketing campaigns and a global sales network, Windward Islands offers a unique set-up for you to generate revenue from your yacht.

**B. Full Management program:** we propose a complete management program for your charter including, but not limited to, the expertise of your unit, the administrative and financial management of your company (setting up and management of the firm, financing, choice of pavilion, insurance etc), the maintenance of your boat, the management of the crew and your charter business development.

## WHO ARE WE ?

Windward Islands is established yacht brokers with access to over 4,500 sailing and motor yachts in over forty destinations worldwide. Windward Islands specializes in crewed charters ranging from a 60' sailing yacht to the most luxurious crewed yachts on the planet... .

Windward Islands is a holding company with incorporated branches in Florida, France and Hong Kong.

We offer our services out of our 14 agencies based in:

Europe : Paris, Cannes, Zurich, Londres, Barcelone, Rome, Karlsruhe.

USA + Caraibes : Fort Lauderdale, Washington DC, Saint Martin.

Other : Hong Kong, Phuket, Buenos Aires, Seychelles.

Since 1999 more than 30,000 people have chartered with Windward Islands. (We operate hundreds of charters per year and work from our offices only with carefully screened providers to ensure that we offer you yachts of high quality, and with reliable technical support at your destination.)

**So, if you are looking for excellence in yacht charter, it has to be with Windward Islands.**

WINDWARD ISLANDS

THE YACHTING COMPANY

LONDON - PARIS - FORT LAUDERDALE - CANNES - WASHINGTON - BARCELONA - ZURICH - ROME - HONG KONG - BUENOS-AIRES - KARLSRUHE - PHUKET



# CENTRAL AGENT PROGRAM



## WHO IS IT FOR ?

You are the owner of one or several units which you enjoy using several times a year in different places around the world. You wish to reduce the maintenance costs of your unit and are looking for a top-quality crew as well as a trustworthy representative who will deal with the marketing of your unit thanks to a network of international yacht brokers and travel agents by giving them access to information such as your schedule, your rates and a fully detailed description of your services.

## WHAT DO WE OFFER ?

### A. Access to the global yacht charter market

The "Central Agent" program provides a worldwide audience for your yacht. We will represent your yacht on the worldwide charter market, working closely with professional charter brokers and listing your yacht on myba.net, centrallyachtagent.com and other mainstream yacht charter databases. We will provide for the maintenance of the system, the data updating and its promotion in travel agencies particularly those participating in boat shows specially organized for them (Cannes, Monaco, Antigua and Tortola in the Virgin islands, Genoa in Italy) or by organizing visits of your unit whenever possible

**B. Exclusive partnership with the largest charter brokers network** Windward Islands charter brokers are among the most productive and experienced in the industry and thanks to the global network of 13 charter offices. Windward Islands also controls a large share of the charter market :

- Your yacht will be included in the Windward Islands' global charter database.
- The Windward Islands brokers will have access to booking your yacht on a 365/24/7 basis.
- With 14 offices in 7 time zones and 5 languages (English, French, Spanish, Italian and German),
- Windward Islands also has the pulse of the international chartering industry. Their advice is based upon extensive experience & local knowledge.

### C. E-marketing campaigns

Windward Islands uses the Internet intensively to market your yacht for charter. Our E-marketing campaign includes:

- Maintenance of a comprehensive database, E-mailing
- Web traffic enhancing, Advertising on the major search engines and yacht charter portals, Myba.net, Centrallyachtagent.com.....

### D. Promotion of your yacht at shows and in magazines

Our charter programs are marketed in conjunction with your shipyard (Ferretti, Mondomarine, Lagoon, Sunreef, Fontaine Pajot, Outremer.... ) which will provide tremendous exposure for your yacht within the Windward Islands fleet.

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## CENTRAL AGENT PROGRAM



### HOW MUCH DOES THIS SERVICE COST ?

The monthly subscription fees to the system is 10 US\$ / feet including:

- Brochure edition and updating of the data (price, photos, layout, crews, sailing programs, etc)
- Access to the personalized and secured interface enabling charter agents to consult your boat's schedule and to quote charter.
- Designing of a broker friendly website in several languages
- Contractualization, follow-up of payments and the preparation of the cruise.

**We keep 25% for the commission of the agents who use the system.**

This remuneration is broken down into:

- 15% for the travel agent (promotion, advertising, contractualization, bank charges),
- 10% for Windward Islands (contractualization, bank charges, voucher edition, specials orders following up).

You can also carry out your own bookings through the system just like a travel agency with Windward Islands taking charge of the administrative and financial side of the deal. You will receive the 15% allocated to the travel agent and Windward Islands will receive 10%.

You will need to edit a bill in our name for the booking. We will then give you a deposit and we will settle the rental bill two weeks before the departure.

### WHICH TYPE OF UNITS ?

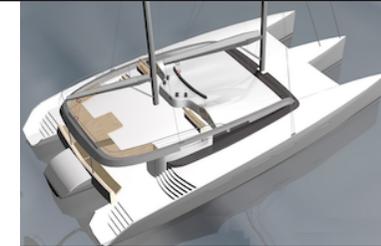
To be qualified for our marketing programs, the units have to have undergone an inspection by one of our representatives and the owners must vouch for the fact that the units reach all the stipulations mentioned below and this during the whole marketing contract (minimum 2 years renewable).

- The obligations, settlements and laws of the country visited during the provision of services must be respected and in order.
- Insurance to act as a charter must be taken (P&I for crew and charterers)
- To follow the safety laws and have received a perfectly working safety weapon
- To be managed by a qualified captain
- To be equipped with catering necessities
- To be equipped with a dinghy or a motorized boat
- To be up to date with the fees, taxes, rents etc.
- To be equipped with a quality means of communication

WINDWARD ISLANDS  
THE YACHTING COMPANY



## FULL MANAGEMENT PROGRAM



### WHAT DO WE OFFER ?

On top of the "Central Agent" program the "Full Management" program include the following additional services:

- Identification, expert valuation and purchase of the unit of your dreams if you are not already the owner
- Valuation of your unit
- Choice of pavilion
- Creation and managing of maritime firms or joint ownerships
- Insurances
- Management of crew
- Marketing and organization of charters
- Managing and development of the charter activity
- Yacht delivery
- Maintenance and following of works if necessary
- Selling your unit
- Concierge

### HOW MUCH DOES THIS SERVICE COST ?

**The monthly subscription fees to this program start at 20 US\$ / feet**

Your yacht will have an on-line schedule to which you'll have private access as the owner (or you could delegate this to your captain). This will allow you to modify the schedule (book the periods when you wish to use the yacht, follow the bookings and the sales, the state of the payments etc.) and have access to maintenance and financial follow up

We will also charge you for the maintenance costs, as well as insurance, marina, crew costs etc.

Please don't hesitate to contact us for a personalized study of your charter business or the project for your charter business.

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