

CHARTER & CHARTER

Charter & Charter presents an entirely new and splendid concept of "Yacht Plus Golfing Circuit" for this summer season. With the cooperation of the "Monte Carlo Golf Club", a Charter & Charter yacht will house keen Golfers aboard for one week and take them to the Best Clubs and Specially Reserved Courses each day, located along the coast between Monaco and St Tropez. A number of visits of particular interest inland from the coast are also included in the programme.

Images courtesy of Charter & Charter

Comfortably installed aboard the yacht of their choice golfers will have the very interesting experience of being able to test themselves each day on a new Course. All the Courses presented are among the major international tournament grounds of the region. This concept is but one of the many terrific innovative concepts that make Charter & Charter unique in their league. Sales, hire and management of Luxury Yachts are the core of Charter & Charter activities. These services benefit from the company's personalised dedication to All clients and these personal services which go well beyond the usual basic contractual engagement; they also include expert professional advice and brokers' attentive analyses.

Mario Liguori, President of Charter & Charter commented on the luxury yacht sector, stating "It must be said that despite the current geopolitical problems and generally gloomy economic climate, the European Yachting market continues to experience a notable expansion. Activity in 2003 was the highest it has been for ten years". In his opinion, the renewed success for Pleasure Yachting is due "... to more intense and sometimes stressful lifestyles. The need to balance contemporary hyper-active involvement with leisure periods and pass-times; sea-voyages in comfort, visiting other horizons securely. Owning or chartering a yacht, may be a little of all of that".

Mario also noted that the segment of leisure-yachting is now more high-end selective. "Clients are looking for high-quality products, with the accents on luxury and design. Ship-builders must therefore offer vessels which are high-tech and demonstrably modern. Charter & Charter has evolved with the times - the company has 25 years of solid experience to back up its modernity. Charter & Charter offers Best of Service and Best of Brokers. Our assistance is personalised for each client, whether that be in the field of chartering or sales. Our professional advisory services are particularly vigilant concerning the construction of new vessels and the follow-up surveillance of such work".

Because of its professionalism, Charter & Charter has seen its turnover 2003/2004 increase by 35% compared to the preceding year's results. The company's clientele is 80% International. The USA, Italy, Great Britain, Eastern Europe, The United Arab Emirates, etc. 55% of Charter & Charter's clients are private clients of high net worth, 45% come from varying professional sectors, some may be major companies wishing to implement incentive programmes for their products and services, or thanking their important clients by presenting them with the gift of a luxury cruise.

The company will be present at this year's Monaco Yacht Show, unveiling more services and products that are exclusively catering to those individuals who appreciate luxury and exquisite pampering. | J |