

# SuperYacht24

Il quotidiano online del mercato superyacht

## Tureddi yard explains the decision to focus on recreational yachts for chartering

Nicola Capuzzo · Wednesday, July 24th, 2024

**Suvereto (Livorno)** – At the conference organized by Tureddi Yacht – held at the beautiful architectural work and winery, ‘Petra Winery’, in Suvereto – part of their three-day event in Tuscany which engaged around a hundred guests, there was a comprehensive discussion on charters, a yachting sector that is experiencing significant growth.

The topic was inspired by the recent decision of the Tuscan shipyard to invest in the design of yachts aimed at this specific market; yachts that stand out for their unique design, as explained in detail by Tureddi Yacht’s creative director, Leonardo Cecchi. These yachts are the result of a project that aims to combine characteristics typical of the explorer-expedition and pleasure categories, targeting a younger clientele with diverse needs. This clientele aspires not only to luxury and privacy but also wants to participate in navigation and observe the surrounding environment.

The conference covered all the trends in the charter sector with contributions from international brokers (Nataliya Verpeka of Verpeka Dolling and Eric Althaus of Althaus Yacht), strategic asset consultants (Paolo Bianchi of White Milestone), legal experts (Simone Centola of Legal Strategies Ltd and Andrea Paulgross of Paulgross & Partner), technical experts (Valerio Ruggero of Naval Architect and Mechanical Engineer), and certification and regulation experts (Giorgio Gallo of Rina); the introduction was entrusted to Pietro Angelini, general manager of Navigo.

On the sidelines of the conference, SUPER YACHT 24 delved into the shipyard’s initiatives with president Alessandro Tureddi.

### The reports from the experts at your conference on chartering confirm the validity of your latest initiative?

“The conference indeed confirmed our decision: to design a line dedicated to chartering. There is interest in charters from clients, and brokers are pushing for charters; the conference highlighted that it is a constantly growing sector with an increasing clientele, making it an area where shipyards can invest and profit. This is because the rise in charter demand clashes with a shortage

of boats suitable for this market. Boats are usually built for private clients and later used for charters. However, we have designed a boat specifically for charters, commissioned by a client. From this, the idea of creating a line of 60, 80, and 120 feet entirely dedicated to this market was born”.

**The two projects from the line you showcased today involve explorer yachts. Why did you choose this type of boat for chartering?**

“The charter market has always had a segment dedicated to explorer yachts, even though classic boats have always been more in demand, as traditional or second-hand yachts were typically used for this activity. Today, with the development of the explorer segment due to the increasing trend for this type of vacation, the demand for charters from clients who love exploring by sailing to the North Pole, enjoying ocean crossings, and undertaking long journeys has also increased. These clients might not have the means to afford a 65-meter yacht of their own”.

**Are the crews in the explorer charter sector trained to make these long journeys truly safe for clients and consequently for yachting companies as well?**

“Currently, there are specialized and well-trained crews in explorer charters. Regulations are continuously raising safety standards, and associations are doing great work to ensure that the entire crew’s training is upgraded to provide security for the charter owner embarking on this type of vacation/adventure”.

**What are the characteristics of the two Tureddi explorer projects?**

“The first project, already commissioned by a company, is estimated to have its keel laid by September and will enter construction by the end of 2024. It is a 60-footer that will be delivered by 2025. We will then lay the keel for the 65-meter yacht by December 2024. Our entire explorer range aims to express the concept of ‘flow.’ On the 65-meter, model in particular, all the decks flow sinuously into one another. The line allows for the possibility of having a dedicated owner’s deck because, although it is designed as a charter yacht, it also offers the owner the freedom to reserve an area for their use whenever they want. Naturally, the owner can customize the yacht as they please. Currently, it is inspired by the idea of well-being and relaxation, including a sort of zen garden at the stern”.

**Two years ago, you started a new path focused on building yachts under your brand. How is it progressing, and at what stage are you now?**

“Over time, we have enriched our offerings and are beginning to see the first results. Our program was designed as a journey, and we observe progress in every aspect of our initiatives. At the upcoming Cannes and Monaco boat shows, we will promote the projects in our portfolio. We are expanding our internal sales department while also having central agencies and dealerships that are already yielding results. Additionally, the opening of our luxury cocktail bar-lounges for our clients to meet, even privately, with our brokers or crew in strategic yachting areas is progressing: we are opening in London, followed by Dubai and Monaco”.

**Do you think that Tureddi’s new yacht building activity might somehow bother your long-time – and major – clients for whom you have been building hulls in your shipyards for over four decades?**

“No, because they are two different ‘things. I believe it is important to work for everyone with the same principle of high quality because, in the end, the client, whether an owner or a shipyard, only wants their product to be made as it should be. Regarding the potential risk of competition: I rule it out because we are talking about two completely different market segments. It is unthinkable that our type of market could be the same as that of one of our major clients because, first and foremost, the client is respected, and our concept is closely tied to following a small number of boats, which are artisanal and customizable”.

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Alessandro Tureddi

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