

A triumphant return to Genoa

With 58 yachts open to brokers, the 34th MYBA Charter Show was a resounding success

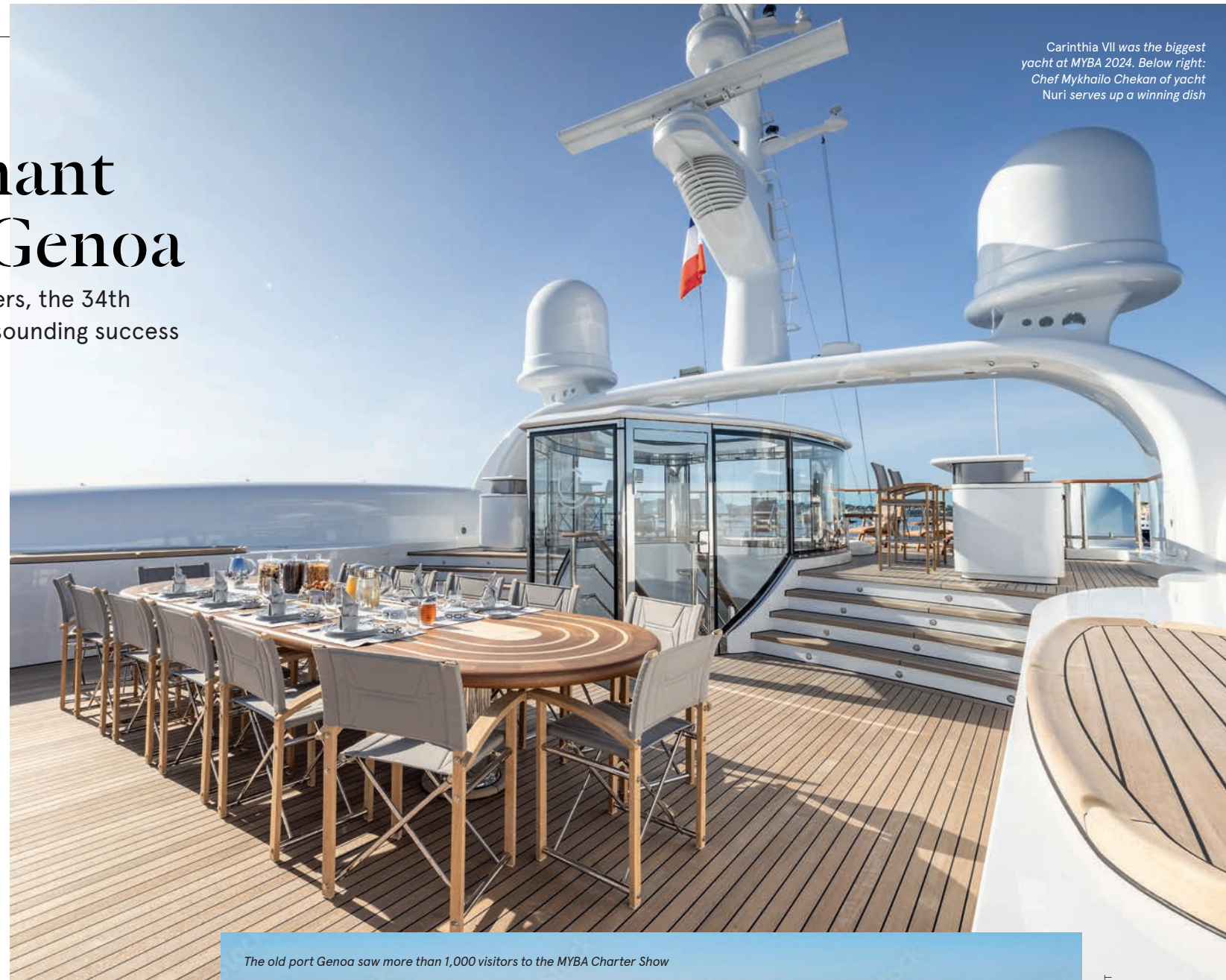
● The yachting industry celebrated the return of the MYBA Charter Show to its Italian roots in what is said to be one of its most successful events to date.

Held across two locations in Genoa – Marina Molo Vecchio and Waterfront Marina – the 34th edition of the show welcomed a stellar line-up of 58 charter-ready vessels ranging from 20 to almost 100 metres and more than 1,000 visitors to the old port of Genoa. Despite the drizzle on the opening day of the show, spirits were not dampened, and relationships were forged over shared umbrellas and steaming cups of coffee.

“The 2024 MYBA Charter Show was undoubtedly one of the most successful ones over the last five years,” said Raphael Sauleau, CEO of IYC, who applauded the “impressive” line up. “The return to Genoa facilitated access to a larger portfolio of yachts.”

Among this year’s attendees was the 97.2-metre Lürssen *Carinthia VII* – new to Fraser’s fleet and the largest yacht in the showcase – accompanied by her Windy SR60 chase boat and her 30-strong crew led by Captain Luca Mosca. And, of course, the show was not without a number of new charter yachts as crews put their best foot forward for their grand debuts. The most-talked-about newcomer was Dunya Yachts’ *King Benji*, available for charter with IYC, whose bright blue hull and dog emblem on the transom stole the show. “In my 15 years of attending charter shows, I have never seen one yacht get so much attention,” says Heather Hatcher, charter manager at IYC. “In four days, we hosted over 200 showings, two lunches, one dinner, a wine tasting for 40 guests and an evening yacht party.”

Alongside the yachts was a programme of events for exhibitors, brokers and crew,



Carinthia VII was the biggest yacht at MYBA 2024. Below right: Chef Mykhailo Chekan of yacht Nuri serves up a winning dish



The old port Genoa saw more than 1,000 visitors to the MYBA Charter Show

MYBA Charter Show in numbers

- Number of days 4
- Number of yachts 58
- Total LOA 2,508m
- Biggest yacht 97.2m *Carinthia VII*
- Smallest yacht 20m *Lady C*
- Number of attendees 1,030
- Number of brokers 570
- Number of exhibitors 69
- Number of crew 573

“The historic city welcomed us with open arms, providing a great setting for our event. The community’s eagerness to host the show again and proximity to the neighbouring yacht hubs allowed a great presence of many industry representatives, including exhibitors who played a key role in the show’s success”



including a Captains’ Dinner, sponsored by Pesto Sea Group and Catalano Shipping Services, and a Show Opening Cocktail, sponsored by Begüm Yachting, which also marked the 40th anniversary of MYBA, held in the gardens of the historic Villa Lo Zerbinò. This year also introduced a Crew Lounge and the Tasting Lounge & Bar, and daily seminars were hosted by Flywire, ITIC and H&V Yachting.

The much-anticipated Superyacht Chefs’ Competition saw 28 culinary maestros sharpen their knives and whip up their best interpretation of “An Italian Fusion Dinner Party”. The brief asked chefs to proffer their finest Italian fare with a twist, combining the classic cuisine with flavours and techniques from another country of their choosing.

“The MYBA Charter Show not only offers the opportunity to view world-class yachts and network with charter specialists from all over the world, it also offers the opportunity for education on new rules and regulations affecting our industry and destination updates as well as a chance to meet the companies who service the yachts and charter industry, from tax to tenders, wine to flagging,” says Sacha Williams, global charter marketing director at Northrop & Johnson, which presented three vessels: *Malia*, *Synthesis 66* and *Lady Volantis*. “All of the yachts we presented have benefitted from increased demand since the show and have converted some of this demand to bookings already. There really is no comparison for getting on board, experiencing the yacht for yourself and getting to meet all the wonderful crew who bring the charter experience to life.”

The show drew to a close with a triumphant sounding of the horns and a crew party, sponsored by Genoa Superyacht Hub, which celebrated the 573 crew members who worked tirelessly to ensure the show’s success.

Available for charter with IYC, King Benji, with her bright blue hull and dog emblem on the transom, stole the show



The 10 biggest boats in attendance

- CARINTHIA VII**
97.2m, Fraser
- AQUILA**
85.6m, Burgess
- EMIR**
82.5m, Fraser
- MALIA**
77.7m, Northrop & Johnson
- BOADICEA**
76.6m, YPI
- NAIA**
73.6m, Burgess
- LIONESS V**
63.5m, Royal Yacht International
- ARTISAN**
63m, Royal Yacht International
- APOGEE**
62.5m, TWW Yachts
- JAGUAR**
56m, Edmiston

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