

SPECIAL

MICHEL PARMIGIANI TALKS 'PARMIGIANI FLEURIER'

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EXCLUSIVE

'A NEW WORLD'
COLLECTION

Helen Anthony

SUPERYACHTING COMMUNITY
FINDS A NEW PLAYGROUND
IN THE GREAT BERMUDA SOUND

VICTORIA FALLS:
ONE OF THE SEVEN NATURAL
WONDERS OF THE WORLD



THE SUPERYACHTING COMMUNITY

FINDS A NEW PLAYGROUND IN THE
GREAT BERMUDA SOUND

JUNE 2017 - MANY OF THE WORLD'S LARGEST LUXURY YACHTS GATHERED IN BERMUDA, ATTRACTED BY THE 35TH AMERICA'S CUP AND WHAT HAS BEEN DESCRIBED AS THE EVENT'S MOST BEAUTIFUL HOST VENUE EVER.

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More than 81 superyachts gathered in
Bermuda in May alone, that's more than had
arrived in Bermuda for the entire year prior.
This gathering was the largest ever
experienced in one location, and although
spread through Bermuda's marinas and
moorings, felt spacious and uncrowded.

Some yachts berthed in Bermuda's capital Hamilton Harbour and the island's newest superyacht marina, Caroline Bay (future home to the Ritz Carlton Reserve), while others moored at each end of the scenic sub-tropical Atlantic island. Those on moorings at the America's Cup Village were best positioned to catch all the America's Cup racing action. Aside from enjoying the elite sailing spectacle of the world's fastest hydro-foiling America's Cup Class catamarans, Bermuda offered so much more for superyacht owners and their guests — to revel in the excitement of the America's Cup Superyacht Regatta. With some 19 superyachts competing, the iconic 88m 'Maltese Falcon' took line honours in Class C, the 48m Frers designed 'Hyperion' took Class B, and 44.8m 'Visione', a Reichel Pugh design, won Class A. A J-Class Regatta with a fleet of five, was won by 'Hanuman'. The racing, presented in association with Rego Sotheby's International Realty, was around the buoys' 13 to 16-mile passage off Bermuda's coast.

Royal Bermuda Yacht Club Commodore, Leatrice Oatley said, "We are proud to be involved in the first Superyacht Regatta to come to Bermuda. We understand the tremendous opportunity the America's Cup brought to the island and are thrilled that this event adds to Bermuda's sailing legacy".

America's Cup Event Authority COO Sam Hollis, reflected on the spectator experience: "I particularly enjoyed watching guests stand on the end of the terrace of Club AC, the VVIP invitation-only hospitality lounge for the America's Cup, where they would have that 'Titanic' moment overlooking Bermuda's Great Sound, with tropical parrot fish pecking at the reef beneath the crystal clear waters at their feet, whilst looking out at the America's Cup yachts flying on their hydrofoils over the America's Cup finish line in front of some of the biggest superyachts in the world lining the boundary of the race course. It really was one of life's true pinch yourself moments. I'd like to think that we presented Bermuda to the world as the San Tropez of the Atlantic; and we'd love to think that San Tropez may one day be referred to as the Bermuda of the Med"!



As the owners, captains and guests discovered, Bermuda 2017 wasn't only about the racing; it offers a range of historic, cultural and island experiences that are safe and fascinating to explore. The many who left the marinas discovered the cosmopolitan feel of the city of Hamilton, the rich maritime history of Royal Naval Dockyard and the heritage and culture that takes centre stage in the UNESCO World Heritage Site of St. George's. Feedback provided to the Bermuda Tourism Authority by superyacht owners and captains highlighted how much they were unexpectedly delighted by the range of options that this Atlantic jewel offers.

The Bermuda Tourism Authority (BTA) and the Bermuda Business Development Agency (BDA) hosted several social events, a dinner for superyacht owners was one of the highlights. Imagine the idyllic setting, on one of Bermuda's most intimate private beaches at luxurious Rosewood Tucker's Point Resort with bonfires, exquisite food, Bermuda-themed cocktails, and traditional entertainment from a cultural icon, the Bermuda gombey.

"This exclusive event provided a beautiful venue for superyacht owners, captains, key event sponsors and their guests to connect, relax and enjoy the hospitality of one of Bermuda's premier resorts", said Kevin Richards, Business Development Manager with event sponsor Bermuda Business Development Agency, an independent, public-private partnership working to attract investment and maintain business on the Island. (www.BDA.bm)

"Bermuda used this event to put on a fantastic show, including our traditional cultural gombey dancers, and we received great feedback that this was one of the most memorable evenings of the regatta season".

"We were pleased to be able to show off the island's sophisticated infrastructure, including the world-class marinas built for the America's Cup", he added. "This is how Bermuda can target high-end tourism in the future. We stand ready to deliver a standard of quality that meets the most refined expectations, and Boat International produced an event that brought together global chic with local tradition—it was an amazing night".

Bermuda's government of the day established a firm foundation to further develop the island as a superyacht hub by amending legislation for superyacht term charters, making Bermuda a permanent stop on the superyacht calendar.

The Bermuda Tourism Authority's CEO Kevin Dallas, said, "We're very pleased with the way the island responded to the largest number of superyachts ever to gather at one event. Bermuda was well organised and well prepared. That's only half the goal though. Our true aim is to make sure superyachts visit Bermuda again and again. While we came through with high marks during the America's Cup we want to come in with high marks year-round. We learned Bermuda can improve legislatively, with shipping logistics and with future sailing events. We'll get to work on those things right



AMERICA'S CUP SUPERYACHT REGATTA
BERMUDA 2017 TROPHY

away and improve on the things we already do well. That's our strategy for the Bermuda tourism economy and our promise to the superyacht community".

Bermuda has long been a sought-after international financial centre for serving high net worth individuals [HNWIs], and the superyachts visiting Bermuda this summer could see why. One HNWI who was visiting said, "I've travelled to the Caribbean hundreds of times but I'd never really thought of Bermuda before now. I look forward to returning". Bermuda is like a well-kept secret to the luxury yacht sector, which adds to its charm.

The Bermuda Tourism Authority polled superyacht owners and captains during formal feedback sessions and received overwhelmingly positive feedback. The

marina facilities were reported as well equipped with knowledgeable staff, the Hamilton Princess Marina had resoundingly high reviews and a temporary dock space during the staging of the America's Cup at Hamilton Harbour on Front Street was also popular.

Owners were particularly appreciative of the privacy that Bermuda offers, a lifestyle of understated luxury where residents respect the privacy of high net worth individuals.

Captains say they discovered the ease of moving around the island and they were pleasantly surprised by the distinctively different experiences available in the ports of Dockyard, Hamilton, and St. George's. They were of course also enamoured with the good sailing conditions, flat water, deep harbours, and the depth of experience of local race management personnel.

Meanwhile, the tourism authority's Chief Product & Experiences Development Officer, Pat Phillip-Fairn said, "Our focus is to seize the legacy opportunity for superyacht tourism afforded to us by the America's Cup. The feedback we gathered from our superyacht owners and guests tells us that Bermuda is well positioned to grow this opportunity as traffic repositions between the Med and the Caribbean".

Equally important as the on-water experience, is accessibility to Bermuda by air for superyacht owners and their guests to come and go as desired. Less than two hours from the U.S. east coast, Bermuda's private-jet terminal and the island's customs and immigration processes stood to the test in one of its busiest times. A multitude of Learjet, Cessna, and Gulfstream aircraft crowded the tarmac outside the private terminal with the busiest day recording 47 aircraft gathered for the final weekend of the event.

Taking away a collection of festive memories from this year's America's Cup, it's clear superyacht owners will return to Bermuda having experienced the thrill of sailing in the Great Sound which forms the scenic natural harbour. With all the newly built world class marina infrastructure and facilities in place across the island, Bermuda has rejoined the big league of yachting venues in the world and is on its way to becoming a favourite port of call for visiting sailboats and round-the-world travelling yachtsmen. **JP • A17**

BOTTOM-L-R: GUESTS GATHER AROUND THE SPECTACULAR LINE-UP OF YACHTS FOR THE END OF REGATTA PARTY ON THE FINAL DAY OF THE AMERICA'S CUP SUPERYACHT REGATTA





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