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Online yacht booking firm docks U.S. headquarters at FAU in Boca Raton

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By Aisling McEntegart

International yacht rental company Yachtico has opened its U.S. headquarters in Boca Raton, bringing another global marine business to a region known for its blue water industry.

Based in Berlin, Germany, the online Yacht rental service was started in 2011 and now lists a fleet of 16,000 charter yachts in their network, said founder and CEO Steffen Brunn.



“We started expanding over Europe relatively quickly because the platform was in English and German from the beginning. Word of mouth spread very fast,” Brunn said. “It’s so convenient. I think that’s the reason [we have] so much repeat business.”

Prices for a Yachtico vessel booking start at approximately \$1,500 per week, depending on location and the size and style of the yacht. A broad range of yachts are available, Brunn added, from small one-cabin vessels to much larger yachts that can hold up to 30 people.

Yachts can be booked worldwide through the company’s website. International destinations include Italy, Spain, Greece, Thailand, Australia, The Bahamas and many more. Locations closer to home include Miami, Fort Lauderdale and Key West.

To book a boat, clients simply choose a yacht, destination and time frame. First time users have access to a comprehensive online guide that answers frequently asked questions and offers resources for beginners.

Brunn says the framework is designed to be easy to use and draws in many customers who’ve found finding a suitable yacht online time-consuming.

One customer who has used the Yachtico booking network in Europe said the website makes finding a yacht easier.

“Usually I go sailing for a week with some friends. We’ve been doing this for about 10 years, but we always had problems finding a yacht,” said Kaspar Althaus. “We switched two years ago to Yachtico. They offer an efficient process to find a yacht. Before we were looking on the Internet for hours.”

While Yachtico considered several locations for its U.S. headquarters, Brunn said Boca Raton jumped out because of the city’s proximity to boat shows, sailing and other marine business, industries and activities in South Florida.

“There is a good balance between talent and cost of living down here in Florida,” said Brunn. “There were a few things we really needed. Talent, technology and marketing.”

Brunn added that he chose to base Yachtico’s office on Florida Atlantic University’s campus to model the U.S. operation after the European trend of partnerships between universities and companies.

“[In] Europe we have a lot of experience with doing projects together with universities,” said Brunn. “We did very successful projects over the last three years. We really tied the students in, solved real world problems. I want to transfer these ideas to our office here in Boca.”

MORE INFORMATION

For information on booking a yacht through Yachtico, go to Yachtico.com or call 800-489-2248.

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