CaptainOwned Surpasses 1,000 Boating and Fishing Directory Listings

Veteran-founded CaptainOwned surpasses 1,000 boating and fishing directory listings, helping travelers connect directly with independent local captains.



CaptainOwned connects travelers directly with independent captains and local boating businesses.

SARASOTA, FL, UNITED STATES, September 29, 2026 / EINPresswire.com/ -- BRADENTON, FLORIDA, UNITED STATES, [Release Date] — CaptainOwned.com, a platform founded by U.S. Marine Corps veteran and charter captain William “Captain Bill” Phillips, has expanded its directory to more than 1,000 boating and fishing business listings. The milestone marks the next stage of its effort to help travelers discover local operators and connect directly with the people running their trips.

Based in Florida’s Sarasota-Bradenton area, CaptainOwned brings together fishing charters, dolphin tours, sunset cruises, sandbar trips, sailing experiences and other on-the-water activities. Its directory includes businesses across multiple U.S. destinations, while the company continues inviting independent captains to join and develop their own profiles.

> “CaptainOwned helps travelers find local captains and book directly with them, while captains keep control of their customer relationships.”
>
> *Captain Bill Phillips, Founder of CaptainOwned*

The directory total represents business listings, including unclaimed entries, rather than 1,000 enrolled captains. Operators can join CaptainOwned, claim an existing listing where applicable, and add information about their businesses and trips.

“As a working captain, I know how much goes into every trip before a guest ever steps aboard,” said Phillips, founder of CaptainOwned and owner of Skyway Fishing Tours. “I built

CaptainOwned to help travelers find independent operators and give captains a way to build relationships with their own customers."

CaptainOwned offers a free listing option and optional paid memberships. Its captain membership model does not take a percentage of each trip. Participating operators can use available profile and contact features to direct travelers to their businesses, with features varying by membership.

For travelers, the platform provides a starting point for exploring activities by destination and experience. Direct contact with an operator gives guests an opportunity to discuss trip details, ask questions and understand what to expect before booking.

For Phillips, the directory milestone is one part of a larger effort. The company's next priority is helping more captains complete their profiles, add trip information and establish a useful presence for travelers.

"A directory entry is a starting point," Phillips said. "What makes it useful is the captain behind it—their local knowledge, their boat and the experience they offer. We want more of those stories to be easy for travelers to find."

Captains and travelers can learn more at https://captainowned.com.

About CaptainOwned

CaptainOwned is a veteran-owned platform based in Florida that helps travelers discover independent captains and on-the-water businesses. Founded by charter captain William Phillips, the company focuses on direct connections between travelers and local operators, with free listing and optional paid membership options.

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