

Bermuda builds on record superyacht season with 2027 growth strategy at Monaco Yacht Show

Third year of participation marks shift from market-building to converting demand as Bermuda strengthens its position as an emerging superyacht destination.

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EINPresswire.com/ -- Bermuda is building on its most successful superyacht season to date, using its third year of participation at Monaco

Yacht Show to deepen relationships across the global yachting industry and convert growing interest into longer stays, increased charter activity and further opportunities for 2027 and beyond.



More than 80 superyachts visited Bermuda during its latest season, with close to 30% of those vessels carrying guests on board. The performance reflects the progress made over the past three years as Bermuda has increased its presence within the international superyacht community, strengthened industry partnerships and developed a clearer proposition for owners, captains and charter clients. Where earlier participation centred on building awareness and establishing relationships, this year's programme has been increasingly focused on conversion: future itineraries, longer stays, charter opportunities and the practical requirements of bringing more high-value yacht business to Bermuda.

"Over the past three years, we have seen the nature of the conversations change," said Jan Hutton, CEO of the Bermuda Tourism Authority. "We are no longer simply introducing Bermuda to the industry. We are increasingly discussing specific visits, future yacht programmes, charter opportunities and what owners and captains need from us to spend more time on island. Our goal is not growth for growth's sake, but to build a superyacht sector that creates greater value for Bermuda through longer stays, more guests on island and stronger connections with the businesses and services that support this market."

A major focus of Bermuda's Monaco programme was its new partnership with Northrop & Johnson. The week opened with an intimate reception that introduced Bermuda directly to new captains, brokers and industry partners, creating conversations around future itineraries, longer stays and the practical requirements of bringing more vessels to the island. The partnership continued throughout the show and culminated in Northrop & Johnson's closing gala, extending Bermuda's engagement with owners, captains and the wider brokerage community.

Bermuda also built on its long-standing relationship with BOAT International, using the show to move beyond destination visibility into deeper owner engagement. A highly curated owners' lunch created direct conversations with members of the international superyacht community around future visitation, individual yacht programmes and the role Bermuda could play within upcoming cruising schedules. The relationship continued through BOAT International's wider Monaco programme and closing gala.

The destination's relationship with Fraser also developed further during the show. Bermuda engaged directly with Fraser's captain and fleet network through the company's Captains Soirée, which brought together more than 400 members of its community. Tailored Bermuda moments were integrated into the evening to create a distinctive connection back to the destination while providing a platform for conversations with captains and industry professionals already influencing yacht movements internationally.

Alongside these partnerships, Bermuda delivered dedicated destination presentations to leading superyacht houses and key charter brokers. These discussions focused on the destination's commercial and experiential proposition, including opportunities for vessels to spend longer in Bermuda, bring more guests ashore and consider the island for charter activity in 2027 and beyond. The presentations also provided an opportunity to address practical questions around access, infrastructure, guest experience and itinerary development directly with the people responsible for advising owners and charter clients.

Bermuda's Monaco programme extended into the wider luxury travel ecosystem through participation in the Wheels Up media presentation, creating connections across private aviation and the services that support the movement of yacht owners, guests and executives. Infrastructure also formed an important part of discussions throughout the week. Bermuda highlighted continuing developments on the island, including expanded dock capacity and plans for shore power, as the destination strengthens its ability to accommodate larger vessels and meet the expectations of the modern superyacht market.

For Bermuda, the work following Monaco will now centre on conversion. Individual owner and captain discussions will be progressed against future itineraries, while engagement with brokerage houses and charter specialists will continue ahead of the 2027 & 2028 season. The Bermuda Tourism Authority will also continue working with industry partners to strengthen the destination's marina, charter and shoreside proposition and identify further opportunities to build Bermuda's place within the international superyacht calendar.

Hutton added: "The uplift we are seeing gives us confidence that a consistent presence in this market matters. Three years of relationship-building is now translating into stronger conversations and more tangible opportunities. Our priority from here is to convert that momentum carefully and sustainably, ensuring the growth of the sector delivers meaningful value for Bermuda."

Bermuda's Monaco Yacht Show activity forms part of the Bermuda Tourism Authority's wider strategy ensuring that tourism development creates broader economic opportunity across the island.

Bermuda Tourism Authority (BTA)

The Bermuda Tourism Authority (BTA) is an independent, public-private partnership and the official destination marketing organization for the island of Bermuda. The BTA promotes Bermuda globally as a premier destination for leisure travel and group business. With tourism as a vital economic driver, the BTA's mission is to deliver dynamic marketing strategies and experiences that inspire visitation, encourage investment, and foster sustainable growth for Bermuda's tourism industry. Headquartered in Hamilton, Bermuda, the BTA also maintains an office in New York City. For more information, visit www.gotobermuda.com and follow @bermuda on social media.

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