

The *original*  
yachting company



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Camper &  
Nicholsons  
International  
YACHTING SINCE 1782







Welcome to the world of  
Camper & Nicholsons,  
where traditional values of  
client satisfaction and  
friendly professionalism  
meet technical ingenuity.

Discover how the original yachting company continues to set the pace in the industry with an in-house technical team who has successfully built the first system to give full operational and accounting transparency, turning us into our clients' most trusted partner.

Camper & Nicholsons is the name you can count on for excellence in yachting, the team by your side as you embark on incredible experiences around the globe.

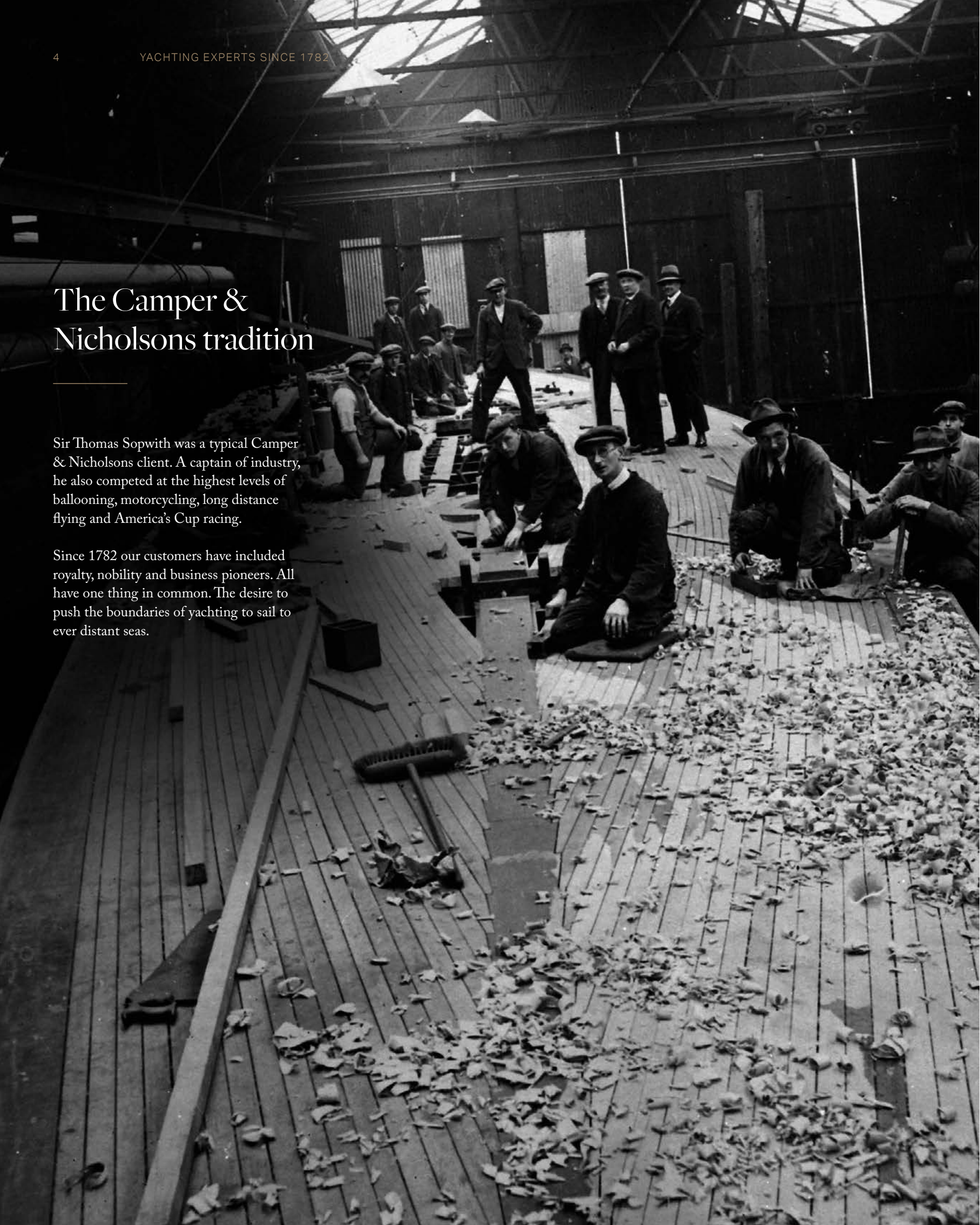


## The Camper & Nicholsons tradition

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Sir Thomas Sopwith was a typical Camper & Nicholsons client. A captain of industry, he also competed at the highest levels of ballooning, motorcycling, long distance flying and America's Cup racing.

Since 1782 our customers have included royalty, nobility and business pioneers. All have one thing in common. The desire to push the boundaries of yachting to sail to ever distant seas.





# The history of yachting itself

1782

Shipyard founded in Gosport, England

1809

William Camper joins as an apprentice

1839

Camper builds the largest project of his career, 327-ton Anonyma

1842

Ben Nicholson joins as an apprentice

1863

The yard, now named Camper & Nicholson (C&N), builds its first power vessel, 33-ton Favourite

1879

Nicholson delivers 44m schooner Amphitrite. Previously owned by a Scottish colonel, two Dukes and a Swedish industrialist, she still sails as a German cadet training vessel

1912

Ben Nicholson's son Charles designs 15m Istria, the first yacht in the world with a lightweight, laminated wood construction

1927

Charles Nicholson delivers 63m Creole, still the world's longest wooden sailing yacht

1930

The first J-Class yacht, Shamrock V, is built for America's Cup challenger Sir Thomas Lipton



1934

C&N delivers the J-Class yacht Endeavour, which almost succeeds in winning the America's Cup

1937

The 37m MY Philante is built for Sir Thomas Sopwith. She was requisitioned as an Atlantic Convoy escort and now serves as Norwegian royal yacht Norge

1939

Charles' son John Nicholson joins the family firm

1956

Rainier III, Prince of Monaco, and Grace Kelly honeymoon aboard their C&N yacht Deo Juvante II

1961

A C&N office is established in Cannes by George Nicholson, thereby creating the yacht brokerage industry

1965

C&N delivers Gipsy Moth IV to circumnavigator Sir Francis Chichester. British passports contains an illustration of this record-breaking 16m yacht

1972

C&N opens additional offices in Palma and Monaco

1992

An American expansion begins with the C&N office in Palm Beach

1994

Launch of Charter Marketing Division

2005

C&N Crew Placement Division begins operation



2009

New construction project is signed with Fincantieri Yachts for 140m Ocean Victory (launched 2014)

2015

C&N expands to include financial and insurance services

2018

Asian expansion continues with opening of C&N office in Hong Kong

2019

Launch of first-of-its-kind technology platform that distills yachting data to owners, brokers and shipyards alike

2020

C&N becomes first yachting company to add environmental sustainability to its mission statement

2021

105m Blohm+Voss Lady Moura, the original superyacht, sold by C&N in an in-house deal

2022

Camper & Nicholson celebrates 240 years as the industry leading yacht agency.

The oldest,  
yet the fastest

# 240

YEARS OF EXPERIENCE

## 21

languages spoken by staff  
across 10 offices

## 50

years of service of longest  
current employee

## 45

issues of award-winning  
SEA+I published

## 4 Billion Euro

assets value currently  
under management

## 2,400

yachts built since 1782

## 1,622

yachts currently for sale

## +140

assets under C&N management











## Market Intelligence

# 10,960

YACHTS



## 9,411



MOTOR



## 1,549



SAIL

### BROKERAGE FLEET FOR SALE \*

## 1,438

YACHTS

## 1,210



MOTOR

## 228



SAIL

### SIZE OF THE CURRENT FLEET FOR SALE \*

65m+	51
50 – 65m	93
40 – 50m	210
30 – 40m	486
24 – 30m	598

\*as of May 2022

### 2021 BROKERAGE SALES



MOTOR

Average year built	2008
Average LOA	34.2
Average selling price EUR	8,100,000



SAIL

Average year built	2001
Average LOA	34.2
Average selling price EUR	4,400,000





## The world's yachting data, in your hands

As the sole yachting agency to employ a dedicated tech hub, Camper & Nicholson's is at the forefront of reshaping the yachting industry. Launched in 2019, our pioneering yachting platform compiles data from marina logs, search history, social presence, technology upgrades and a dozen other sources from thousands of yachts.

This 'big data' is distilled into an effortlessly accessible user experience. That means yacht owners can access real-time stats such as following minute-by-minute fuel usage during their trip and shipyards can monitor customer trends. As the world's oldest and largest yachting agency, our market intelligence dates back to 1782.

Information also flows into our new sales and charter portal. Buyers and guests can tour yachts via video and image walk-thru's, while overlaid panels detail marine diversity with matching destination suggestions.

The key to good data is transparency and privacy. Our unique stream refines reams of live information, accessible only by those who own a luxury yacht.



## Driven by success

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Camper & Nicholson's is an integral establishment within the Lai Sun Group. The company ranks among the leading conglomerates in Asia, a region with greater economic wealth than the rest of the world combined.

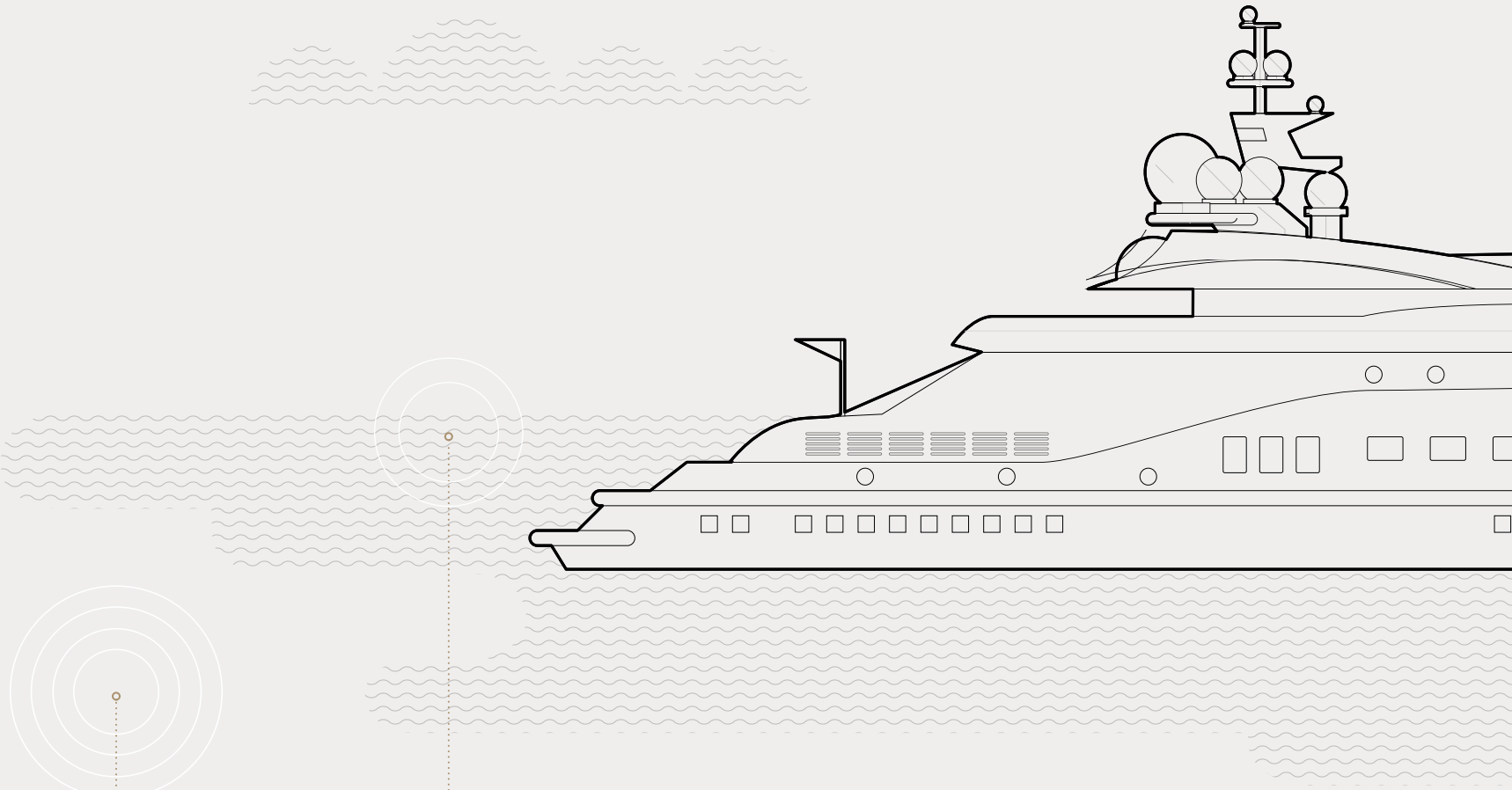
From its headquarters in Hong Kong, Lai Sun Group maintains a global portfolio of real estate, entertainment, media, telecoms, and luxury hotels. The Group's multiple operations are managed through five companies listed on the Hong Kong Stock Exchange.

The DNA of the Lai Sun Group is serving ultra-high-net-worth individuals. With investments including Michelin-starred restaurants and sumptuous private residences, as well as entertainment ventures, the Group's global vision of success is exactly aligned with Camper & Nicholson's, a brand with a rich history of yachting excellence.





# Our services



## BUY / SELL

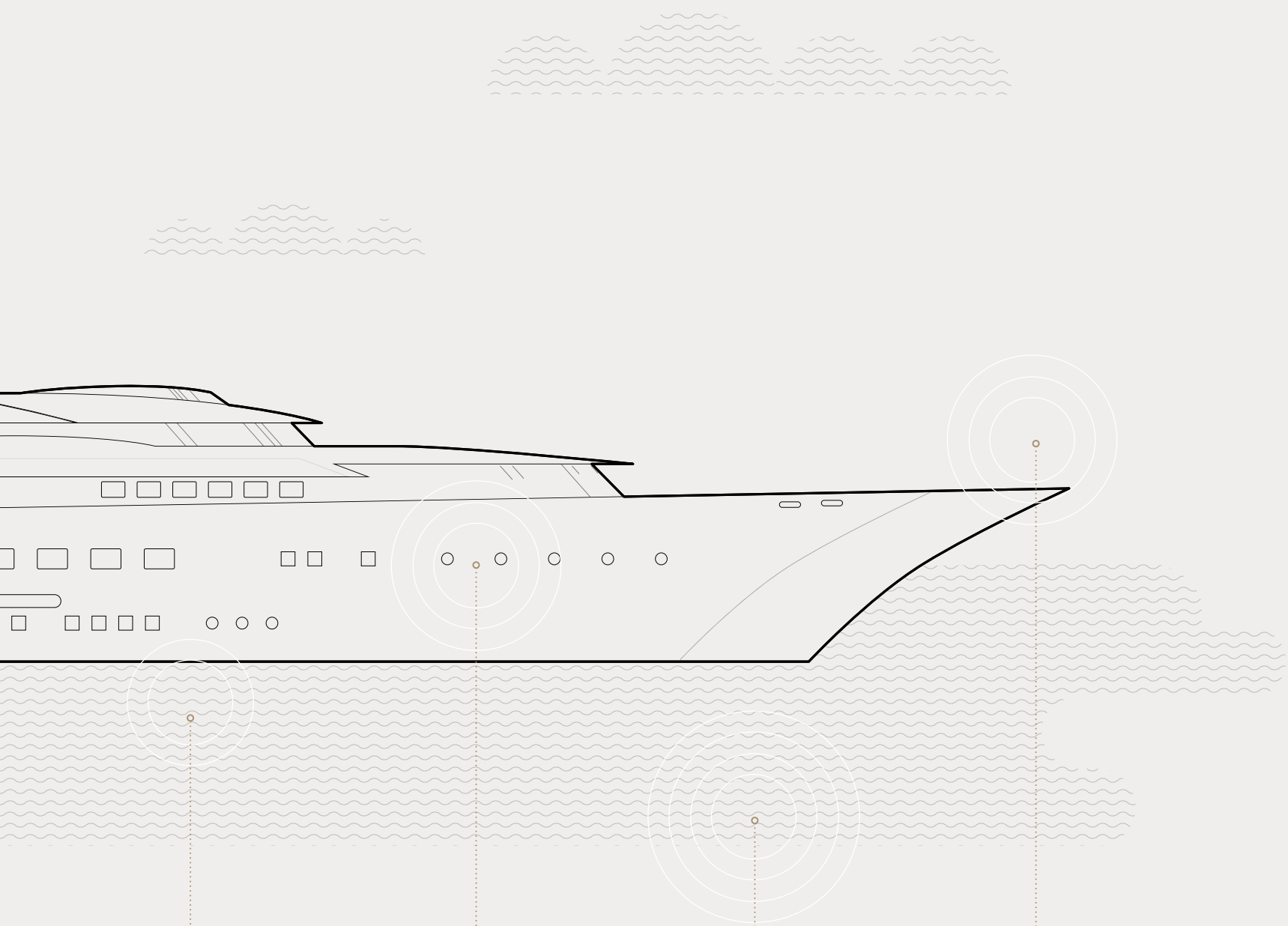
We have one of the largest fleets of superyachts for sale in the world and are equipped with the industry’s most comprehensive and advanced database of buyers and sellers.

## CHARTER

Discover the world’s most exclusive yacht experiences across our oceans.

Thanks to our 360° customer care, we have consolidated years of services and solutions to benefit every aspect of yacht life.





**CHARTER  
MARKETING**

Our Charter Marketing division has the background to create bespoke brand strategies that make your yacht stand out from the fleet.

PAGE  
**18**

**YACHT  
MANAGEMENT  
& CREW  
PLACEMENT**

Camper & Nicholson's has been providing a wide range of yacht management services since 1988, enabling us to acquire an unparalleled depth of experience in this specialist area.

PAGE  
**20**

**NEW BUILD**

Building a yacht is a long-term project and a major investment. It is therefore critical that the right team is selected for your specific needs.

PAGE  
**24**

**INSURANCE  
SERVICES**

Our bespoke and comprehensive in-house insurance service provides a one-stop shop to access the insurance market from a wide range of maritime underwriters.

PAGE  
**26**





## Sales & Purchase

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As the leading yachting agency with over 200 years of tradition, we trade upon our reputation. That's why some brokers have completed a half-century of continuous service and have been trusted by three generations of the same family.

A luxury yacht is the most magical investment an owner is likely to make. However, with a marketplace of over 1,600 yachts, the choice can be overwhelming. The Camper and Nicholsons team of industry experts are the best connected in the business with a wealth of knowledge ready to be shared, from market insights to off-market opportunities.

We host the industry's most comprehensive database of buyers and sellers. Added to this are dozens of staff across the globe, gifting the firm intimate knowledge of every luxury yacht for sale from Florida to the South China Sea.

Naturally, each broker charts an optimum course when it comes to inspections, negotiations, sea trials and post-sales needs.





*“After deciding to sell my yacht, I came to C&N. Straight away, I felt confident with their Yacht Brokerage Division and their detailed knowledge of the current yacht market. A couple of months later, they found a serious buyer and the whole transfer process was seamless”*

MARTIN B.

## BUYING A YACHT

Defining your requirements, tastes and budget

Providing advice on running costs

Investigating the world market for suitable yachts

Shortlisting yachts that meet your needs

Conducting pre-inspections and reports

Organising client inspections

Accompanying client on travel and inspections

Handling offers and negotiations

Advising on legal and technical aspects of transaction

Introducing experienced maritime attorneys and surveyors

Arranging sea trials and surveys

Assistance with operational support

Completion of deal

Putting in place an ownership framework for management, charter management and crew placement

Handling your after sales needs as the new owner

## SELLING A YACHT

Identifying the market niche for your yacht

Advising on asking price and pricing strategy

Recommendations for maximising price

Devising a targeted promotional plan

Preparing yacht specification, marketing materials, photography and video

Inclusion on all of the most important yacht brokerage listing websites

Corresponding with the brokerage community

Facilitating direct marketing campaigns to potential buyers

Organising magazine advertising

Securing editorial coverage to generate global exposure

Engaging and qualifying prospective buyers

Arranging yacht open days

Booking berths and activities at yacht shows

Organising promotion at non-industry, luxury events

Negotiating prices and securing the sale

Completion of the deal





*“Considering the variety of options available for charter, the C&N team made it their mission to fully understand my expectations and deliver the perfect yacht. Meeting both my specific needs and requirements along the way.”*

TAWHID A.



# Yacht Charter

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Every Camper & Nicholsons charter is a once-in-a-lifetime experience. Some guests prefer the discretion of the Italian Riviera or Croatia's 1,250 islands. Others are tempted by culinary history and secret beaches in ports from Thailand to the Arabian Gulf and the Caribbean.

Our brokers offer the finest charters thanks to their insider intelligence. This unique knowledge bank includes feedback from captains, brokers, travel editors and guests that is distilled into real-time travel knowledge used to craft the perfect voyage.

But more than a familiarity with every yacht, tender, captain and crew, our brokers also sail the world's top cruising itineraries themselves.

## OUR SERVICES INCLUDE

Scouring the market to find a yacht to suit your every requirement

Using our many years of expertise to explain cruising and tax regulations

Negotiating with the owner's side on your behalf

Drawing up the necessary paperwork

Planning a bespoke itinerary to include everything you wish to do

Working with the captain and crew to ensure all your onboard requirements are met











## Charter Marketing

Today's superyachts are as much a business as a luxury escape, with the potential to deliver an important return on investment — especially when exclusively managed by a highly qualified team of yachting experts with one of the finest charter fleets in the industry.

With over 100 years of combined industry experience, our Charter Marketing Division helps owners offset the cost of yacht ownership by securing charter bookings on their yacht.

Under the guidance of a dedicated Charter Marketing Manager, your yacht is promoted on an exclusive basis to a worldwide network of yacht brokers. Working closely with owners and their representatives, a bespoke brand strategy is created that places your yacht front and centre in the charter market.

Our team, many of whom have worked on yachts themselves, are experts at the complex, varied, and ever-changing yachting regulations around the world – but are equally as confident recommending the hottest beach clubs or this season's must-have water toys. We remain by the side of the yacht's captain and crew wherever their adventures take them. Our vessels are as home in the remote waters of Antarctica and Raja Ampat as they are in Saint-Tropez and Sardinia.

We also understand the power of a good story and work to maximise promotional opportunities whether exclusive partner events, newspaper cover wraps, or editorial inches. Our ever-evolving strategy for the digital world includes e-communication, Live Chat and instant booking, as well as highly responsive online campaigns and, last but not least, an influential social media presence.

### OUR SERVICES INCLUDE

Rate evaluation

Detailed screening of all enquiries, dates, ports, feasibility, clients and their charter history

Negotiation of terms

Issuing charter contracts on approved terms

Receiving and remitting charter funds and APAs

Customised marketing strategy across discipline

Press and media coverage

Production of yacht related marketing content: itineraries, pictures & videos, press release, news

Promotion in Camper & Nicholsons social media: sponsored posts, advertising, KOLs & Influencers

Digital promotion: search engine, Marketing (SEM), Optimisation (SEO)

Attendance at marketing events & sponsorship

Access to a personalised and live Dashboard

Continuous support to the owner, the charter broker and the captain

Constant access to a team of legal, financial and technical experts



# Yacht Management

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Today's superyachts are highly sophisticated. They are also sailing to destinations barely dreamt of 10 years ago. Only a management team with decades of top-level experience can be trusted with such a complex and highly prized asset.

Our Yacht Management Division includes Naval Architects, Master Mariners, Marine Engineers and Accountants. Together we are able to advise owners, managers and captains on a range of subjects, from technical support to formal codes of practice to refits and international compliance. Such professional knowledge can pre-empt problems before they occur.

Crisis situations are handled with speed and precision, anywhere in the world. We are on hand 24/7 to deal with any emergencies that may arise. Your guests may be on vacation, but rest assured we are not.

## OUR SERVICES INCLUDE

Yacht Accounting & Reporting Software (YARS)

Yacht Administration from registration to customs, insurance and cruising support

Purchasing

International safety and security compliance – ISM & ISPS – Maritime labour compliance – MLC

Safety system for Sub 500 GT yachts

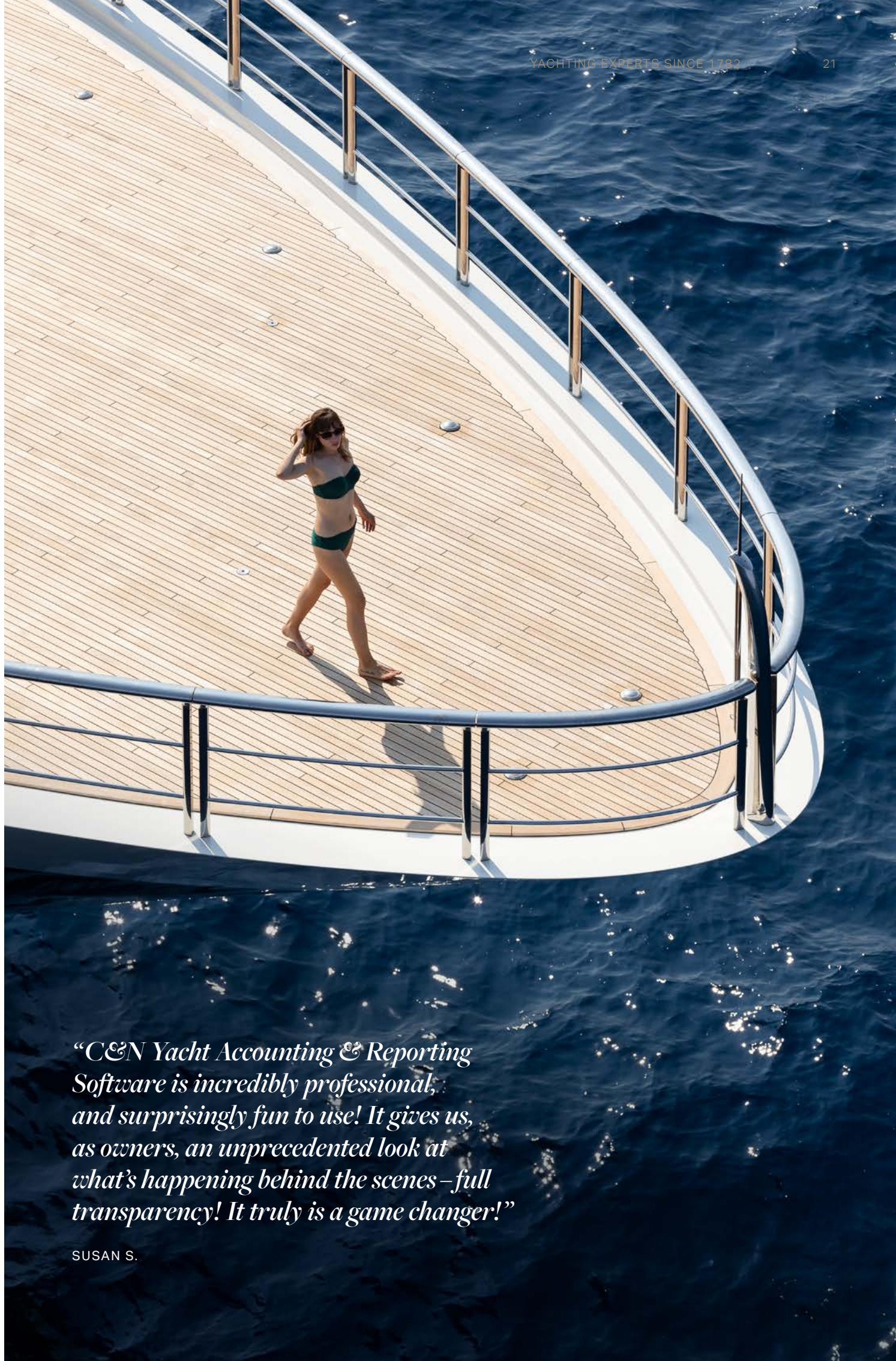
Crew support and placement

Technical support

24/7 emergency response, including media management







*“C&N Yacht Accounting & Reporting Software is incredibly professional, and surprisingly fun to use! It gives us, as owners, an unprecedented look at what’s happening behind the scenes—full transparency! It truly is a game changer!”*

SUSAN S.





# Crew Placement

Not only does Camper & Nicholsons lead the market for brokering, chartering and managing yachts. We can also source and personally interview any member of crew, from a surf instructor to a chief officer.

Our Crew Placement services don't stop there. We work with captains and yacht owners, both private and charter, motor and sail, to

professionally develop crew to ensure the highest quality in service. Our reputation rests upon safe and swift cruising, and our results speak for themselves.

Simply put, our comprehensive database of over 20,000 crew members ranks as the best and most technologically advanced in the business.

## HOW WE VET POTENTIAL CREW

Personally interview candidates

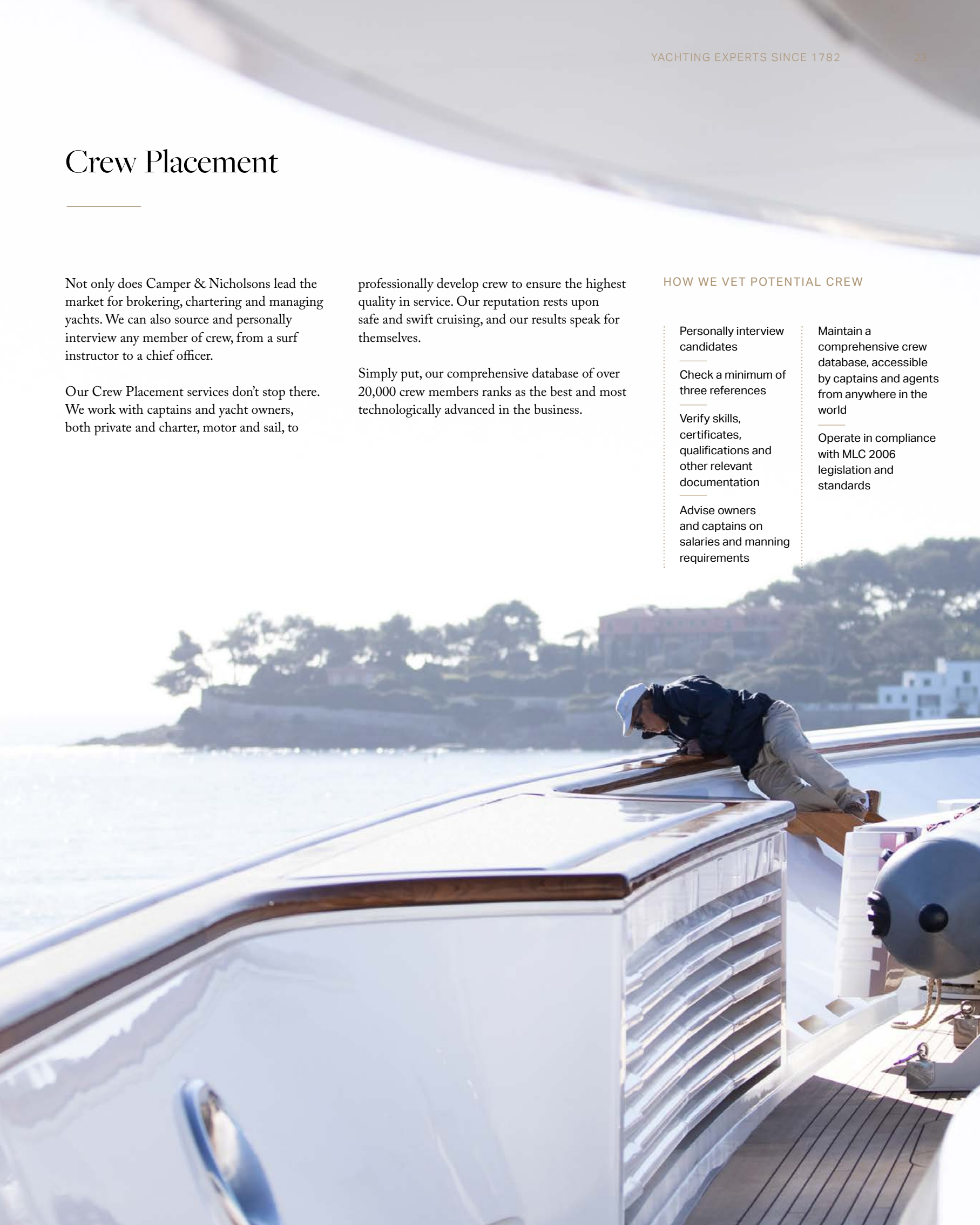
Check a minimum of three references

Verify skills, certificates, qualifications and other relevant documentation

Advise owners and captains on salaries and manning requirements

Maintain a comprehensive crew database, accessible by captains and agents from anywhere in the world

Operate in compliance with MLC 2006 legislation and standards







## New Build

If a luxury vessel is set to sail into the market, Camper & Nicholson's New Build Division knows about it. From Holland to Germany, Turkey to China, our global team appraises the finest opportunities at the world's 50 leading shipyards.

New builds allow an owner to stamp an immediate mark on their dream purchase. Soon-to-launch yachts can even be custom ordered with swim platforms, sundeck Jacuzzi's and outdoor cinemas.

No owner wants to wait longer than necessary for their yacht in construction. Thanks to the

industry's most guarded contact book, Camper & Nicholson's can deliver 100 new yachts from 25m to 100m during the next 12 to 30 months. We remain on hand to navigate through tenders, contracts, naval designers and shipyards, and act as on-the-ground representatives through the entire process, feeding back with regular updates and reporting that allows each owner to monitor all aspects of the build, even from great distance.

Once the yacht is delivered, the full array of complementary services discussed in these pages remains at the owner's disposal: from insurance to yacht management and charter marketing.

### OUR SERVICES INCLUDE

Advising the client on the right type and size of yacht, shipyard, design and scope of supply

Coordinating the selection of a designer and naval architect

Issuing the specific technical specification, terms and conditions

Running a bid/tender process with shipyards

Conducting price and contract negotiations with the selected shipyard

Dedicated owner's team for project management and on-site technical supervision

Assistance with sourcing owner's supply items

Advising on flag registration, classification, and other regulatory aspects of your build

Advising on operational setup of the yacht and ownership structure

Recruiting crew, dealing with any delivery issues/defects/snag lists

Troubleshooting any first year operational issues

Organising and negotiating warranty

Organising launch event and celebration



*“The technological advancement of C&N’s owner interface continues to impress, with its wonderfully clear account information and instinctive user-friendly design.”*

ALEX L.





*“With its well-established history and heritage, C&N has maintained its status as an industry leader through cutting edge innovations and an overall commitment to first-class guidance and assistance within the yachting world.”*

PETER L.







# Insurance

Insurance is a topic too important to be left to chance. Headed by a former Lloyd’s of London broker, our maritime risk unit provides one-stop-shop access to every insurance market, making sure nothing slips through the cracks.

As luxury yachts sail to ever-further destinations, with increasingly complex equipment, our insurance overview includes staff accident cover,

fine art risk, mitigation against loss of charter revenue and asset protection for helicopters and boats.

They say that peace of mind is priceless. But in the tabulated world of maritime insurance, Camper & Nicholsons will source the most competitive tariff.

## A FULL RANGE OF COVER FOR YOUR YACHT

- Hull and machinery cover
- Liability insurance
- Crew medical and personal accident cover
- Kidnap and ransom insurance
- Loss of hire
- Cargo, personal effects and contents cover
- Yacht builder's risk insurance
- Professional liability insurance

## AND FOR ALL YOUR OTHER PRECIOUS ASSETS

- Aviation hull and liability (jet and helicopter)
- Aircraft crew medical and personal accident cover
- War risks
- Fine art insurance
- Luxury real estate household insurance
- Earthquake and terrorism excess cover





## Making marine conservation our business

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Since 1782 Camper & Nicholson's has thrived on anticipating change. The company pioneered J-Class racing yachts, flying boats and the entire brokerage market — alongside a dozen other innovations.

In 2020, Camper & Nicholson's became the first yacht service company to add environmental protection to their mission statement. Such idealism is not a corporate gambit. The ocean is our workplace, our playground and our home and assisting and funding marine conservation projects will ensure biodiversity across seven-tenths of the earth's surface.

In partnership with the non-profit Mission Blue, Dr. Sylvia Earle's marine protection agency, we have integrated 150 Hope Spots into our website. Guests can now search for an itinerary based on these zones which have been identified as crucial to the health of the ocean, as well as by protected species.

Feedback will also be given to shipyards as they plan the next generation of superyachts with undersea conservatories, wildlife viewing platforms, silent-running batteries and a whole host of design and technology breakthroughs necessitated by environmental change.



An aerial photograph of a sailboat with two large white sails, sailing on a deep blue ocean. The boat is moving towards the bottom right, leaving a long, dark shadow behind it. The water's surface is textured with small waves and ripples, reflecting the sunlight.

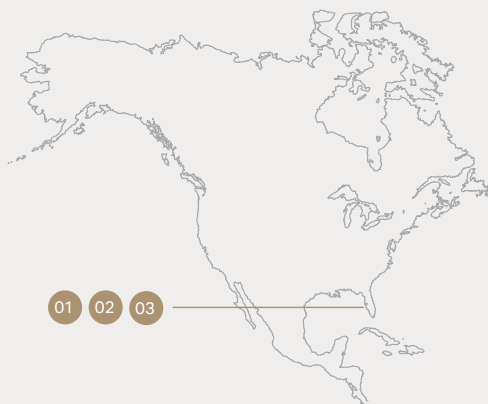
*“It’s incredibly refreshing  
to work with a company  
that takes a passionate  
and intellectual interest in  
analysing their role within  
a business that significantly  
impacts our Oceans.”*

DR. SYLVIA EARLE



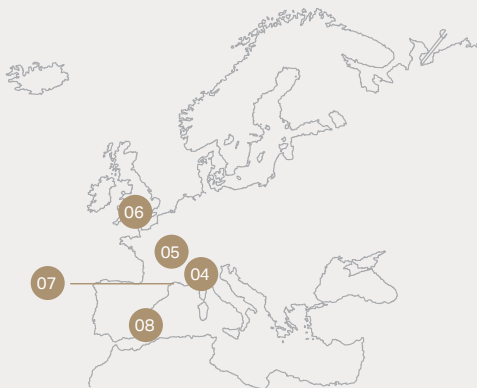
# A global presence

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