

LIGHTHOUSE



Aiding India's Boating Industry

India YachtPage.com
India's Boating Industry on One Page.

HEADLINES

Charters Reign This Season



Today, the owner who buys a yacht generally decides to charter his boat for a given period during the year so that the charter revenue compensates for the yacht's managing costs. Chartering companies specialized in this type of business have sprung up this season and made good business! Charters in the Mumbai market range from family cruises, romantic sunset cruises, luxury yacht charters that also come with water sports, jet skiing and kayaking; weekend charters on luxury yachts, corporate team building and corporate off-sites, trans-harbor travel and more!

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ONLINE MARKET

Who's Clicking What, When And Where?

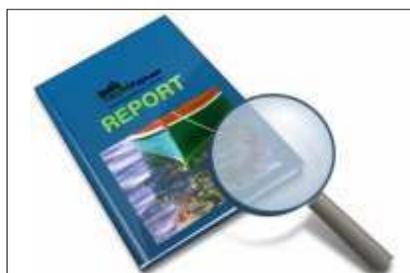


In this article we bring you the online market's performance. IndiaYachtPage.com has been carrying out a lot of online promotional activity and the traffic to the website has increased steadily over the past six months. From the total visiting audience, 80% are new visitors! These hits come from various sources like search engines, direct hits and hits through referral websites like social and professional networks and blogs. 58% of the hits are through Google ad campaigns launched by IndiaYachtPage.com. 14% have resulted out of relevant searches, 23% have been direct visitors...

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REFLECTIONS

Reflecting On The Season Passed



This has been a very busy season with three boat shows and many sailing events! These include The Goa International Marine and Boat Expo'09, Goa International Boat Show'10 and the Mumbai International Boat Show'10. Amongst the regattas and sailing events we had the Mumbai International Match Race'09, the Monsoon Regatta Hyderabad, the Asia Pacific Launch Regatta, the BSA Mumbai Harbor Optimist Regatta, UTV Match Racing Nationals and the Tolani and Godrej Cup Regattas. Goa International Marine and Boat Expo'09 was well organized and promoted...

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WE WELCOME

Companies Making News On IndiaYachtpage.com

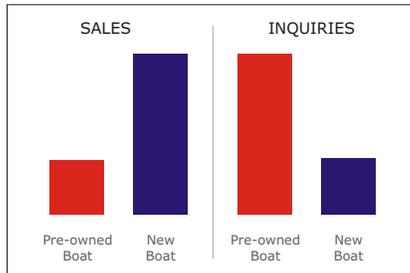


Over the past six months, fifteen companies have taken up listing with www.IndiaYachtPage.com. These include Causeway Marine, Fairwinds, Goa International Marine & Boat Expo, IMF Boating Days, Marina India, Marine Solutions, Marinetek India, Multi Tech Marine, Nautilus Yachts, Oceanstyle, Pioneer Adventure Sports, Rajkot Machines & Technical Services, West Coast Marine Yacht Services and Yacht Charters India. Apart from these companies, we are also linked to Luxurion World - India's first portal on luxury products and services, and Goan Guides...

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UPCOMING TRENDS

Pre-Owned Boat Market - Is It Really Years Away?



If you think the second hand boat market is yet another five years off, you are probably right, but only half right. This season has seen a few pre-owned boat sales but a lot of second hand boat enquiries. First-timers step into the world of boating and would prefer to try their hands on something that's lighter on their pockets. There's a general saying in the yachting industry that goes thus: 'An average boat owner purchases at least four yachts in his lifetime'. Wow. Well then, so what if the first one's a second hand.

www.IndiaYachtPage.com asked five questions to some of the...

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BOAT OWNER SPEAK

Buying My First Boat



Carmelino Machado from Goa, has a family run business which is shipping related (stevedores and shipping agents). He has never been keen on any water sports but loves to swim and used to snorkel a lot. When asked about how he took up sailing as a sport, Carmelino says, "I guess all people living on the coast have a close affinity to the sea as long as they can reach into themselves to discover it. That is what happened to me and now every week that goes by the passion for sailing becomes stronger."

Carmelino shares some of his experiences and thought processes...

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PROMOTING SAILING

Sailing With Friends In The Mumbai Harbor



After sailing a couple of times along with my friends, I got totally addicted to this sport. I recently took up membership with the Colaba Sailing Club and now go sailing almost every weekend, Saturdays & Sundays! Sailing must be the most underrated sport of all time. Sailing is simply one of those life skills, like riding a bicycle or swimming. It can be learnt in an hour or two for sheer enjoyment or perfected through training. The level is up to the individual. But don't take my word for it. I took 16 of my friends sailing along with me and did a short survey on their experience...

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BOTTOM-LINE

Surfing Inquiries - The Importance Of Online Promotions



An online presence is critical for reaching your target audience in today's Internet focused age. Internet marketing - an affordable alternative to the more expensive print and broadcast marketing - can reach the people you want without breaking the bank. Let's face it; your audience is already online; now it's just a matter of delivering them your message. For today's business owners the shape of commerce has changed. No longer is the success of your businesses completely reliant on word-of-mouth and persuasive print advertising. Today's savvy entrepreneurs...

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