

Audemars Piguet

SKIING

I

01 **Helmet+Goggle+Ski board**

The percentage of people who participate in snow sports with household incomes of more than \$100,000 has risen over the past eight seasons from 45% of ski area visitors in the 2006-'07 season to 56% of visitors in the 2013-'14 season, according to the report.



02 **Communication devices + GPS**

If you venture deep into the backcountry, you need a plan for emergency communication. Well designed communication devices with cutting-edge technology helps with ensuring users' security and promoting skiing experience.



MOUNTAIN BIKING

I

03

E - Bike frame + Pedals + Bike light

Centi-millionaire habits and interests are diversifying. Henley's report finds that seven of their ten most common hobbies involve outdoor recreation such as mountain biking and the increasingly popular fly-fishing. Also during the past few years, luxury brands have tapped into the high-end bicycle market.



04

Helmet + glasses

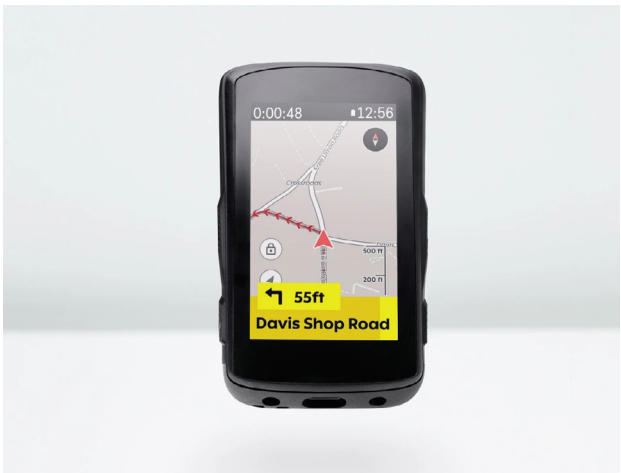
With cutting-edge technologies like advanced ventilation systems, optimized aerodynamics, eyewear integration, these accessories help with better performance and comfort.



05

GPS + Communication devices

Cycling computers and communication devices provide access to data, navigation, communication, and analysis tools that empower cyclists enhancing the cycling experience and ensuring their safety.



SUPER YACHT TOYS

06 Seabob + Underwater camera + Goggle

From high-speed thrills to exploring life below the surface, a wide range of superyacht toys is making cruising around the globe more special.



07 Electric Surfboard + Hand controller

An electric surfboard is a board designed for gliding over the water achieving great speeds without the need of waves. It is powered by a lithium-ion battery, activating the jet when pressing on the "trigger."



08 Underwater scooter + Goggle

Underwater scooters have become commonplace in superyacht toy collections thanks to their unparalleled ability to immerse you in aquatic fun. From skimming along the surface to diving to the seabed, underwater scooters are a must have.



STAR GAZING

I

09

Binocular + Telescope + Tripod

They allow you to not only observe distant objects but also capture photos and videos directly through the binoculars. Computerized telescopes with Go-To mounts automatically locate and track celestial objects. These systems utilize built-in databases, GPS, and motors to help you find specific stars, planets, or deep-sky objects more easily. Popular brands include Celestron, Meade, and Orion.



SPACE TRAVELING

I

10 **Rover+Camera**

Space Perspective has designed your journey to be exhilarating and celebratory, with ample time for quiet contemplation. Astronauts refer to the impact of seeing Planet Earth from space as a paradigm shift that forever changes their outlook. Over six unforgettable hours, you will ascend to the edge of space and join the lucky few—only about 600—who have looked down at our home from above.



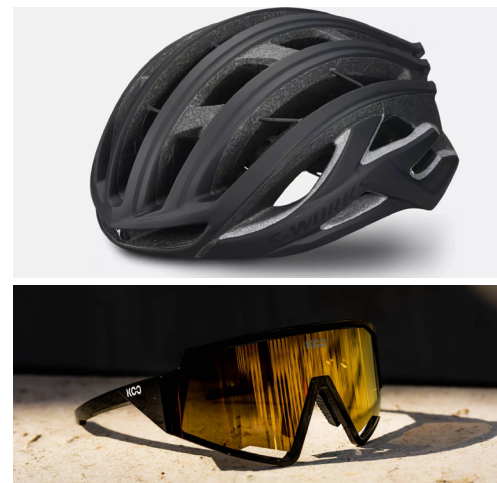
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07 **Electric Surfboard + Hand controller**

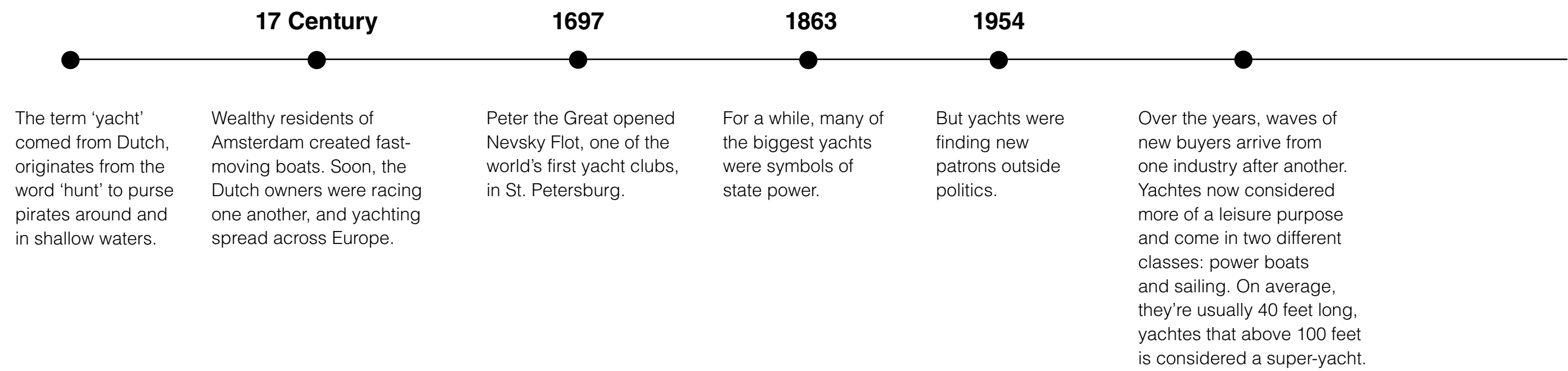
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SUPER YACHT

Concept Research - Week 03

HISTORY



TYPES

Private

Private yachts are used solely by the owner, a few of them are available for charter.

Charter

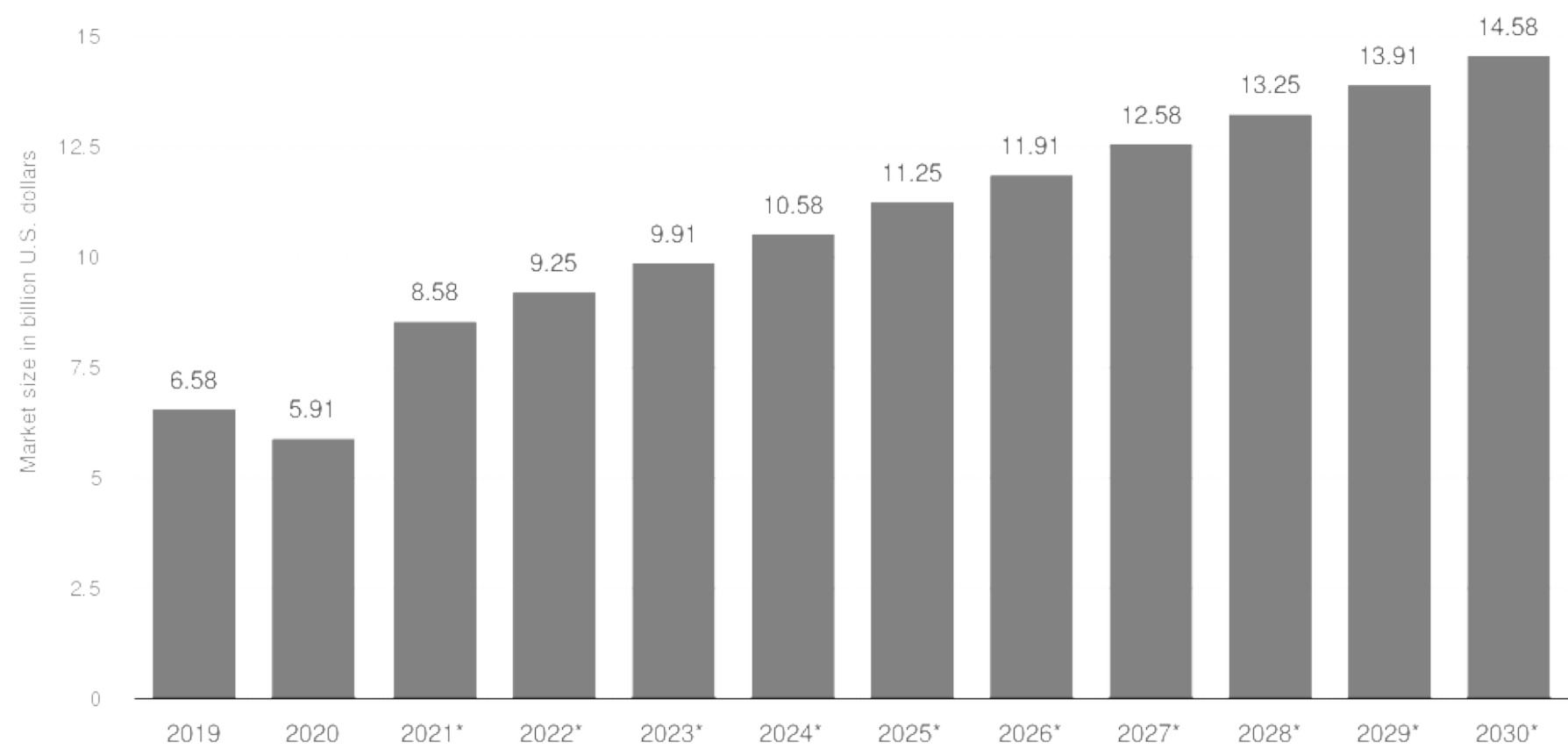
Charter yachts are rented out to paying guests, who are also high net worth individuals, running banks and hedge funds. It can cost up to one million euros a week. The fee only includes the hiring of the yacht and crew. It does not include food, wine, fuel, crew tips, or berthing fees (berthing alone can cost up to 2,000 euro a night).



MARKET

Luxury yacht market is increasingly getting larger and Yacht charters are very popular because the clients want the privacy, security and flexibility that the Yacht gives them. The market will grow continuously from now to year 2030 according to statista's prediction.

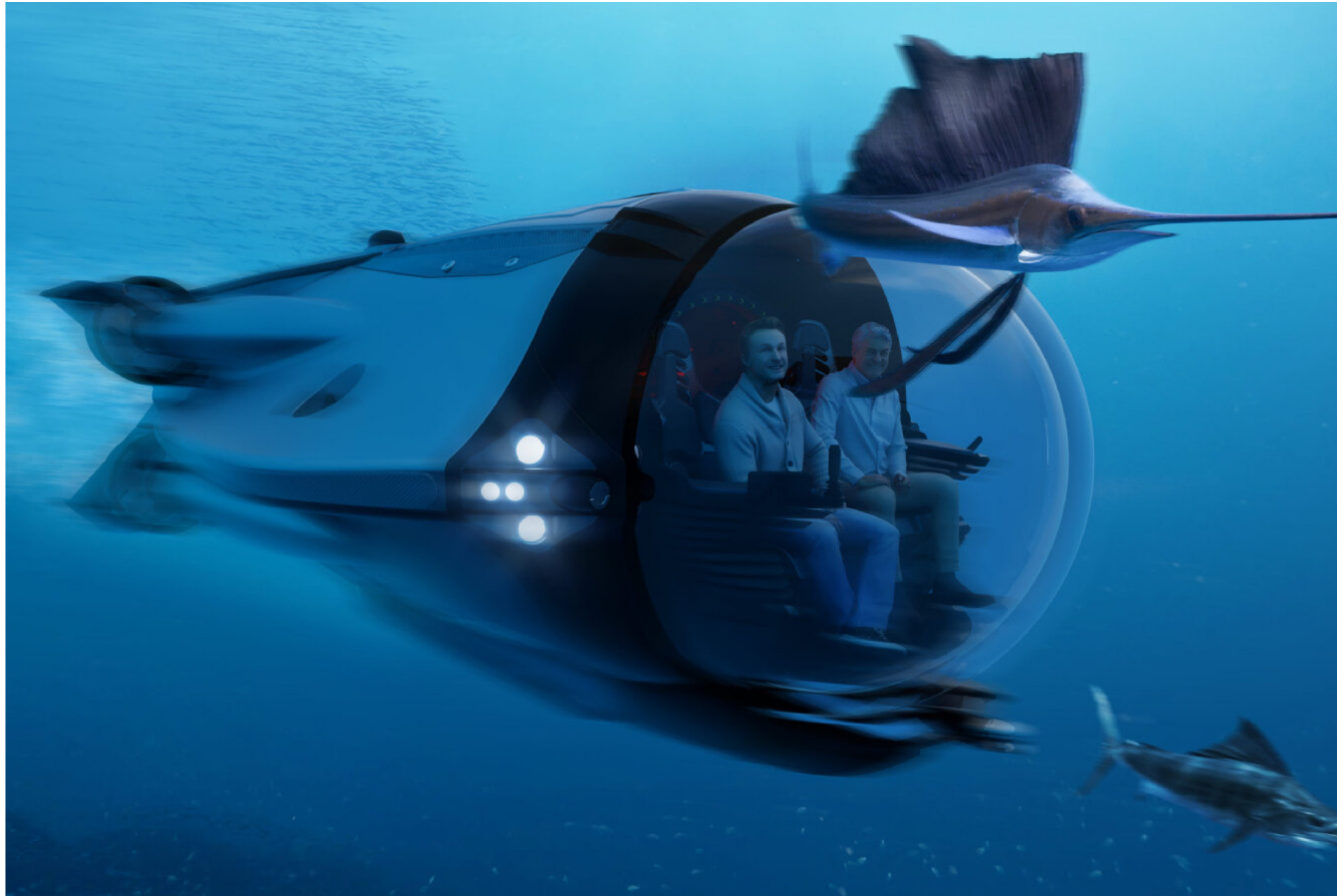
Size of the global luxury yacht market in 2019 and 2020, with a forecast for 2021 through 2030 (in billion U.S. dollars)



Source
Next Move Strategy Consulting
© Statista 2022

Additional Information:
Worldwide: 2019 and 2020

ENTERTAINMENT FACILITIES



01.



Submarine

Submarine is for adventurous yacht owners who want to share their enthusiasm for exploring the wonders of the underwater world with family and friends.



02.



Tender boat

The tender can help you and your guests get to shore or hard to explore areas.



2.1

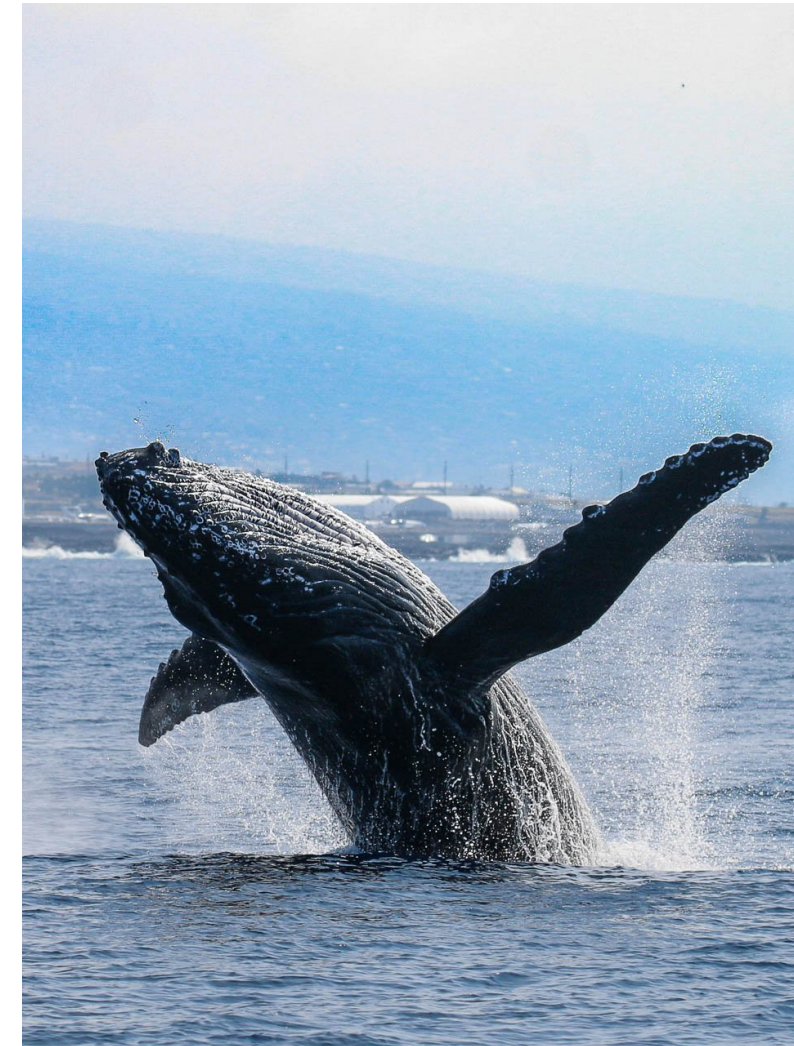
**Scuba diving mask + Oxygen tank +
Knife + Light touch**



2.2

Barbeque portable grill+ Utensils

Features like stainless steel construction, precise temperature control, and efficient heat distribution would help with promoting the experience and design to be suitable for the compact space available.



2.3

Whale watching binocular + Hydrophone

A spotting scope is used for long-range observations. It can provide more detailed views of whales. A hydrophone is an underwater microphone that can be used to listen to the sounds made by whales.



03.

Water sport equipments and toys

As for some super yachts' swimming pool are opened up into the sea, with the water sport equipments, the ocean could be an ultimate playground for adults.



3.1

Jetboard + Hand controller

An electric surfboard is a board designed for gliding over the water achieving great speeds without the need of waves. It is powered by a lithium-ion battery, activating the jet when pressing on the "trigger."



3.2

Jet ski + Sun glasses

et skiing is an adrenaline-pumping activity that offers a sense of freedom and excitement as you speed across the water. The rush of wind and water on your face and the feeling of controlling a powerful machine is exhilarating.



3.3

Underwater scooter + Goggle + Oxygen tank

Underwater scooters have become commonplace in superyacht toy collections thanks to their unparalleled ability to immerse you in aquatic fun. From skimming along the surface to diving to the seabed.



04.



Folding e-bike / E-scooters + Sunglasses

E-bikes and folding bikes have become very popular in recent times to get around on land. These items are easily stored onboard and offer hours of fun combined with easy commuting.



05.



IMAX theatres / Projector + Speaker

One of the most frequent onboard activities is watching movies with a group. Consider that often, you're in the sunniest zones of the world. Therefore, you need a screen that's bright enough and can deliver good contrast. Furthermore, 3D sound truly makes a movie immersive. With over 11 speakers placed around you, you can enjoy being in the moment itself.



06.

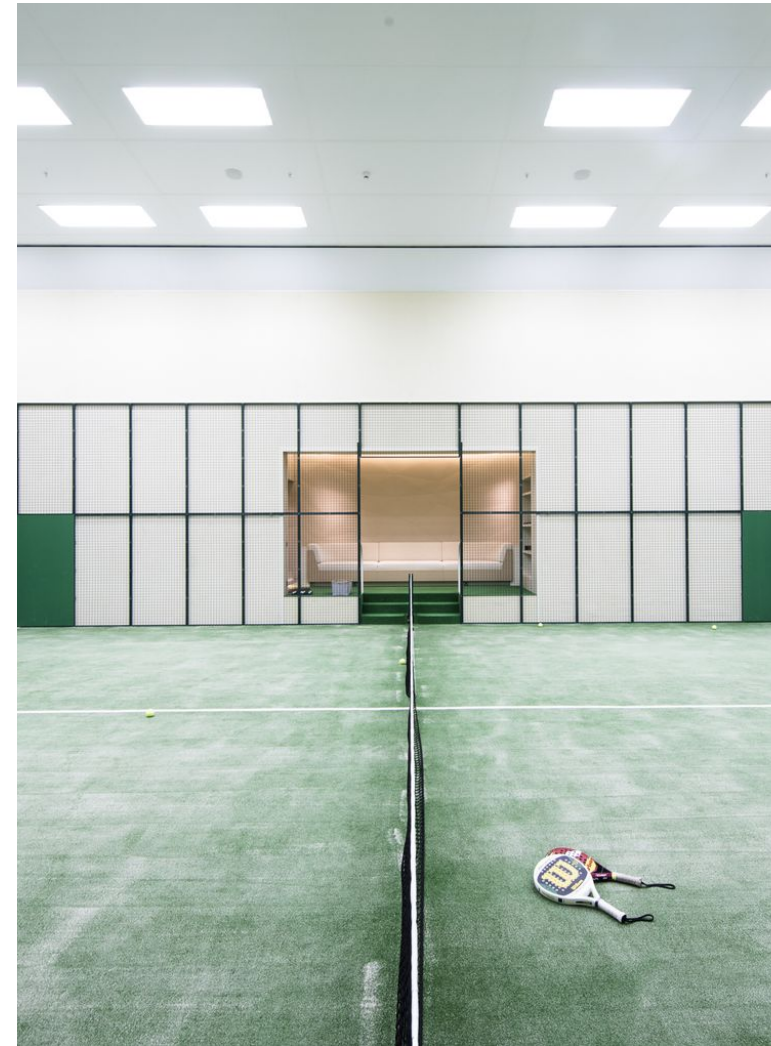


Onboard sport facilities



6.1

Golf clubs + Bag



6.2

Tennis rackets + Bag



20



Party on board

Lights, Speaker, Projector

COMPETITORS

