

24 Magazine Group



Deals, Surveys & Brokerage

Market intelligence, due diligence and private transactions.

24 MAGAZINES IS NOT A SET OF DIGITAL MAGAZINES YOU READ. ITS A COLLECTION OF EXCITING NEWS STORIES THAT YOU PARTICIPATE IN.

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Editor's comments for this issue will be added shortly.

Advertising page

Reserved advertising position.

Why Specialist Publishing Is Becoming

THE RETURN OF CONTEXT

For a while, digital publishing seemed determined to become as broad, fast and disposable as possible. I think the more interesting movement now is in the opposite direction. Readers with a serious interest in yachts, aviation, property, travel or specialist services do not necessarily want more information; they want less noise, better context and a publication that understands why the detail matters.

The reason we have built separate magazines is that the audiences overlap without being identical. A yacht broker and a marine electrician may both care about a new motor yacht, but they approach it from completely different directions. The same applies to private aviation, property and luxury travel. Keeping those editorial identities separate allows each title to develop its own language while still sharing stories when they genuinely cross sectors.

There will inevitably be AI-assisted production in modern publishing, including here, but that makes editorial discipline more important rather than less. Facts still need checking, claims still need attribution and prose still needs a human point of view. The publications that retain trust will not be the ones that pretend technology does not exist. They will be the ones where the reader cannot see the machinery because the finished work has been properly considered.

A NETWORK RATHER THAN A SINGLE VOICE

The internet solved distribution but created a different problem: almost everything now competes for attention in the same feed. A shipyard announcement can sit beside a celebrity clip, a technical propulsion story beside a meme and a serious market analysis beside an advert written to resemble an article. Specialist magazines have an opportunity precisely because they do not need to win that contest.

A good specialist publication should therefore behave less like an endless stream and more like a knowledgeable host: selective about what it puts in front of you and confident enough to leave some things out.

My test is simple. After reading an article, the reader should know something useful, have a better question to ask or have discovered something they did not expect to find. That is a higher bar than filling pages. It also means accepting that not every story needs to be breaking news. Analysis, regional knowledge, experience and a well-argued opinion can remain valuable long after a press release has disappeared from view.

WHAT I WANT THESE MAGAZINES TO DO

They can assume a degree of knowledge, explain terminology properly and follow a subject for longer than a single news cycle. That matters particularly in the sectors covered by 24 Magazine Group. Buying a yacht, specifying equipment, selecting a marina, chartering an aircraft or considering an overseas property are not casual decisions. Even when the reader is simply an enthusiast, the pleasure often lies in understanding the detail.

That is also where the wider 24Synergy structure becomes useful. It provides the connective tissue between specialist websites and publications without requiring every article to become a network advertisement. A relevant supplier story can live naturally in its own magazine and still be discoverable by readers elsewhere in the ecosystem. The technology should remain in the background; the editorial judgement should remain visible.

Contributor: Paul Thompson / 24 Magazine Group

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The New Luxury Is Access, Not Excess

TIME HAS BECOME THE SCARCE ASSET

Luxury is an overused word, and in some markets it has become almost meaningless. What interests me more is the way the definition is shifting. Across yachting, aviation, property and travel, the strongest products are increasingly selling access: to time, privacy, expertise, difficult-to-reach places and experiences that cannot be reproduced simply by spending more.

There will always be a place for spectacle. Monaco would not be Monaco without it, and Dubai has never been shy about ambition. But confidence in a premium product increasingly comes from precision. People who have bought expensive things before tend to recognise when they are being sold a performance.

For our magazines, that means resisting the temptation to describe everything as exceptional, revolutionary or iconic. Sometimes the most luxurious thing about a product is that it works properly, the people behind it answer the telephone and the customer gets exactly what was promised. That may not sound dramatic, but it is a standard worth writing about.

THE QUIET ROLE OF SPECIALISTS

A private aircraft is valuable because it can remove connections and waiting. A yacht can put an owner or charterer into an anchorage that has no hotel lobby. A well-managed second home can remove the friction from returning to a favourite place. None of those benefits depends on adding more marble, more screens or another bottle of champagne.

The further a customer moves from mass-market travel, the more important specialists become. A captain who knows a difficult harbour, a broker who understands a particular aircraft mission, a property adviser who can explain service charges rather than simply the view, or a supplier who can deliver a part in the middle of a season can be more valuable than another layer of visible luxury.

LESS THEATRE, MORE CONFIDENCE

This is why I think the most interesting luxury businesses are concentrating on the parts of an experience that the customer does not see. Ground handling, marina reservations, crew knowledge, maintenance, local access and reliable communications are not glamorous subjects, but they determine whether an expensive experience feels effortless or exhausting. That is one reason specialist media still matters. The useful story is often not the launch itself but the infrastructure behind it: who supports it, where it can operate, what ownership involves and which claims deserve closer examination. Those are less spectacular questions, but they are usually the ones that experienced buyers ask.

Contributor: Paul Thompson / 24 Magazine Group

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24 MAGAZINE GROUP

REAL PEOPLE. REAL STORIES. ACROSS EVERY SECTOR.

Different
sectors.
Same
passion.

GOOD
STORIES
TRAVEL
FURTHER

24 titles.
One
bigger
picture. 😊

Dear 24 Readers...

When I started 24Synergy, it was never just about websites.

It was about creating a family of specialist magazines that shine a light on the people, places and stories that make our industries so unique.

From yachts to jets, boats to buildings, property to ports, suppliers to superyachts — every magazine has its own voice, but they all share the same ethos: real stories, no nonsense, and a bit of humour along the way.

So whether you're reading this on a boat, a plane, a building site or the beach — thank you for being part of the journey.

Here's to many more stories.

Paul Thompson
Publisher
24 Magazine Group



24MG SAYS: 😊

"Good stories don't just inform... they connect people."

BEHIND THE SCENES...

CONTENT
CONNECTS
PEOPLE

Out there
finding the
next story...
Always.

THE MAGAZINE GROUP CHECKLIST

Have we covered everything?

- ☐ Yachts, boats, ships and superyachts?
- ☐ Aviation and private jets?
- ☐ Property and investment?
- ☐ Suppliers and services?
- ☐ People and lifestyle?
- ☐ Industry news and innovation?
- ☐ Behind the scenes stories?
- ☐ A few laughs along the way?
- ☐ Useful guides and expert insight?
- ☐ A reason to come back next month?
- ☐ Shared across the 24Synergy network?
- ☐ Helping our community grow?

Different
worlds.
Same
readers. 😊

CAPTION THIS!



So many
magazines...
so little
time!

Send us your best caption. The funniest entries may appear in the next issue (and no, we won't mention your name).

THIS MONTH'S COMMON MISTAKE



The Unfinished Draft
Brilliant idea, great start, then life gets in the way and it sits in drafts for weeks. Sound familiar?

Moral of the story:
A good story is better published than perfect and forgotten.

MAGAZINE CONFESSIONS

"I started reading for industry news... but stayed for the lifestyle inspiration."

Anonymous 😊



EXPECTATION vs REALITY...



Write engaging articles with a view like this.

Cold coffee, last-minute edits and a long to-do list.

FINAL THOUGHT...

It's not just about magazines... it's about people, passions and possibilities. Same stories. A brighter tomorrow. 😊



We Need to Stop Calling Everything

THE PROBLEM WITH PERMANENT SUPERLATIVES

Spend enough time reading press releases in yachts, aviation, property or technology and you could be forgiven for thinking the world is being reinvented every Tuesday. It is not. Genuine advances are happening, but exaggerated language makes it harder to recognise them.

Engineering usually advances through accumulation. A few per cent more efficiency, easier servicing, better thermal management, a more usable layout or a quieter cabin can make a real difference to an owner. Those improvements may sound modest on paper, yet over years they can change an industry. None of this makes a magazine negative. In fact, I think it does the opposite. Praise becomes more valuable when it is not automatic. If we reserve words such as revolutionary for the rare occasions when something genuinely changes the rules, readers may start believing us again.

INCREMENTAL PROGRESS DESERVES RESPECT

A new interior layout can be clever without redefining yachting. A battery system can be important without solving marine decarbonisation. A property development can be beautifully executed without transforming an entire city. When every announcement arrives wrapped in the same collection of superlatives, the words stop carrying information.

I would rather tell a reader why something matters than instruct them to be impressed. That means comparing a claim with what came before, identifying the practical consequence and acknowledging limitations. It also means saying when a product is simply an attractive variation on an established idea.

A BETTER EDITORIAL VOCABULARY

I do not blame marketing teams for wanting attention. Their job is to present a product positively. The problem begins when editorial simply repeats the language. Readers then receive advertising with a different masthead. Specialist publications should be able to admire good work while still asking what has actually changed.

The same is true in digital services. A platform does not need to 'disrupt' a sector to be useful. If it removes one awkward step, improves visibility or connects the right buyer and supplier more reliably, that is enough. We should become more comfortable describing useful progress accurately.

Contributor: Paul Thompson / 24 Magazine Group

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The Magazine of the Future May Know

ATTENTION IS NOT AN UNLIMITED RESOURCE

For years digital publishing has measured success by how often it can pull a reader back: alerts, newsletters, pop-ups, recommendations and an endless next story. I am not convinced that more interruption is the future. For specialist readers, restraint may become a competitive advantage.

That is broadly the direction behind the regional and specialist structure we are building. The objective is not to create a mysterious algorithmic feed. It is to make the editorial map understandable. Readers should know why a story is in front of them.

The future may therefore be less about turning magazines into social networks and more about combining the calm of an edition with the usefulness of a database. If we get that balance right, closing the magazine after twenty worthwhile articles may be a sign of success rather than a lost opportunity for another click.

PERSONALISATION WITHOUT THE CREEPINESS

A marine professional, broker, captain, property adviser or aircraft operator does not need another application demanding attention every few minutes. They need relevant information at the point it becomes useful. That distinction should shape the next generation of specialist publishing.

Oddly, I think digital magazines can learn something from print. A printed issue ends. That creates a sense of completion that infinite scrolling cannot provide. Digital editions can retain that quality while adding search, links, regional variations and timely updates.

Contributor: Paul Thompson / 24 Magazine Group

THE VALUE OF A FINITE EDITION

Instead of maximising page views, a publication can concentrate on relevance: regional editions, subject preferences, saved interests and sensible frequency. A reader interested in Mediterranean marinas should not have to wade through unrelated property stories to find them.

There is a legitimate concern around personalisation. Nobody wants a magazine to feel as though it is watching over their shoulder. The useful version is transparent and reader-controlled: choose the sectors, regions and types of story you want, then allow the system to filter accordingly.

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AI Can Fill a Magazine. That Does Not

PRODUCTION IS NO LONGER THE BOTTLENECK

Artificial intelligence has made it extraordinarily easy to produce words and images at scale. That is useful, but it creates a new problem for publishing: the ability to fill a page is no longer evidence that the page deserves to exist.

The editor's role therefore moves upstream. Which story should exist? Is the premise true? Is the regional angle genuine or has a place name simply been inserted into a generic article? Does the writer have a basis for saying 'I saw' or 'I spoke to'? Is a quote real? Does the conclusion follow from the evidence?

Contributor: Paul Thompson / 24 Magazine Group

EDITING BECOMES MORE VALUABLE

A decade ago, producing hundreds of competent-looking articles would have required a substantial editorial operation. Today the mechanical part can be accelerated dramatically. Research can be organised, drafts developed, image concepts created and repetitive production tasks automated.

Those questions are not solved by faster generation. They require judgement. AI can help with the work, but it should not be allowed to manufacture experience, sources or confidence. If a fact cannot be supported, the prose needs to change.

For 24 Magazine Group, that means varying structure, researching factual pieces, separating opinion from reporting and refusing to invent interviews or first-hand encounters. The objective is not to pass a test of whether a machine was involved. It is to publish material that remains useful even after somebody asks the harder question: is this actually worth reading?

USE THE MACHINERY, HIDE THE MACHINERY

The danger is obvious. If the cost of producing mediocre content approaches zero, the internet will receive an almost unlimited quantity of it. Readers will become better at recognising patterns: generic introductions, identical structures, invented certainty and paragraphs that say a great deal without telling them anything.

I have no interest in pretending modern tools do not exist. The sensible approach is to use them where they improve production while keeping a clear editorial standard above them. Readers do not object to a spellchecker because they cannot see it; AI should aspire to the same invisibility.

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What Makes an Industry Event Worth

PEOPLE, PRODUCT AND TIMING

The calendar across marine, aviation, property and luxury markets is crowded. Some events justify a flight, hotel and several days away from the office; others can leave you wondering whether the same conversations could have happened on a video call. I think the difference is less about size than concentration.

That approach also changes how we cover events editorially. A list of exhibitors is not a show report. The interesting material is what people are talking about repeatedly, which products attract serious attention, what concerns surface privately and whether the atmosphere feels different from the previous season.

Contributor: Paul Thompson / 24 Magazine Group

PREPARE FOR THE CONVERSATIONS, NOT THE FLOORPLAN

A useful show brings the right people and the right product together at a moment when decisions are being made. Monaco works because an extraordinary amount of the superyacht ecosystem is compressed into Port Hercule. NBAA-BACE performs a similar function for business aviation. The value is not simply seeing hardware. It is being able to move from a product to the designer, supplier, broker, operator or client conversation within minutes.

Digital appointment systems have made shows more efficient, but they have not removed the value of chance. The person standing beside you on a pontoon or sharing a table can still produce the most useful conversation of the week.

THE UNEXPECTED MEETING STILL MATTERS

That density changes the economics of attending. A journey becomes worthwhile when several months of introductions can be condensed into two days.

The worst way to attend a major event is to arrive and start wandering. A show guide is useful, but the real preparation is deciding who matters and why. I prefer a short list of priority conversations with enough spare time to follow unexpected leads.

That is why physical events continue to matter despite the cost and inconvenience. They create context that is difficult to reproduce remotely. The trick is to attend selectively. A good show should leave you with fewer business cards than in the past, perhaps, but better reasons to use them.

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September on the Côte d'Azur: Why

CANNES SETS THE BREADTH

September on the Côte d'Azur remains one of those rare periods when an industry seems to move physically into one region. Cannes opens the season at scale. Monaco follows with the superyacht end of the market, and the conversations between the two tell us almost as much as the products.

The 2026 conference and press agenda already includes world premieres, including the fully electric Sunreef 100 Eco and Sirena Superyachts 42M. Those launches make good headlines, but I will be equally interested in the quieter conversations around build demand, refit capacity, sustainability claims and where owners actually intend to cruise.

MONACO CHANGES THE CONVERSATION

The Cannes Yachting Festival continues to span boats, products and services across a broad market, with its 2026 exhibitor and boat lists published for visitors planning the show. Its value is the range: production boats, larger yachts, equipment and the commercial ecosystem around them.

It would be easy to assume that a global industry no longer needs two large Mediterranean shows within weeks of each other. In practice, the opposite seems true. Complex, high-value markets still depend heavily on trust, physical inspection and relationships.

The Mediterranean season is therefore more than a sequence of events. It is a temporary marketplace for ideas and confidence. You can read specifications online all year; in September you can look somebody in the eye and ask the question the brochure avoided.

WHY FACE-TO-FACE SURVIVES

For an editor, that breadth is useful because it exposes the gap between marketing themes and genuine market movement. Electrification, new hull forms, onboard technology and changing layouts can be compared across multiple builders rather than viewed in isolation.

The 35th Monaco Yacht Show runs from 23 to 26 September 2026 at Port Hercule. The organiser says the Dockside Area will contain more than 120 superyachts and more than 60 luxury tenders. The scale matters, but so does the audience. Monaco brings shipyards, brokers, designers, management companies, suppliers and private clients into a remarkably compact space.

Contributor: Paul Thompson / 24 Magazine Group

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The Mediterranean Does Not Need

POPULARITY CREATES ITS OWN PROBLEMS

The Mediterranean has no shortage of beautiful places, expensive boats or ambitious waterfront developments. The pressure point I keep coming back to is infrastructure, berths, shore power, refit capacity, transport, waste handling and the less glamorous systems that determine whether growth remains manageable.

Refit capacity is equally important. Owners may cruise for pleasure, but yachts are complex machines. The regions that combine attractive cruising with serious technical support will retain an advantage.

I would like to see the luxury conversation move away from how much more can be added and towards how well a destination works. The Mediterranean already has the scenery. The next competitive advantage is competence.

INFRASTRUCTURE IS PART OF THE PRODUCT

The Mediterranean's appeal is not in question. The difficulty is that the most desirable cruising areas are finite. Larger yachts require deeper water, more power, more crew support and more sophisticated servicing. Marinas designed for an earlier generation of boats cannot simply absorb that demand indefinitely.

The strongest Mediterranean developments will be those that make life better for residents as well as visiting yachts. Better utilities, transport, waterfront access and skilled employment can create a genuine local benefit. Building another exclusive enclave without solving surrounding pressure is a much weaker proposition.

GROWTH SHOULD IMPROVE THE PLACE

The result is a strange contradiction. A destination can attract more high-value visitors while the experience becomes less attractive because berths are scarce, roads are congested and local services are stretched.

A modern marina is no longer just a parking place for boats. It is energy infrastructure, logistics hub, workplace, border point and increasingly part of a destination's environmental management. Shore power matters only if capacity and connections are practical. Waste policies matter only if yachts can comply without creating another logistical exercise.

Contributor: Paul Thompson / 24 Magazine Group

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The Caribbean Season Starts Long

A SEASONAL MIGRATION WITH CONSEQUENCES

To a charter guest, the Caribbean season can appear to begin with a tender at the dock and a cold drink on deck. For the crews, brokers, managers and suppliers behind it, the season starts much earlier. Moving a yacht across the Atlantic is only one part of the transition.

That timing makes Antigua a useful marker for the beginning of the serious winter charter period. By then, the preparation should already be finished. The show is where much of that work becomes visible.

For me, those hidden systems are often more interesting editorially than another list of beaches. The Caribbean's magic is real, but delivering it consistently from a yacht requires professional preparation. The best crews make that complexity disappear.

ANTIGUA AS A STARTING SIGNAL

The Mediterranean-to-Caribbean migration changes almost everything around a yacht: provisioning routes, spare-parts logistics, weather planning, communications, crew routines and the practical distances between service centres. The Caribbean is not one market. Antigua, St Maarten, the Virgin Islands and the wider chain each offer different strengths.

The polished Caribbean experience depends on dozens of unglamorous decisions made in advance. Fuel quality, customs procedures, berth arrangements, local agents, medical planning, weather alternatives and reliable transport all sit behind the itinerary.

WHAT GUESTS RARELY SEE

That is why regional knowledge matters. A supplier relationship that works perfectly in Palma may not solve a problem quickly in the Leeward Islands. Captains and managers plan redundancy because time lost waiting for a component can affect an entire charter programme.

The Antigua Charter Yacht Show runs from 4 to 9 December 2026 at Nelson's Dockyard, marking 65 years since the first gathering in 1961. Its schedule includes yacht inspections and the familiar crew-focused elements that help brokers understand not just the vessel but the onboard product.

Contributor: Paul Thompson / 24 Magazine Group

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Beyond the Beach Club: The

IMPERFECTION CAN BE THE ATTRACTION

There is a tendency in luxury travel to improve a destination until it begins to resemble every other luxury destination. The Caribbean is at its best when we resist that instinct. Some of its most memorable experiences are valuable precisely because they cannot be standardised.

Destinations naturally want investment, and tourism supports livelihoods across the region. But there is a point at which copying the same marina-retail-residence formula can erase the very character that attracted visitors.

Contributor: Paul Thompson / 24 Magazine Group

LOCAL KNOWLEDGE BEATS GENERIC ITINERARIES

A small beach bar with an uneven jetty, a local regatta, a market that keeps its own hours or an anchorage with no concierge desk may not fit a conventional luxury checklist. Yet these are often the places people remember.

The best Caribbean itineraries are rarely assembled from a ranking of the ten most photographed beaches. Weather, swell, local events and the mood of the guests matter. A captain or charter broker with real regional knowledge can change direction and produce a better week than any fixed programme.

PROTECT THE DIFFERENCE

A yacht is particularly good at bridging those worlds. It provides comfort and privacy without requiring the destination itself to be rebuilt around the visitor. The guest can step ashore into somewhere authentic and return to a familiar base.

That flexibility is a form of luxury that is difficult to photograph. It is also why experienced travellers often ask fewer questions about thread counts and more about who is actually running the trip.

The Caribbean does not need to compete with Monaco by becoming Monaco with palm trees. Its strongest proposition is difference: sea, culture, informality, sailing heritage and communities with identities of their own. The unusual experience is often the one nobody designed.

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Southampton 2026: Why Britain's

MORE THAN 250 CRAFT ON THE WATER

Southampton International Boat Show opens on 18 September for ten days at Mayflower Park. In a market where buyers can research almost every specification online, it is reasonable to ask why a large physical boat show still matters. The answer is that boats remain stubbornly physical products.

There is also an accessibility to Southampton that distinguishes it from the rarefied end of the international yacht calendar. The show includes people considering their first boat alongside experienced owners and marine professionals. That mixture is healthy.

Contributor: Paul Thompson / 24 Magazine Group

A BAROMETER FOR THE DOMESTIC INDUSTRY

The organiser says the purpose-built show marina will host more than 250 craft in 2026. That matters because photographs are poor at communicating scale, sightlines, deck movement and the small compromises that determine whether a boat actually suits an owner.

For businesses, those conversations are often more valuable than raw visitor numbers. A show can reveal what the market is worried about before formal data catches up.

For the 24 network, it is exactly the sort of event where separate sectors meet naturally: builders, suppliers, brokers, services and owners in one physical marketplace. The website can continue the conversation afterwards, but the show remains where many of those relationships begin.

WHY I STILL VALUE THE SHOW FLOOR

A buyer can compare three competing models online for weeks and learn more in an hour stepping between them. Doors, stairs, engine access, helm visibility and cockpit proportions suddenly become obvious.

Southampton is also a useful snapshot of the UK leisure-marine market. Builders, dealers, equipment suppliers, service companies and watersports businesses appear in the same place, allowing patterns to emerge. Which categories are busy? Where are manufacturers putting development money? Are customers asking about efficiency, range, electronics or simply price?

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Britain Should Talk More Confidently

A FRAGMENTED STRENGTH

The British marine industry sometimes seems more comfortable celebrating its heritage than explaining its current capability. Heritage matters, but the stronger story is that design, engineering, boatbuilding, equipment, brokerage and specialist services remain active industries rather than museum pieces.

The sector should certainly protect traditional skills, but it also needs to show young people that marine work includes software, electronics, composites, energy systems and advanced manufacturing. The romantic image of boatbuilding is only one part of the employment story.

Contributor: Paul Thompson / 24 Magazine Group

SKILLS ARE PART OF EXPORT VALUE

One difficulty is visibility. The UK marine sector is made up of businesses of very different sizes, many of them highly specialised. A company may be globally respected within a narrow technical field while remaining almost unknown outside it.

This is where specialist networks can help without pretending to replace trade associations or established relationships. A platform such as 24Synergy can give smaller specialist businesses another route to be discovered across the related 24 marine websites, particularly when the buyer starts with a problem rather than a company name.

CONFIDENCE WITHOUT NOSTALGIA

That fragmentation can make the sector look smaller than it is. The finished yacht carries one builder's name, but behind it can sit dozens of British suppliers, designers, consultants and service businesses.

The value is not limited to physical products. Surveying, brokerage, insurance, legal services, crew training, design and project management travel easily across borders. British expertise can therefore remain involved in a yacht that was built elsewhere and may rarely visit UK waters.

Britain does not need to claim that it leads every category. It needs to explain clearly where it is genuinely good. Confidence based on evidence is much more persuasive than nostalgia.

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Europe's Electric Boat Experiment Is

MATCH THE TECHNOLOGY TO THE MISSION

Electric boating has spent several years trapped between two unhelpful extremes: presented either as the immediate answer to every propulsion problem or dismissed because batteries cannot yet replace diesel in every mission. The more useful European story is happening between those positions.

I expect the next phase to be less ideological. Hybrid systems will remain relevant. Efficient combustion engines will remain relevant. Hull efficiency and lower hotel loads can reduce energy use regardless of propulsion type.

Contributor: Paul Thompson / 24 Magazine Group

INFRASTRUCTURE BECOMES DECISIVE

Short-range harbour craft, day boats, tenders, inland vessels and boats with predictable duty cycles are very different engineering problems from fast offshore motor yachts. Electrification makes more sense where range, charging and operating patterns align.

This is familiar from electric cars, but marinas add complications: salt water, long dwell times, seasonal peaks and vessels with very different power requirements. The successful products will therefore be those developed alongside realistic infrastructure rather than brochure assumptions.

A MORE MATURE CONVERSATION

That sounds obvious, yet much of the debate has treated 'electric boat' as a single category. Europe is becoming a useful test bed because it combines dense marinas, inland waterways, environmental regulation, established builders and a large leisure fleet.

The boat itself is only half the system. Charging availability, grid capacity, connector standards, marina pricing and the ability to reserve a working charger all influence whether an electric vessel is genuinely convenient.

That is progress. Sustainability becomes more credible when the industry stops searching for one dramatic answer and starts measuring what works in each application. Europe has an opportunity to lead that practical phase.

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The Other European Yachting Season:

DIFFERENT BOATS FOR DIFFERENT WATER

Mention European yachting and the mind goes south almost automatically. Yet northern Europe offers a completely different ownership and cruising experience: long summer light, dramatic archipelagos, serious boatbuilding cultures and routes where the weather, rather than the beach club, sets the rhythm.

I am not suggesting the north will displace the Mediterranean. It does not need to. Its value lies in being different, and that difference broadens the European yachting story.

Contributor: Paul Thompson / 24 Magazine Group

THE APPEAL OF SPACE

Northern cruising rewards practical design. Shelter, heating, visibility, robust deck arrangements and efficient hulls become more important when conditions are cooler and distances between glamorous destinations are irrelevant.

The Baltic and Scandinavian archipelagos can offer an extraordinary sense of space without requiring an ocean crossing. The experience is less about arriving at the most fashionable marina and more about navigating islands, small harbours and changing weather.

A USEFUL COUNTERWEIGHT

That has influenced builders across Scandinavia, the Netherlands, Germany and the Baltic. Even yachts intended for global cruising often carry design ideas that make sense in northern waters: protected helm positions, practical storage and an emphasis on engineering.

For owners accustomed to the Mediterranean, that can feel refreshingly different. Long daylight in high summer changes the pace of a day, and the season's relative brevity gives it intensity. It also reminds us why regional editions matter. A global yacht magazine that treats Europe as synonymous with the Côte d'Azur misses an enormous amount of design, manufacturing and cruising culture. Sometimes the interesting story is simply somewhere else.

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Las Vegas 2026: Business Aviation

A BROAD MANUFACTURER PRESENCE

Business aviation is often discussed through economics, regulation and utilisation data, but there is still something clarifying about standing beside the aircraft. NBAA-BACE returns to Las Vegas from 20 to 22 October 2026, with the aircraft display at Henderson Executive Airport.

As with yacht shows, aviation exhibitions allow buyers and operators to compare physical details quickly. Cabin height, baggage access, cockpit ergonomics and interior finish are difficult to understand from specifications alone.

Contributor: Paul Thompson / 24 Magazine Group

THE QUESTIONS BEHIND THE CABIN

NBAA says the 2026 aircraft line-up includes manufacturers ranging from Bombardier, Dassault and Gulfstream to Honda Aircraft, Pilatus, Textron Aviation and others. The exhibition also covers avionics, interiors, engines and ground-handling technology.

The wider 2026 programme includes tax, regulatory and risk management sessions covering areas such as jet cards, fractional ownership and in-house aircraft ownership. Those distinctions are increasingly important for buyers who may have several ways to obtain the same journey.

WHY SHOWS REMAIN USEFUL

That breadth matters because private aviation is a system rather than an aircraft purchase. Cabin comfort attracts attention, but dispatch reliability, maintenance support, operating profile and airport access determine whether an aircraft fits its mission.

A prospective user therefore needs to start with mission rather than model: typical sectors, passenger count, luggage, runway requirements, frequency and tolerance for repositioning. Only then does the aircraft comparison become meaningful.

I will be watching the technology, but also the tone of the conversations. In mature markets, the most revealing question is often not what is newest, but what operators are actually prepared to order, maintain and fly.

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Private Aviation's Hardest Question Is

OWNERSHIP IS ONLY ONE ROUTE

Modern business aircraft can connect an extraordinary number of city pairs. The more difficult questions increasingly concern how, why and under what operating model the journey should be made. In the United States, where private aviation is unusually mature, that choice is becoming more sophisticated.

Aircraft capability will continue to improve, but I suspect the strongest operators will differentiate themselves through reliability and transparency. Customers who understand private aviation do not need every journey described as seamless. They need to know who is responsible when it is not.

OPERATIONAL RESILIENCE MATTERS

Full ownership remains appropriate for some users, but fractional programmes, jet cards and charter can serve overlapping missions. The correct answer changes with annual hours, scheduling needs, geography, passenger profile and the value placed on guaranteed availability.

Experienced users therefore tend to ask operational questions earlier: fleet depth, recovery arrangements, maintenance support and what happens when the planned aircraft goes technical.

Those questions are less exciting than range maps but far more relevant on the day of travel.

Contributor: Paul Thompson / 24 Magazine Group

THE NEXT COMPETITION IS CONFIDENCE

That makes simple cost-per-hour comparisons misleading. Repositioning, peak-day restrictions, management fees, crew, maintenance exposure and tax treatment can change the picture substantially.

The pandemic years demonstrated the value of private aviation access, but they also exposed capacity constraints. A premium promise is only valuable if an aircraft and crew are actually available when required.

That is a useful lesson across all the sectors we cover. Luxury is easy to promise. Confidence is built by explaining the system behind it.

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The Gulf Is Building a Luxury

INFRASTRUCTURE CHANGES BEHAVIOUR

It is easy to view the Gulf through individual announcements: a marina here, a resort there, another tower, another aviation facility. Taken together, the more significant story is the attempt to create an interconnected luxury and tourism ecosystem across property, yachting, aviation, hospitality and events.

Ambition is plentiful in the region. The harder work is operating what gets built. Marinas require skilled staff and maintenance. Aircraft facilities need efficient ground handling. Residences need service standards that survive after the launch campaign.

THE CUSTOMER CROSSES SECTORS

A new marina does more than create berths. It can influence where yachts base, where suppliers open offices and where owners choose property. Improved business aviation access can change the practical radius of a weekend destination. Hotels, restaurants and events then reinforce the same movement.

It is also where a network model such as 24Synergy makes sense editorially and commercially. The point is not to force a property reader into a yacht story. It is to recognise that the audiences sometimes overlap and allow useful connections when they do.

Contributor: Paul Thompson / 24 Magazine Group

EXECUTION WILL SEPARATE THE WINNERS

Dubai has demonstrated this compounding effect over decades. Other Gulf destinations are now developing their own versions rather than simply copying the city.

The same individual may arrive by private aircraft, stay in a branded residence, attend a yacht event and charter or own a boat. Businesses often organise themselves by sector, but the customer does not. That is why cross-sector visibility is becoming more relevant.

The Gulf's next phase will therefore be judged less by renderings and more by repeat use. The projects that become genuine destinations will be those that work on an ordinary Tuesday, not only on opening night.

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Dubai After the Launch Party: What

THE BROCHURE IS THE BEGINNING

Dubai is exceptionally good at launching things. The more interesting test comes five or ten years later, when the hoardings have gone, the first owners have moved in and the development has to function as a place rather than a promise. That makes local knowledge important, particularly for overseas buyers who may visit only occasionally. They need to understand the masterplan and the operational reality, not simply the show apartment.

Contributor: Paul Thompson / 24 Magazine Group

LOCATION CHANGES AS THE CITY CHANGES

Views, architecture and amenities dominate off-plan marketing, understandably. Long-term satisfaction depends on less photogenic details: service charges, building management, traffic, maintenance, community facilities and how the surrounding district develops.

As buyers become more experienced, I expect the conversation to move increasingly towards track record. Who built it? Who manages it? How have earlier developments aged? What is included and what is charged separately?

A MATURE MARKET ASKS MATURE QUESTIONS

A spectacular pool can help sell an apartment. Reliable lifts, sensible access and responsive management help an owner enjoy it.

Dubai develops quickly enough that location is not static. A district that feels peripheral can become connected; a quiet view can acquire a construction site; new roads and amenities can alter the practical value of an address.

Those questions are healthy. Dubai does not need every project to be presented as a once-in-a-generation opportunity. A strong development should survive ordinary scrutiny. In a market built on ambition, durability may become the more valuable luxury.

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Singapore's Yachting Market Is

A LARGER 2026 FESTIVAL

Singapore has long made sense on a map. What has taken longer is the development of a yachting ecosystem with enough boats, brands, infrastructure and industry activity to feel like a regional centre rather than a convenient stop. The 2026 Singapore Yachting Festival provided some useful evidence of that shift.

Singapore does not need to be the final cruising destination for every yacht. Its strength can be as a service, business and meeting hub for a much larger region that includes Indonesia, Malaysia, Thailand and beyond.

THE ECOSYSTEM AROUND THE BOATS

The organiser reported 14,280 visitors over four days at ONE*15 Marina Sentosa Cove from 23 to 26 April 2026, with 211 participating brands. It described the edition as its largest and most internationally diverse to date.

The associated Southeast Asian Yachting Conference brings marina developers, yacht builders, investors and policymakers into the conversation. That matters because Southeast Asia's opportunity is constrained as much by infrastructure and regulation as by demand.

Contributor: Paul Thompson / 24 Magazine Group

SINGAPORE'S USEFUL ROLE

Event numbers should always be treated as one indicator rather than proof of an entire market, but the direction is interesting. International brands will not keep committing resources to a region unless they believe serious customers and partners are present.

Beautiful cruising grounds already exist. The challenge is making cross-border cruising, berthing, maintenance and ownership sufficiently straightforward for the market to develop at scale.

That is a familiar model for the city: concentrate expertise and connectivity, then serve a wider geography. If the marine sector follows the same pattern, Singapore's importance to Asian yachting could grow well beyond the number of berths within its own waters.

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Asia Should Not Be Treated as One

GEOGRAPHY CHANGES THE PRODUCT

One of the laziest habits in international marketing is to describe Asia as though it were a single customer segment. It is not. The differences between Singapore, Hong Kong, Japan, Thailand, Indonesia, mainland China and emerging markets are too substantial for a generic 'Asia strategy' to tell us very much.

There is a commercial reason to be precise, but there is also an editorial one. Readers notice when a publication understands their market. They also notice when it does not.

Contributor: Paul Thompson / 24 Magazine Group

LOCAL PARTNERS REMAIN IMPORTANT

Yachting is a good example. Cruising infrastructure, import rules, marina capacity, weather and local boating culture vary dramatically. An aircraft operator faces a different map of airport access and regulation. Property buyers have different legal frameworks and motivations again.

The same applies editorially. Regional coverage should not consist of taking a global story and adding an Asian city to the headline. Sources, examples and practical concerns need to come from the region itself.

SPECIFICITY IS A SIGN OF RESPECT

A product that succeeds in one Asian market may therefore need substantial adaptation in another. Even the definition of luxury can shift between privacy, brand recognition, service, space, convenience and family use.

International brands understandably want consistency, but local expertise is not an inconvenience to be engineered out. It is often the difference between a credible market entry and an expensive misunderstanding.

As 24 Magazine Group develops its regional editions, that is the standard I want us to keep. 'Asia' is useful as a navigation layer, not as an excuse to flatten a vast collection of markets into one stereotype. The more international the publication becomes, the more specific the reporting needs to be.

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