



# AIRONBLUE

THE YACHTING ESCAPE

**PRESS KIT**



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## AIRONBLUE: SO UNIQUE, SO VERY DISTINCTIVE

Aironblue, the exclusive partner of Aicon Yachts, is now one of the reference players in luxury yacht chartering. Strongly oriented toward an international clientele, it offers a rich programme for valorising a yacht holiday where land and sea interweave and combine with wellness circuits, gourmet trails, history and culture with itineraries to discover ancient sites of the Mediterranean, and sport.

The critical success factors:

- Owned fleet comprised of 27 yachts
- New yachts
- Direct management and training of crews
- Originality of proposed itineraries on both land and sea
- Innovation of offered products, particularly in the corporate area

**Aironblue** is “intuition”, a new luxury nautical tourism formula combined with discovery of the territory. Aironblue’s yachts moor in splendid locations, often secret and displaying a unique personality, to satisfy the demands of clients who appreciate the refinement of the unique and rare.

**Aironblue** is “history”, a path taken in 2004 in Sicily and which today is synonymous with excellence throughout the world. A “voyage” that started from the yacht holiday experience to embrace the entire universe of values that connote a lifestyle marked by quality and excellence.

**Aironblue** is “value”, a way of life opposed to the ephemeral frivolity of fashion: it is an inebriating, refined exclusivity, devoted to those who, in both travel and leisure, appreciate the pleasure of personal well-being.

**Aironblue** is “reality”, yacht travel with the guarantee of excellent, personalised service and attention to detail. Aboard the yacht, in golf clubs, restaurants and hotels, and in all the select facilities that Aironblue chooses and proposes to its clients.



**Aironblue** is therefore much more than just a brand: it is a sort of “seal of guarantee” that identifies the yacht voyage with a clear, acknowledged objective: to create a “virtuous cycle” to meet the needs of the international traveller/guest who chooses the excitement of the yacht experience and wants to be surprised by it. Poles apart, therefore, from the ostentatious homologations of what commonly passes today under the name of “high-end” nautical tourism.



## LEISURE

Aironblue organises the travel and stay first, then the yacht holiday. Its exclusive, custom-tailored proposals meet the needs of the most demanding clients. Every yacht has been designed with a view to making the vacation as comfortable as possible, reflecting the tastes of those who consider Aironblue an expression of class and elegance. All accompanied by highly professional hospitality.

### *The Itineraries*

Aironblue creates unique itineraries where charm, magic and beauty unite with history and nature, routes custom-tailored for those who want to live the experience of a dream vacation.

The presence of its numerous boat centres on the Côte d'Azur, Liguria, Tuscany, Sardinia, Lazio, Campania, Sicily and the Adriatic coast, along with others close to opening in Dubai and Miami, and the possibility of choosing between different vacation experiences are just some of the characteristics that make Aironblue the world leader in luxury nautical tourism.

Aironblue proposes itineraries on both land and sea coupled with:

- gourmet trails to discover the culinary specialities of the countries bordering on the Mediterranean
- wellness circuits in the most prestigious, internationally renowned spas, with treatments for bodily care and well-being
- history and culture in discovery of ancient sites of the Mediterranean, admiring art and travelling - plus sport for fans in the most exclusive clubs



## *The Yachts*

Unmistakeable flair, marked by loft-style interiors, original, elegant design, sophisticated details, harmonious lines, and balance between aesthetics and functionality make Aironblue yachts, all built by Aicon, veritable floating five-star luxury hotels in a setting of caressing sea breezes and an unforgettable view of the horizon. The style of the elements that make up the yacht translates to a natural harmony between the interior and exterior spaces, rigorous and geometrically satisfying. The soft and sinuous, but at the same time decisive, lines exalt the fluid forms of the external spaces. The interior environments are instead an expression of a Cartesian space whose nature is devoted to the philosophy of open living spaces where restraint and elegance dominate.

The 27 owned yachts are subdivided into:

*The Fly line*, currently comprised of five models: Aicon 56', Aicon 64', Aicon 85' and Aicon 75', the latest model of the Fly line. The boats of the Flybridge segment are characterised by the presence of an open upper deck and a dual exterior and interior helm station. A totally innovative design enhances the functionality of all the spaces and highlights the finishings, well executed in the smallest details.

*The Open line*, comprised of two models: Open 62' and Open 72'. A concept oriented toward sporty luxury, i.e. performances that provide higher peak speeds thanks to the lower centre of gravity than the Flybridge models, further characterises this line. The Open line tends to optimise the usability of the exteriors to the maximum, making the cockpit the true heart of the boat while continuing to place great emphasis on comfort and prestigious details.



## CORPORATE

Aironblue's Corporate was born to meet the needs of companies, which more and more often choose the yacht as an exclusive venue for events, high-end incentives, board meetings, team building, rewards for top management, and key clients.

### *Incentives*

For what regards Incentives, Aironblue proposes an original formula that allows companies to replace the classic "bonus" given to employees for their performance with the offer of a yacht holiday as prize, or else to give a yacht holiday to key clients, as a way of innovating, making a difference, being unique and original, creating and reinforcing the energy and motivation of management, etc. The fleet owned by Aironblue is always available and ready to fulfil every request by clients.

The advantages of the Incentives:

- economic and tax benefits for the company
- contact and direct management of the client and the Aironblue management privacy protection
- diversification in the purchase of weeks (to be distributed among your Top Clients or Managers)
- upgrading on yachts seven days prior to departure
- possibility of choosing the port of embarkation within 15 days of departure, according to availability
- 24h operational assistance at sea and on land

### *Events*

Events is an ideal formula for those who want to make the yacht an exclusive location: events, photo shoots, advertising sets, business meetings, product launch, team building, etc. Aironblue offers the possibility of using the owned yachts in the most exclusive locations, even for short periods.



## *Long Rent*

Aironblue's Long Rent is a real novelty in the concept of luxury nautical tourism, created to satisfy the needs of those – private individuals, companies or professionals – who wish to use a yacht for a long period.

Aironblue puts at its clients' disposal a wide range of yacht models that are always available, a team of professionals able to manage the yacht, and any complementary service requested.

The advantages of the Long Rent service:

- always having new yachts
- technical, commercial and administrative management of the yacht entrusted to a professional, competent team providing all-around assistance
- crew according to "Aironblue standards": the yacht complies with luxury and safety requirements that have been appreciated by the market
- having a yacht always ready for any destination and any use: an unforgettable holiday, a business meeting, etc., worry-free and without the inconvenience of managing a yacht personally
- cash flow not affected by purchase of the yacht
- having Aironblue as sole interlocutor who takes care of all the management tasks and the related costs linked to mobility of the yacht
- availability of a replacement yacht in case of technical problems
- benefit of foreseen tax treatment

The cost of the yacht rental can be diluted over a time span ranging from 24 to 36 months.

In short, the client chooses the model and the optionals of the yacht and the time frame (24-36 months), while Aironblue is responsible for the registration formalities, insurance, crew selection, yacht delivery, management of the yacht and end of the Long Rent contract (purchase of the yacht or stipulation of a new contract).



## *Yacht Management*

Through its yacht management activity, Aironblue takes care of the yachts, managing them from the technical, administrative and logistical/operational standpoint at marinas and Italian and international ports. Technicians and experts in the sector make it possible to follow each owner in a meticulous, personal manner. The extra plus of the service offered by Aironblue is its all-inclusive formula: deliver the yacht to the client ready for use at any moment he wishes.

Aironblue's operational office takes care of:

- selecting the crew
- consulting service for the issuance of certificates, attestations and all other documents relating to the yacht
- transfer
- land assistance services
- marina berth
- insurance
- any services requested by the client



## AIRONBLUE ACADEMY: ADVANCED TRAINING ACADEMY FOR PROFESSIONALS OF THE SEA

Aironblue has created the first training school for professionals of the sea. The Master's constitutes an updating course for those who are already highly trained and wish to achieve a better positioning of their skills on the yachting market. This specific teaching activity was created with the aim of producing personnel with great professionalism, enabling them to become true "professionals of the sea". The training activity is comprised of a broad selection of offerings structured on the basis of the needs of the various targets addressed by Aironblue, in particular:

refresher courses for operators who are already qualified and integrated into the market, training of new "professionals of the sea" through activities aimed at young people from nautical, hotel or tourism institutes, and junior figures in the pleasure boating sector.

In addition, Aironblue deals with the training of onboard personnel, guaranteeing a uniform quality level on all its yachts.

From sailors to highly creative chefs, from maître d's with a gift for hosting to housekeepers of great discretion, all help enable clients to enjoy a unique and unforgettable experience.

The course has an overall duration of 150 hours, of which 74 of classroom training with instructors specialised in the regulatory, insurance and administrative aspects of yachting and 76 of practical training devoted to seamanship, onboard services, and yacht management and maintenance with highly specialised personnel. The didactic structure of the Master's is oriented toward the actual occupational and training needs. The extensive space set aside for practical activities aims to make the learning process efficacious by applying it in the field. The end of the course (three weeks of continuous, intensive training) is followed by a week of exams to verify the level of knowledge achieved.

The site of the Master's for what regards the classroom training is Palermo: ISIDA - Istituto Superiore per Imprenditori e Dirigenti d'Azienda. For the practical training it is Milazzo: Aironblue - Sede Operativa c/o Cantieri Navali Aicon.



## AIRONBLUE: THE STRATEGY

Aironblue was born with the goal of disseminating a new concept of yachting holiday recognisable throughout the world. Attention and excellence are the values that underpin the services that Aironblue offers its clients. Aironblue's growth strategy runs in the direction of:

- geographic expansion and consolidation of Aironblue's presence at the international level
- building the loyalty of its clientele and a recognisable service format world-wide
- strengthening its operational team
- increasingly innovative services in step with clients' demands
- expansion of the owned fleet
- refinement and exclusivity in new itineraries to explore
- Aironblue Academy specialised in the training of qualified personnel in the professions of the sea



## AIRONBLUE IN BRIEF

*Company name*

Aironblue Srl

*Registered office*

Via Larga 13 - Milan

*Operational headquarters*

Zona Industriale Giammoro  
Pace del Mela (Milazzo)

*Year of foundation*

2004

*Management*

Georgia Ferrara – CEO  
Nico Grammauta – Sales Manager  
Ana Mazzeo – Corporate Manager  
Camilla Tisi – Marketing Manager

*The services*

Leisure  
Corporate  
Incentives  
Long Rent  
Events  
Yacht Management  
Aironblue Academy

*Web Site*

[www.aironblue.com](http://www.aironblue.com)

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