



Floating Life has drawn on its nine years in the fractional ownership business to create the intriguing new K43 Fractional Ownership Programme, a financially-advantageous package that delivers the joy of superyachting without any of the hassle. Members can either purchase a yacht share (ownership) or sign up for a long-term usage contract (time-share). Both options allow access to the same calendar and usage rules, but have different tax implications and asset property responsibilities. The fleet will span three new 43-metre yachts with building on hull 1 starting in the next two years. The yachts will be permanently crewed and based in the Mediterranean and Caribbean with fixed yearly costs and maintenance fees for the eight-year programme. Unused weeks can even be chartered out. The K43s are fuel-efficient, low-impact, long-distance beauties with dynamic lines and a 5,400-mile range. The interiors are generous and there are plentiful relaxation and sunning areas on deck, including an infinity pool. The owner has a private deck with quarters in the widest part of the beam. Five guest cabins, a beach club that doubles as a cinema and bar and a seven-day concierge service top off the spec. [www.floatinglife.com](http://www.floatinglife.com)





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## YACHTING AND THE DANGERS OF THE SOCIAL MEDIA

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by Andrea Pezzini, CEO & Co-Founder Floating Life

*I happened to read a post on Facebook the other day about the yachting world, especially the charter market. I think the picture painted by Facebook of the charter market is a cause for concern.*

*For reasons of privacy I won't go into it too deeply, but it inspired in me a strong feeling of disquiet.*

*The social media give anyone who wants it the opportunity to destroy a company's achievements, without the need to give any explicit justification.*

*Gossip about a famous person that, even if it's fallacious, targets yachts, services or entire nations.*

*In this way the general public comes to regard it as the truth, and once the stone has been thrown into the pond, the ripples it creates cannot be prevented from spreading outwards.*

*Although I know our times are following their own course, and we should not hide the facts, I feel the need to emphasise this increasing threat.*

*Ours is a world built on image, luxury and pleasure, but it has little defence against these episodes.*



*So I go back to shouting into the wind, in an attempt to unite the strengths of the various players in the international nautical world to protect and improve, drawing food for thought and ideas for improvement even from these unfortunate episodes*