

ISSUE 04

OCTOBER - DECEMBER 2026

Superyacht Magazine



The 2026 Winter Edition

New launches, planning, refit and the year ahead.

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Contents

Approved articles for the forthcoming Superyacht Magazine issue.

GO TO PAGE

Go

--- BREAKING NEWS Awaiting stories THIS CATEGORY IS OPEN FOR SUITABLE ARTICLES.	--- THE BIG STORY Awaiting stories THIS CATEGORY IS OPEN FOR SUITABLE ARTICLES.
--- EXCLUSIVE Awaiting stories THIS CATEGORY IS OPEN FOR SUITABLE ARTICLES.	--- NEW & NOTABLE Awaiting stories THIS CATEGORY IS OPEN FOR SUITABLE ARTICLES.
--- GUEST WRITER Awaiting stories THIS CATEGORY IS OPEN FOR SUITABLE ARTICLES.	--- THE INTERVIEW Awaiting stories THIS CATEGORY IS OPEN FOR SUITABLE ARTICLES.
--- OPINION Awaiting stories THIS CATEGORY IS OPEN FOR SUITABLE ARTICLES.	--- THE 24 DEBATE Awaiting stories THIS CATEGORY IS OPEN FOR SUITABLE ARTICLES.
--- INSIDER Awaiting stories THIS CATEGORY IS OPEN FOR SUITABLE ARTICLES.	01 EXPERIENCE Explorer yachts SUPERYACHT MAGAZINE / PAUL THOMPSON - BOAT BUILDERS GOLD / GLOBAL
02 EXPERIENCE Cannes Yacht Show 2026 SUPERYACHT MAGAZINE / PAUL THOMPSON / MEDITERRANEAN	--- REVIEWS Awaiting stories THIS CATEGORY IS OPEN FOR SUITABLE ARTICLES.
--- HUMOUR Awaiting stories THIS CATEGORY IS OPEN FOR SUITABLE ARTICLES.	AD CLASSIFIEDS / MARKETPLACE Classifieds APPROVED REGIONAL BACK-PAGE ADVERTS
--- READER'S VOICE Awaiting stories THIS CATEGORY IS OPEN FOR SUITABLE ARTICLES.	--- THE FUTURE Awaiting stories THIS CATEGORY IS OPEN FOR SUITABLE ARTICLES.
--- 24 UNUSUAL Awaiting stories THIS CATEGORY IS OPEN FOR SUITABLE ARTICLES.	

Editor's Note

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

EXPERIENCE

Explorer yachts

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Explorer yachts

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my superyacht crew



EXPERIENCE

Cannes Yacht Show 2026

Cannes remains one of the most useful places to understand where the yacht market is moving. For buyers, builders and advisers, the show is less about spectacle and more about comparing real boats, real layouts and real decisions side by side.

Cannes Yacht Show 2026

A SHOW THAT STARTS THE SEASON



Yachts on display at Cannes as buyers compare scale, layout and deck space.

Cannes remains one of the most useful places to understand where the yacht market is moving. For buyers, builders and advisers, the show is less about spectacle and more about comparing real boats, real layouts and real decisions side by side.

For a first-time buyer, Cannes can also be slightly overwhelming. There are too many boats, too many conversations and too much language that assumes the buyer already knows the difference between what is important and what is decorative. The best approach is to arrive with a short list of questions and to treat the show as a practical education rather than a shopping trip.

The show also gives buyers an opportunity to understand the people around the transaction. A good broker should be useful before they are persuasive. They should help a buyer understand what matters, what does not matter and where compromises may appear later.

This is where Cannes can be especially helpful. A buyer can speak to multiple teams in a short period of time and start to sense who is being clear, who is overpromising and who understands how the yacht will be used after the show ends.

At a show, these things can be inspected in a way that is impossible from a distance. The buyer should look slowly, ask direct questions and resist being rushed by the excitement of a busy marina.

WHAT BUYERS SHOULD LOOK FOR

The Cannes yacht show has always had a particular rhythm. It arrives at the point in the year when owners, brokers, builders and designers are beginning to think seriously about what comes next. Boats are not being discussed in isolation. They are being compared, walked through, photographed and questioned.

The obvious question is length, but length is rarely the best starting point. Two yachts of similar size can feel completely different once you move through them. Beam, deck arrangement, machinery spaces, crew areas, tender storage and interior planning can change the whole experience.

At Cannes, the value is that those questions can be tested physically. You can walk from the guest areas to the deck spaces, look at how crew move around, see where tenders and toys are stored and consider whether privacy has genuinely been designed into the yacht or merely promised in the sales copy. A yacht can impress on the first walkthrough and still be wrong for the owner. The details that matter are often ordinary. Is there enough shaded space? Can guests move easily between exterior and interior areas? Are there quiet places as well as entertaining areas? Does the yacht still work when the weather changes or when more people are aboard than expected?

BUILDERS, BROKERS AND THE REAL CONVERSATION



Deck spaces, guest flow and tender handling remain central to the buying conversation.

That is what makes the event useful. A brochure can make almost any yacht look convincing. A carefully selected photograph can hide weak circulation, poor service access or a compromised layout. At a show, those details are harder to disguise. You can stand on the quay, step aboard and understand very quickly whether a yacht works as a living platform, a charter asset, a family boat or simply an impressive object.

A buyer should ask how the yacht will actually be used. Will it mostly sit at anchor with friends aboard? Will it cross longer distances? Will children and family be regular guests? Will the yacht be run privately, commercially or in some combination of both? Each answer changes the right boat.

Builders and shipyards are equally revealing. Some are excellent at presentation, but the better conversations are the ones that explain process, delivery, aftercare and what



A busy show marina allows buyers to compare many yacht types in one visit.

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Cannes Yacht Show 2026

DESIGN DETAILS THAT MATTER

The best result from Cannes is not always an immediate purchase. Sometimes the best result is clarity. A buyer may discover that they need more volume, a different deck arrangement, a different cruising range or a completely different type of yacht.

The show is glamorous, but its real value is practical. It gives buyers a chance to ask better questions, challenge assumptions and understand what sort of yacht would genuinely improve the way they want to spend time at sea.

FROM INTEREST TO SERIOUS ENQUIRY

That is not a failure. It is exactly why the show is valuable. The wrong yacht is expensive before it is even bought. Good advice should reduce that risk by turning enthusiasm into a more precise brief.

In a market full of digital listings, Cannes still matters because it brings the physical reality of yacht ownership back into focus. Buyers can see scale, proportion and finish. They can compare different approaches in the same day. They can meet the people who may later become essential to the ownership experience.

WHY CANNES STILL MATTERS

After the show, the serious work begins. Shortlisted yachts need proper inspection, survey, operational review and legal advice. Running costs, refit exposure, charter status, flag, tax and crew requirements all need to be understood before excitement becomes commitment.

For anyone considering a first serious purchase, Cannes is not just a place to look at yachts. It is a place to learn how to think about them.

Contributor: Paul Thompson / Paul Thompson - Boat Builders Gold

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