



 **istion**  
*luxury yachts*

# INDEX

01. THE LEADING YACHT CHARTER COMPANY IN GREECE
02. ISTION YACHTING TIMELINE
03. GENERAL DATA
04. CORE BUSINESS
05. ISTION VALUES & PHILOSOPHY
06. A RELIABLE PARTNER
07. FINANCIAL STABILITY
08. REPRESENTING THE LEADING SHIPYARDS
09. LUXURY FULLY CREWED YACHT CHARTERS
10. THE CREW MAKES THE CHARTER
11. LUXURY MOTOR YACHTS
12. LUXURY CRUISING CATAMARANS
13. LUXURY SAILING YACHTS
14. ISTION CHARTER BASES
15. CONCIERGE SERVICES BY ISTION
16. 360° DIGITAL MARKETING
17. INTERNATIONAL EXPOSURE
18. GREECE; THE MEETING POINT OF CULTURES & COLORS
19. CROATIA; BEAUTIES & DIVERSITIES YEARN TO BE DISCOVERED
20. CARIBBEAN SEA; ALL YEAR-ROUND PRIVILEGE
21. ACKNOWLEDGED & CERTIFIED
22. AWARDS & RECOGNITION



## 01 \ THE LEADING YACHT CHARTER COMPANY IN GREECE

Founded in 1992 by Ioannis Kourounis Istion Yachting started with a small fleet of sailing yachts based in Kos Island, Dodecanese and grew rapidly to a market leader for yachting all over Greece.

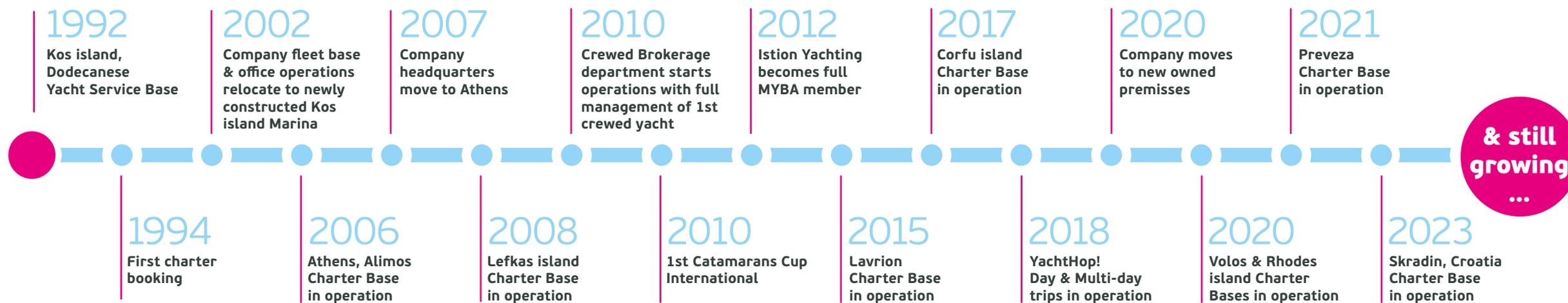
With its strong background Istion Yachting enjoys a remarkable reputation through an international network of trusted charter brokers and of course its sailing clients and friends.

Istion's successful course so far is the direct result of the hard work and dedication of the Istion Yachting team and the strong bond of trust formed with guests.

Year after year Istion attempts to become better and expand its horizons through its reliable network of yachting specialists and consultants, promising innovative services of premium quality.



## 02 \ ISTION YACHTING TIMELINE





## 03 \ GENERAL DATA

- ▶ **30+ years** in operation
- ▶ Managing a fleet of **230+** Yachts
- ▶ Having sold over **160** Yachts
  - ▶ Operating out of **13 charter bases** in Greece & Croatia
  - ▶ Proven charter record of over **19.000 bookings**
  - ▶ More than **65 headquarters** & **80 charter base** personnel
  - ▶ More than **110.000** happy guests



## 04 \ CORE BUSINESS

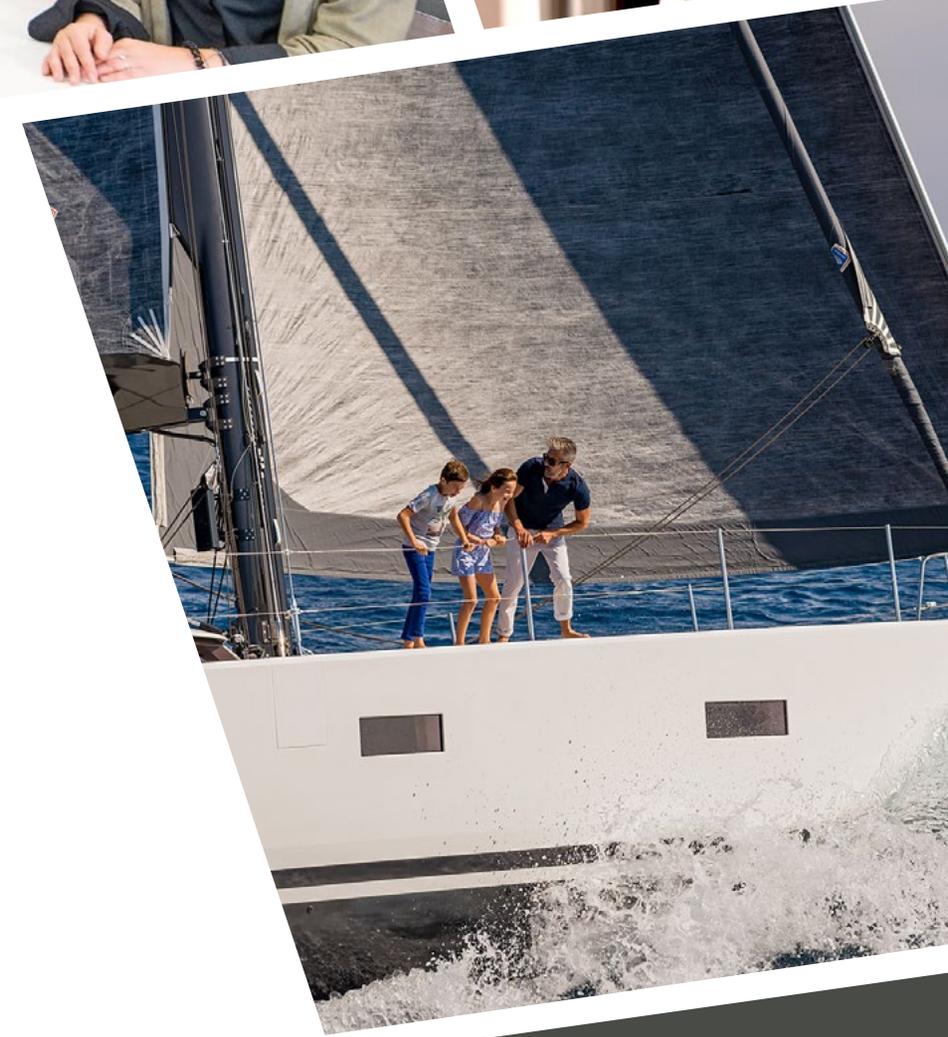
- ▶ Yacht sales ▶ Yacht management
- ▶ Bareboat and crewed charter brokerage & marketing
- ▶ Fleet operation ▶ Marinas development consulting

☺☺ Covering the entire spectrum of yachting ☺☺



## 05 \ **MISSION VALUES & PHILOSOPHY**

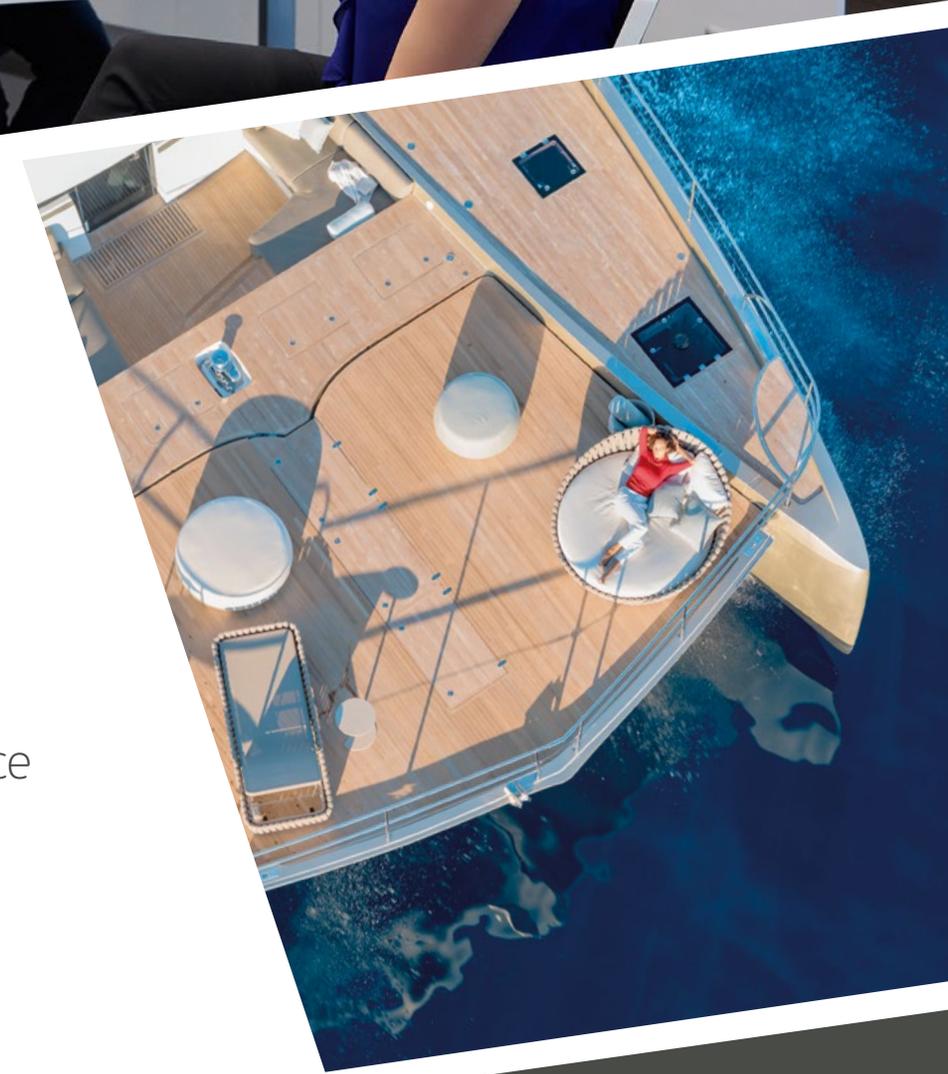
- ▶ HONESTY ▶ INTEGRITY ▶ TRUST
- ▶ RELIABILITY ▶ INCLUSIVITY ▶ CONCISTENCY
- ▶ COMMUNITY ▶ SUSTAINABILITY
  
- ▶ Client centered approach ▶ INTEGRITY
- ▶ Quality focused ▶ Ethical conduct
- ▶ Long term collaborations / B2B growth





## 06 \ A RELIABLE PARTNER

- ▶ Financial stability ▶ Infrastructure
- ▶ Recognition by major institutes & organizations
- ▶ Trustworthiness ▶ Versatility
- ▶ Minimization of risk



## 07 \ **FINANCIAL STABILITY**

- ▶ Quality Assets ▶ Liquidity
- ▶ Bank Account Dispersion
- ▶ Professional Indemnity / Marine Professional Negligence
- ▶ Member of YACHT POOL Financial Security System



## 08 \ REPRESENTING THE LEADING SHIPYARDS

|  |   |   |
|--|---|---|
|  <p><b>Official<br/>Distributor</b></p> |  <p><b>Exclusive<br/>Agent</b></p> |  <p><b>Exclusive<br/>Distributor</b></p> |
|--|---|---|

|   |   |   |
|---|---|---|
|  |  |  |
|  |  |   |
|  |  |  |

- ▶ Client requirement analysis & consulting
- ▶ Tailor-made Yacht Configuration
- ▶ Customized / Enriched / Charter Optimized
- ▶ Home Base Alternatives
- ▶ Matching the right yacht for each client





ISTION  
WORLD  
CLUB **W**

## 09 \ LUXURY FULLY CREWED YACHT CHARTERS

For all those who appreciate the finer things in life, Istion Luxury Yachts offers a premium fleet of private crewed yachts in Greece.

Whether one wishes to sunbathe under the Aegean sun, spend exhilarating moments sailing between the Greek islands, enjoy a cosmopolitan island lifestyle or simply relax on board, Istion can meet their particular holiday needs with a wide choice of luxurious sailing

yachts, fast catamarans, motor sailers, gulets and motor yachts. One must simply choose their cruise itinerary and relax on board one of Istion yachts, letting the experienced crews take care of everything for them.

Alternatively, one may allow experienced captain and crew to guide them to the out of the way spots that only the locals know, a truly unique private yacht charter experience.



## 10 \ THE CREW MAKES THE CHARTER

- ▶ Continuous investment in crew training & development
- ▶ Delivering 5\* services aboard



## 11 \ LUXURY MOTOR YACHTS

- ▶ Tecnomar 116' ▶ Bugari 112' ▶ Admiral 101'
- ▶ Torgem 92' ▶ Ferretti 880' ▶ Riva Domino 86'
- ▶ Princess Y85 ▶ San Lorenzo 82' ▶ 2x Posillipo 80'
- ▶ Alalunga 78' ▶ Azimut 74' Solar ▶ Azimut 68'
- ▶ 2x Ferretti 68 ▶ Ferretti 681' ▶ Altamar 64'





## 12 \ LUXURY CRUISING CATAMARANS

- ▶ 1x Lagoon Sixty5 ▶ 1x Lagoon 620
- ▶ 1x Fountaine Pajot Samana 59
- ▶ 1x Lagoon 560S2 **IN CROATIA**
- ▶ 3x Lagoon 560S2 ▶ 1x Bali 5.4
- ▶ 1x Lagoon 52 **IN CROATIA** ▶ 2x Lagoon 52
- ▶ 1x Lagoon 500 ▶ 1x Nautitech 46 Fly



## 13 \ LUXURY SAILING YACHTS

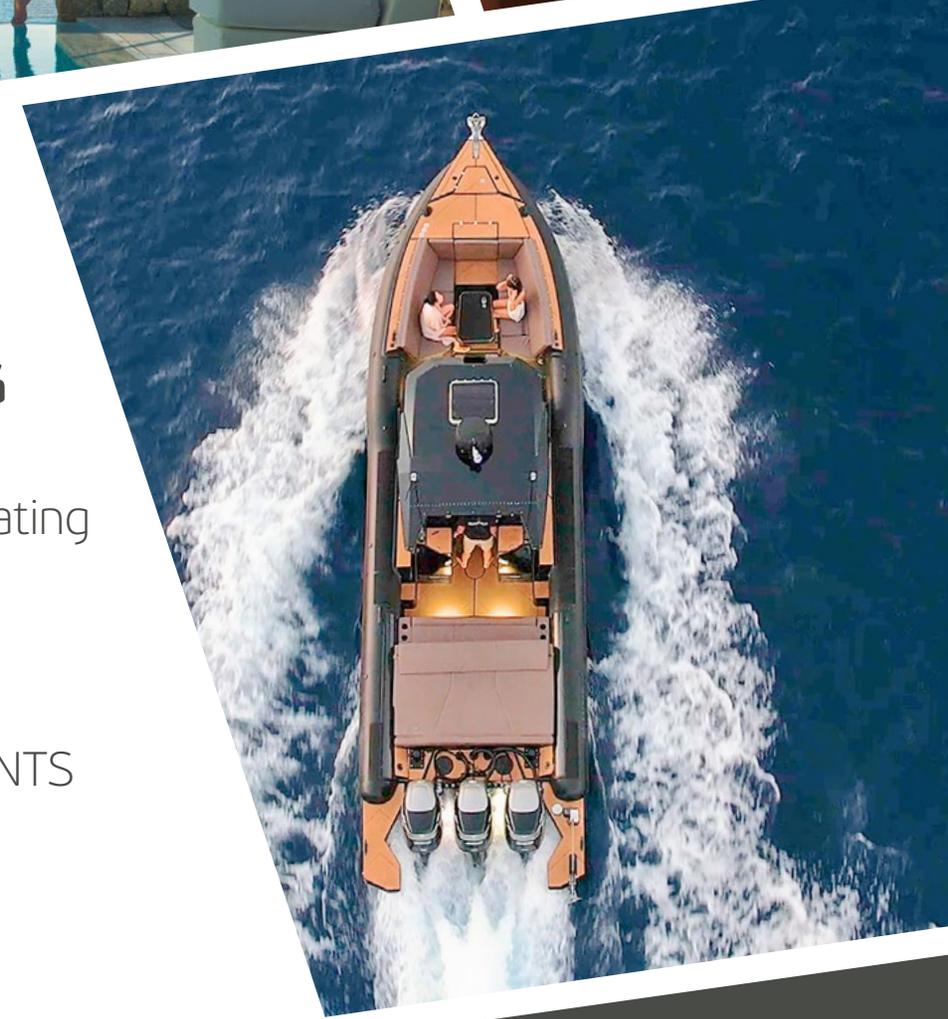
- ▶ Trehard Marine 99
- ▶ Garcia 86 (one off)
- ▶ YYachts Y8
- ▶ Opus 68
- ▶ Hanse 675
- ▶ Dufour Grand Large 560



## 14 \ ISTION CHARTER BASES

- ▶ ATHENS - ALIMOS MARINA
- ▶ LAVRION PORT - ATTICA
- ▶ KOS MARINA
- ▶ RHODES NEW MARINA
- ▶ D-MARIN LEFKAS MARINA
- ▶ LEFKAS PORT
- ▶ CORFU - GOUVIA MARINA
- ▶ PREVEZA PORT
- ▶ VOLOS PORT
- ▶ SKIATHOS PORT
- ▶ MYKONOS - TOURLOS PORT
- ▶ PAROS - PARIKIA PORT
- ▶ SKRADIN ACI MARINA  
SIBENIK AREA - CROATIA

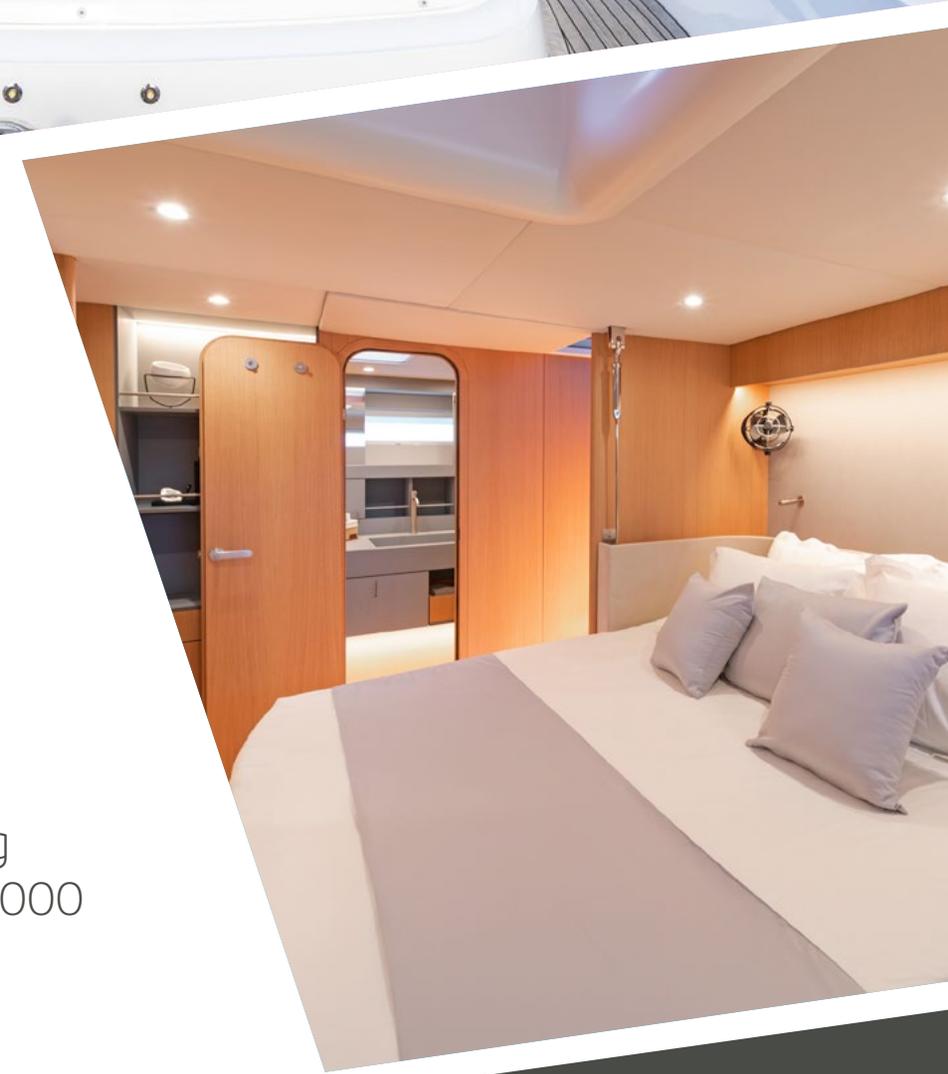




## 15 \ **CONCIERGE SERVICES BY ISTION YACHTING**

Tailor-made services include all areas of lifestyle accommodating all your special needs during your private charter vacation.

- ▶ VIP TRANSFERS ▶ PREMIUM EVENTS
- ▶ GOURMET DELICACIES & FINE DINING ARRANGEMENTS
- ▶ CIGARS & LIQUORS ▶ EXCLUSIVE SERVICES
- ▶ LUXURY ACCOMONDATION



## 16 \ 360° DIGITAL MARKETING

Elevating your investment through carefully orchestrated marketing campaigns.

- ▶ Email marketing to over 17.300 of subscribed contacts ranging from agents to loyal guests and leads.
- ▶ Massive cost-free promotion via our industry-leading social media channels annually gathering over 1.500.000 active & unique users.
- ▶ Industry leaders across Google review portals amassing over 1000 reviews.



## 17 \ INTERNATIONAL EXPOSURE

- ▶ Company booth at: BOOT Düsseldorf, ICE Vienna, MMK Zagreb, Olympic Yacht Show Athens
- ▶ Yacht Exhibit: Mediterranean Yacht Show Nafplion
- ▶ Attending: Antigua Yacht Show, Salon De Nautique De Paris, Yachting Festival De Cannes, Monaco Yacht Show, Barcelona Boat Show, ITB Berlin, Charter Meet up Greece.





## 18 \ GREECE; THE MEETING POINT OF CULTURES & COLORS

Almost 6,000 islands and islets scattered throughout the Aegean and Ionian Seas, a truly unique phenomenon on the European continent. The Greek Archipelago takes up 7,500 km of the country's total 16,000 km coastline, offering a variety of highly diversified landscapes: beaches stretching for many kilometres, sheltered bays and coves, golden stretches of sand with dunes, pebbly beaches, coastal caves with steep rocks, black sands typical of volcanic soil and various coastal wetlands.

Discover the beauty, the grace, the simplicity and the unmatched experience of sailing around Greece...



ISTION YACHTING SUPPORTS **repose**  
Greece



## 19 \ CROATIA; BEAUTIES & DIVERSITIES YEARN TO BE DISCOVERED

This natural haven of 79 official islands and about 500 islets offers endless possibilities for those who enjoy sailing, historical exploration, vivid nightlife, the tranquility and relaxation of numerous isolated bays, or all such combined.

The number and the variety of the Dalmatian islands and shoreline, attract an ever-growing number of visitors on this side of the Adriatic.

There is this fairytale atmosphere dominating the Croatian towns, bursting with historic heritage, exquisite aromas, sounds and experiences which is what cherisable memories are made of!

There are still places where people live in harmony with nature and the sea, where the only sound is the break of the surf and the chirp of cicadas...



## 20 \ **CARIBBEAN SEA; ALL YEAR-ROUND PRIVILEGE**

There's no better way to enjoy the pure beauty and hospitality of the 7,000 Caribbean islands than onboard a yacht, which is ideal to uncover the bright colourful landscapes, caves and bays with azure waters that can be reached only from the sea.

The Caribbean authentic lifestyle, with the all

year-round sunshine along with its tropical underwater sea life make it an idyllic destination for everyone.

For the true Caribbean style parties enthusiasts, for families who seek for relaxing vacation, for couples who wish to enjoy a romantic trip within this absolutely mesmerising scenery.



## 21 \ **ACKNOWLEDGED & CERTIFIED**

- ▶ Mediterranean Yacht Brokers' Association ▶ International Yacht Brokers Association
- ▶ Charter Yacht Brokers Association ▶ International Super Yacht Society
- ▶ Greek Bare Boats Owners Association & Hellenic Professional Yacht Owners Association
- ▶ European Community for Professional Yachting ▶ YACHT-POOL International Financial Security System
  
- ▶ Founding member of the **Greek Yachting Association** ▶ Licensed by the **Greek National Tourism Organization** & monitored by the **Greek Ministry of Culture & Tourism** (since 1992)





## 22 \ AWARDS & RECOGNITION

- ▶ Istion Yachting / **Tourism Awards 2019-2023**
- ▶ Istion Yachting / **Ethos Hospitality Awards 2020 & 2021**
- ▶ Catamarans Cup International / **Tourism Awards 2019-2023**
- ▶ YachtHop! / **Tourism Awards 2020-2022**
- ▶ Istion Yachting / **Honorary Yachting Award 2019 & 2023**
- ▶ Istion Yachting / **Luxury Lifestyle Award 2019**





Istion Luxury Yachts fulfill your personalized holiday needs with a wide choice of luxury yachts that meet your highest expectations, in Greece and beyond...

