



ABERCORN BUSINESS SALES

SUCCESSFULLY SELLING YOUR BUSINESS



Established Yacht Charter Company For Sale with Large, Luxurious Yacht-Skippered yacht charters for day trips, corporate events, and multi-day breaks.

Lymington Yacht Haven, Hampshire

Asking Price: £390,000

Reference: LB03-ABS | Business Memorandum

Website: <https://www.sailingspook.com/>

Asking Price: Offer in the region of £390,000 Including Yacht.

Business Information:

A long-established, highly reputable yacht charter company based in Lymington Yacht Haven, Hampshire, the Five Gold Anchor Marina Lymington, Hampshire, specialising in skippered day trips, corporate days out, and 2-7 day mini breaks along the stunning Solent and the South Coast.

Operating from a luxurious 53-foot Jeanneau Yacht with four double ensuite cabins, the business offers a unique and highly desirable experience for individuals, groups, and corporate clients.

With over 60% repeat business from loyal customers, Spook Days Ltd is well-positioned for continued success and growth.

This lifestyle business combines the thrill of sailing with a rewarding income, providing a fantastic opportunity for the new owner. The current owner is seeking to sell due to a desire to scale back personal commitments, offering an opportunity for someone to step into a well-run, profitable business with room for expansion.

Business Overview

- Business Name: Spook Days Ltd
- Location: Lymington, Hampshire
- Established: 2009, incorporated in 2015
- Business Model: Offering skippered yacht charters for day trips, corporate events, and multi-day breaks.
- Key Asset: A 53-foot Jeanneau Yacht with four double ensuite cabins, able to accommodate up to 10 guests and 2 crew.

The company's unique selling point is its ability to offer individual cabin bookings, unlike competitors who typically require full yacht reservations. This flexibility appeals to a wide range of customers, making Spook Days Ltd a sought-after choice in the charter market.

Key Highlights

- Strong Repeat Business: Over 60% of bookings are from repeat customers, many of whom have become long-term friends of the company.
- Extensive Customer Base: Over 500 regular individual clients and a dozen corporate clients.
- High Growth Potential: The business currently generates additional bookings through Virgin Experience Days, Wonder Days, and Experience Days, which could be expanded further with a focused marketing effort.
- Excellent Reputation: The company consistently receives 5-star reviews on TripAdvisor and Google, reinforcing its position as a trusted provider of yacht charters.
- Unique Offering: Customers can book individual cabins, unlike most competitors who only offer whole yacht charters, providing flexibility and affordability.

Financial Summary

- Turnover: Approximately £80,000 per year.

- Gross Profit: Approximately £35,000-£40,000 per year.
- Net Asset Value: The yacht, valued at £300,000.
- Running Costs: The primary expense is £17,000 per year in marina fees. All other costs are incremental and flexible depending on how the business is operated.

Yacht Overview

- Model: Jeanneau 53i, built in 2011.
- Size: 53 feet, with four double ensuite cabins.
- Engine: Brand new in 2024.
- Unique Feature: The yacht's spacious layout and ensuite cabins make it ideal for longer trips and corporate events, as well as day trips.

Location: Lymington Yacht Haven, Hampshire, a Five Gold Anchor Marina with easy access to the Solent, Isle of Wight and the stunning Jurassic coast.

Market Outlook

The yacht charter market around the Solent and the South Coast is strong, driven by domestic tourism, corporate events, and a growing demand for experiential holidays. With an established reputation and a loyal customer base, Spook Days Ltd is well positioned for continued success. There is substantial potential for further growth through increased marketing, especially for corporate events and specialist trips.

Growth Opportunities

- Corporate Entertainment: There is significant potential to expand the corporate offering, providing bespoke sailing days for team building or client entertainment.
- Accommodation: Utilising the yacht as an Airbnb or short-term accommodation could generate additional revenue when the yacht is not in use for charters.
- Sail Training: Establishing a sail training school or offering specialist trips such as wildlife or photography-themed charters could attract new customers.
- Bareboat Charter: Introducing bareboat charters (renting the yacht without a crew) is another avenue for growth.
- Carbon Neutral Offering: The business has the potential to become fully carbon neutral, appealing to environmentally conscious customers.

Competitive Advantage

Spook Days Ltd stands out from competitors for several reasons:

1. **Flexibility:** The ability to book individual cabins makes the business accessible to a broader audience.
2. **High Value for Money:** Guests consistently rate the experience as exceptional value, contributing to strong customer loyalty.
3. **Large, Luxurious Yacht:** One of the largest charter boats available in the area, providing a comfortable and high-end experience.
4. **Environmental Focus:** The business can easily transition to a carbon-neutral model, differentiating it from competitors.

Why Buy This Business?

1. Lifestyle Business: Sailing 100 days a year provides a rewarding lifestyle while generating a solid income.
2. Established and Profitable: With a consistent turnover, loyal customer base, and well-maintained yacht, this is a turn-key opportunity.
3. Growth Potential: The business is operating at a comfortable level for the current owner but offers multiple opportunities for growth, including corporate events, accommodation, and specialized trips.
4. Support and Training: The current owner is willing to provide a phased handover and offer ongoing support to ensure a smooth transition.

Reason for Sale

The owner is approaching 60 and wishes to scale back his involvement in the business due to growing family commitments. He is quite open-minded with regards to the sale and involvement moving forwards. This provides an excellent opportunity for a new owner to take over an established business and enjoy the unique lifestyle it offers.

Next Steps

For more information on this exciting opportunity or to arrange a viewing of the yacht, please contact us to discuss how you can step into this established and thriving business.

This sales memorandum presents Spook Days Ltd as a well-established and profitable yacht charter business with excellent growth potential, while highlighting its unique position in the market.

-



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS

Next Steps & Contact

Abercorn Business Sales

0800 246 13 13

expert@abercornbusinesssales.com

abercornbusinesssales.com