FOR IMMEDIATE RELEASE
September 22, 2022

Maho Crew Official Sponsor of 2022 USVI Charter Yacht Show – November 12-15, Yacht Haven Grande Marina, St. Thomas, U.S. Virgin Islands

St. Thomas, U.S. Virgin Islands. Maho Crew has been named the official apparel sponsor of the USVI Charter Yacht Show, according to organizers, the Virgin Islands Professional Charter Association (VIPCA). Maho Crew will provide all attendees and VIPCA staff uniforms for the show, which is set for November 12-15 at Yacht Haven Grande St. Thomas. Additionally, the company will support the show by providing the yacht that wins the 'Best in Show' award with crew uniforms for the 2022/2023 charter season. Smart uniforms are a key element that underscores the professionalism of charter yacht crews.

"Maho Crew is dedicated to VIPCA and its members, especially in assisting crew put a polished look forward as part of a premium charter yacht vacation," says Ted Norris, chief executive officer of the Niantic, Connecticut-headquartered company. "We provide custom uniform solutions for the yacht, as well as private jet, and luxury resort markets, and differentiate ourselves by providing quick turnarounds, typically under 2 weeks or as fast as next day service on some in-stock items. Our goal is to make the process of ordering uniforms simple while providing exceptional quality and customer service. As such, any VIPCA member can order uniforms (or logoed apparel for brokers) with a 15% discount."

Maho Crew provides complete uniform services, from head to toe, with customization/logo application options. Shorts and skorts, sun shirts, and polos are consistently top sellers for yacht crews. The company carries and stocks brands like Helly Hansen, Gill, Nike, Richardson Hats, and many more. Maho Crew's services also include embroidery, screen printing, direct-to-garment printing, sublimation, and laser engraving. The company has a program that can take an image of a yacht and create it as a customized line drawing. This can then be applied to uniforms. Also provided are laser engraving services, which are popular for custom cup and water bottle engraving as well as for the creation of leather patches for crew hats.

Beyond uniform services, Maho Crew offers merchandise stores for yachts. This is an excellent program for yachts with guests who want to purchase yacht logoed apparel and accessories following a charter. The program does not require any management from the crew or yacht owners, as Maho Crew manages all aspects of the merchandise store from the store set up to fulfillment including any return items. In return, the yacht is paid a percentage of sales, i.e., revenue without effort. This merchandise stores program traditionally has an upfront cost of $1,500 per store for the build-out of the online store. Maho Crew is waiving this initial fee for VIPCA member yachts that sign up for this program between now through the end of the show in November. www.mahocrew.com

What's New

Maho Crew won't be the only vendor to have their products on display at the show. A variety of marine businesses will showcase their products and services at the Marine Expo set for the pre-show night Friday, November 11th, at 5:30 p.m. This evening event offers an opportunity to walk the vendor's booths and benefit from their show specials, as well as to sample Virgin Island craft beers, join a rum-tasting and compete in the mixology competition. Crews can register for the Mixology Competition: usviyachtshow.org/mixology-competition/. Vendors can register for the Marine Expo with a VIPCA membership: vipca.org/brokers-associates-vendors-membership/

Calling Brokers & Yachts – Register Now!

Over 100 brokers from the Caribbean, U.S., and Europe will attend the 2022 USVI Charter Yacht Show.

"Every year brings new yachts and crews. Plus, even for yachts that have a full calendar for the upcoming year, the new view of the industry as a great 'social distancing vacation' means most yachts are getting booked over a year out. So, these yachts need to attend for these future bookings. I think the most important reason for attending is the interaction we get as brokers with crews," says Kevin Jonas, president of Mainsail Yacht Charters LLC, in Bedford, New Hampshire.

On the importance of crew professionalism and attire, Jonas adds, "Crew are the 'faces' clients see 24/7. Their appearance is important, and I think well-dressed crew makes a much better impression. I have many clients who rebook and go back with the same crew. If we as brokers and crew do our jobs right and professionally, clients walk away with great memories, and new friends and look forward to coming back again and again. Rebooking becomes very easy."

Charter brokers can register at usviyachtshow.org. Charter brokers can join VIPCA at vipca.org/brokers-associates-vendors-membership to receive one free broker show registration in addition to many other membership benefits. Brokers can receive a 20% discount on accommodations at Bluebeard's Castle by booking by phone at 340-774-1600 and giving the discount code 'VIPCA Yacht Show'.

Over 70 exhibiting charter yachts are anticipated for the 2022 show. One of these is the 72-foot catamaran, Laysan.



Photo: Laysan on charter. Courtesy &Beyond Yacht Charters.

"Laysan is a custom-built sailing catamaran. Due to this uniqueness, brokers need to see her in person and appreciate her lovely spacious design, layout, and beautifully appointed cabins and interior spaces. Captain Kevyn Keth-Walther, Chef Melissa Geyer, and Stew Tammy Meiring are Laysan's new crew, and the show is a great opportunity for brokers to meet them," says Corinne Steyn, who with her husband, Collin, operate St. Thomas, USVI-based yacht management company, &Beyond Yacht Charters.

Yachts can register now at usviyachtshow.org/register. Yachts showing in the 2022 USVI Charter Yacht Show pay only $1.65/foot/day for berthing in Yacht Haven Grande Marina from one week before to one week after the show. In addition, there is a 5% fuel discount on arrival for showing yachts.

Strong Sponsor Support

Sponsors of the USVI Charter Yacht show include the USVI Department of Tourism; Yacht Haven Grande; IGY Marinas; the Gowrie Group representing Trawick and Cigna; Parts & Power Ltd., distributor of Northern Lights; Mango Media; Offshore Marine; Catamaran Central; Moe's Fresh Market; Grey Goose, distributed by West Indies Company; Veuve Clicquot and Captain Morgan, distributed by Bellows International; Maho Crew; VIYA Business Solutions; Cardow Jewelers; Harbor Shoppers and the Charter Yacht Broker Association.

For more information about the USVI Charter Yacht Show, visit usviyachtshow.org. For information about VIPCA and its programs, visit www.VIPCA.org, Email: info@vipca.org, or call (340) 642-0656.

ABOUT VIPCA

VIPCA is the territory's 501(c)(6) non-profit marine association, whose purpose is to preserve, protect and promote the charter yacht sector of the U.S. Virgin Islands marine industry and the businesses that sustain them. VIPCA's focus is multi-faceted and includes offering membership benefits such as access to health and hull P&I insurance; sharing pertinent and timely industry updates and information; producing a Marine Directory of marine vendors and services; promoting USVI marine charter tourism; liaising with USVI, BVI and PR to assist in cooperative efforts; seeking relevant official rulings from Customs and Border Protection (CBP); developing USVI marine infrastructure, including moorings; providing compliance guidance for mariners and vessels; and providing marine vocational training for USVI youth under

VIPCA's charity, the Marine Rebuild Fund, which is fiscally sponsored by the Community Foundation of the Virgin Islands (CFVI.net). www.vipca.org

Media Contact:
Carol Bareuther
Media, USVI Charter Yacht Show
Tel: 340-998-3650
Email: bareuther@earthlink.net
Skype: Carol.Bareuther

-##-