



Research on Crew Market Intelligence

SURVEY REPORT

JANUARY 2023

ACREW

INTRODUCTION

A CREW recently conducted a survey to gain insight into the superyacht industry, collecting a total of 175 responses. Subjects such as Crew Longevity, Green Crew, and Power of Decision Making were explored. 41% of the respondents were Captains, 16% were Stews, 13% were Chefs, 9% were Engineers, and the remaining 19% were Bosuns, Pursers, and Deckhands. This report provides a comprehensive overview of the current state of the superyacht industry and the trends impacting yacht crew.

CONCLUSION

CREW LONGEVITY & GREEN CREW

The research shows that the Superyacht Industry is in fact facing Crew longevity issues and changing mentality of younger generations. This results in a Generation Gap between millennials and generation Z.

Altogether Captains and Crew look for well-paid positions, pleasant dynamics with teams, owners and captains of yachts. More and more crew, especially those who are in the first years of their career, look for job rotation. Hence, they are less likely interested in job longevity on the same yacht. The study confirms that Green Crew are not knowledgeable enough of realities of the Industry and lack training and knowledge.

Following solutions to aid the Crew longevity by those working in the Industry were recognised:

- Provide higher wages and incentives
- Offer rotation
- Improve leadership onboard
- Improve leadership from management company
- Improve team dynamics engagement and communication
- Provide better living conditions

POWER OF DECISION MAKING

Another topic such as power of decision making was covered. As it happens Captains and Crew have low influence in regards to choosing a destination, but when it comes to a marina it slightly increases.

ANALYSIS

CREW LONGEVITY

Altogether respondents indicated that the Superyacht Industry is facing problems with Crew longevity as almost 80% agreed that there is such an issue.

The main reasons for crew leaving their vessels or the industry are:

- Management problems
- Team dynamics
- Vessel culture
- Personal/Family problems
- Mental issues

75% of the respondents agreed that shortage of experienced crew in the near future will become an issue. The research shows that mostly Captains and Stews are the ones who work in the Industry for more than 10 years. 29% of them intend to continue to work onboard for more than 10 years. 16% of all respondents have indicated that they are in the Industry between 7-10 years and also intend to keep working for more than 10 years. On the other hand, those who have joined the Superyacht Industry 6 or less years ago and are mostly Deckhands show that on average they would work for no more than 5 years.

The survey suggests that almost 46% of crew change vessels every two or three seasons. These respondents are mainly crew who are in the first 3 years of their career. The rest of the crew said they try to stay on a vessel as long as possible and change it only when needed. Aside from that, ~77% agreed that Green Crew leave their first vessel too soon.

As for the biggest motivations to stay on a current vessel, Captains and Crew answered the following: 72% indicated that wage motivates them the most, 63% mentioned team as their motivation to stay onboard, following with 57% who said both rotation and owner, lastly 50% mentioned that a Captain would also be their motivation to stay onboard.

When asked if a vessel should pay for crew's training, a significant part of the respondents (79%) said "Yes". The rest agreed on the opposite or said it is not mandatory but recommended.

GREEN CREW

According to the responses 77.6% have employed Green Crew onboard their vessel. Almost 35% of employers were superyacht Captains; 51% - rest of crew working onboard including Engineers, Chief Stewardesses, Stewardesses, Chefs, Deckhands; 14% - trainers, recruiters, managing directors and managers. However, approximately 67% of the respondents thought that Green Crew were not well prepared for their first position onboard. When asked why the rest of the respondents never employed Green Crew, it is said that it is mostly because of the need of crew with experience (47%), bad previous experiences (35%) and lastly lack of time to train Green Crew (10%) or other minor reasons (8%).

Top 5 biggest challenges with Green Crew onboard:

1. Having false expectations
2. Lacking training and knowledge
3. Leaving for another vessel too quickly
4. Difficulties adapting to the current team/industry/environment
5. Not career-focused



Almost 76% of the respondents said that Green Crew are not knowledgeable enough of the realities of the industry. On the other hand, 24% agreed on the opposite. Almost 78% of the respondents agreed that Green Crew leave for another vessel too soon.

For this problem, the industry is willing to support Green Crew by providing:

- Higher wages and incentives
- Offering rotation
- Improving leadership onboard
- Improving leadership from management company
- Improving team dynamics engagement and communication
- Better living conditions

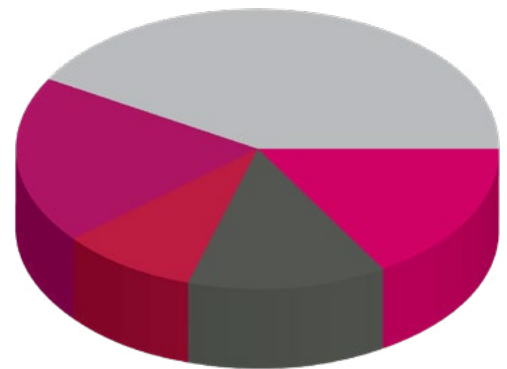
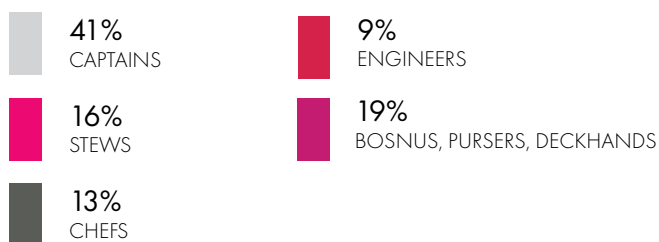
POWER OF DECISION MAKING

The survey results showed that 51% of respondents rated their influence on choosing a destination as 1 on a scale of 1 to 5, with 24% rating their impact as 2 and 25% rating it as 3. With regards to choosing a marina, 41% answered with 1, 29% with 2, 22% with 3 and 7% with 4. Additionally, it was found that 65% of respondents had a management company and 35% did not.

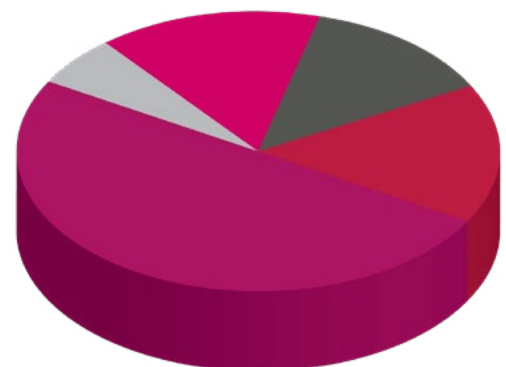
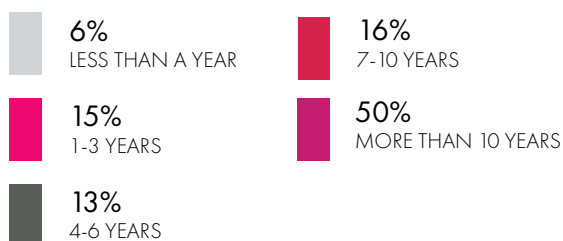


SURVEY DATA

WHAT IS YOUR CURRENT JOB POSITION?

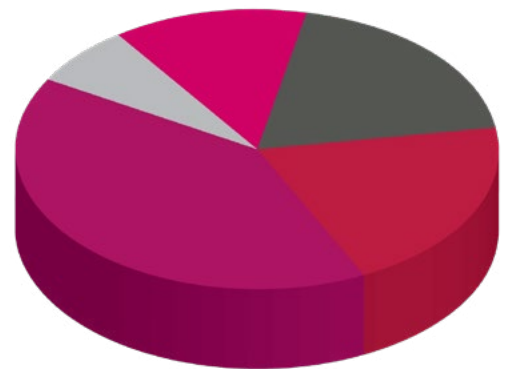
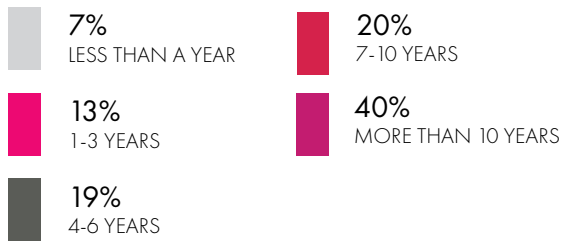


HOW LONG HAVE YOU BEEN WORKING IN THE SUPERYACHT INDUSTRY?

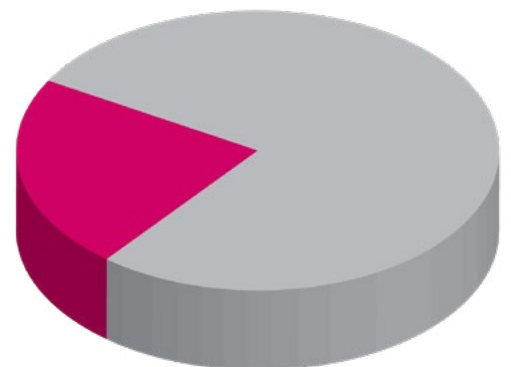
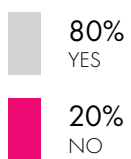




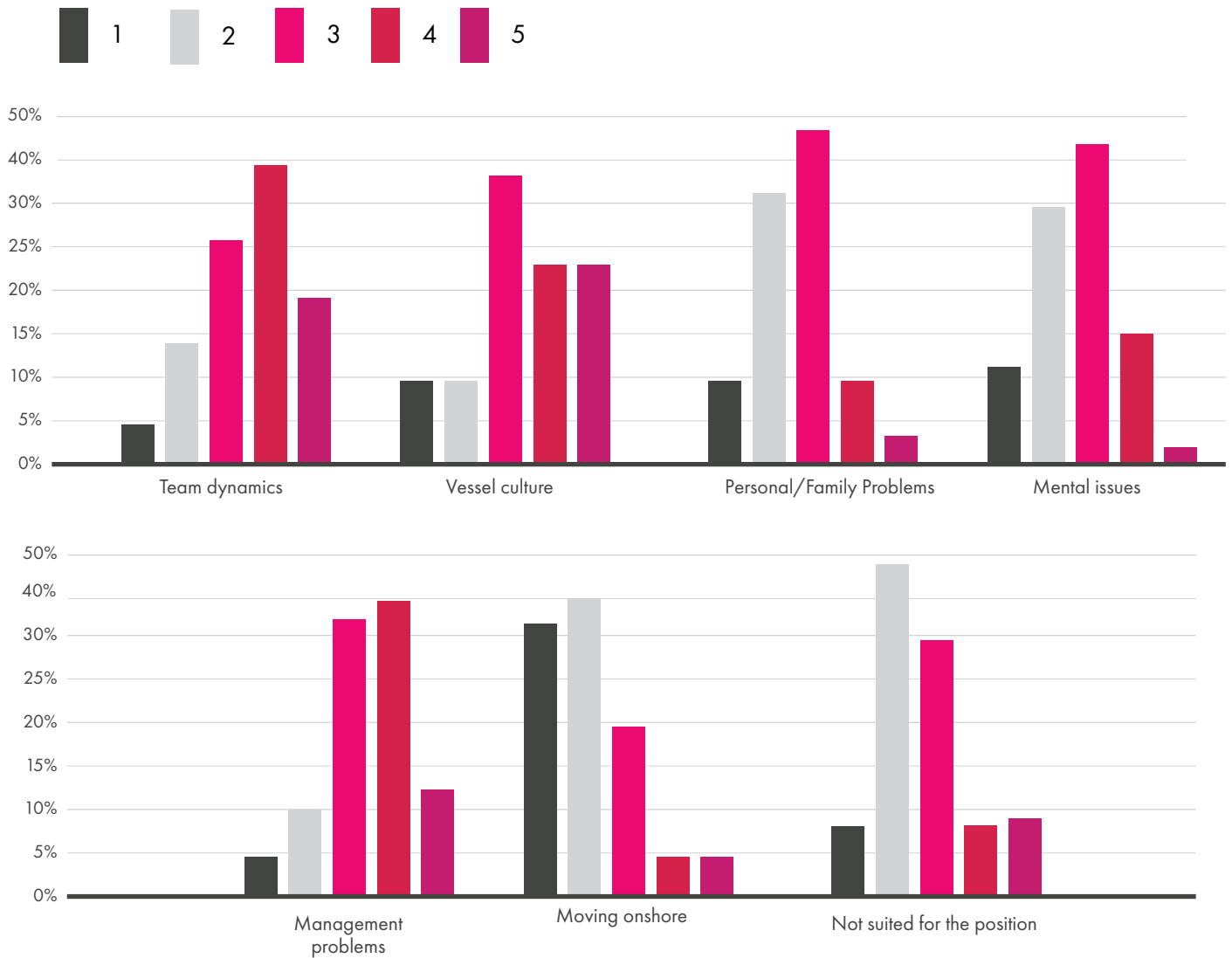
HOW LONG DO YOU INTEND TO STAY WORKING AS AN ACTIVE CREW MEMBER IN THE SUPERYACHT INDUSTRY?



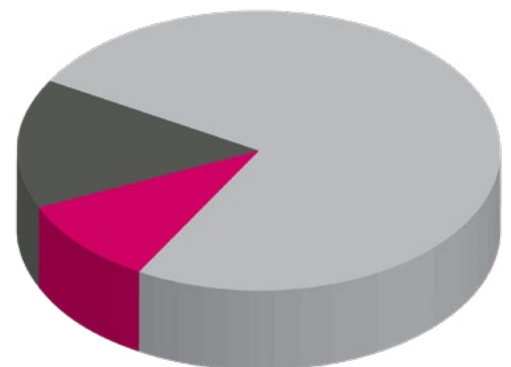
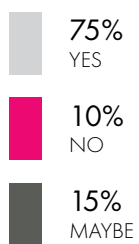
DO YOU THINK CREW LONGEVITY IS AN ISSUE IN THE YACHTING INDUSTRY?



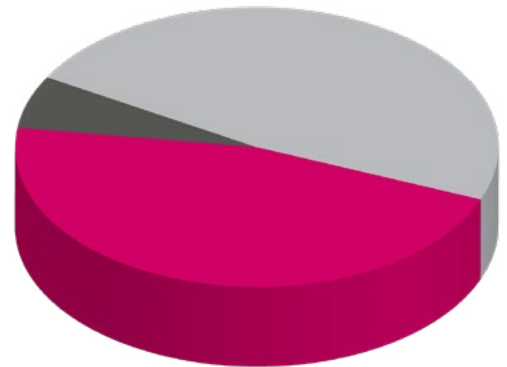
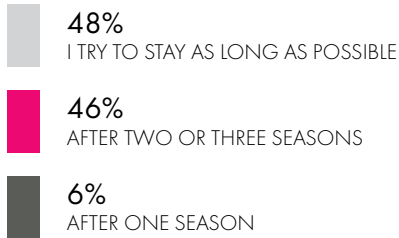
IN YOUR EXPERIENCE, WHAT WAS THE REASON FOR CREW LEAVING? RANK FROM 1 TO 5. 1-NOT LIKELY; 5-MOST LIKELY.



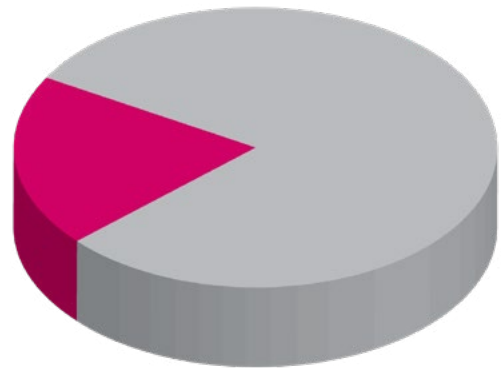
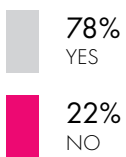
THERE IS AN EXPECTED SHORTAGE OF EXPERIENCED CREW IN THE NEAR FUTURE. DO YOU AGREE THIS COULD BECOME AN ISSUE?



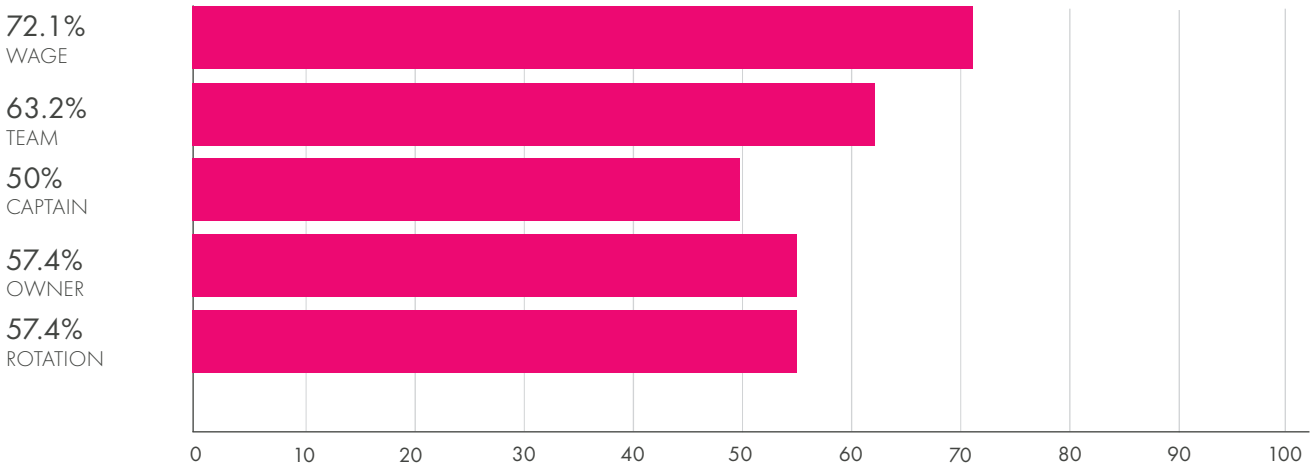
HOW OFTEN DO YOU CHANGE A VESSEL?



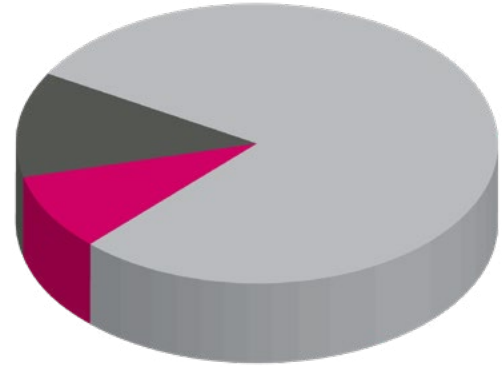
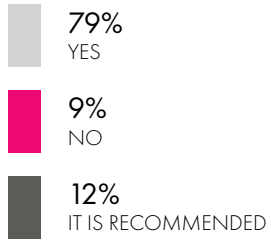
IN YOUR OPINION, DO GREEN CREW LEAVE THEIR FIRST VESSEL TOO SOON?



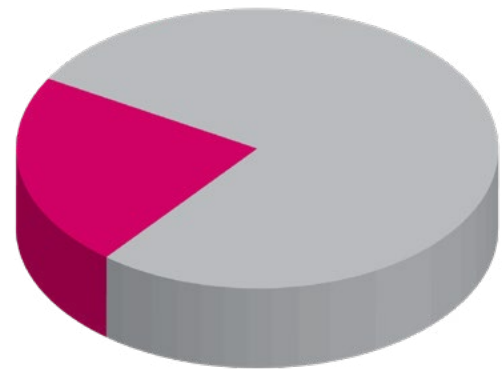
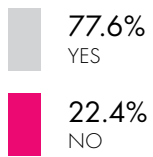
WHAT MOTIVATES YOU TO STAY ON YOUR CURRENT VESSEL?



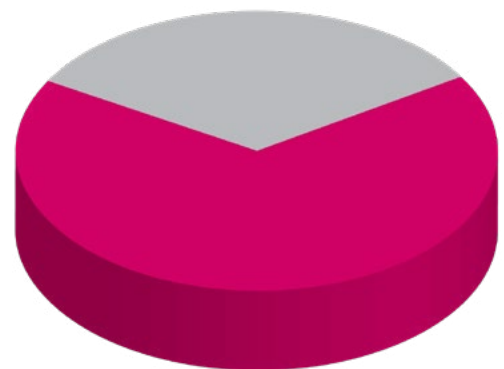
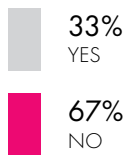
DO YOU THINK A VESSEL SHOULD PAY FOR YOUR TRAINING?



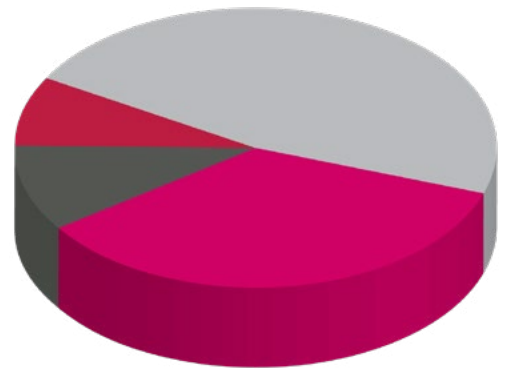
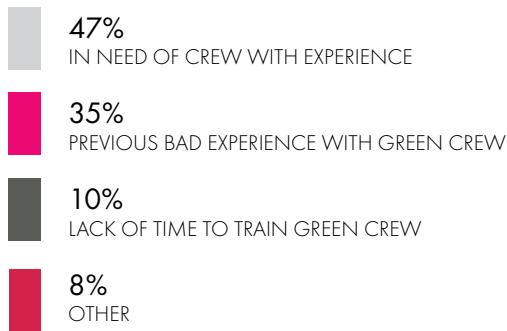
HAVE YOU EVER EMPLOYED GREEN CREW?



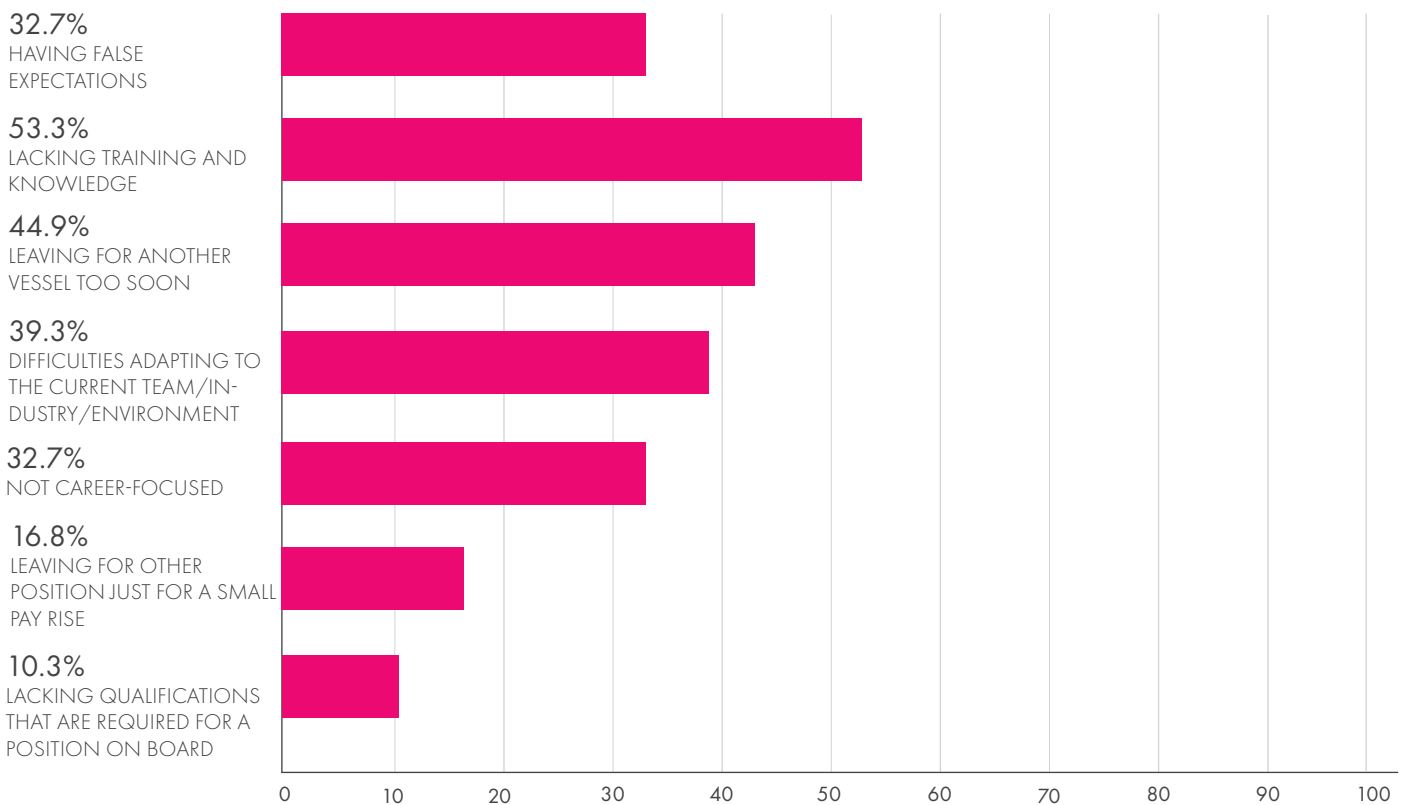
IF YES, DID YOU FIND THEM TO BE WELL-PREPARED?



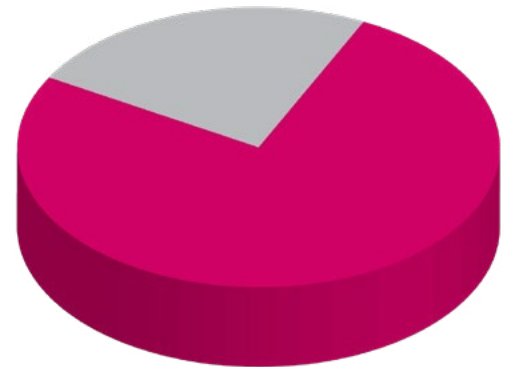
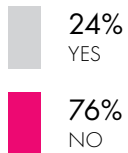
IF NO (NEVER EMPLOYED), WHY?



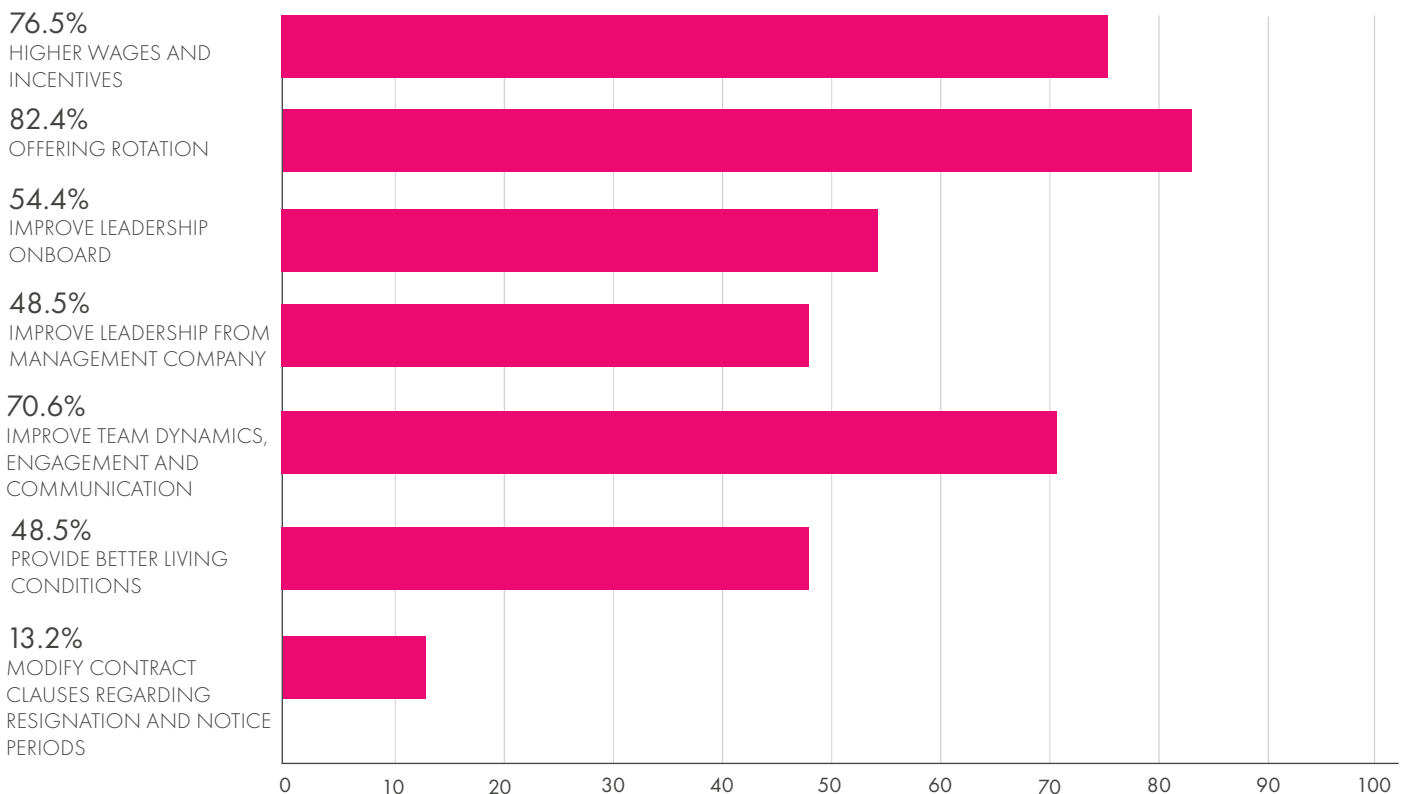
SELECT THE MOST PROMINENT CHALLENGES WITH GREEN CREW ONBOARD:



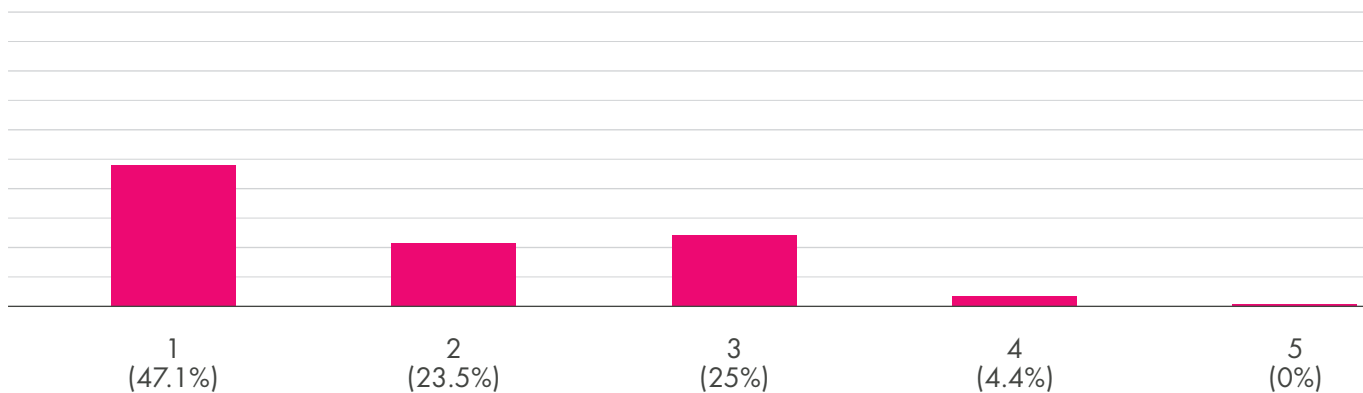
IS GREEN CREW SUFFICIENTLY KNOWLEDGEABLE OF THE REALITIES OF THE INDUSTRY (WHAT IS EXPECTED OF THEM AND HOW TO MANAGE THEMSELVES) PRIOR TO JOINING THEIR FIRST YACHT?



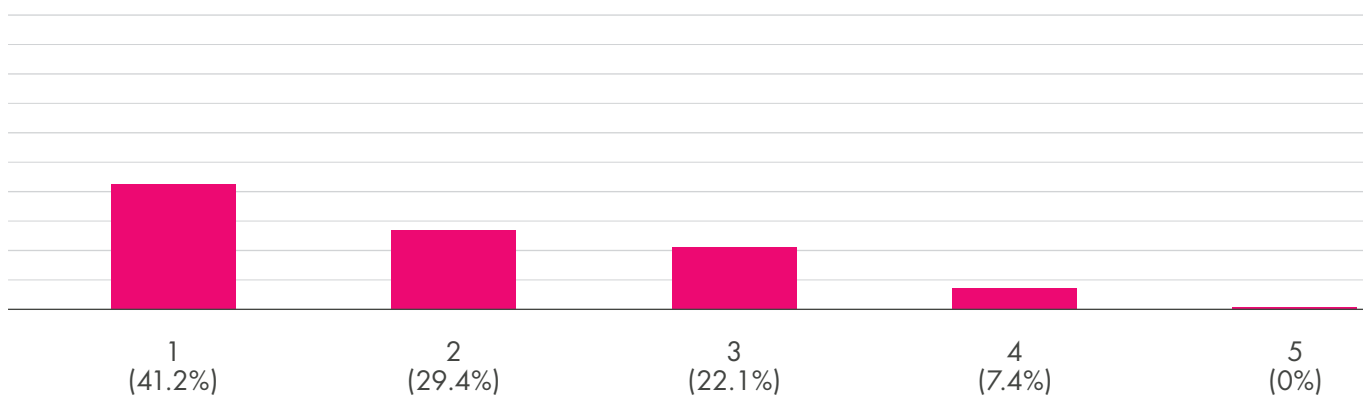
HOW COULD YOU CONTRIBUTE TO CREW LONGEVITY AND PRODUCTIVITY?



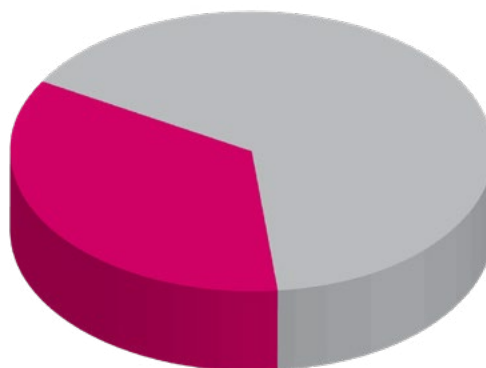
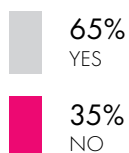
HOW MUCH INFLUENCE DOES YOUR CREW HAVE ON CHOOSING A DESTINATION?



HOW MUCH INFLUENCE DOES YOUR CREW HAVE ON CHOOSING A MARINA?



DO YOU HAVE A MANAGEMENT COMPANY?



ACREW

