

## BOOKING MANAGER SUMMIT 2025 UNVEILS BOLD NEW FORMAT, DATE SHIFT, AND EXPANDED LINEUP OF EXPERTS AND PANELS

ZAGREB, Croatia

Booking Manager Summit, the leading global conference dedicated to the yacht charter industry, returns for its 7th edition with exciting changes that reflect the evolving needs of the industry and its professionals.

Set to take place from **December 10-12, 2025**, the Summit moves into the heart of the holiday season, aligning with the magical Advent in Zagreb, offering attendees a vibrant and festive backdrop for three days of strategic thinking, learning, and networking.

This December shift is more than a date change, it's a strategic move informed by attendee feedback and industry timing. As a time of reflection, planning, and decision-making, December is the perfect moment to tackle the industry's most pressing issues, spark innovation, and chart a course for the upcoming charter season.

### **A Fresh Format: From Keynotes to Hands-On Workshops**

In response to industry demand, Summit 2025 is replacing keynote-heavy formats with interactive workshops, where every session delivers actionable takeaways. Attendees will walk away with concrete strategies and insights they can implement immediately, maximizing the Summit's practical value.

### **Expanded Panels: New Topics, Broader Perspectives**

Alongside the always-popular Charter Panel and Agency Panel, where stakeholders tackle the industry's toughest shared challenges, Summit 2025 introduces new formats:

- **Top Destinations Panel**, where attendees will gain insights into the most in-demand global charter destinations to better serve and inform their clients.
- **Digitalisation Panel**, focused on digital tools tailored for the charter business to improve workflows, reduce costs, and enhance operational security.

## Powerful Speakers, Global Expertise

Summit 2025 welcomes over 30 speakers from around the world. Highlights include:

- **Ilenia Vidili**, customer-centricity strategist who has inspired brands like Coca-Cola, L'Oréal, and Harrods. Her workshop, "Mastering the Customer Journey & Building Long-Term Client Loyalty", is tailored for charter businesses looking to refine every customer interaction.
- **Andrea Tagliaferro**, founder of Yacht Femme and CMO at Beatlibrary, will lead "Data-Driven Creativity: Bridging Branding and Analytics for Business Growth", teaching how to fuse creativity with marketing data for stronger results.
- **Ioannis Savvidis**, travel tech executive (Trivago, Uber, Zizoo, Smoobu), will deliver "Charting the Future of Yachting: Innovation, Technology & Growth" a forward-looking keynote packed with insights for modern charter professionals.
- **Josie Tucci**, with over two decades in the marine industry (Rightboat, Sunsail, The Moorings), returns to the Summit stage to present two workshops: "Beyond Products: How to Influence Decisions and Build a Lifestyle Brand That Sells" and "Charting the Exit: How to Sell When the Charter Days Are Over".

## Backed by Industry Leaders

Summit 2025 is proudly supported by a strong lineup of sponsors and partners who are deeply invested in the growth of the charter industry. NCP Charter, one of Croatia's leading charter companies, will not only support the event but also celebrate their 30th anniversary with a special celebration during the legendary Summit party. Other key supporters include Pantaenius, one of the most trusted insurance providers in yachting, OTP Leasing, ACI No1, and ACI Marina. The Summit also enjoys strategic backing from the Croatian Tourist Board, reinforcing its role as a key platform for promoting Croatia as a premier yachting destination and innovation hub.

## More Than a Conference

Beyond skill-building and industry insights, the Summit fosters connection—with interactive networking corners, themed lounges, and vibrant social events that bring the global charter community together in one place. With several unexpected surprises planned, and milestone celebrations in store, Summit 2025 is set to deliver its most unforgettable edition yet!

For more information about the Booking Manager Summit and to register for the event, please visit:

<https://www.bookingmanagersummit.com/>

### Media Pack download:

[https://www.mmksystems.com/documents/BMS\\_2025\\_PRIMG.zip](https://www.mmksystems.com/documents/BMS_2025_PRIMG.zip)

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