

30 minutes with Jessica Muller

of Boating World, Charter division

By Dean Castle

LOOKING FOR A HEADY ADVENTURE IN EXOTIC DESTINATIONS? BOATING WORLD, EXCLUSIVE IMPORTERS FOR RIVIERA AND FAIRLINE, HAVE EXPANDED THEIR BUSINESS FOR THOSE WHO ARE LOOKING FOR LUXURY, THE CHANCE TO GET AWAY AND EXPERIENCE ABSOLUTE OPULENCE.



Jessica Muller of Boating World, Charter division

IF OWNING, MOORING AND SKIPPING A BOAT DOESN'T TAKE YOUR FANCY, WHY NOT CHARTER ONE AND HAVE YOUR EVERY NEED CATERED TO?

JM: Boating World's huge selection of destinations keeps growing and features Adriatic, Atlantic, Balearic Islands, Caribbean, Corsica, Greece, Indian Ocean, Italy, Malta, Sardinia, South of France, Spain and Turkey – and South Africa that will soon be one of the spots of choice.

Leisure Boating chats with Jessica Muller, charter manager.

Boating World is able to tap into a host of boats for quayside functions – birthdays, cocktail evenings, weddings or conferences – to offshore day cruises, fishing trips, relaxing weekends away at nearby islands and marinas - or fabulous holidays in exotic destinations - locally or overseas.

Nothing is left to chance by the highly skilled, enthusiastic team of experts involved in the success of each charter. Guests can expect sumptuous surroundings with first class amenities, five star cuisine and impeccable service.

Boating World has something for everyone and Jessica has it all at her fingertips. Charter holidays for a week or two,



short cruises, educational tours, Christmas parties, Whale and Dolphin viewing, sunset cruises, conferences or leisurely relaxation – whatever your choice, the options are endless.

With offices located in Cape Town and Durban, the charter division at Boating World is ready to show you the life of the rich and famous.

JESSICA, WHAT IS IT IN YOUR BOATING HISTORY THAT MAKES YOU SO IDEALLY SUITED FOR THE JOB?

JM: It is not so much about my boating history, but rather running a business correctly in a very competitive industry. We feel we have a working formula that we adapt to every situation. I focus in giving our clients a stress free and hassle free experience as well as providing to each client's every need. Your only focus needs to be to sit back, relax and soak up the sun while sipping on some champagne and enjoy the seas with friends, family or clients.

WHAT MAKES CHARTERING A BOAT SUCH A SOUGHT AFTER THING TO DO?

JM: Chartering a yacht gives you the opportunity to let your imagination run free of endless experiences such as snorkelling in the Maldives to watching the dolphins dive into the sunset, catching the biggest Marlin off a Riviera or bareboating a 40" Sunreef in Turkey. All you do is leave it to us to make these experiences come true for you. There are endless possibilities when chartering a yacht and unforgettable memories to be made.

AS A CHARTER COMPANY, WHAT DO YOU OFFER THOSE LOOKING TO TAKE THE HASSLE OUT OF GOING BOATING?

JM: We cater to each client's needs and are committed to delivering excellent service. We take pride in finding the perfect yacht for the client and focus on every detail to make sure the experience is everything they could dream of.

DOES BOATING WORLD'S CHARTER DIVISION PLAN TO DO BUSINESS DIFFERENTLY THAN OTHER CHARTER COMPANIES?

JM: Our structures are designed for a quick and easy procedure when booking a boat. At Boating World, we focus on making our clients happy.





WHAT BOATS ARE UP FOR CHARTER AND WHERE COULD ONE LOOK AT GOING?

JM: We have boats from 45' luxury Riviera's for big game fishing; luxury yachts ranging from 38' to 100+', such as Fairlines, which are great for any function, corporate or private, leisure cruises or charter holidays, which can accommodate large and small groups of people.

For those who are more interested in sailing, we have numerous yachts to offer for sunset cruises and charter holidays for the whole family, in Seychelles, Madagascar, Turkey, Caribbean and Indian Ocean as well as South Africa's beautiful coastline of Durban and Cape Town. We are able to accommodate weddings, overnight charters, day trips, parties, romantic getaways and many more. We also have the full Sunreef Charter Yachts range in our portfolio.

FOR A SOUTH AFRICAN, WHERE IS THE MOST POPULAR PLACE TO GO ON A CHARTER IN SOUTH AFRICA AND ABROAD?

JM: Both Durban and Cape Town are great locations for charter in South Africa. Boating World offers charter boats as far afield as Kenya, Tanzania, Mozambique, Seychelles, Mauritius, the Caribbean and Indian Ocean Islands. Although it is difficult to choose, Seychelles is definitely one of the popular places because of its great climate all year round, the stunning white beaches, clear water and also for the great fishing that can be done there.

HOW DO READERS GET IN TOUCH WITH YOU TO ARRANGE A CHARTER?

JM: Readers can contact me on (021) 418 0840 or 071 599 9921. Alternatively, readers can email info@boatingworld.co.za. To view a small collection of a few of our charter boats visit our website on www.boatingworld.co.za – but we do have more to offer to find the perfect fit for your dream trip.

