

# SailTime Expands into Europe with Two New Franchise Locations

*World's Leading Boat Membership Company Opens Two New Bases in Italy, the First of Six Base Launches Planned Over the Next 15 Months*

[SailTime Group LLC](#), the world's leading boat membership franchise, recently announced the opening of two new SailTime bases in Italy. The openings of the new bases in Tuscany and Salerno launches SailTime into a new era of international expansion, with several more bases expected to open in Europe and Asia over the next three years.

The Tuscany and Salerno SailTime bases were awarded to [NSS Charter](#) and [Spartivento Charter](#) respectively, both the largest Beneteau Yacht dealers in the Italian market. SailTime CEO Todd Hess says, "this isn't just an expansion for SailTime, but the growth of the partnership with Beneteau that's been nurtured in the United States for the past several years".

"In the United States, we've have partnered with 14 Beneteau Group dealers and have engaged in a long-term Strategic marketing agreement with Beneteau American and Jeanneau America. The relationship with Beneteau Group and SailTime has strengthened both of our brands in the United States with over 50 new boats added to the SailTime program in less than 3 years. Expanding into Europe and beyond is the next phase of that relationship," he said.

With more than 20 years of experience working in the nautical sector, NSS Charter will own and operate the SailTime base in Tuscany and has the exclusive development rights for Northern Italy and are planning to open additional bases in Sardinia and La Speitza by the end of 2019. The Tuscany base will operate out of the MARINA CALA DE' MEDICI, TUSCANY will officially launch SailTime Tuscany at the Genoa International Boat Show this upcoming weekend. "Our company has spent the last three decades providing the best in sailing yachts to Italy's boat enthusiasts," NSS Charter CEO Simone Morelli said. "With the launch of SailTime Tuscany, we'll be expanding our appeal to a whole new customer base of boaters who want to enjoy all the fun of sailing but may not be ready to own a yacht."

Spartivento Charter, one of Italy's largest charter companies with a fleet of over 45 sailing boats and catamarans, will open SailTime Salerno at the MARINA D'ARECHI, SALERNO (AMALFI COAST). In addition to Salerno Franchise, Spartivento has the exclusive development rights for Southern Italy and plan to open two additional bases in Rome and Sicily in the next year.

“The SailTime model works very well with our business because it offers boaters a path to take the next step, a boost from the occasional charter to a new level of boating that offers all of the experience of boat ownership but with less commitment,” Spartivento Charter CEO Stefano Pizzi said. “We’ll have memberships that offer multiple sailing dates every month on the same boat each time. When they go out sailing, it will feel like their personal yacht.”

Hervé Gastinel, CEO and President of Beneteau Group, is delighted to see his company’s partnership with SailTime expand from the United States into Europe and sees much success to come for both brands.

“We are quite excited to start a new partnership with SailTime in Europe as their fractional membership program perfectly fits with our strategy to become the global benchmark for all boating experiences. A great group of people bringing a breath of fresh air on this side of the Atlantic! Compliments to NSS and Spartivento for being trendsetters,” he said.

#### **What is SailTime?**

- Boat ownership can be expensive, and the National Marine Manufacturers Association reports more than 70 percent of U.S. boat owners earning less than \$100,000 a year.
- With a fee that starts at only a few hundred dollars a month, SailTime members can conveniently schedule blocks of time online to enjoy a new model sail or powerboat without the commitment or expense of ownership. When finished, they turn the keys over to the SailTime team to clean up and maintain the boat.
- Boat owners can make money by placing their sail or powerboat in the SailTime program, allowing franchisees to sell blocks of time on their vessel.

For more information, visit [sailtime.com](https://sailtime.com).