



Press Release: 08/03/2013

Compare sailing superstitions as Yachting Pages celebrates record-breaking customer numbers.

Yachting Pages is proud to announce that in 2013 it has more customers than ever before. We're not superstitious so we're putting this down to hard work, fantastic partners, a revamped website and solid work on the ground at international superyacht shows throughout 2012.

We don't want to jinx our success so are being very careful to 'touch wood' whenever we mention our record-breaking number of customers. Talking of superstitions – and being in the marine trade – we thought we'd research a few related to the sea. Here's what we discovered.

A handful of seafaring superstitions

Of the fifteen 100m+ superyachts in production at the moment, four are sailing vessels. Look out for the 147m White Pearl by Nobiskrug and Oceanco's largest sailing yacht to date, a 108m three-masted DynaRig Schooner named Solar. With sailing in the spotlight, here's a handful of seafaring superstitions to keep in mind.

Claim: It's unlucky to begin a voyage on Friday.

Why: Friday is considered an unlucky day probably because it was the day of the crucifixion.

Yachting Pages thinks: Sounds dubious to us, every good Bank Holiday escape begins on a Friday! Check out our yacht charter companies and sailing courses to plan your next escape now.

Claim: For fishermen, it's unlucky to see a red-head en route to the boat.

Why: No conclusive evidence unearthed for this one...but you can allegedly reverse the curse by speaking to them before they speak to you.

Yachting Pages thinks: In Cannes, we'd love to bump into Nicole Kidman on the way to the marina! For beauty salons and hairdressers near your favourite ports and marinas, check Yachtingpages.com.

Claim: Flowers are harbingers of doom and shouldn't be allowed on board a ship.

Why: Due to their connection with death and funerals, any bouquets gifted to sailors of olde were thrown overboard at the earliest opportunity.

Yachting Pages thinks: What's a superyacht without a few gorgeous sprays in the saloon? Search our superyacht directory for your closest florist, quicksmart.

Claim: Seeing rats leaving a ship brings bad luck.

Why: Rats are supposed to desert a sinking ship so if the rats are heading off, you should too. Tattoos are rumoured to bring good luck though, which is why so many sailors have them.

Yachting Pages thinks: We recommend keeping your pest control, health and hygiene levels up to date. Check Yachtingpages.com for your closest consultants now.

Claim: Women on board anger the sea, but naked women calm her again (I'm a woman so this superstition sounds super-suspicious to me) .



Why: Is this just a sailor's excuse to get what he wants?! This superstition explains why so many ships have naked women as their figureheads.

Yachting Pages thinks: If you dare to board a yacht with your clothes on, ladies, be sure to check out the nautical fashions and crew uniforms on Yachtingpages.com.

To add your seafaring superstitions to ours or for further information about Yachting Pages, contact Kerry.oneill@yachtingpages.com or visit www.yachtingpages.com today.

Notes to Editors

For further press information, please contact Michelle Williams on +44(0)1173 160560 or michelle.williams@yachtingpages.com.

Yachting Pages

Yachting Pages is the world's leading superyacht directory. It is produced annually for captains, crew and customers in the superyacht industry in three editions which cover the Mediterranean; the USA and Caribbean; and Australasia. 60,000 directories are distributed annually, often by hand, to superyacht captains, crew and related business in over 90 countries. To find a local stockist or request a free copy, visit <http://www.yachting-pages.com/getacopy/>. Download e-book versions of Yachting Pages here <http://www.yachting-pages.com/content/digital-books.html>.

www.YachtingPages.com

YachtingPages.com is the world's largest superyacht-related search engine. With over 12,000 verified listings you can search, find and refine everything you need in the superyacht industry from provisioning in Cannes to a refit in Florida. It features port and marina information, reviews, news and the e-book versions of its print directories.

Yachting Pages Delivers

Yachting Pages Delivers is a specialised distribution service that hand-delivers company promotional material, including brochures, magazines and leaflets directly to prime superyacht captains, crews and businesses from Marseille (France) to Livorno (Italy). It is designed for anyone who wants to connect with key players in the Riviera's superyacht industry. To book a scheduled or tailored delivery, contact: simon.brooks@yachtingpages.com or call +33 610 58 18 39.

Superyacht Owners' Guide (SYOG)

The Superyacht Owners' Guide (SYOG) is Yachting Pages' premium product. A sleek, hard-backed book, it's produced annually and is packed with authoritative features, advice and content for superyacht owners, captains, and key decision makers, with editorial input from the industry's most respected figures.