

7 Ways to Elevate Your Superyacht Charter, From a Concert Pianist to a Michelin-Starred Chef

The list also includes a raffle for a free week-long superyacht charter.

By JULIA ZALTZMAN



andBeyond

As rock singer David Lee Roth once quipped, “Money can’t buy you happiness, but it can buy you a yacht big enough to pull up alongside it.” Life aboard a superyacht is considered the pinnacle of luxury, but once the martinis have been sipped, the hot tub’s appeal has cooled off, and you’ve had enough sun for the day, a little something extra can prove to be the value added that enhances a trip. That’s why a growing number of non-marine brands are creating experiences that combine with a charter or family cruise to create an even more unforgettable memory.

In the immediate post-Covid era, these experiences tended towards the extreme and fantastic, such as [Berkeley Rand’s](#) \$2 million creative activations that included a trip through the lost city of Atlantis, using both a yacht and a submersible, and a pop-up Michelin-star restaurant on a sand shelf in the Maldives.

Here are 7 of the best experiences that complement yachting.

Top Mark Sailing



The [Mark Hotel](#) in Manhattan’s Upper East Side is a landmark 1927 building with chic and modern interiors reimaged by French designer Jacques Grange. The establishment is adding a waterborne element with the return of its private sailing yacht, The Mark Sailboat—a restored 70-foot vintage Herreshoff vessel offering private charters from Tribeca’s North Cove Marina. During the two-hour sail, the guests will enjoy sweeping views of New York landmarks while indulging in caviar, fresh seafood and sushi curated by The Mark Restaurant’s renowned chef Jean-Georges Vongerichten and Caviar Kaspia at the Mark.

Photo : The Mark