

mmk  booking-manager.com

# Booking Manager

**ACADEMY**

**STATE OF THE  
CHARTER  
MARKET 2025**

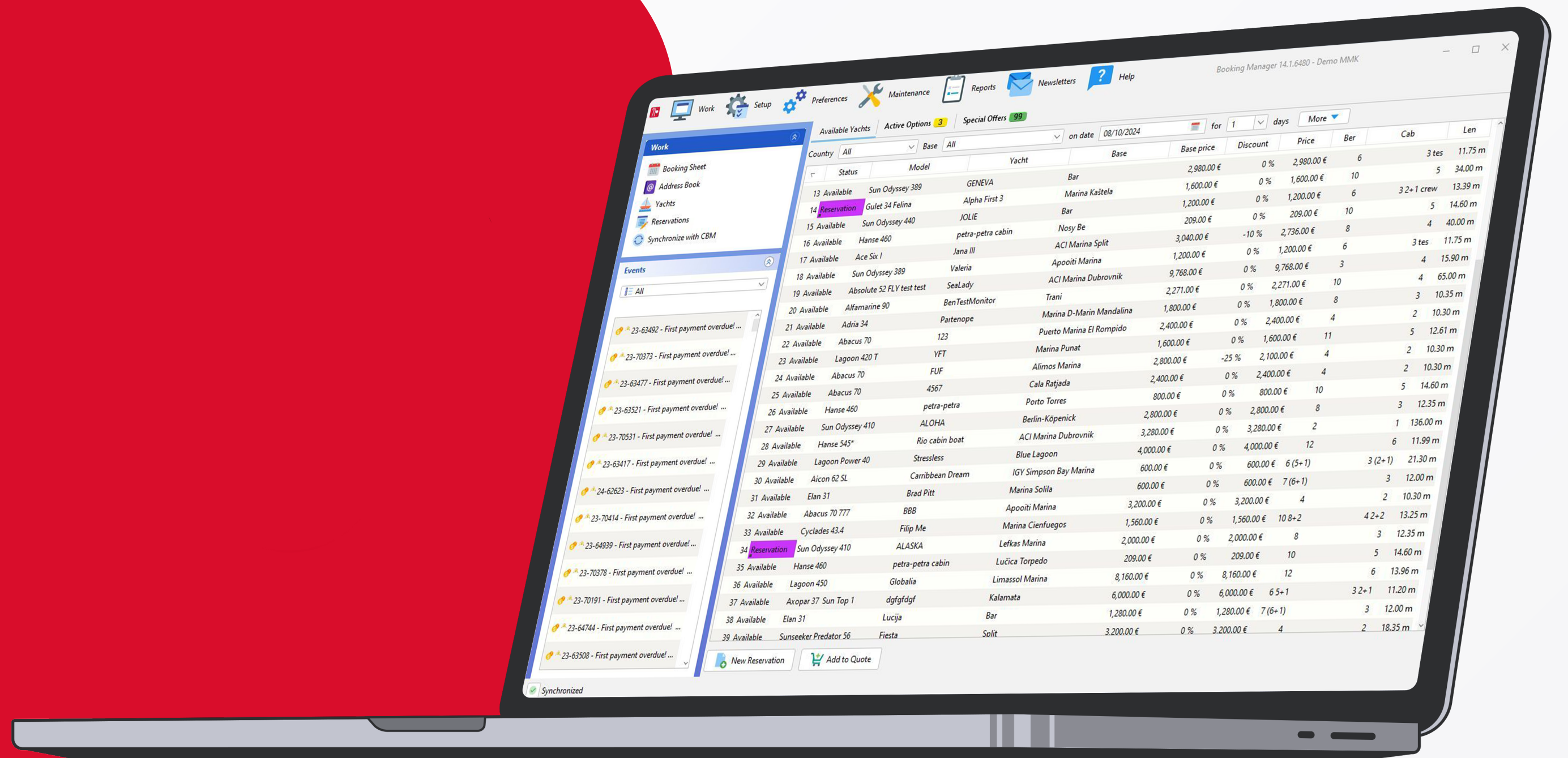


**06.03.2025**  
11 AM (CET)

**APPLY  
NOW**

# AGENDA

- MMK Statistics
- Market Statistics
- My Trip
- Booking Manager Summit
- Q&A





**10.300**

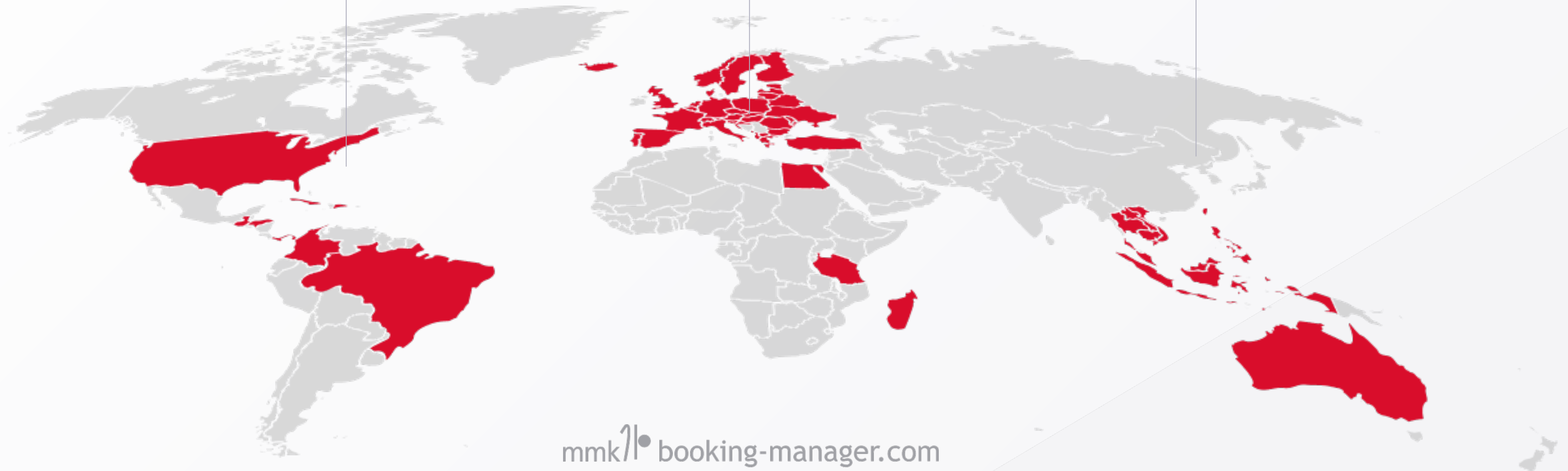
BOATS

**1.200**

FLEETS

**500**

DESTINATIONS





**3592**

GOLDEN BOATS



**2483**

SILVER BOATS



**AVERAGE AGENCY  
COMMISSION  
( INCL. DISCOUNT  
FROM AG.COMM.)**



**2024**



**Croatia**

**15%**

14% ( 2023)



**Turkey**

**17%**

17% ( 2023)



**Greece**

**16%**

16% (2023)



**Italy**

**14%**

14% ( 2023)

# AVERAGE DISCOUNT



**2024**



**Croatia**

**26%**

23% ( 2023)



**Turkey**

**18%**

12% ( 2023)



**Greece**

**21%**

19% (2023)



**Italy**

**22%**

16% ( 2023)

# AVERAGE BOOKING PRICE



**2024**



**Croatia**

**6293 EUR**

4739 EUR ( 2023)



**Turkey**

**6617 EUR**

5238 EUR ( 2023)



**Greece**

**5829 EUR**

5367 EUR (2023)



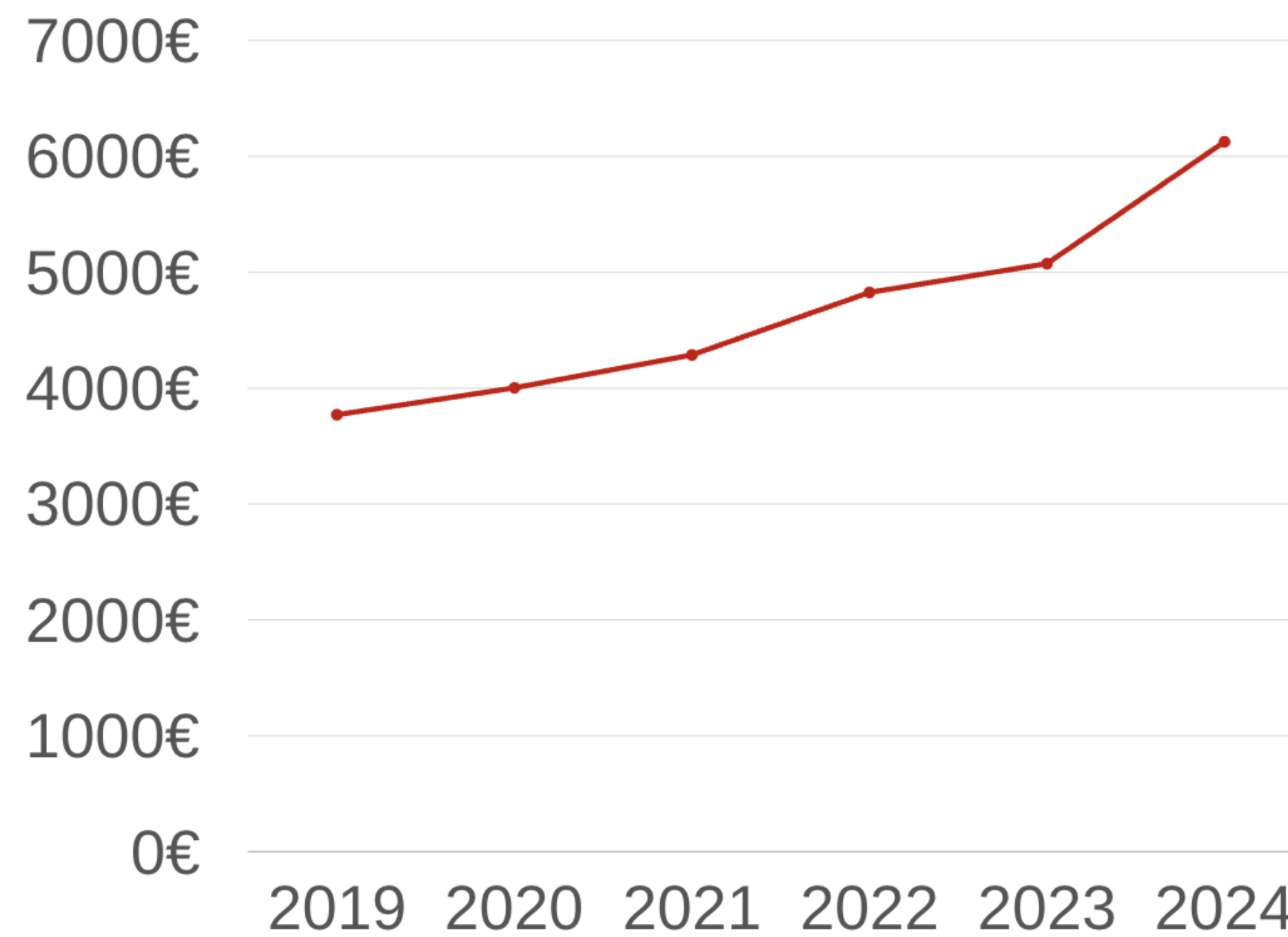
**Italy**

**5759 EUR**

4952 EUR (2023)



# Average spending basket in 2024/



TOP BOOKED BOATS



**Bavaria  
Cruiser  
46**



**Sun  
Odyssey  
40**



**Lagoon  
620**



**Lagoon  
42**



**Bavaria  
50**

**2024**

Number of bookings  
2025.



**2025.**



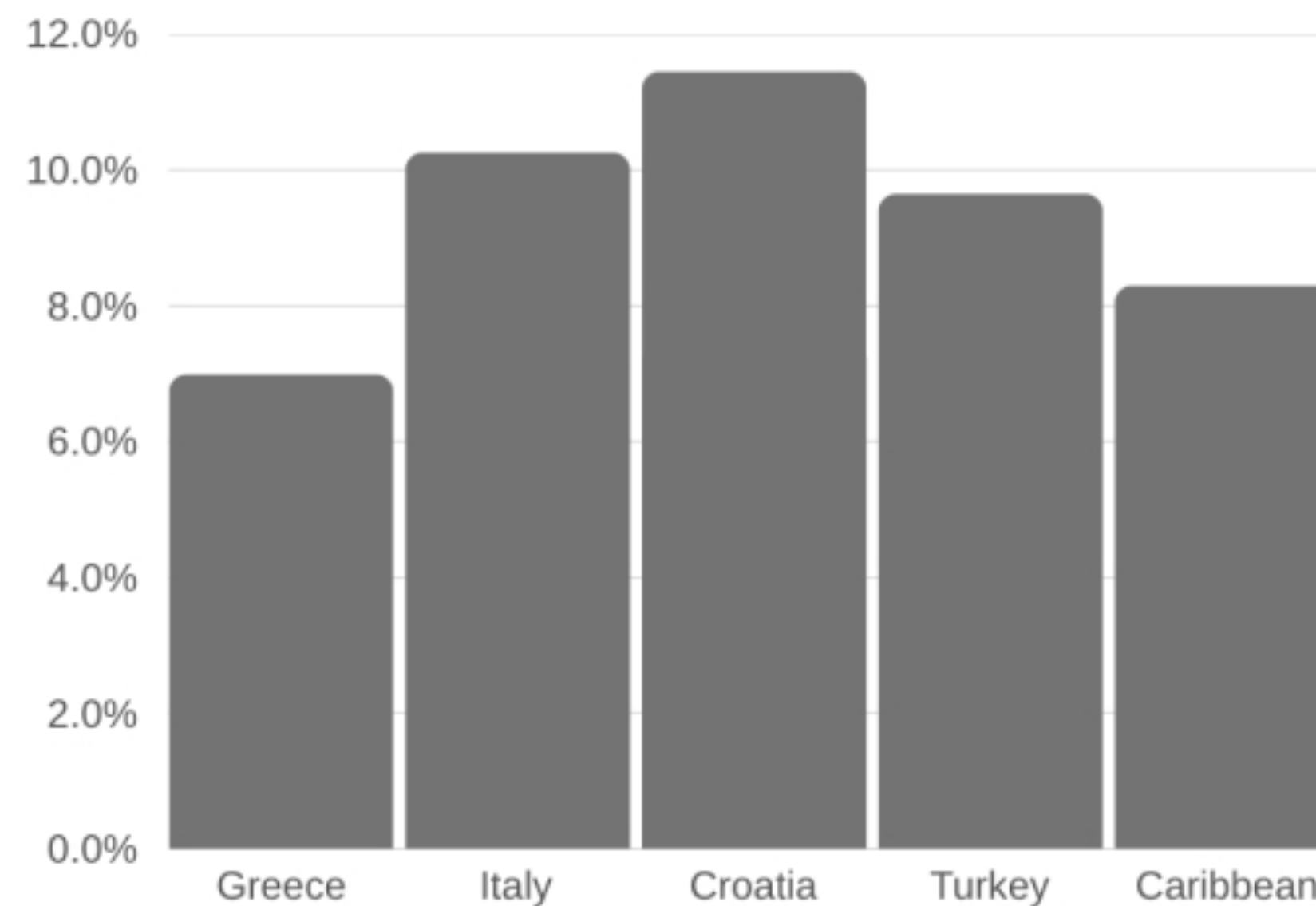
**WORLDWIDE**

**+4% IN COMPARISON TO 2024.**



# New Boats in **Fleets**

/only 7% of boats in Greece are new compared to more than 11% for Croatia 10% for Italy.



# Catamaran **VS** Monohull



**/ Catamarans have an average of 85% occupancy rate in peak season vs 75% of the monohulls**

# TOP DESTINATION



**2023**



**Croatia**

**6030**



**Turkey**

**551**



**Greece**

**2807**



**Italy**

**1626**



# TOP DESTINATION



**2024**



**Croatia**

**7690**



**Turkey**

**598**



**Greece**

**3184**



**Italy**

**1989**

# TOP DESTINATION (Weeks)



**2025**



**Croatia**

**4086**  
7690 (2024)



**Turkey**

**672**  
598 (2024)



**Greece**

**3859**  
3184 (2024)

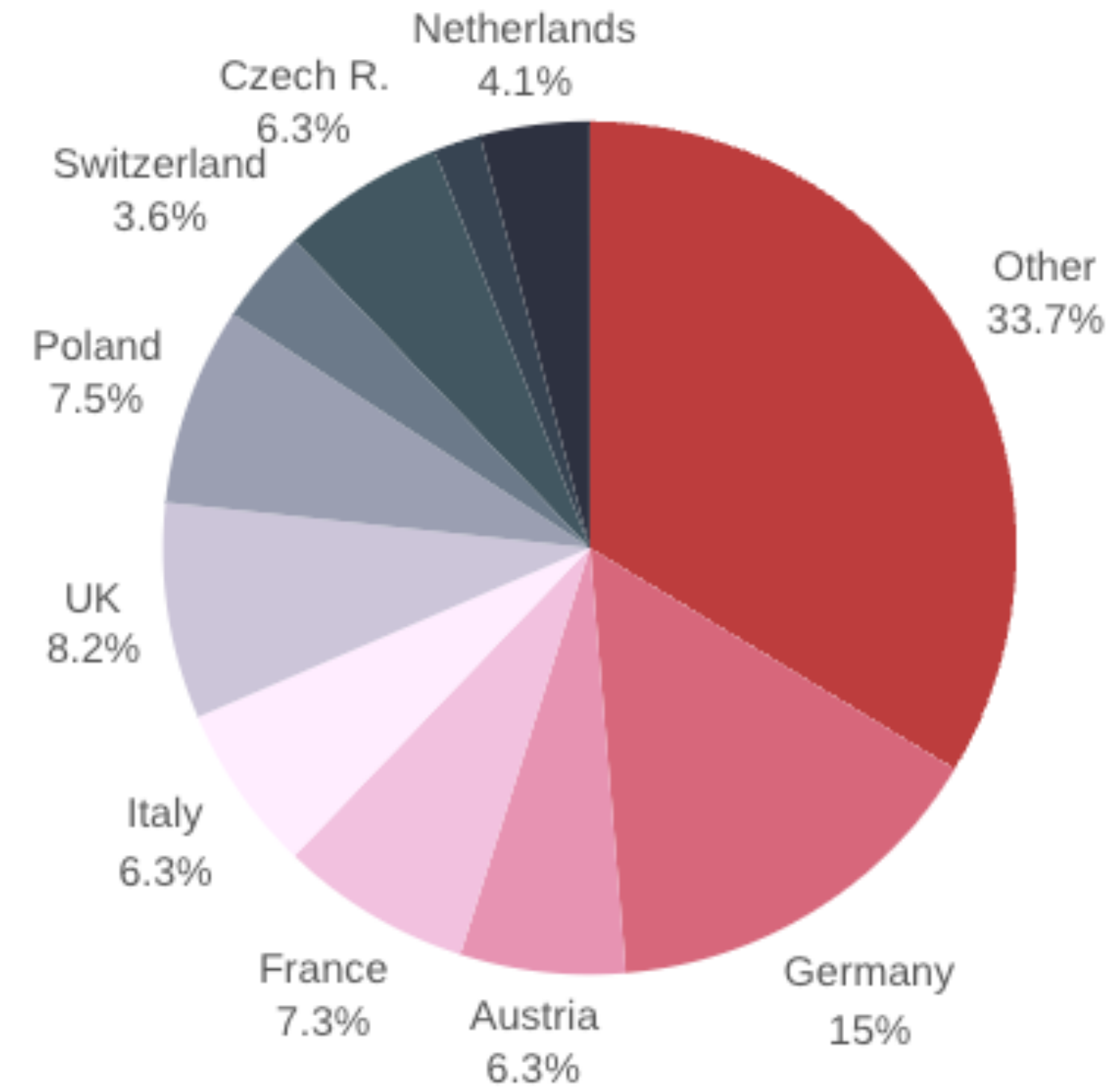
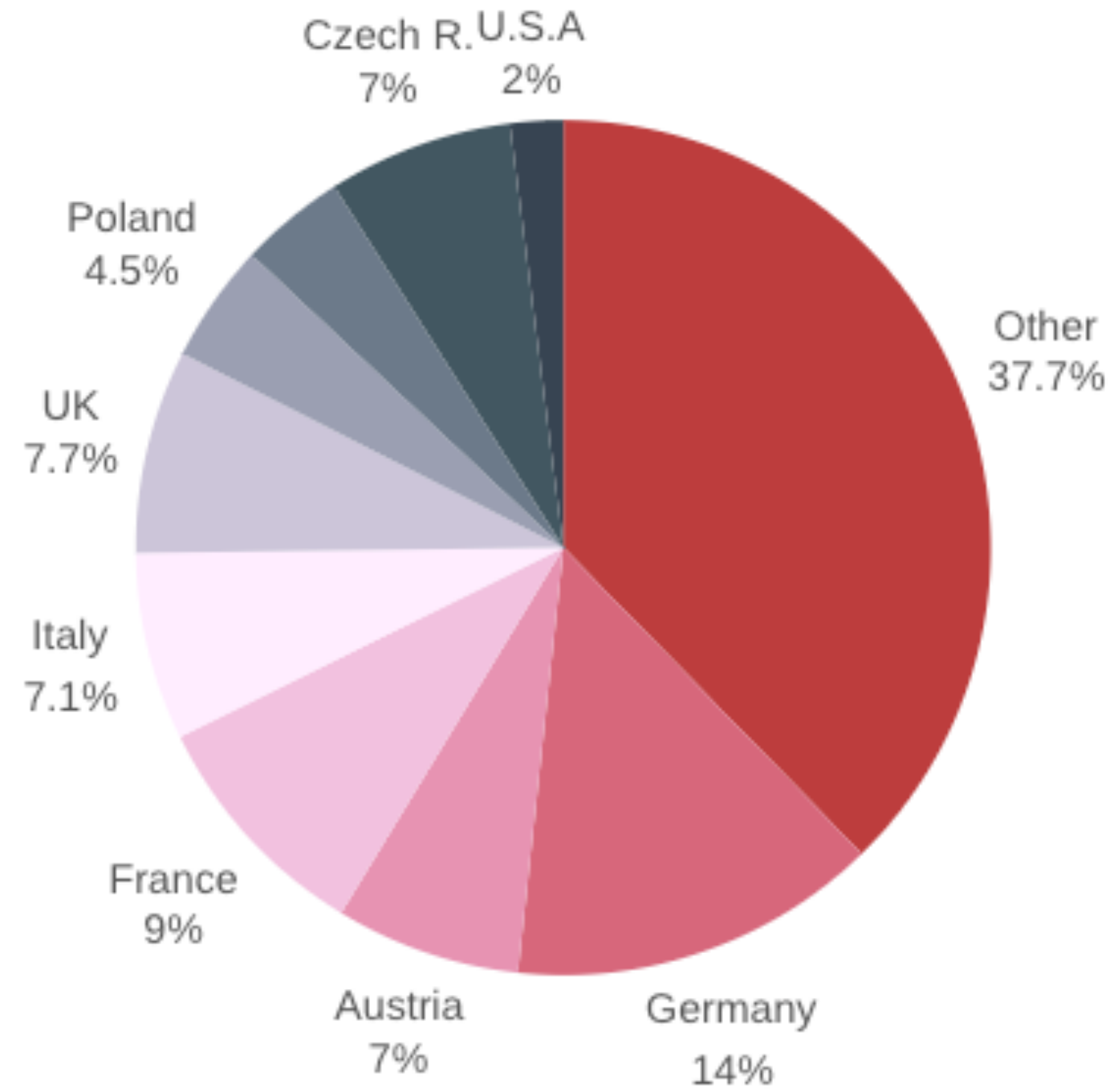


**Italy**

**2108**  
1989 (2024)

# 2022

# 2024






# My Trip


- All important info in one link
- Secure
- Increase conversion
- Upsell


# My Trip


20:57  
Poruke


**My trip**  
Reservation [25-00174](#)

 **Demo agency**  
Reservation [25-00174](#)

 **Check-in**      **Check-out**  
Sat, 25 Jan 2025      Fri, 31 Jan 2025  
10:00      17:00

 **Base**  
Bar, null Bar, Montenegro  
[Get directions](#)

 **Services**

  
**Bavaria 32 Cruiser**  
cabin 1  
[Show listing](#)

**Extras added**  
1 x Tranist log  
1 x Automatic life vest

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# Booking Manager Summit 25





# Booking Manager

**ACADEMY**

**PORTAL 1:1  
YOUR PORTAL  
TO SUCCESS**



**03.04.2025**  
11 AM (CET)

**APPLY  
NOW**