

Survey of Major Yellow Pages Advertisers *

Boat Charter (Boat & Yacht Charters)

Comparative Ad Analysis for _____

Services Offered or Problems Solved:	Individuals/Groups/Clubs Private & Public Cruises/Trips Day Sail or Vacation Power/Sail/Yachts/Boat Rentals Overnight Facilities/Cruises Corporate Functions/Meetings Weddings/Receptions Sunset/Evening Cruises Team Building/Conventions Transportation Needs Fishing Trips/Weekend Cruises By Hour/Day/Week Bare Boat or Crewed Harbor/Shoreline Cruises Historic Tallships Passenger Capacities/Ranges Historical/Architectural Cruises Fresh On-Board Catering Maritime Education Charter Cruise Planner/Broker	Corporate Events/Entertainment Theme Parties/Cocktail Parties (Classic) Sailing/Windjammer Diving Expeditions Destination Specialties - e.g., Bahamas, SF Bay, Mediterranean, etc. Meals Served - Beer, etc. Restaurant/Wet Bar/BYOB Small Boat Trips - Canoes, etc. Bridal Suite Lake(s) /Areas Specified Worldwide Vacations Rivers/Lakes/Fireworks Narrated Tours/Underwater Video Adventure Cruises/Vacations Life Vests/Gas Included Capacity—e.g., 2 to 750 Persons Bachelor/Bachelorette Parties Bareboat Sailing	Lists of Attractions - Fine Wine, Shoreline, Elegant Cuisine, Dancing, etc. Events - Weddings, Anniversaries, Bar & Bat Mitzvahs, Corporate, Reunions, etc. Work Boats/Jet Skis/Ski Boats Dinner Parties/Custom Menu Piano Lounge / Live Music or DJ Fund Raisers/Special Events Whale Watching (In Season) Repair Service/Parts Champagne Brunches/Christmas Parties Captain's Dinner Cruises / Company Picnics Sunday Brunch Cruises / Spinnaker Sailing Entertainment Available Catering Available/Onboard Chef Private/Group Instruction (ASA) BOAT PHOTOS/NAMES/FEATURES Fashion Shows/Dinner Dances "Motor Mega Yacht"
Confidence Factors:	Years in Business Safety Record Professional Crew Coast Guard Certified Memberships - Fishing Associations, etc. "Charter Direct with Owner"	Fully Insured New Models of Boats Twin Engines Size Range of Boats Awards Won / "First Class" View Boats on Videotape Three Levels	Certified - American Sailing Association Certified Instruction Types of Boats - Luxury Yachts, etc. "Safe Modern Boats" Number of Boats Available Captain Licensed by Coast Guard USCG Master / "Look Before You Book"
Convenience Factors:	Days/Times of Operation Year-Round/Seasonal Half-Day/Full-Day Trips Toll Free/Fax Number Web Site/E-Mail Address	Free Brochures Phone Quotes Parking (Secured) Open 7 Days / Dock Location Group Sizes Accommodated	Credit Cards (a Few) Multiple Pick-Up Points (Free) Pick-Up/Delivery Service Invitation to Visit Website Departure/Landing Sites Specified
Special Services or Extras:	Ads Specify Boats Available Cruising Speed Specified Professionally Rigged Uniformed Personnel Photo and Video Service Advanced Instruction	Amenities - VCR, Microwave, Icemaker, etc. Kayak Touring/Instruction Dance Floor Water Taxi Service Movies and Television	Music Systems/Seasonal Ski Shuttle Group Discounts - Seniors Air Conditioning/Heating Unusual Boats - Paddle-Wheeler, etc. Glass Bottom Viewing Memorial Services / Names of Boats Listed
Typical Related Headings:	Fishing Parties Travel Agencies	Boat Renting & Leasing	Cruises

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