

YachtWorld.com Launches Online Yacht and Gulet Charter Solution in Turkey

YachtWorldCharters.com allows Turkish clients to showcase their Charter Boats instantly to millions of yacht charter holiday makers around the globe.

Aug. 13, 2009 - [PRLog](#) -- YachtWorld, the world's leading Internet boat sales portal, launches a single market place offering its customers a unique opportunity to reach a global audience of travel media, agent networks and millions of yacht charter holiday makers.

Website: <http://www.yachtworldcharters.com>

YachtWorldCharters.com offers online pricing and availability, a booking system and special offers the moment they become available. The portal will take advantage of YachtWorld's 2.5 million monthly visitors.

"In this day and age with the development of new media the most successful yacht charter companies in Turkey are the ones that embrace new technologies to connect directly with their target audiences" said Jonathan Bowker, Eastern Mediterranean representative for YachtWorld and Boats.com.

"The appointment of Istanbul as the European City of Culture 2010 opens a great market for yacht charter tourism in Istanbul for both short stays on the Bosphorus and Princess Islands and longer voyages into the Marmara or Black Seas."

"We see Southern Turkey as a major world market for the charter industry and are eager to encourage yacht charter companies and owners to take advantage of our state-of-the-art technology for yacht charter in Turkey" added Mr. Bowker.

Through <http://www.yachtworldcharters.com> charter companies in Turkey can create display adverts that are visible worldwide. The service is an inexpensive and valuable tool that can be supplemented with YachtWorld Social Media Services via Facebook, Twitter and LinkedIn Groups to further extend the reach to industry professionals, trade journalists and consumers around the world.

"YachtWorld is a trusted service provider for thousands of yacht brokers, builders and charter companies around the globe" says Robert Corden, Commercial Director of YachtWorld and Boats.com International, "We are excited to be in a position to assist with increasing the global exposure of our Turkish charter customers. We are confident that our powerful new portal combined with our Social Media Services, will deliver increased worldwide awareness of Turkey's yacht charter market'.

About YachtWorld - YachtWorld.com is the single most powerful and effective global marketing solution for the boating industry. With over 115,000 brokerage boats worldwide offered by over 2,500 yacht brokerage houses and 10,000 individual yacht brokers in 60 countries, YachtWorld.com receives nearly 2.5 million global visits by boating enthusiasts each month. YachtWorld.com provides a complete suite of online marketing services for its yacht broker members through BoatWizard and SoldBoats, their proprietary back-end tools. Headquartered in Seattle, Washington, YachtWorld.com has European headquarters in the United Kingdom, with sales and customer service representation in France, Germany, Italy, Holland, Turkey and Estonia. YachtWorld.com is a division of Dominion Enterprises, based in Norfolk, Virginia, USA.

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About Dominion Enterprises - Dominion Enterprises is a leading marketing services company serving the automotive, enthusiast and commercial vehicle, real estate, apartment rental, and employment industries. The company's businesses provide a comprehensive suite of technology-based marketing solutions including Internet advertising, lead generation, CRM, Web site design and hosting, and data management services. The company has more than 45 market-leading Web sites reaching more than 16.7 million unique visitors, and more than 450 magazines with a weekly circulation of 4.3 million. Headquartered in Norfolk, Virginia, the company has 5,400 employees in more than 200 offices nationwide. For more information, visit <http://www.DominionEnterprises.com>.

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