

TECH CONCIERGE FOR YACHT CHARTER COMPANIES

Every enquiry answered in a minute, every boat leaving on time

Tourists who write on Instagram, WhatsApp or your site get the boats that fit their group, the price for their hours and a deposit link in a minute, in their own language. When a wind warning closes the sea, every group is offered a new slot at once, guest lists and IDs are in before boarding, and your captains see their day in an app. Your site, your app, trip videos and one list of every guest, agent and partner hotel, run by one engineer you know by name.

AED 3,600 a month

Your website, your app, one list of your customers, an AI assistant on WhatsApp and your videos, run by one engineer you know by name.

Where a charter company loses bookings

And what we set up for you, from the first month.

TODAY

01 At 11 at night a tourist asks five charter companies for a yacht for 12 tomorrow at sunset. The first to answer with a price and photos gets the booking, and your sales team is asleep.

02 A wind warning closes the sea on a Friday, and your team spends the day calling every group to move them.

03 At the pier the captain is still waiting for the guest list and the IDs, and the rest of the payment is being chased on the phone.

04 A boat is sold for a sunset slot while it is in for service, or two charters get the same captain.

05 The cake, the balloons and the photographer are agreed in voice notes, and on the day nobody knows who ordered what.

06 Hotel concierges and agents send you groups, and at the end of the month nobody agrees on who brought whom or what commission is owed.

WITH US

The assistant answers in a minute in his language: the boats that take 12, their photos, the price for 2 or 3 hours and the free slots, then the deposit link.

Every charter affected gets a message at once with new slots on the same boat or one of the same size. Moves, refunds and vouchers follow your rule.

Names and IDs of every guest are collected and read into the booking before the day, and the rest of the payment is asked for by link the day before. The captain sees both in his app.

Each boat and each captain has one calendar, with service days and the time to refuel and clean between charters. The assistant offers only what is truly free.

Every add-on sits on the booking with its price and its supplier. The supplier gets the order with the berth and the time, and the crew sees the list in its app.

Each partner has its own link and code. Its charters land in the list under its name, the commission is worked out on each one, and the partner gets a monthly statement.

How your week runs with us

Five moments every charter company knows, step by step, as we set them up for you.

01

A sunset enquiry at 23:10

IT STARTS

A tourist writes on Instagram: a yacht for 12 people tomorrow at sunset, for his wife's birthday. He has written to other companies too.

WHAT CHANGES

The charter is paid before the other companies answer him.

- 1 Within a minute the assistant answers in his language with the boats that take 12 and are free tomorrow at sunset: photos, a short video and the price for 2 and for 3 hours.
- 2 It asks about the occasion and offers what a birthday usually adds: a cake, balloons and decoration, a BBQ, a photographer, each with its price.
- 3 He picks the 55 ft for 3 hours with a cake and decoration. A deposit link goes out, and the slot is held for him while he pays.
- 4 Once the deposit is in, the boat, the captain and the add-ons are on the booking, and he is asked for the guest list with IDs.
- 5 In the morning your team finds the booking with the whole conversation, and the bakery and the decorator have their orders with the berth and the time.

02

A wind warning on Friday

IT STARTS

Friday, 8 am: a wind warning closes the sea until the evening, and fourteen charters are booked from 10:00.

WHAT CHANGES

A closed sea no longer means a day on the phone, and every group is offered a new date.

- 1 You mark the hours as closed on the board, and the assistant lists every charter they touch.
- 2 Each group gets a message in its own language: why, and the next free slots on the same boat or one of the same size.
- 3 Those who choose a new slot are moved in the calendar, and the captain, the crew and the suppliers get the new time.
- 4 Those who want their money back are handled by your rule: a refund to the card or a voucher for another date.
- 5 Your team talks only to the groups who asked for a person.

03

A corporate group boards at 17:00

IT STARTS

Saturday: a company's team of 25 boards the 90 ft at Dubai Harbour for a three-hour sunset cruise with dinner.

WHAT CHANGES

Nobody waits at the pier for a list, a payment or the food, and the cruise leaves on time.

- 1 The quote went out as a branded PDF with the boat, the hours, the menu and the DJ. Once accepted, it became the booking.
- 2 Two days before, the organiser gets a link for the guest list, and the names and passport or Emirates ID numbers are read into the booking.
- 3 The rest of the payment is requested by link the day before, and the captain sees that it is paid.
- 4 On the day, the organiser gets the berth, the parking and the captain's number, and the caterer gets the berth and the time.
- 5 The captain and the crew see the guest list, the route and the extras in their app, and tick the checklist before departure.

04

A hotel concierge books for his guests

IT STARTS

The concierge of a hotel on the Palm writes on WhatsApp: a family of six wants a two-hour morning cruise tomorrow.

WHAT CHANGES

No arguments at the end of the month about who brought whom, and you see which partners really bring charters.

- 1 Each partner hotel and agent has its own link and code, so its bookings land in the list under its name.
- 2 The assistant answers the concierge with the boats free for six and the partner price, and books the one he chooses.
- 3 The confirmation, the pier and the captain's name go to the concierge, and to the family when he shares their number.
- 4 The commission is worked out on the charter at that partner's rate.
- 5 At the end of the month each partner gets a statement of its charters and commission, and you pay from one list.

05

The 65 ft goes in for service

IT STARTS

Your 65 ft needs its engine service on Tuesday and Wednesday, and one of your captains is on leave this week.

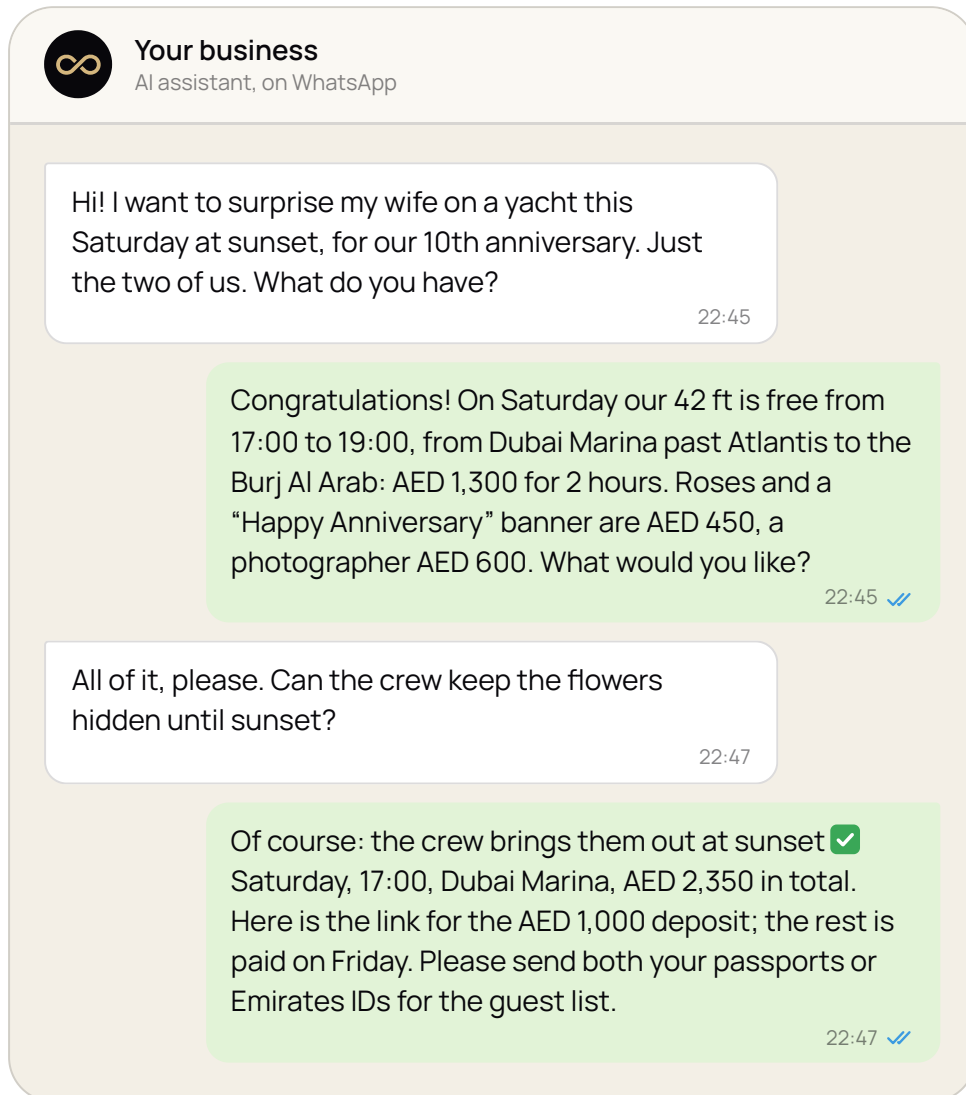
WHAT CHANGES

No boat is sold while it is in for service, and every captain knows his charters the evening before.

- 1 The service is blocked on the boat's calendar, and the assistant stops offering it for those days.
- 2 Charters already booked on it are offered a boat of the same size or another day, before anyone comes to an empty berth.
- 3 The roster pairs each charter with a captain and crew who are free and cleared for that boat.
- 4 Before every departure the crew ticks the checklist in the app: fuel, safety equipment, cleaning, water toys.
- 5 After every trip the engine hours are entered, and the next service is planned by the hours, not from memory.

An anniversary at 22:45, and the yacht booked before midnight

An example of your assistant on WhatsApp.



What a charter company gets

From our catalogue, the services a charter company actually uses, all inside one monthly price.

◆ Your fleet on your own site 2.3

Every boat with its length, capacity, photos, video and price per hour, filtered by group size and occasion.

◆ Deposits and payments 9.2

Payment links through Stripe, Telr or Network International: the deposit to confirm, the rest before boarding, refunds when the sea closes.

◆ Weather rescheduling 5.4

When the sea closes, every charter affected is offered new slots and moved in the calendar, with refunds or vouchers by your rule.

◆ Fleet, add-ons and prices 4.6

Each boat's capacity and hourly prices by day, slot and season; catering, cake, decoration, DJ, jet ski and fishing, each with its price and supplier.

◆ Captain and crew app 3.2

Today's charters, guest lists, routes and add-ons, the checklist before departure, and engine hours after each trip.

◆ Guests, agents and hotels in one list 4.1

Every guest, agent and hotel concierge with their charters, and each partner's commission worked out on every booking.

◆ Google and TripAdvisor reviews 8.6

After each trip, a thank-you with the photos and a review request, and your Google profile kept up to date.

◆ Booking by boat and slot 2.4

Free slots in real time, the minimum hours, the add-ons and the deposit, written straight into the boat's calendar.

◆ AI assistant on WhatsApp and Instagram 5.1

Answers tourists in a minute in their language: which boat fits, the price for their hours, what is included.

◆ Guest lists and IDs 5.7

Names and passport or Emirates ID of every guest collected before the day and read into the booking for the captain.

◆ Boats, captains and crew board 4.5

Each charter with its boat, captain, crew and add-ons, and fuel, cleaning and service time blocked between them.

◆ Quotes for events 4.4

Corporate cruises and big groups get a branded quote with the boat, the hours, the menu and the extras, sent and tracked.

◆ Trip videos 6.1

Short videos of your boats and trips from your own photos and clips, for Instagram and TikTok.

◆ Weekly owner's report 4.7

Charters, hours sold and revenue by boat, weather moves, and bookings by source and partner, every week.

The systems you already use

We connect what you run today, so nothing has to be switched off. How each one connects, honestly:

◆ GetYourGuide

Shared and private cruises sold to tourists

Through a booking system connected to it, such as Rezdy; until then, its booking emails are read into your list.

◆ Headout

Private yacht rentals sold to tourists

Through a booking system that Headout connects to.

◆ TripAdvisor

Reviews shown on your website

Connected through its API.

◆ Viator

Charters and cruises sold to tourists

Through a booking system connected to it, such as Rezdy; until then, its booking emails are read into your list.

◆ Rezdy

Booking system that sells on GetYourGuide and Viator

Through its API, on the Rezdy plans that include it.

◆ Stripe

Deposits, payment links and refunds

Connected through its API.

The price compared

What the same pieces cost in Dubai when you buy them one by one, and what you pay with us.

WHAT YOU NEED	BOUGHT SEPARATELY	WITH TECH CONCIERGE
A catalogue or listings site with search and filters	AED 12,000–60,000 once	✓ Included
Online booking software	AED 59–224 a month	✓ Included
A CRM for ten users	AED 510–3,673 a month	✓ Included
A WhatsApp platform with an AI chatbot, Meta’s message fees on top	AED 477–1,740 a month	✓ Included
A mobile app for iPhone and Android	AED 70,000–300,000 once	✓ Included
A monthly video package	AED 5,000–15,000 a month	✓ Included
All of it	AED 82,000–360,000 to build, then AED 6,046–20,637 a month	AED 3,600 a month, all of it

Typical prices in Dubai, checked 10 October 2026.

AED 3,600 a month, all of it

One invoice a month and one engineer you know by name. Nobody to hire.

WHEN IT PAYS FOR ITSELF

3 Extra charters a month that cover our month

For example, AED 1,500 from a AED 3,000 three-hour charter.

With us the work comes out of your month: an hour of engineer time is AED 120, a video AED 60, and AI compute is charged at twice its cost. A big build such as an app is estimated first and built over the months you choose, or sooner with extra blocks of AED 500.

Our price is per month, excl. VAT (reverse charge).

Bought separately, a website and an app are yours outright. With NewGen they are built and run for you as a service; what stays yours is set out in the agreement, which we go through with you before you sign anything.

Your first month

What arrives when, from the day you start.

Week 1	A meeting with your engineer: your boats, your captains, your add-ons and suppliers, your partners, and how enquiries reach you today.
Week 1	Enquiries from WhatsApp, Instagram, your site and your partners start landing in one list, each with its source.
Week 2	The assistant learns your fleet and your rules: capacity, prices by hour and slot, minimum hours, deposits, the weather policy, what it hands to your team. It starts answering with your team watching.
Weeks 2–3	Your site with your fleet and online booking, and deposits paid by link straight into each boat's calendar.
Week 4	Your captains on the crew app, your first trip videos and your first weekly report.

What you see every week

The numbers a charter owner asks about, without asking anyone.

Reply time

How fast each enquiry got its first answer, by channel, by day and by night.

Enquiries to deposits

How many enquiries became paid deposits, by channel and by language.

Hours sold by boat

Charter hours and revenue for each boat, against the hours it stood free.

Weather moves

Charters moved or refunded because of the weather, and how many kept a new date.

Add-ons per charter

Catering, cakes, decoration, photographers and water toys sold, by boat and by occasion.

Partners

Charters and commission by hotel and by agent, and who has gone quiet.

What charter company owners ask us

What happens when the weather closes the sea?

You mark the hours as closed, and the assistant writes to every group booked in them with new slots on the same boat or one of the same size. Refunds and vouchers follow the rule you set, and anyone who wants a person goes to your team.

Will the assistant offer a boat we cannot give?

It offers only the boats free in your calendar for that group size, at your prices and minimum hours. A discount, an exception or a complaint goes to your team with the whole conversation.

We keep our bookings in a spreadsheet. Do we have to change everything?

No. We start from what you use today, a spreadsheet, Google Calendar or a booking system, and move it or connect it in your first weeks. Your team keeps WhatsApp on their phones.

Which languages does it speak?

It answers in the language the guest writes in: English, Arabic, Russian, Hindi, Chinese, German and many more.

Who owns the guest list and the data?

You do. Your content and your guests' data are yours, and we export them on request in standard formats.

Can I try it first?

Yes. You try it on your own business first, before you sign anything.

START

Try it on your own business first

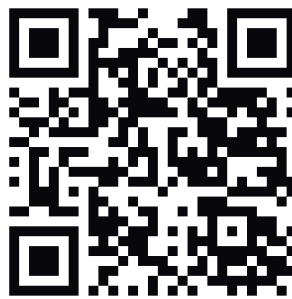
Message us on WhatsApp and tell us about your business. You see it working on your own business before you sign anything.



Message us on WhatsApp

SCAN TO MESSAGE US

wa.me/971529507463



See it online

SCAN TO OPEN THE PAGE

newgen.market/for/yacht-charter



THE PERSON WHO ANSWERS

Sam White

CTO, NewGen International

You get an engineer by name, not a ticket number. I read your messages on WhatsApp and I answer them myself.