

# SamBoat, the "Airbnb for Boats"

**After conquering the European boat rental market, SamBoat continues its growth by establishing itself in the United States.**

**A** new page is being written in the history of the French platform SamBoat: the already established in 76 countries, the company is now heading for the United States where it will set up its team in Florida.

87.3 million Americans are involved in boating activities, making the United States the largest boating market in the world. However, there are few established boat rental platforms. SamBoat sees this as a sign to conquer this promising new market.

With 200 boats on its website for the United States, including 130 in Florida, SamBoat aims to offer a fleet of over 2,000 boats by 2023.

To develop the activity in the New World, the company recruits a director in the United States, Sarah Briquet. Sarah Briquet, who holds a master's degree in marketing from Insec Business School, began her career in the digital industry in France and the United States. She is now in charge of SamBoat US.

### **INTERNATIONAL SCOPE**

SamBoat, the "airbnb for boats", sees things in a big way and wants to establish itself permanently in Uncle Sam's country by becoming the worldwide reference for online boat rentals.



With a coastline of almost 2,000 km, more than 4,500 islands around and lakes as far as the eye can see, Florida is the state of choice for boating, yet "no major competitor is present in the U.S. for the time being on this market", assures Laurent Calando, co-founder of the rental website "SamBoat" is one of the largest platforms in the world with more than 300,000 requests received per year and will be mobilized to ensure the U.S. demand."

The platform, which has recently been adapted to allow payments in US dollars and pounds sterling, provides personalized support for each client, all for an affordable price: up to 40% lower than market prices. Initially based on individuals looking to make their boats profitable.

To expand rapidly, SamBoat wants to capitalize on Bénéteau and its successful establishment.

Indeed, Bénéteau, the world's number one yacht manufacturer, acquired the American powerboat builder RecBoats in 2014 and is taking advantage of this position to firmly establish itself in the United States.

### **About Us**

SamBoat, the European leader in online boat rental, currently has nearly 50,000 sailboats, catamarans and motorboats in more than 1,400 destinations around the world. In 2014, the two young businessmen from Bordeaux, Laurent Calando and Nicolas Cargou, founders of the company, wanted to make boating accessible to everyone: from beginners to experienced skippers, everyone can now sail. In 2018, the French company was acquired by Dream Yacht Group."

**Samboat is the leader of peer-to-peer boat rentals and professional yacht charters.**

**Have a great day.**