

Robb Report

MONACO & CÔTE D'AZUR

Fast Lane, Luxury Life
DESIGN, COLLECTIBLES & RACE-DAY STYLE

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No Place Like Home

As the only privately owned residential yacht in operation today, The World offers a unique opportunity to enjoy comfort, community and curated experiences from your own domicile at sea.



The World yacht passes through incredible regions, such as Antarctica. *Far right:* President and CEO Jessica Hoppe.



For over two decades, The World has sailed the globe as the only privately owned residential yacht in operation. Home to a community of global citizens, it continues to set the benchmark for refined living on the water. Since its maiden voyage in 2002, the ship has evolved gracefully, continually enhanced with thoughtfully designed facilities, world-class dining and bespoke amenities tailored to its discerning residents.

As The World enters its next chapter, it continues to evolve while remaining faithful to its pioneering vision of a better life at sea. Leading this game-changing vessel is Jessica Hoppe, president and CEO, who here shares her perspective on its enduring appeal and ongoing journey.

What are the benefits of living at sea?

Living aboard The World offers a unique combination of luxury, adventure and enrichment that simply can't be replicated on land. Picture waking up to a different port of call every two to five days and stepping into different cultures right outside your door. This is not tourism—it's a luxury travel lifestyle where the journey is just as important as the destination. Our residents don't just visit destinations; with multiple days in port, they become immersed in them and their cultures through the diverse on-board and exclusive shoreside experiences we offer.

Onboard, residents enjoy a home that's fully tailored to their preferences. Whether enjoying Michelin-level dining, rejuvenating in fitness, salon or spa programmes, or experiencing impeccable service at every level, everything is designed for a fulfilling lifestyle. It's the perfect balance of adventure and comfort, where the entire world is at your doorstep.

What was the original idea for The World and how has it evolved?

The idea was to create a small floating city that continually circumnavigated the globe visiting interesting destinations. Early on, the business model changed

to 100 per cent residential versus a previous rental component before the residents purchased the ship in 2003.

The World remains the only fully residential luxury mega yacht in operation today. Our vision remains as steadfast and compelling as ever, and the continued presence of many of our original residents is a powerful testament to the enduring resonance of the community and lifestyle we have so thoughtfully cultivated.

How has the ship evolved over time?

More than 20 years of on-board life has given us invaluable insights into what works for long-term living at sea. This experience shapes everything from residence design to food and beverage offerings, itineraries, wellness programmes, and how we work with port officials around the world. The most important takeaway? Luxury is essential, but it's not enough. Our residents want a lifestyle that's personalised, sustainable and enriching. This is why we've focused on smarter technology, expanded wellness options, sustainability programmes,



exciting expeditions that encourage deeper cultural engagement.

By adapting to resident feedback through our unique ownership model, we ensure that The World remains in tune with what our community wants —always improving and staying relevant. The World has continually evolved to stay ahead of technological, environmental and lifestyle shifts. Our £30+ million (around €35 million) dry-dock renovation in Cádiz, Spain, is a perfect example of this commitment to innovation.

We have also learned from residents that they often purchase for the itinerary but stay for the community. They share a deep sense of community, living and travelling together on this amazing ship, supported by a very dedicated crew.

In what ways does The World stand out from other upcoming residential yacht projects?

Our model is unique: residents don't rent—they own, they vote on itineraries, and they shape the direction of the ship and are overseen by a board of directors who are voted in by the owners. This collective ownership creates a deep emotional connection and stability that no investor-driven model can replicate.

Give us an overview of the on-board facilities.

World-class facilities are designed to offer unparalleled luxury and comfort. Dining is a highlight, with six exceptional restaurants offering a wide range of global cuisines, plus a gourmet delicatessen and marketplace for extra convenience. For entertainment, there's a theatre, game rooms, sophisticated bars and lounges perfect for socialising and enjoying entertainers, and areas for taking in breathtaking ocean views.

Health and fitness are at the forefront of life aboard The World. Residents enjoy a full-sized tennis court, a state-of-the-art fitness centre with personal trainers and an outdoor jogging track. For those looking to unwind, there are indoor and outdoor swimming pools, yoga and Pilates studios and a luxurious spa offering a variety of wellness treatments. Golf enthusiasts are also catered to with a PGA expert onboard year-round and a facility with a putting green and a cutting-edge golf simulator.

The Study has hundreds of books and films to borrow, while The Garden is a terrific place for social events or quiet reflection. There's also a comprehensive medical centre, staffed by a physician, nurse and specialists who are available during extended expeditions.

What's the crew-to-resident ratio?

Crew members onboard oftentimes exceeds the number of residents and guests, ensuring highly personalised service at every turn. We typically sail with about 150 to 200 residents and guests, and about 280 crew. The crew is made up of highly skilled professionals, including culinary artists, wellness coaches and destination concierges, all dedicated to enhancing the residents' experience.

How do you bring the magic of destination onto the ship?

We immerse our residents in the culture, cuisine and stories of each port through expert speakers, regional menus and performances by local artists and entertainers. Our culinary team goes a step further by sourcing ingredients directly from local markets and bringing on guest chefs and winemakers.

We have welcomed many esteemed lecturers and honoured speakers who provide current leading insights on regional art, architecture, history, culture, geopolitics, culinary arts, natural science, economics, and more.

Opportunities for one-of-a-kind shoreside destination experiences and overland journeys are available in abundance. This may include visits to private wineries or overland adventures such as exploring the World Heritage Sites of Cusco and the Sacred Valley of the Incas, gorilla trekking in Rwanda, or a private plane adventure to the South Pole.

Each year The World undertakes several incredible in-depth expeditions for an immersive experience lasting two to three

weeks. Our 2025 expeditions include the Sea of Cortez, Madagascar and West Papua, and our 2026 expeditions include Antarctica, the Pitcairn Islands and Pacific Islands, and French Polynesia and the Line Islands.

What is the current resident demographic?

Our residents are successful, driven, curious, active ultra-high-net-worth individuals. Many are entrepreneurs, with an average age range of 50 to 75 years, and typically own three or more homes. They are global travellers who are accustomed to luxury but are not ostentatious. Many residents continue working on their businesses full time or part time while onboard.

We have residents from over 20 different nationalities, with the majority coming from the United States, Canada, Europe/UK and Australia. This diversity enriches our community.

How can someone purchase and personalise an apartment?

Residences are available by invitation or referral, ensuring the exclusivity of the community. Homes range from intimate studios to spacious three-bedroom apartments, each with ocean views and private verandas. Once purchased, each residence can be customised—from layout and finishes to technology and furnishings—allowing residents to tailor their home onboard to reflect their unique style, preferences and personality.

Our Guest Stay Programme, which is by invitation only, is available for those who are interested in experiencing the ship before purchase.



Clockwise: The yacht's main pool area; the cuisine onboard reflects the local culture and stories of each port visited; private verandas are part of the world-class facilities.



How does it work in terms of annual service charges?

It's much like an all-inclusive fee for maintaining a luxury residence. Our annual ownership fee is broken into quarterly payments and covers each resident's share of the ship's operational and maintenance expenses, and its facilities and programming. In addition, it funds capital reserves used to continually enhance and update the ship, as seen with the regular dry-docks and ongoing upgrades to residences and public areas.

Residents enjoy worry-free living. They receive six-star service, world-class amenities and seamless global travel. It's a turnkey lifestyle designed for ultimate comfort, luxury and peace of mind.

aboardtheworld.com

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