



WINDJAMMER BAREFOOT CRUISES

CAPT'N MIKE BURKE

FOUNDED WINDJAMMER IN 1947



THE FLEET

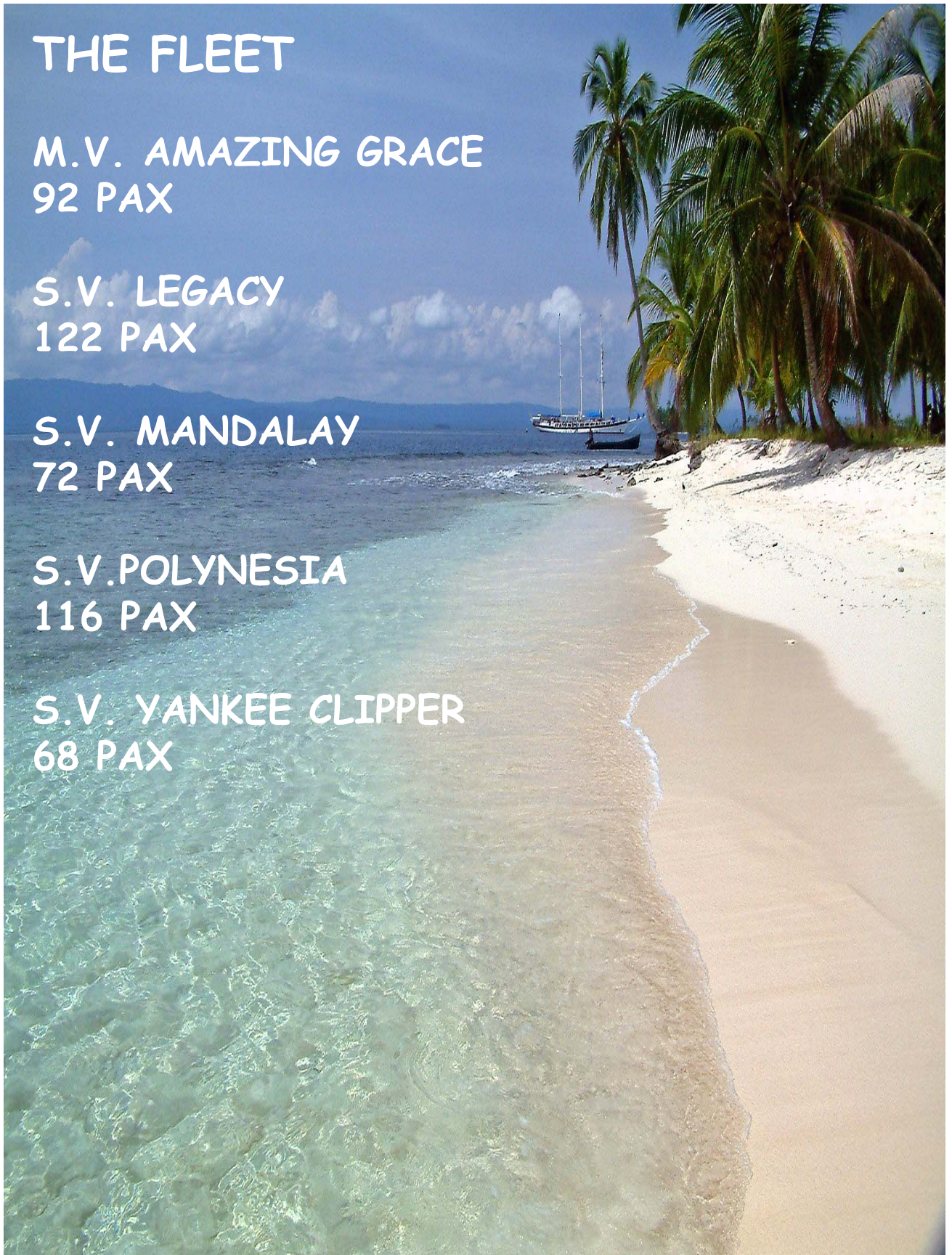
M.V. AMAZING GRACE
92 PAX

S.V. LEGACY
122 PAX

S.V. MANDALAY
72 PAX

S.V. POLYNESIA
116 PAX

S.V. YANKEE CLIPPER
68 PAX



ITINERARIES

BAHAMAS

EASTERN CARIBBEAN

ABCs

CENTRAL & SOUTH AMERICA

FRENCH POLYNESIA



GENERAL OVERVIEW

You won't know if the guy or gal sitting next to you is the CEO of a Fortune 500 Company or an average "Joe." And the best part is... no one cares

Average Age 35

Average Price \$1000

Very Casual - T-Shirts and Shorts

Fun Travel Experience

Inexpensive Tours and Bar

On Board Dive Operation on some vessels

Kids Program during the summer

Mostly Couples

Large Number of Solo Travelers

Families During School Vacations





MARKETS

Adventure

Dive

Family

Retirees

Type 'A' Personalities

Honeymoons and
Weddings

Singles and Solo

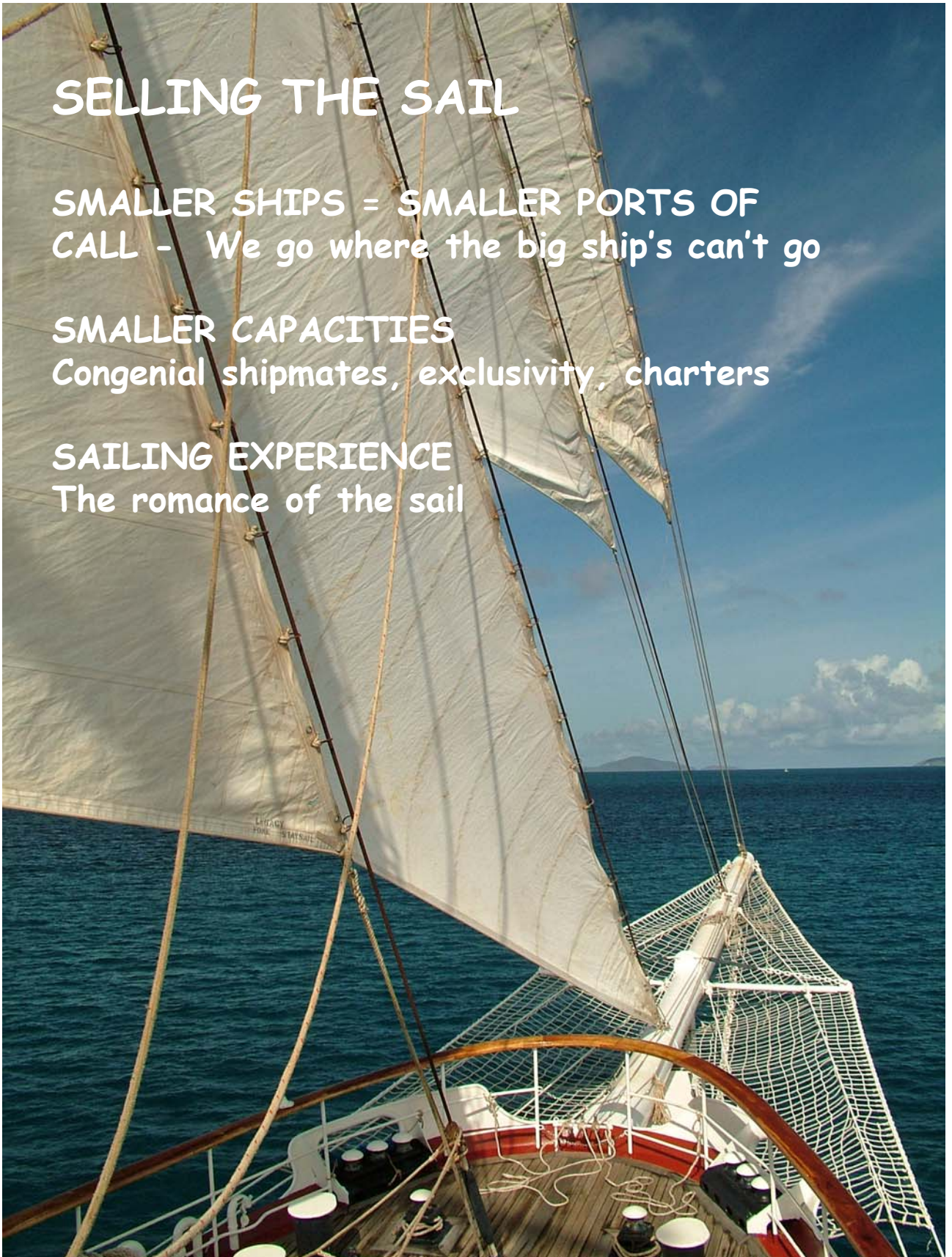
Travelers

SELLING THE SAIL

SMALLER SHIPS = SMALLER PORTS OF CALL - We go where the big ship's can't go

SMALLER CAPACITIES
Congenial shipmates, exclusivity, charters

SAILING EXPERIENCE
The romance of the sail



ITINERARY DEVELOPMENT

- THE CHALLENGES OF CHANGE

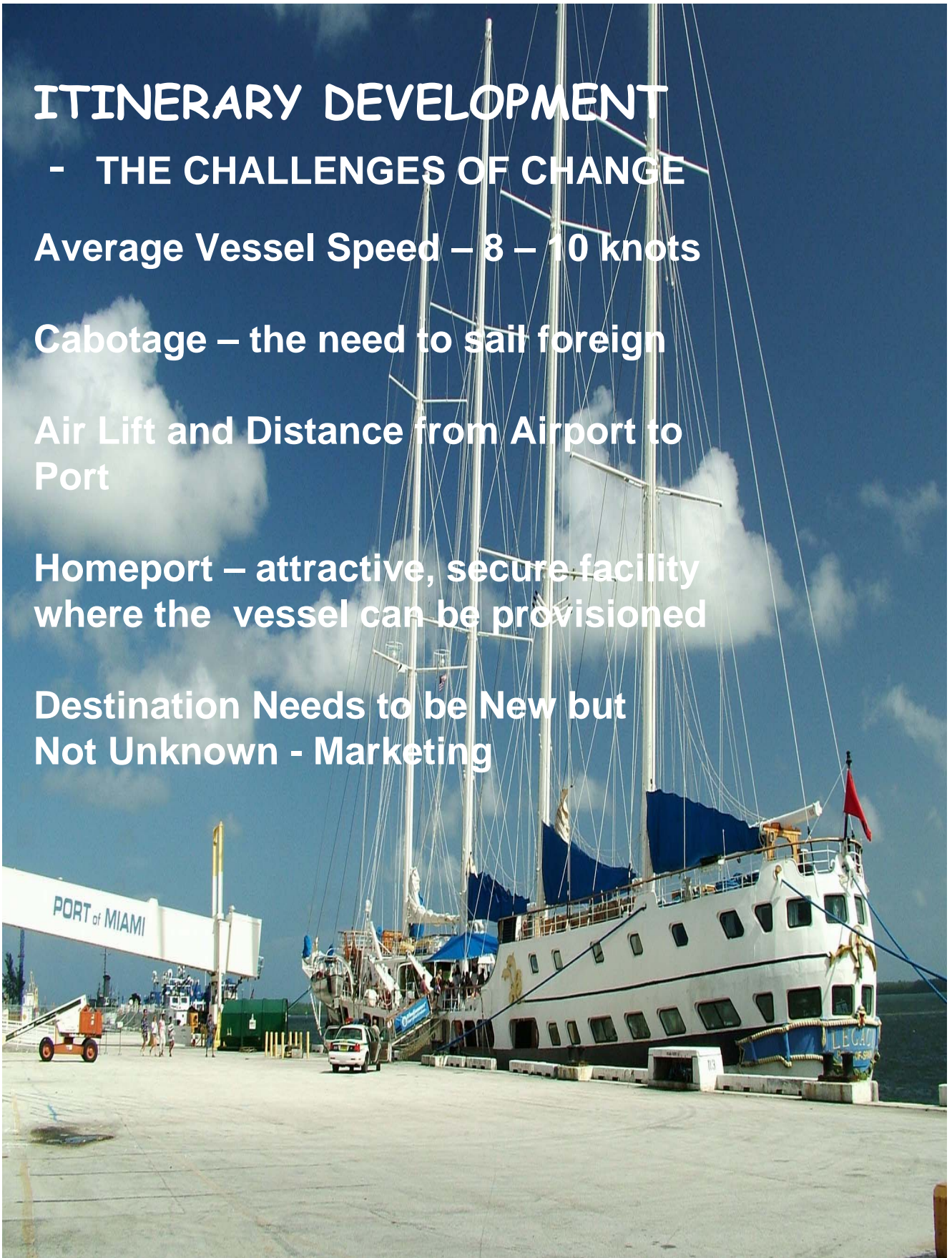
Average Vessel Speed – 8 – 10 knots

Cabotage – the need to sail foreign

Air Lift and Distance from Airport to Port

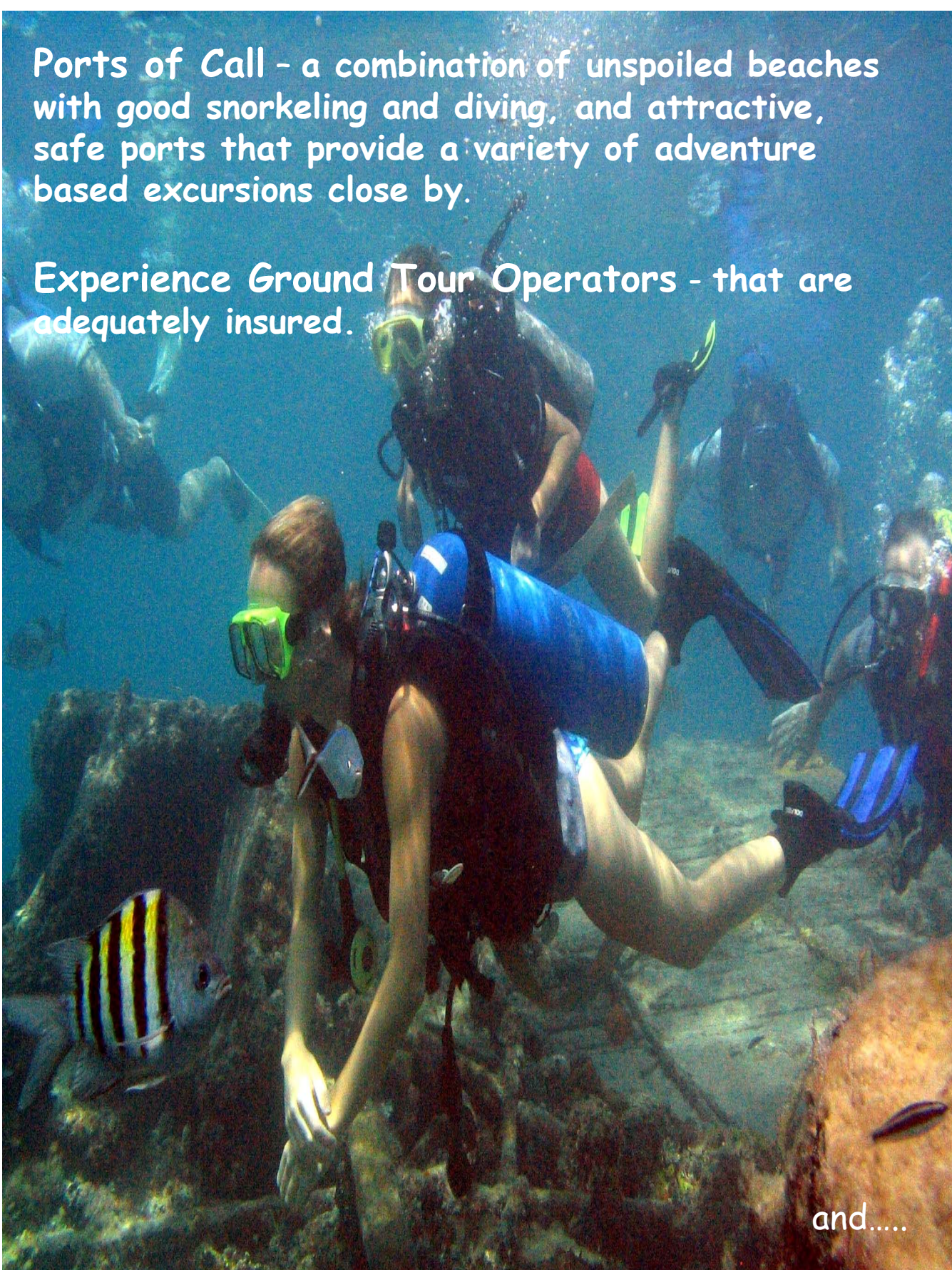
Homeport – attractive, secure facility where the vessel can be provisioned

Destination Needs to be New but Not Unknown - Marketing



Ports of Call - a combination of unspoiled beaches with good snorkeling and diving, and attractive, safe ports that provide a variety of adventure based excursions close by.

Experience Ground Tour Operators - that are adequately insured.



and.....

If there's a *National Geographic* style adventure somewhere along the way that's even better....



TRENDS

- A MORE DEMANDING PASSENGER

INACTIVE - ACTIVE

No longer content to just lie on the beach passengers are taking multiple excursions in one day when available

FAMILIAR - NEW DESTINATIONS

The desire to go somewhere that's hot and happenin' as opposed to returning to old stomping grounds.

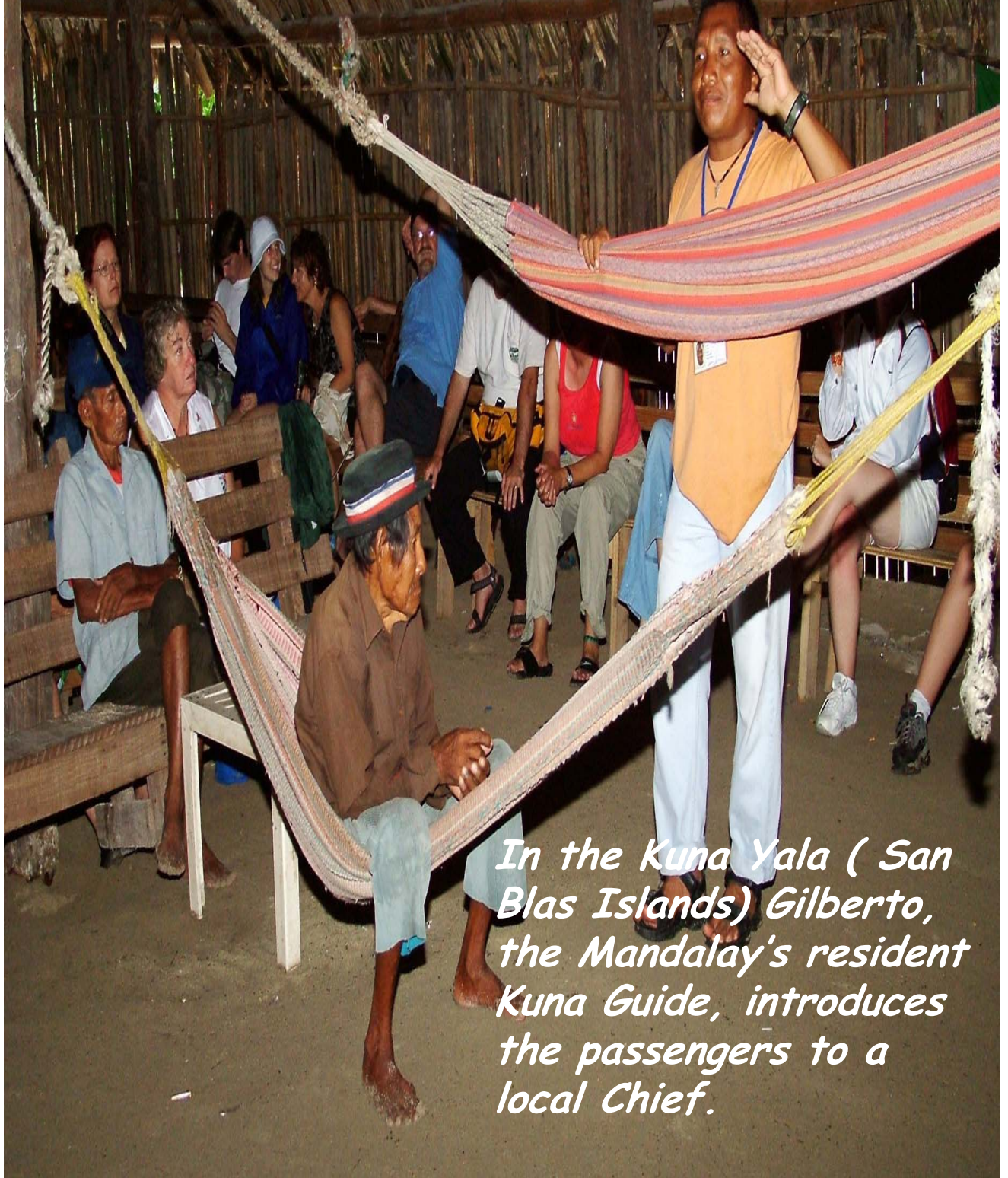




ADULT ONLY -
FAMILY PROGRAMS

Henke
Vik's farm
Free

FUN, SEX and BOOZE -
FUN, ADVENTURE and EDUCATION



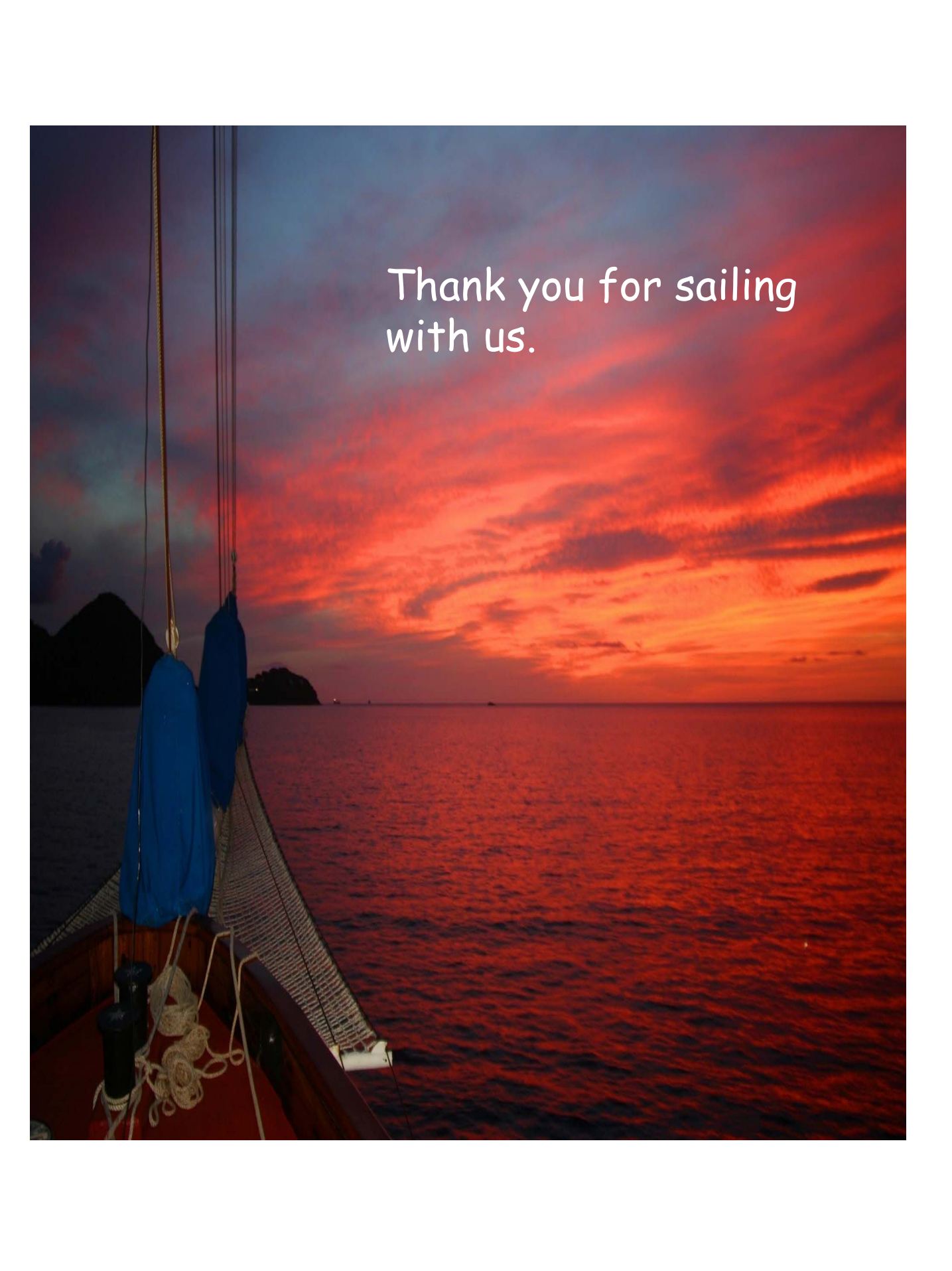
In the Kuna Yala (San Blas Islands) Gilberto, the Mandalay's resident Kuna Guide, introduces the passengers to a local Chief.



**HONEYMOONS AND WEDDINGS
SINGLES AND SOLO TRAVELLERS**

SHORTER CRUISES

**MORE CHARTERS - meeting the
demands of incentive and special
interest groups**

A photograph taken from the deck of a boat during a sunset. The sky is filled with vibrant orange and red clouds, transitioning to a dark blue at the top. The ocean below is a deep red color, reflecting the sunset. In the foreground, the boat's deck is visible, featuring a blue sail cover, white ropes, and a black binnacle. The horizon line is visible in the distance, with a few small lights on the water.

Thank you for sailing
with us.