

PET Yachts sets new standard by adding professional content crew to Platinum 63 package

Luxury yacht brand enhances Platinum 63 experience with onboard professional content creation team.

Dubai, United Arab Emirates Nov 12, 2025 ([Issuewire.com](https://www.issuewire.com)) - PET Yachts, a premier charter provider for the Tecnomar for Lamborghini 63, has announced a significant upgrade to its flagship "Platinum 63 Package," adding a professional content creation crew as a standard feature.

This strategic move is a direct response to a major shift in the luxury travel market, where high-quality, shareable content has become as important as the experience itself. Recent data from the Expedia Group's 2025 Traveller Value Index shows that 73% of travellers say influencer recommendations have led to booking decisions. PET Yachts is catering directly to this trend by ensuring its clients can capture their experience at a professional level, seamlessly.

The "Platinum 63 Package," a 6-hour charter on the iconic 4,000-horsepower yacht, now includes a dedicated team to film, photograph, and produce cinematic-quality content for clients against the backdrop of Dubai's landmarks.

"We recognised that for many of our clients, the memory and the ability to share it are as important as the experience itself," said **Chris** from PET Yachts. "By including a professional content crew as a standard part of our top-tier package, we are not just offering a service; we are guaranteeing that the moment is captured perfectly. It removes the hassle for our guests and sets a new standard for what a luxury charter should include."

While other services offer content creation as an optional, complex add-on, PET Yachts is integrating it directly into its premium offering, reinforcing its position as a client-focused innovator in Dubai's competitive luxury market.

About PET Yachts

PET Yachts is a premier luxury charter company based in Dubai, specialising in providing a one-of-a-kind yachting experience. Its flagship vessel is the exclusive Tecnomar for Lamborghini 63, offering clients unparalleled speed, style, and luxury on the waters of the Arabian Gulf.

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