

RED MOON CRUISES BUSINESS OVERVIEW

BACKGROUND

Red Moon Cruises is a trading entity of Mast Marine Ltd Co. No. 09448032. The owners of the business and Directors of MM Ltd are Mary Waller & Scott Atkinson. The business started in 2016 following purchase of MSV Red Moon in 2015.

The business Red Moon Cruises is now for sale. This is not a sale of MM Ltd which remains with Mary & Scott. Included in the sale is a 15m converted wooden MFV (MSV Red Moon) together with the established business assets including branding, website, social media presence, goodwill and potential forward bookings. The current owners are also willing to provide guidance and handover support to help new owners get started.

Stock and other assets of the business, such as the tender to Red Moon, Silver Cloud, may also be for sale by separate negotiation.

OPPORTUNITY

This is an opportunity for an experienced yacht crew couple, or similarly minded buyers, to acquire a small established cruise business and vessel operating in one of the most spectacular cruising grounds in Europe.

Created by former yacht crew after years in the international yachting industry, this owner-operated business has been built around bespoke small-boat cruising on the west coast of Scotland, with a particular focus on the Inner Hebrides and Skye.

The business offers exclusive-use cruises for up to four guests, combining slow travel, wildlife, beautiful scenery and a high level of personal service. It has been intentionally run as a lifestyle business, offering the owners the chance to live and work afloat, enjoy a stunning seasonal cruising area and operate on their own terms.

This opportunity may particularly suit:

- a yacht crew couple looking to step away from larger vessels
- a captain and chef or hospitality-focused partnership
- buyers seeking a liveaboard lifestyle with income potential

New owners would need to be suitably qualified to run cruises on a commercial vessel or employ suitably qualified crew.

FINANCIALS

The accounts of Mast Marine Ltd t/a Red Moon Cruises are available through Companies House. The owners also maintain their own financial records including a spreadsheet, since inception, of income and outgoings. These present a realistic picture of how the business has operated since 2017. They can be made available to serious buyers at an advanced stage of any sales negotiation, along with verbal explanations etc. from the owners.

The fortunes of RMC have fluctuated over the years due to a variety of factors, such as initial start-up, the pandemic and more latterly increases in consumables costs but also from significant repeat business. As such it is hard to provide repeatable annual figures, but annual turnover has been roughly in the region of 80K since 2022.

FUTURE PROSPECTS

The current owners have shaped the cruising season to suit their desired lifestyle. Since Covid this has included 72-hour intervals between back-to-back cruises, with additional down time inbuilt to allow for crew rest and any required vessel maintenance, plus in more recent year's gratis days for family & friends.

Consequently, there is scope to grow the business in terms of turnover from increased frequency and number of bookings by reducing interval time between trips and reducing downtime / gratis trips. The current season runs from May to September, but this could be opened to include April and October, or at least a few additional weeks.

An estimate of four cruises per month (5 nights each, operating May - Sept) with intervals of 48 hours between trips, plus a few days' downtime at the end of the month could increase revenue by around 75%. At present the owners have confidence they could fill those weeks if they chose to; new owners may need factor in building their own reputation.

CONTACT INFORMATION

**For further information please contact Scott Atkinson & Mary Waller, on:
Email: enquiries@redmooncruises.co.uk / Tel: 07768 101667**

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