



## Why Viareggio's superyacht buyer is now 50 not 76

Posted on June 25, 2026 by Alex Thompson

VIAREGGIO — The owner of a Tuscan superyacht is now around 50, not the 76 of twenty years ago, and the change is rewriting how the boats are designed and built. Across the Viareggio district, order books are full towards 2029 after five years of record demand.

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