



LUXURY SERVICE STANDARDS AND QUALITY OF SERVICE ABOARD A SUPERYACHT: CREATIVITY AND ATTENTION TO DETAILS.

Emma, you graduated from the University of Stellenbosch (South Africa) in 2015 after completing a Bachelor of Arts Degree in Visual Communication Design. You have been a freelance artist and illustrator also. And yet you have been working as stewardess first aboard SW94 Windfall then aboard SW105 Wolfhound since 2016. What brought you to choose a yachting career?

I didn't realise it at first, but design translates especially well into the world of yachting. From table settings to cheeseboards it's all about what things look like- well maybe not all- and that comes naturally to me. As a visual person it's important to me that things look nice all the time. I look at everything because there's design and art in everything. After completing my university degree I realised that an office job would never satisfy my desire for travel, adventure and working with people but luckily there's a lot of room for creativity within the yachting industry. I just love to have fun with it.

SW105 Wolfhound has an excellent reputation in the luxury charter industry, her guests' expectations are very high. What are your secrets to surprise them?

I genuinely want to provide an exceptional and memorable experience and it's important to me that our guests feel cared for. I love holidays, who doesn't, so I try to imagine what I would want. I think that the key is to be warm and friendly yet also discreet. I pay attention to details because the smallest of things can make the biggest difference. There's no secret that good hospitality begins long before the charter starts then depends on the team effort of all of the crew. It's also important that the crew gets along, because guests can see and pick up on any tension that there may be. But teamwork is the real secret.

What is a typical day like during a charter?

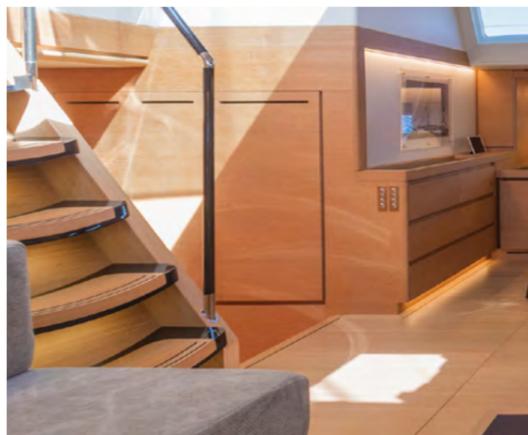
My day is generally fun, but very busy too. If we had 18 hours or so I could tell you all about it! It's tiring but it's also fun.

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EMMA CAROLINE JAMES

Interview by Clare Mahon



“ REPEAT GUESTS ARE GREAT, YOU KNOW THEM, YOU HAVE SEEN THEIR KIDS GROWING UP OVER THE YEARS. ”

Which were the nicest and the hardest moments of this year aboard Wolfhound?

I don't want to highlight that things sometimes go wrong, because we try to keep it so that the guests don't even know about it. The hardest thing can be when something wonderful that you have planned just can't be done, like when it rains. The best thing is when we have return guests, it's so rewarding to see them relaxing and getting into the sailing and having a good time. Repeat guests are great, you know them, you have seen their kids growing up over the years, just seeing people come back makes me so happy.

Any tips for a young stewardess aiming to become a charter yacht stew?

If you find a good crew stick with them! It's such a beautiful thing when you find the right team and everyone gets along. I think it's pretty rare too. So when you're looking for a boat it's not so much about the salary or the itinerary, it's about the crew. They will make the difference.

ABOUT EMMA

South African, born in 1993.

Emma's dedication and passion for the sea, together with her many charter experiences allow her to identify the wants and needs of her guests, ensuring that everyone is well cared for and comfortable.

Before becoming the empathic and pro-active stewardess of SW105 Wolfhound in 2020, she has been crew member of SW94 Windfall, with the same owner.

Any tips for a charter guest on how to get the most from their a charter experience?

I'd like to tell all charter guests that by being specific, they're not being demanding. Details are important to us, and the more details you give us the most likely it is that we'll get things right. The Preference Sheet is incredibly important for us to prepare the itinerary and provision. The more info we have in advance the easier it is for us to understand your needs and create your dream holiday. We're always trying to create the experience of a luxury hotel but we're floating and have very limited space. That's why organization is imperative. You're not being demanding by telling us what you want, you're giving us what we need.

