*9 am start 11:15 am finish*

Superyacht Inflatable Islands parent web page

We are adding a new page to the FunAir website. This page will be the parent page for the collection of six **Superyacht Inflatable Islands**. The draft page can be viewed here:

<https://fastaging.globalsuperyachtmarketing.com/products/superyacht-inflatable-islands>

The Superyacht Inflatable Islands Collection consists of five existing products and one new product.

The existing products are:

**Floating Island**

<https://fastaging.globalsuperyachtmarketing.com/products/floating-island/>

**Floating Oasis**

<https://fastaging.globalsuperyachtmarketing.com/products/floating-oasis/>

**Splash Island**

<https://fastaging.globalsuperyachtmarketing.com/products/splash-island/>

**Toy Island**

<https://fastaging.globalsuperyachtmarketing.com/products/toy-island/>

**Twin Escape**

<https://fastaging.globalsuperyachtmarketing.com/products/twin-escape/>

The new product is:

**Floating Shaded Island**

<https://fastaging.globalsuperyachtmarketing.com/products/floating-shaded-island/> - this page is still under construction.

The Floating Shaded Island comprises of three Floating Shaded Loungers and a connecting hub. More information on the Floating Shaded Lounger can be seen on its webpage here:

<https://fastaging.globalsuperyachtmarketing.com/products/floating-shaded-lounger/>

And here is a press release that talks about the lounger and the island configuration.

<https://www.dropbox.com/s/b3mo77ho86dcjis/FunAir%20Monaco%20Yacht%20Show%20Product%20Launch%202021.docx?dl=0>

New written content is required for the new parent Superyacht Inflatable Islands page. The new content needs to consist of:

1. **Introduction** – this text should refer to the general features and benefits of the inflatable islands collection and potentially mention each of the individual products included in the collection. Ideally two paragraphs or three at most. It this intro text gets too long then it’s too much for mobile view.   
     
   What is better than the ability to get even closer to the water when you want extra tranquility away from the deck of your superyacht? FunAir’s array of unique and carefully designed inflatable islands perfectly accommodate guests seeking an extra dose of relaxation and comfort.   
     
   Each crafted from durable non-slip material, FunAir’s Floating Island, Twin Escape and brand new Floating Shaded Island all comprise ergonomically engineered inflatable loungers which give guests the feeling of a luxurious retreat when desiring to indulge in a sundowner while free floating at anchor. The Floating Oasis and Splash Island offer guests a simplified but no less fun platform for which to enjoy the water at closer range and includes inflatable bolsters to cushion a swimmer after a little exertion.   
     
   FunAir’s Toy Island is a dynamic amenity for superyachts with a fleet of fun PWCs in the toybox. Specifically engineered to securely dock a number of water crafts away from the superyacht, the Toy Island can be tethered from the swim platform and doubles as a space for crew to perform their safety briefings. No matter the requirement, FunAir has you and your superyacht covered.
2. **Six product introduction paragraphs** to sit under the individual product titles in blue. Please try to make these paragraphs the same length so that the published page is visually balanced. The text for the five existing products has been copied from their live individual product pages so will need to be rewritten so that we don’t have duplicate content.  
   *(approximately 60 words each)*  
     
   1) Floating Island: Take your pick of which ergonomically designed Chaise Lounger to bask upon alongside friends on the spacious Floating Island. With six inflatable loungers to choose from and a central dipping pool, guests can spend hours reclining with their cold beverage nearby. The Chaise Loungers can even be removed with a simple unclip and enjoyed at the beach or yacht deck.   
     
   2) Floating Oasis: The ultimate chill out for up to eight guests taking a break from the action. The Floating Oasis includes a netted central splash zone so critters stay away as you peacefully enjoy a dip while bolstered back bumpers and patented FunAir SeaStairs add to the ease. Whether tethered from the yacht or free floating in shallow waters, the Floating Oasis is a versatile amenity for your superyacht.  
     
   3) Floating Shaded Island: FunAir’s newest inflatable island addition, the Floating Shaded Island is an elegant and luxurious selection for the most discerning superyacht guests. With three extra-wide ergonomic day beds, a central spot to dip feet into the water and sun shades which are as easily detachable as they are stable, the Floating Shaded Island proves an impressive option to add to the superyacht toybox.   
     
   4) Splash Island: A diving platform, sunbathing spot and rest area all in one, FunAir’s Splash Island is a fantastic solution for guests wanting it all. Surrounded by six comfortable bolsters to be utilised as a back or arm rest, guests will be able to relax after a swim and even stick their feet into the central dipping pool to refresh.   
     
   5) Toy Island: An essential for the superyacht owner with an array of water crafts, the Toy Island ensures a secure docking solution for up to four jet skis alongside a number of SeaBobs, eFoils, SUPs and more. Attached to the back of the superyacht or tethered from the beach, the Toy Island doubles as a dive platform or crew safety briefing spot which guests will actually want to attend!  
     
   6) Twin Escape: For a cosier option, FunAir’s Twin Escape comprises two Chaise Loungers and patented SeaStairs ensuring an elegant solution to relaxing as you float away from your superyacht. The Twin Escape is simply the perfect option for a couple looking for a bit of peace away from the yacht deck. The loungers can also be accompanied with customisable covers to add to the feeling of luxury.
3. **Four product USP titles and paragraphs** to sit under the ‘Why Choose a FunAir Superyacht Inflatable Island’ text. The four images will be changed to suit the text. Please make sure these USPs can be applied to all products in the collection as you are writing the parent page that features all of the inflatable islands. e.g – they can all be tethered to the yacht or in the shallows, they all provide a stable platform etc  
     
   1) **Stable platform -** Peace of mind knowing you’re secure while floating away from the superyacht  
   2) **Durable -** With top quality non-slip, no rot, stainless steel materials, your inflatable island will provide fun for years to come

3) **Comfort -** Designed for ergonomics, ease of entry and removability of accessories

4) **Tethered Solution –** Versatile options for secure tethering directly off the swim platform or from the sand or jetty

Useful resources

Specification sheets

**Floating Island**

<https://fastaging.globalsuperyachtmarketing.com/wp-content/uploads/2021/07/FunAir-Floating-Island-Spec-Sheet.pdf>

**Floating Oasis**

<https://fastaging.globalsuperyachtmarketing.com/wp-content/uploads/2021/07/FunAir-Floating-Oasis-spec-sheet.pdf>

**Splash Island**

<https://fastaging.globalsuperyachtmarketing.com/wp-content/uploads/2021/07/FunAir-Splash-Island-Spec-Sheet.pdf>

**Toy Island**

<https://fastaging.globalsuperyachtmarketing.com/wp-content/uploads/2021/07/FunAir-Toy-Island-Spec-Sheet.pdf>

**Twin Escape**

<https://fastaging.globalsuperyachtmarketing.com/wp-content/uploads/2021/07/FunAir-Twin-Escape-Floating-Island.pdf>

**Floating Shaded Island Press release (for information only)**

<https://www.dropbox.com/s/b3mo77ho86dcjis/FunAir%20Monaco%20Yacht%20Show%20Product%20Launch%202021.docx?dl=0>

Keywords

Here are some suggested keywords. The ones with a \* are our most important general keywords and should definitely be used alongside the more product specific keywords also listed below.

\*Superyacht inflatables

\*Superyacht Inflatable Islands

\*Superyacht toys

\*Yacht Toy

Floating Island

Floating Shaded Island

Floating Shaded Lounger

Inflatable Lounger

Yacht

Superyacht

Superyacht toys

Yacht inflatable