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10 Fascinating Facts About ‘Loon,’ the 221-Foot Superyacht That Gets the Coolest Toys First

The 221-footer has hundreds of thousands of social-media followers, accepts bitcoin for charter, and an entire crew who can sing and dance. Oh, and it's rescued two other boats this year.

By GEMMA HARRIS



M/Y Loon

With the ever-expanding portfolio of charter yachts vying for attention, the 221-foot *Loon* took to social media to showcase its offerings. Not just with a Facebook page of pretty destinations, but with an Instagram account that now has 140,000 followers and a YouTube channel with 122,000 folks who watch its journeys.

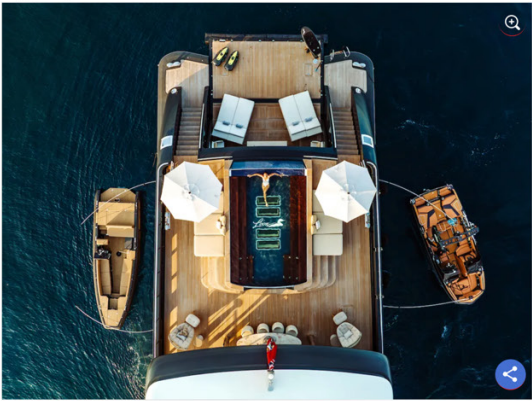
The yacht, previously christened *Icon*, splashed in 2010 when it left the Dutch shipyard Icon Yachts. Purchased in 2023 by owners who named the yacht after their lakehouse residents, the loon bird, it is now widely recognized on the charter scene, thanks partly to its social-media presence but mostly because of its eclectic crew.

Captain Paul Clarke, who has been with the owner since 2017 and created the social-media frenzy, made his way from the vessel's smaller siblings to helm this third generation of yachts named *Loon*. An overflowing toy box and tenders that include a wake-surfing boat, as well as an inventory of all the top brands, have made this an exceptional charter vessel, with IYC being the primary brokers.

The yacht's timeless lines and contemporary features are a testament to RWD Design's forward-thinking philosophy. "*Loon* has many features which are only now being incorporated into today's yachts," Clarke told *Robb Report*.

Here are 10 cool facts about this social superyacht.

Toy Story



An impressive catalog of toys is a given on any reputable charter yacht, but *Loon's* toy trove is a cut above the rest. "Those who have the most toys win—this has always been our mantra," says Capt. Paul Clarke. "For instance, most yachts have two Jet Skis, we have four. We apply that philosophy across the toy spectrum." It is a thrill-a-minute onboard with Seabobs, wakeboards, scuba equipment, foils, and more towables and inflatables than one can get on in a week. *Loon* is regularly asked to test toys before they hit the market. "We always get pre-release toys to demo. We were also the first superyacht to carry Lift foils," adds Clarke.

Photo : M/Y Loon

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A Singing, Dancing Crew



The linchpin holding a great charter together is the crew. But *Loon* raises the bar with its onboard team, who are born entertainers. Besides their regular duties, crewmembers double as a scuba instructor, a masseuse, a pro kitesurfer, a personal trainer, a yoga instructor, and even a DJ. The chief engineer provides an added layer of charm with his guitar skills for evening soirees. “I always hire crew who have secondary skills,” says Clarke.

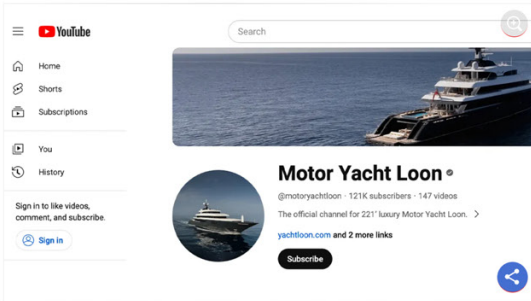
Photo : M/Y Loon

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GET STARTED

The Influencer



If it isn't on social media, did it even happen? Clarke started *Loon's* social accounts back in the day to share the wealth of content he gathered from shooting videos of guests. Today, *Loon* has a crew member whose sole job is to create content with “equipment in hand 24/7.” This person, using drones and an occasional helicopter, creates charter memories with videography, photography, and other content-creation skills. Clarke says *Loon* is the only superyacht to have this dedicated position. The strategy has paid off. The vessel has 143,000 Instagram followers and 121,000 YouTube subscribers tuning in to watch its every move.

Photo : M/Y Loon



Loon-Inspired Inflatables



Aside from the yacht's signature beach club, *Loon* literally expands for on-the-water playtime. In fact, the yacht is more than a consumer of water toys. It's an influencer. Inflatable manufacturer FunAir developed its Beach Club Sea Pool, the first-of-its-kind inflatable Yacht Slide (with a stylish carbon-fiber finish) specifically for this yacht. This section serves as a bumper point for toys and launchpad for Jet Skis. The netted surroundings also protect swimmers from currents and jellyfish.

Photo : M/Y Loon

Looney Activities





Loon's activities regularly catch the eyes of onlookers. The vessel's G23 Nautique is ideal for wake surfing. However, when chartering, the professional poker player and influencer Dan Bilzerian decided to take water stunts up a notch or two and wake-surf behind the yacht itself. While *Loon* regularly has "tons of A-listers" on board doing epic things, stunts are also for the crew. For its Instagram feed, the crew have leaped over the bow dressed as Thanksgiving turkeys and pulled off impressive kitesurfing jumps. The next booked charter will include magicians, helicopters, fire breathers, and a renowned DJ. "We try to make it extraordinary no matter who the guest is," says Clarke.

Photo : M/Y Loon

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The Honey Bees



Teaming up with the biodynamic honey producers at Hikian in southern Finland, *Loon* has adopted its own beehive and features the honey in its cuisine. The buzz around this premium honey is that the bees thrive in the unspoiled air of the Finnish forest. As well as the flavor, the honey also accompanies the chef's creations.

Photo : M/Y Loon

Crypto Charters



Two years ago, the former *Loon* was the first superyacht to accept charter fees in cryptocurrency. Fast forward to now, the current *Loon* continues to accept Bitcoin for bookings. Embracing crypto transactions is not just another form of payment but also a nod to a younger yachting clientele.

Photo : M/Y Loon



Involved in Rescue Missions



This Caribbean charter season has already seen *Loom* involved in two successful search-and-rescue missions. The first was retrieving an overturned fishing boat at the request of the U.S. Coast Guard. Just before Christmas, *Loom* also responded to another search and rescue that came from a couple scuba diving in the Dog Islands. Clarke sent the tender ahead to locate the missing woman who had been swept out. "It could have ended much worse if the rescue hadn't come together so quickly," he says.

Photo : M/Y Loom

The Main Suite Built Around the Bathtub



The interior styling by Studio Linse is inviting across all seven cabins, but the one that really catches the eye is the full-beam primary suite. With neutral and contemporary aesthetics, it is located on the main deck, where large windows flood the space with natural light. But the spotlight really shines on the impressive three-ton stone bathtub in the ensuite. It had to be installed before the deck was put on—a true commitment to a relaxing soak.

Photo : M/Y Loom

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Well Connected



Loom keeps everyone connected wherever it is anchored by remaining fully hooked up to the onboard Starlink system. Besides fast Wi-Fi for work or socializing, entertainment demands are also met, thanks to the fully integrated Apple TV system, delivering every kind of movie on the yacht's big screens. The electronic bells and whistles continue in the bridge, which recently saw upgrades to the 26-inch touchscreen panels that control all elements of the yacht.

Photo : M/Y Loom

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