

A New Answer to Where Wealth Travels.

Traffik.ai continuously measures the movements of the world's yachts and private aviation, turning public safety broadcasts into market intelligence: what moved, where it moved and what it means. Where registries describe what a yacht is, Traffik measures what she is doing.

BY THE NUMBERS · VERIFIED FROM THE PLATFORM

110M+

POSITIONS ARCHIVED

339

MARINAS, HARBORS &
AIRPORTS FENCED

11,500+

YACHTS IDENTIFIED
(60 FT+)

92,000+

PORT-TO-PORT
VOYAGES MAPPED

184

EVENT EDITIONS ·
72 EVENTS

47,500+

AIRCRAFT
IDENTIFIED

297

HELICOPTERS
IDENTIFIED

What a position is: one timestamped report of a vessel's or aircraft's location, broadcast publicly by the craft itself for safety. Traffik records these continuously, then resolves them into arrivals, departures, and time spent inside named geofences.

THE LAUNCH

Luxury travel has traditionally been mapped through bookings, searches, recommendations and perception. Traffik.ai launches in July 2026 from South Florida with another source of evidence: a continuously recorded archive of yacht and private-aviation movement, published weekly as the Traffik Index and on the live platform at app.traffik.ai. The launch analysis focuses on yacht movement; private-aviation rankings and city-pair intelligence will be published through the Traffik Index.

MEASURED MOMENTS

The Monaco Grand Prix holds a four-year measured series (125, 113, 125, 120 yachts). Miami race weekend 2026 put **589 private aircraft** against 153 yachts of 24m+ across the Miami and Fort Lauderdale marinas, nearly four aircraft for every hull. Bastille Day 2026 was counted hull by hull, 301 yachts, with the roll ready before the city woke. And the measurement extends to rotorcraft: the Nice-Monaco helicopter shuttle is followed aircraft by aircraft, with heliports fenced from Monaco to Manhattan, the Hamptons, and London.

Boilerplate. Traffik.ai is a movement-intelligence platform measuring the world's yachts and private aviation, fixed-wing and rotorcraft alike. From a continuously recorded archive across 339 fenced marinas, anchorages, executive airports, and heliports, Traffik publishes the weekly Traffik Index, event attendance intelligence, charter-market analytics, and vessel usage reports. Every figure is measured, dated, and reproducible. traffik.ai

What Traffik found.

Summer 2026, measured on the water: distinct yachts of 24 metres or more observed at each destination since June 15. An AI-visibility index published in April ranked Monaco thirteenth among the summer's destinations; the water put her first.

MOST-VISITED MEASURED DESTINATIONS · JUN 15 – JUL 29, 2026

Monaco THEIR INDEX: #13		306
Cannes ABSENT FROM THEIR INDEX		225
Antibes ABSENT FROM THEIR INDEX		192
Newport, RI AMERICA'S BUSIEST · ABSENT		121

+19%

MONACO OVER SAINT-TROPEZ

+51%

MONACO OVER ANTIBES

2.4×

PORTO CERVO VS ITS JUNE NORM

THE REGIONAL SHIFT · 480 REPEAT-TRACKED YACHTS, 2025 VS 2026

115

SHIFTED CRUISING GROUNDS WEST

74

SHIFTED EAST

Nearly 75% more repeat-tracked yachts moved west than east across the Mediterranean, and the margin widens to 89 against 45 when the eastern Mediterranean is excluded altogether. Greek and Turkish counts are withheld: live reception reached Mykonos on July 11, Athens on July 16 and Marmaris on July 26, so those figures are gathered over a fraction of the observation the western Mediterranean had. Industry press attributes the shift to security concerns tied to the war; Traffik's role is the measurement itself.

Reading these numbers. Every figure on this page is a floor: a distinct, identified vessel observed inside a named geofence. Yachts that do not broadcast, and water that is not fenced, are not counted. Full methodology on page 3.

How Traffik measures.

The luxury industry runs on beautiful claims. Traffik.ai exists because a measured number, honestly bounded, is worth more than a flattering one.

HOW THE DATA IS COLLECTED

Source. Public safety broadcasts (AIS at sea, ADS-B in the air), recorded continuously and resolved against named geofences at 260+ marinas, anchorages, and executive airports.

What is counted. Distinct, identified vessels observed inside a fence. Each hull counts once per destination regardless of how many times she reports.

What is not counted. Vessels that do not broadcast, and water that is not fenced. **Floors, not estimates:** nothing is modeled to look bigger, nothing is estimated to fill a gap, and where coverage is thin, the page says so.

Privacy. Traffik measures vessels, aircraft, and places. It does not identify passengers, track individuals, or build profiles of people.

Data credits. Aircraft data © adsb.lol contributors (ODbL 1.0) · interest series from Wikimedia · video data via the YouTube API, view counts as returned; weekly attention volumes are Traffik's own mention counts.

WHAT THE PLATFORM PRODUCES

THE TRAFFIK INDEX	A weekly single number for the movement of wealth against the seasonal norm, published every Monday.
EVENT INTELLIGENCE	Attendance rolls and multi-year series for the marquee calendar: Monaco Grand Prix, Cannes Film Festival, Art Basel Miami Beach, Monaco Yacht Show, the boat shows, and 120+ more.
CHARTER OBSERVATORY	A weekly league of the major charter houses: measured activity and idle capacity at published rates.
USAGE-TRUTH DOSSIERS	A vessel's complete measured life: activity by year, speed profile, yard time, and silences.
ROTORCRAFT WATCH	Helicopter movement measured alongside jets: the Nice-Monaco shuttle fleet followed aircraft by aircraft, with heliports fenced in Monaco, Manhattan, the Hamptons, London, and Davos.
WEALTH ARRIVAL OUTLOOK	7, 14 and 30-day arrival forecasts per destination with drivers named. The platform's only estimated surface, labeled as such, and graded in public against what the water then does.
THE ATTENTION INDEX	What the web, social platforms, and AI answer engines say about destinations and brands, scored weekly from official APIs and placed beside measured presence.
SECTOR INTELLIGENCE	Voyage ledgers at sea and city-pair flows in the air: thousands of measured passages and origin-destination pairs behind every seasonal claim.
BERTH & MARKET SIGNALS	Berth-yield intelligence for marinas, and market signals from movement: dormancy, yard time, renames and reflags that precede a sale.

STRENGTHS

Its own archive, recorded continuously rather than bought: history a competitor cannot buy retroactively · **hand-verified fleets**, each charter fleet matched to transponders under a central-agency discipline and re-checked against registries · **two domains fused**, sea and air read together at every destination · **the honesty doctrine**: floors not estimates, every claim dated, forecasts graded in public · **privacy by design**: vessels and places, never people.

LEADERSHIP

Stephanie High, President — more than fifteen years in yachting and luxury marketing. A University of Miami graduate with a Master's in Management of Information Systems from Nova Southeastern University, High began her career building production, sales, and forecasting systems for a McKechnie Aerospace subdivision, and advised on the Traffik platform's build from its first fences.