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Mr. Joyce to the bridge

Former Tim's owner spends about \$30 million on new 49-metre luxury power yacht

By BILL POWER Staff Reporter

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Ron Joyce celebrates after christening his new yacht Destination Fox Harb'r Too . (JOHN FITZHUGH / Biloxi Sun Herald)

DOUGHNUT BARON Ron Joyce didn't need to roll up the rim, he just had to dig into his big tip cup for under \$30 million.

That's the approximate price Mr. Joyce said he paid for his new power yacht that has just hit the water in Gulfport, Miss.

It's big — just a few metres shorter than the Canadian navy's coastal defence vessels. The bunks are a little cushier, though.

"We don't get too many of this size being built by Canadians," said Diane Byrne, executive editor at Power & Motoryacht, one of North America's better-known luxury boating publications.



Workers await the launch of the super yacht Destination Fox Harb'r Too on Tuesday at Trinity Yachts in Gulfport, Miss. Mr. Joyce says the vessel, which is just over 49 metres long, cost \$30 million. (JOHN FITZHUGH / Biloxi Sun Herald)

Mr. Joyce's newest water-going palace, Destination Fox Harb'r Too, launched Tuesday from the yards of Trinity Yachts in Gulfport. The triple-decked vessel was to undergo initial water trials and finishing touches before being handed over to its owner sometime in the next few weeks.

Mr. Joyce, the Tatamagouche native who co-founded the Tim Hortons doughnut chain and made millions from its sale, said Tuesday he is very impressed with his new vessel and wants to bring it to Halifax as early as June.

"There was a bit of a problem getting my other boat to Canada," he said. "This one is made in the U.S. so I'm hoping we don't hit the same snag."

He said he would not bring the new vessel to Canada if he must pay excessive customs fees, as was the initial case with the original Destination Fox Harb'r, which was

built in New Zealand and had a reported price tag of about \$50 million.

He said he paid less than \$30 million for his newest vessel.

Destination Fox Harb'r Too is not on Power & Motoryacht's list of the world's top 100 yachts because, at a little over 49 metres, it is shorter than the standard of 60 metres the magazine uses.

"It isn't one of the biggest boats out there, but it's certainly nothing to sneeze at," Ms. Byrne said.

In Mississippi, where launches of luxury yachts seem as commonplace as church barbecues, it says something that local television and print media were on hand as Mr. Joyce watched his sleek powerboat slide into the water.

Unlike the original Destination Fox Harb'r, a 41-metre cruising sloop, the new vessel is strictly engine-driven, with propulsion from two 2,250-horsepower Caterpillar engines.

A huge bridge offers a host of TV screens and monitors, according to images available on the Trinity Yachts website. There is a split-level owner's suite that offers "magnificent" 180-degree views, according to the website.

The vessel also offers sleeping for 12 in six staterooms, a couple of water-jet-propelled vessels for recreational use and a zodiac capable of high-speed ship-to-shore transport. The boat also boasts exceptional wood and stainless-steel detailing, according to the website.

The new vessel does not have anything like the 46.7-metre mast that prevented the original from sailing under the Angus L. Macdonald Bridge in Halifax.

Without benefit of wind power, Destination Fox Harb'r Too will burn more fuel as it cruises the high seas at a top speed of close to 40 kilometres per hour.

Ms. Byrne said fuel costs are generally not an issue for owners of yachts in this price range.

"Fuel costs have less impact at this end of the market than might be the case for people who spent hundreds of thousands for their vessels and who give more consideration to fuel costs," she said.

Mr. Joyce said he is in the process of submitting the appropriate documents to Canadian officials so he can use the new vessel in Nova Scotia to promote his Fox Harb'r resort and golf course near Tatamagouche.

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