



Meet the Captain  
Luka Jakir  
Of Gulet Tajna Mora



## What is your family history at sea?

Our cousin spent a lot of time researching our family history at sea and discovered that it dates back to the 1800s. The first in this line (that we know of), started sailing at the fall of the Venetian Empire, transporting wine and olive oil between the mainland and island Brac. The boats and industry were a little different then, but every generation has had its challenges, and we wouldn't be here without all those that came before us. My brother and I are the eighth generation working at sea, and this is something we are immensely proud of.

## When did your story at sea begin?

Like Filip, I grew up around boats and have been by my brother's side for the last eight years, learning the ins and outs of sailing and the whole Dalmatian coast. I have worked as a deckhand and a helmsman for that period, while also providing assistance to the interior part such as bartending and helping other crew members. My ultimate goal has always been to become a captain one day, so I made sure to understand the role of every position on the boat. My passion for sailing and the sea is genuine, something I felt my whole life, and something I've always been driven towards.

## What do you love about working at sea?

I love meeting new people, and I love seeing our guests' faces when they are happy with the service we provide. There is no better feeling than this. Every week, we get invites from our guests to come and visit them. Most of our guests say they feel like we are family, and that they feel like they are 'at home' aboard Tajna Mora. This is something that really drives me above and beyond for providing exquisite service. We have a long list of return clients; I feel like this means we are doing something right. Meeting new people and making great experiences for them, this is what I love, and what I am looking forward to this year.

## Do you have any new ideas for Tajna Mora or what is your philosophy?

We are fully booked every year and have many return clients, so I don't think I need to reinvent the wheel as such. I would like to carry on with what we have been doing while finding new hidden gems on our beautiful coast. Croatia is a very special and diverse country, so I am always on the lookout to find new ways and new bays to surprise and give our guests a chance to make spectacular memories. I enjoy providing unique moments for them.

## Besides sailing, what are some of your other passions?

I love sports, football has always been my first love but besides I enjoy riding motorcycles and snowboarding, anything that is active and full of adrenaline. I'm also an avid reader and passionate about reading psychology, leadership, and books about business. My brother Filip always jokes that he wants to invest in me because I am the entrepreneur of the family.

## What are your future goals?

My goal is to stay with Tajna Mora for at least a few years. I plan to continue studying, learning, and developing. My ultimate goal was always to become a captain of a super yacht. That kind of ambition is always pushing me in everything I do. This is what I love most about the yachting industry, there are endless ways to continue learning and progress in your career.



Captain Luka is looking forward to welcoming  
you on board Tajna Mora!