pickwise

LUXURY · UPDATED NOVEMBER 2026

Billionaire toys fact sheet

From superyachts and private jets to hypercars and record-breaking watches, here are the toys the world's richest people spend their money on, and what they really cost to own.

The 10 at a glance

#	Toy	Best for	Guide price	Category
1	Superyacht	The ultimate toy	$200m+ for the largest	Sea
2	Gulfstream G700	Best private jet	Around $75m+	Air
3	Private island	Best for privacy	$1m to $100m+	Property
4	Bugatti Tourbillon	Best hypercar	Around $4m	Road
5	Triton personal submarine	Best for adventure	Millions, on request	Sea
6	A seat on a commercial spaceflight	Best bucket-list trip	Six figures and up	Space
7	Rolls-Royce Coachbuild	Best one-off car	Reported $28m for Boat Tail	Road
8	Airbus ACH160 helicopter	Best for short hops	Millions, on request	Air
9	Patek Philippe Grandmaster Chime	Best watch	Millions	Wrist
10	Ferrari 250 GTO	Rarest	$50m+ at auction	Road

Quick answers

How much does a superyacht cost to run?

A common rule of thumb is around 10% of the build price each year, covering crew, fuel, berthing, insurance and maintenance.

How much does a Gulfstream G700 cost?

Reports often put it at around $75 million to $80 million before custom options, which can push the price higher.

What is the most expensive car ever sold?

A 1955 Mercedes-Benz 300 SLR Uhlenhaut Coupé sold for about €135 million in 2022, the highest price paid for a car.

How the super-rich buy their toys

What owning one really costs

Rough industry estimates. Real costs depend on use, crew and location.

	Superyacht	Private jet	Hypercar	Private island
	Crew, fuel, berthing, upkeep	Crew, hangar, maintenance	Servicing and insurance	Power, water, staff
	About 10% a year	Millions a year	Tens of thousands	Varies widely

1 Use a specialist broker

Yachts, jets and islands are usually bought through specialist brokers who know the market, check the history and handle the paperwork.

2 Budget for running costs

The price is only the start. Crew, fuel, insurance, storage and maintenance can cost millions a year for the biggest toys.

3 Expect long waits

New superyachts can take years to build, and popular jets and hypercars often have long waiting lists. Some buyers pay extra for one that's ready now.

4 Plan where it will live

Yachts need berths, jets need hangars and classic cars need climate-controlled storage. Good spots in popular places can be hard to get.

5 Think about insurance and staff

Many of these toys need trained crew, pilots or specialist mechanics, plus specialist insurance.

6 Consider resale value

Rare cars and watches can hold or grow in value, while yachts and jets usually lose value over time. Many people charter instead of buying.

Your checklist

Tick things off as you go.

FUN FACTS

- [ ] Superyachts often cost about 10% a year to run
- [ ] A Ferrari 250 GTO sold for about $51.7m in 2023
- [ ] Only 250 Bugatti Tourbillons will be built
- [ ] A Patek Philippe sold for about $31m in 2019

HOW THEY BUY

- [ ] Specialist brokers
- [ ] Waiting lists and build slots
- [ ] Charter first, buy later

WHAT THE SUPER-RICH BUDGET FOR

- [ ] Crew and pilots
- [ ] Fuel and berthing or hangar fees
- [ ] Insurance and maintenance
- [ ] Storage and staff

TRY IT FOR LESS

- [ ] Charter a yacht for a week
- [ ] Book a seat on a shared private jet
- [ ] Visit a supercar driving experience
- [ ] See classic cars at an auction preview

See the full list online

All 10, with pros and cons and who each one suits.

pickwiseguides.com/luxury/billionaire-toys

Open the list