

**EXPERIENTIAL YACHTING FORUM 2023
DUBAI INTERNATIONAL BOAT SHOW**

Press Release

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FOR IMMEDIATE RELEASE

SAVE THE DATE

**YACHTING. LONGEVITY. PREVENTIVE HEALTH CARE. INVESTMENT OPPORTUNITIES AT SEA.
ELEVATING HUMAN POTENTIAL THROUGH YACHTING
YACHTING IS MUCH MORE THAN JUST A YACHT**

A week spent at sea can do better than years spent on land.

Yachting is not just about vacation, exploration or relaxation. The purpose of yachting is much deeper.

Whether you are concerned about **longevity** and **preventative health care** or simply want to expand your **vision** and **business strategies**, yachting can provide tremendous opportunities to keep your mental and physical health in balance, make a profit, and make a difference in the world and in people's lives.

Following the success of the first Experiential Yachting Forum in Monaco, the second edition of Experiential Yachting Forum 2023 will be held in Dubai in partnership with the Dubai International Boat Show, the leading yacht show in the UAE, the GCC and the Middle East.

“This forum was created with a mission to elevate human potential through yachting and to change the perception of yachting by identifying a new niche for Multifunctional Superyachts” – says Maria Alekseenko Magan, the founder of Experiential Yachting.

Some leading figures in the yachting industry call Magan one of the most forward-thinking people in the yachting industry of our time. With more than 13 years of experience in retail yacht charters and yacht project management, she is known for providing HNWI's (High Net Worth Individuals) with extraordinary experiences aboard yachts.

Three years ago, when a close person to her was diagnosed with a rare neurological disease, Magan started to explore how a yacht can be used as a place to conduct various therapies. From there, the vision about the importance of changing the function, and therefore the perception, of a yacht came to be.

Today Experiential Yachting is the only company that specialises in holistic yachting and also offers investment opportunities in alternative uses of superyachts for other commercial purposes besides conventional chartering.

The Experiential Yachting Forum is the only forum in the yachting sector that represents a new era of the Experience Economy, opening up a new niche for Multifunctional Superyachts and, in the words of one leading yachting media, "challenges the superyacht norm."

The Forum benefits not only the leading players in the yachting industry and yacht owners but also world-renowned luxury brands, hotel chains, holistic retreats and medical centres, as well as government authorities and asset management companies.

Join other visionaries who value innovation and dare to think differently and discover a new philosophy of yachting that will make difference.

The event will take place on the territory of the Dubai International Boat Show. For two days, March 2nd and 3, 2023, speakers, partners and privileged guests will continue to Share what has Never Been Shared Before.

This edition will be all about Elevating Human Potential through Yachting.

Topics such as Multifunctional Superyachts, Holistic Yachting, Preventive Health Care and Yachting, Experience Economy & Yachting, and Investment Opportunities in alternative use of superyachts will be discussed.

The official visionary sponsors of Experiential Yachting Forum 2023:

Oceanco: *"Embracing a holistic approach, Oceanco is part of the industry's evolution, exploring solutions to future demands in an ever-changing landscape. For those who create the future, Oceanco builds tomorrow's superyachts, today."*

Sunreef Yachts: *"Questing for a more environmentally responsible cruising experience, Sunreef Yachts marked a new chapter in yachting history. The shipyard developed a new range of luxury Eco catamarans for a more sustainable, environmentally responsible and healthy yachting experience."*

More sponsors and supporting partners to be announced soon.

More news about programme and speakers will be shared soon.

<https://www.experientialyachtingforum.com>

<https://www.boatshowdubai.com/#experiential>

Instagram: <https://www.instagram.com/experientialyachting/>

LinkedIn: <https://www.linkedin.com/company/experiential-yachting/>

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