



Dune Boat: conquering the West... and the Yacht-Charterers!

Dune Boat, "the Swiss Knife of Yacht-Brokers", boating software accessible everywhere in SaaS mode, was naturally born in Monaco, capital of yachting.

Its success motivated the company **DuneAdviser**, designer of the software, to turn to the Côte d'Azur Provence. In this region, more than 400 companies are connected to Yachtism, representing 1,800 direct jobs, and nearly 300 million euros of turnover. A great opportunity...

To conquer the West

More than 6,000 units make up the world's fleet of yachts, half of which end up on the coast of Provence-Alpes-Côte d'Azur during the summer. The Principality of Monaco, the flagship destination of yachting, is closely followed by the various ports from Menton to Saint-Tropez, such as Cannes or Antibes and its famous "Quai des milliardaires". Not to mention the fabulous shores of Corsica...

That is why, **DuneAdviser**, after the successful marketing of its **Dune Boat** software in Monaco, is expanding its market to the west of the Principality.

"Our first clients, mainly yacht brokers, were in Monaco. But we are now developing our market logically: we are very present in the Var, Fréjus, Saint-Tropez, as well as in the Herat, in the Grande Motte and more generally throughout the Mediterranean coast. Says Anselme Martin of **Dune Gestion France**. "The market is very large, we will then target the Atlantic!" The geographical target enlarges... but that is not all!

Yacht-Brokers and... Yacht-Charterers

If **Dune Boat** is the reference software for the Yacht-Brokers, it will soon be that of the Yacht-Charterers.

The registration of a yacht under a commercial flag requires that the vessel will be assigned, on an ad hoc or totally basis, to a commercial rental activity in exchange for financial benefits. This means that the "Yacht-Charterers" market (that is what yacht rental companies are called) is important. It has been growing since the 1990s.

The Yacht-Charter is responsible for finding a ship that corresponds to the budget and wishes of its customers. The Dune Boat solution **allows it to focus on this single commercial objective and relieves it of all other tasks**. It reduces finance and accounting by creating quotes, generating invoices. It programs the management and publication of boats on the internet, PDF files stock boats, publication of availability, booking and payment modules online.

The Dune Boat solution also includes the creation of the Yacht Charter website, site administration, accommodation, natural referencing, and statistical tools. **A powerful tool, designed for development.**

After more than 15 years in property management in Switzerland through its partner Dune Gestion, **DuneAdviser** moved in 2016 to the Principality of Monaco as a software consulting agency. It then acquires the company Color Screen (now **Dune Gestion France**) a Nice website creation company, and an expert in boat-boating software since 2008.



- Dune Gestion Suisse
123 Route de Meyrin Genève
- Dune Gestion France
3 rue de la liberté, Nice



- DuneAdviser Monaco
7,9 Boulevard d'Italie - Monaco

Contact Press
Laurence Genevet
Tél: 06 15 45 21 65