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Omayo Yachts expands into Northern Europe with Netherlands dealer Natural Yachts

[Omayo Yachts](#) has partnered with [Natural Yachts](#) as the exclusive dealer for the Netherlands, establishing a strong presence in the Northern European luxury yacht market. This collaboration brings Omayo's innovative catamaran designs to Dutch waters and beyond, meeting growing demand for high-quality, modern yachts designed for extended cruising and onboard living.

The partnership unites two family-owned businesses that share a commitment to quality craftsmanship and exceptional customer service. Following the successful introduction of the Omayo 50 at the Cannes Yachting Festival, this collaboration positions both companies to capitalise on emerging trends in the luxury yacht sector.

Kaloyan Radulov, CEO of Omayo Yachts, expressed enthusiasm about the partnership: "We are excited to partner with Natural Yachts as we expand Omayo's presence in Northern Europe. Natural Yachts' deep understanding of the Dutch market, their commitment to excellence, and impressive Experience Centre make them the ideal partner to introduce our luxury catamarans to this sophisticated market. Its family values and dedication to customer service mirror our own philosophy."

Natural Yachts brings extensive expertise to the partnership, with a proven track record in both electric yacht technology and international brand representation. Based in the Netherlands, the family-owned company operates an Experience Centre with stunning views on Dutch canals, where customers can explore different yacht models, arrange sea trials, and discuss their requirements in a personalised setting.

"We are excited to embark on a collaborative journey with Omayo Yachts," said Jurjen Poorting, CEO of Natural Yachts. "This collaboration offers us a unique opportunity to bring luxury catamarans with timeless comfort and an eye-catching design to market. This is at a time when demand for high quality, modern yachts for living on or longer cruises is increasing. We look forward to presenting the Omayo 50 and see great potential for the Northern European market."

The timing of this partnership reflects evolving market dynamics in the Netherlands and broader Northern Europe. While multihull vessels are still emerging as a trend in the Dutch market, Natural Yachts' research identified strong consumer interest in this category. The OMAVA 50's emphasis on comfortable lifestyle, efficient boating, and extended onboard living aligns perfectly with what discerning customers are seeking.

Natural Yachts will provide comprehensive support for OMAVA customers throughout the Netherlands, including sales consultation, after-sales service, and exclusive events at their Experience Centre. The company's service network extends across Europe, with its yard serving the immediate boating area and mobile service teams supporting vessels throughout the continent. This infrastructure ensures Omayo owners receive world-class support wherever their adventures take them.

For more information on Omayo Yachts and the OMAVA 50 or to find your nearest dealer, please visit omaya-yachts.com.

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Pictured: Left to right: Dennis de Roos (Omayo Yachts), Jurjen and Hylke Poorting (Natural Yachts) and Kaloyan Radulov (Omayo Yachts)

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