

Billionaires who love adrenaline S PREMIUM

The adventures of the super-rich cost thousands of dollars. They do them in groups or alone.

From Alaska to New Zealand, from the highlands of Vietnam to Afghanistan, Philippe Brown has been on several expeditions and also created many others that gave rise to the Brown and Hudson company. Its clients, billionaires in commerce, dairy production, real estate, investment banking, bitcoin *and* food processing and distribution, as well as the adventurers on the submarine Titan, prefer adrenaline to quieter moments.



Instagram Yanick Silver

In the case of the expedition to the wreck of the Titanic, which costs 250 thousand dollars (about 229 thousand euros), it ended up resulting in a tragedy, which **culminated in the death of the five crew members**. However, this story has generated curiosity about who are the other billionaires who risk on similar adventures. Philippe Brown revealed to **SÁBADO** some of these cases, such as the family of Italian billionaires who wanted a different Christmas program. It is true that they could have opted for a movie marathon, however, they preferred the thrill of getting a jet and going in search of a great adventure for 30 days - crossing the South Patagonian ice cap from the Pacific to the Atlantic - which cost them 190 thousand dollars (about 174 thousand euros).

What is certain is that this is not the only group that likes adrenaline. For 14 days in 2017, two of her clients, one from Boston and the other from Washington DC (United States) took a "journey without a destination". What does it consist of? A blind trip. Customers only know where they are going when they get there and the goal is to evolve. In this case, both were looking to find a new purpose in life and the expedition served that purpose. Customers crossed the Great Pamir and Little Pamir mountain ranges, a journey that took place in the Wakhan Corridor in Afghanistan.

This 220,000-dollar (about 201,000 euros) expedition, despite being located in Wakhan National Park, was anything but a casual adventure. These were demanding days with difficult and rocky passages and altitudes close to 5,000 meters.

In companies, trips that mix emotion and luxury are also an option. A company decided to do *team building* (team-strengthening activities) on Mount Cheekah Dar, in the Iraqi Kurdistan region, with 3,611 meters of altitude. Adventure price? 190 thousand dollars. Despite the employees not being able to complete the task of ten days of climbing and bad weather conditions, they achieved the main objective: they created bonds.

These are just some of the stories, not least because billionaires are looking for new experiences. However, as psychologist Laura Sanches explains, you have to be careful with excess adrenaline: "Adrenaline is a hormone that is released when we are in a state of alert and can cause habituation when people manage to be disconnected from their emotions. people like this chemical side, this more physiological side of the alarm. They feel stronger, more capable, more competent. But states of alert, in a way, modify our view of reality."

At Brown and Hudson, two new adventures are already being developed. An all-terrain bike tour in Northern Syria for a group of 12 US investment bankers and an expedition involving sailing the last 200 miles of the Amazon to the Atlantic for a Frenchman in the summer of 2024. "À À As the number of billionaires increases – currently there are more than 2,700 – the

number of people with the potential to carry out such experiences also increases. Technological advances and social networks make their feats even more visible", explains to SÁBADO Philippe Brown , founder of the experience company.

Outside this company, there are other brave people living the motto "the more adrenaline the better". Entrepreneur Yanik Silver is one of them. This millionaire loves high-speed experiences, so he decided to try out the MiG Fulcrum jet and didn't even look at the \$20,000 he had to pay. This jet can reach speeds of Mach 2 (2,470 kilometers per hour) and climb to an altitude of 18,288 meters, where it is possible to see the curvature of the Earth. Yanik Silver enjoyed the experience to the full, as the jet flew vertically, pirouetted and flew upside down a few meters from the runway, Silver was smiling sitting in the passenger seat. "I could hear the plane's automatic warning system saying, 'Danger, danger, low altitude alert.' It was incredible.", he said in an interview with the BBC.

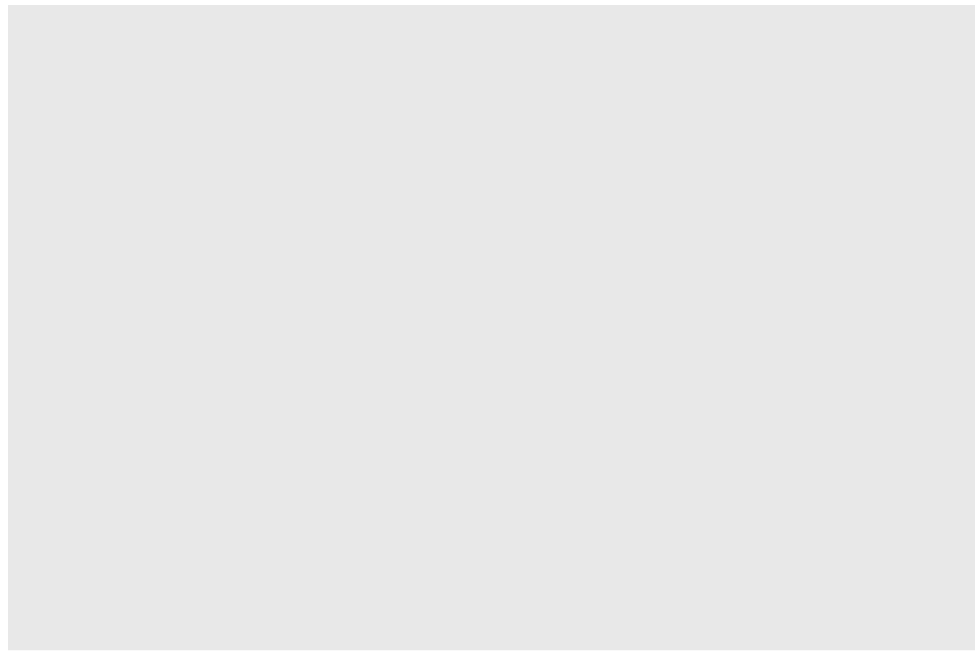
But the adventures do not end there, Yanik has already done *bungee jumping* three times in a row in New Zealand, parachuted to the edge of the atmosphere with a special suit and an oxygen mask and bought a ticket for a of the first Virgin Galactic flights into space, which cost \$250,000 (about 229,000 euros).

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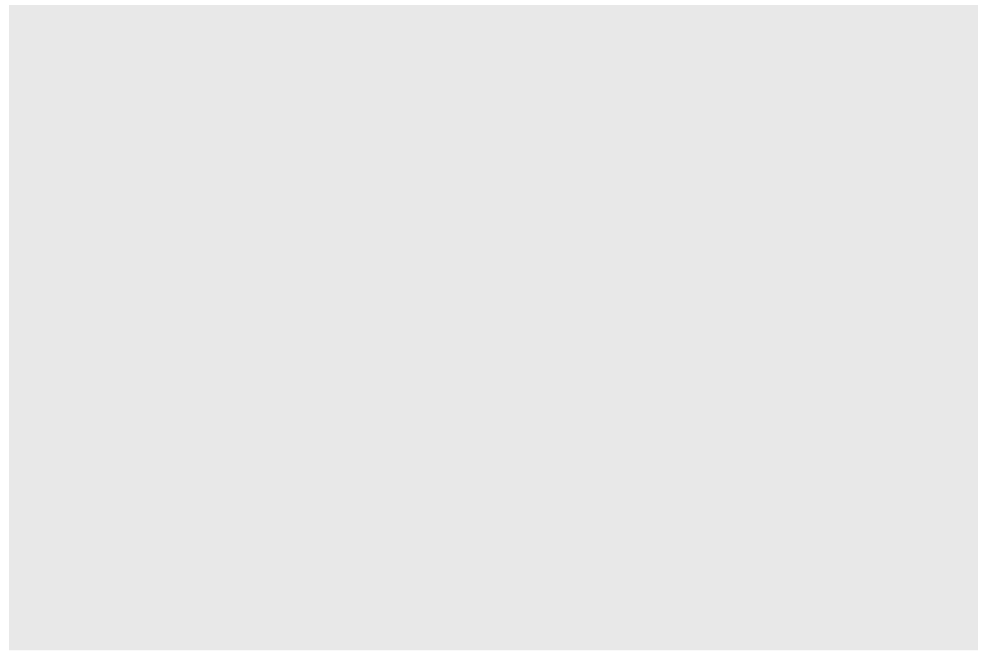
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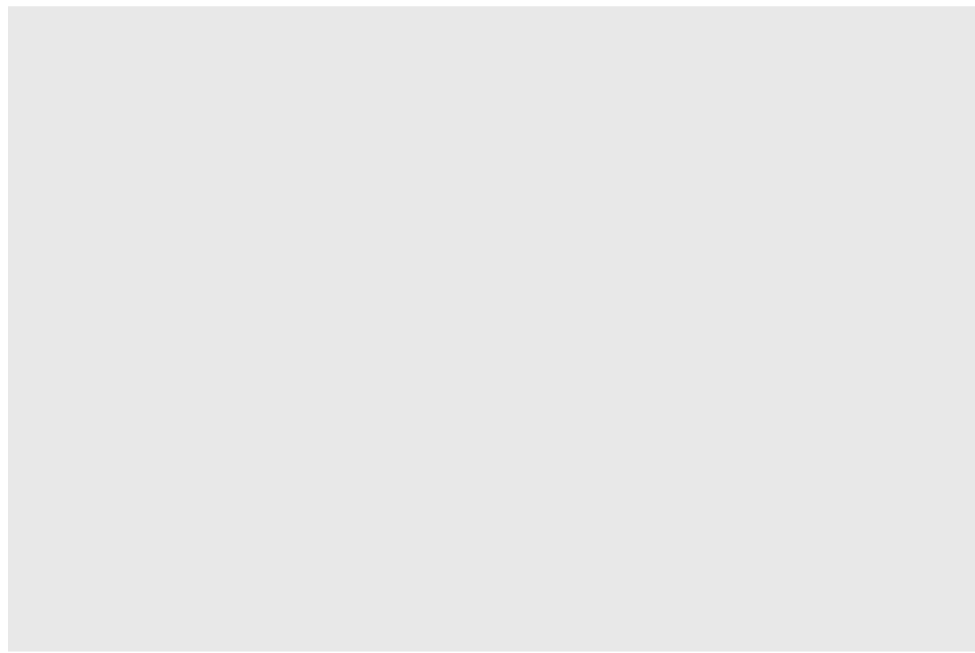
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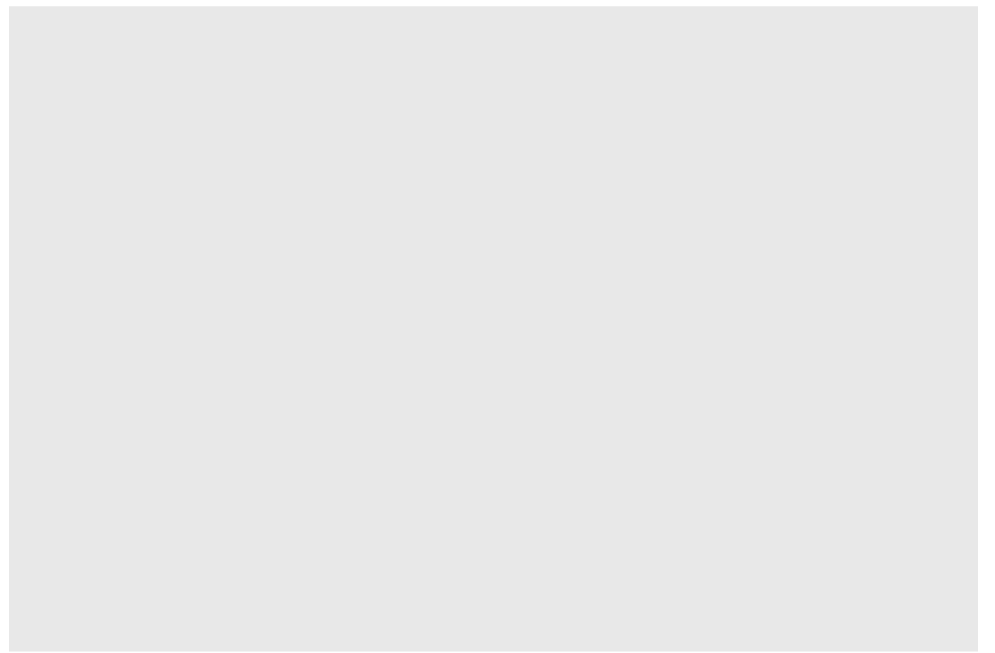
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