



BOATasia

Post Show Report

EVENT DETAILS

Date: 23 – 26 April 2009

Time: 1 – 9pm (Thur – Sat) | 12 – 7pm (Sun)

Venue: Marina at Keppel Bay

Frequency: Annual

Website: www.boat-asia.com

No. of Exhibitors: 133

No. of Visitors: 14,565

No. of Public Visitors: 13,303

No. of Trade Visitors: 628

Nett Space: 1,549 sqm

Gross Space: 3,212 sqm



Boat Asia 2009 has once again rose to its eminence as Asia's leading premium boat show with its conclusive success on the 26th April 2009. This year's event was strongly attended by both boating and diving enthusiasts who thronged the Boat Asia and Asia Dive Expo which was held in conjunction. Both events were attended by more than 14,000 visitors with first boat sale inked 3 hours within show opening. Amidst the sleek and luxurious boat displays, lifestyle highlights included an on-water La Perla fashion show featuring the latest Spring/Summer 2009 swimwear collection, the floating Grey Goose bar, AUDI Q5 launch in an ice-berg and other exciting fringe activities like scintillating belly dance, yoga and band performances.

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SHOW ACTIVITIES

La Perla took the crowd to the city that never sleeps with its latest swimwear collection. A breathtaking night-time skyline, lit by the unforgettable “thousand lights”, becomes the theme of the main print. With sculptured drapes and metallic embroidery, La Perla Mare is a citygirl’s must have for this season’s most exclusive rooftop parties.



Grey Goose, “World’s Best Tasting Vodka”, created the first-of-its kind cocktail bar onboard the luxurious Admiral Yacht. A crème de la creme combination topped up the show with its finest vodka cocktails and martini shots.

Sail Trials, courtesy of Keppel Bay Sailing Academy (KBSA) and Republic of Singapore Yacht Club (RSYC), entitled Boat Asia visitors a trial sail ride on the boats, sailing through the sea and enjoying the panoramic view of the southern Singapore.



Charity Gala Dinner was attended by some 300 well-heeled company after its first year success. Held at Shangri-la Singapore, it was nonetheless fruitful and exciting with enthusiastic participation from both the industry and non-industry guests. Thanks to all the generous donations raised at the dinner, a whopping S\$70,000 were donated to The Straits Times School Pocket Money Fund to help raise funds for the less privileged children.

EXHIBITOR BREAKDOWN

Boat Related Exhibitors	61
Lifestyle Exhibitors	8
Other Exhibitors	15

Boats on Water	51
Boats on Land	15
Total Boat Display	66



A large-scale pre-event international campaign was conscientiously prepared and diversely publicized through prints across international publications totaling a value of over S\$400,000.

Local publicity through broadcasting, websites and outdoor media includes street banners and bus advertisements on bus routes 167 & 16 bypassing Central Business Districts and city area.



Notably, Tatler and Business Times were partnered to feature 48-pages and 7-pages special supplementary coverage on Boat Asia 2009 respectively.

Our public relations efforts encompassed a dynamic and efficacious group of media resource like 93.8 Live and Channel News Asia amongst the many others. For more coverage, please access our website at www.boat-asia.com.

Official Media	Broadcast Media	Print Media	Online Media
<ul style="list-style-type: none"> • Asia Pacific Boating • China Boating • Expat Living • Go Boating • Luxury Properties • Ocean Media • Singapore Tatler • Yacht Style • Yachts Emirates • Yachts France • Yachts Russia • Yachts International 	<ul style="list-style-type: none"> • 93.8 Live • Gold 90.5 • Channel News Asia 	<ul style="list-style-type: none"> • Appetite • Asian Journeys • Business Times • Female Brides • Icon • Inspire Travel • Scarlett • Straits Times • The Expat • TODAY • Wealth • Wine & Dine • 8 Days 	<ul style="list-style-type: none"> • Asia travel • BYM News • Channel News Asia.com • Diva • EXPOLIA • EXPOT • IBI News • Marine Business News • Nautic News • Plush • Powerboat World • Sailworld.com • Superyachtimes.com • Travel & Tourism

