

DUBAI
INTERNATIONAL
BOAT SHOW

1 / 5
MARCH
2023

D S O C E R
I V

2023 SHOW

#DUBAIBOATSHOW BOATSHOWDUBAI.COM



The MENA region
has the

2nd

highest fleet to
billionaire ratio



\$4.3TRN

The total private wealth
in the wider
Middle East region



Middle East is now
home to 12.6% of all

40m⁺
superyachts

THE MOST INFLUENTIAL

BOAT SHOW IN THE MIDDLE
EAST GLOBAL YACHTING
& MARINE LIFESTYLE
COMMUNITY



DUBAI THE NEW GLOBAL YACHTING HUB



Ranked in the top 10 maritime cities worldwide with the largest marina in the MENA region: Dubai Harbour

Home to more than 50,000 millionaires with a combined wealth of \$517BN

OFFICIALLY THE REGION'S
BIGGEST MARINE
LIFESTYLE SHOW



150⁺

Boats on display



30⁺

Global & regional
launches



The Dubai International Boat Show is today recognized as one of the three most influential yacht shows in the world. It is an important event, not only for us as a brand but also for the global yachting industry as a whole.



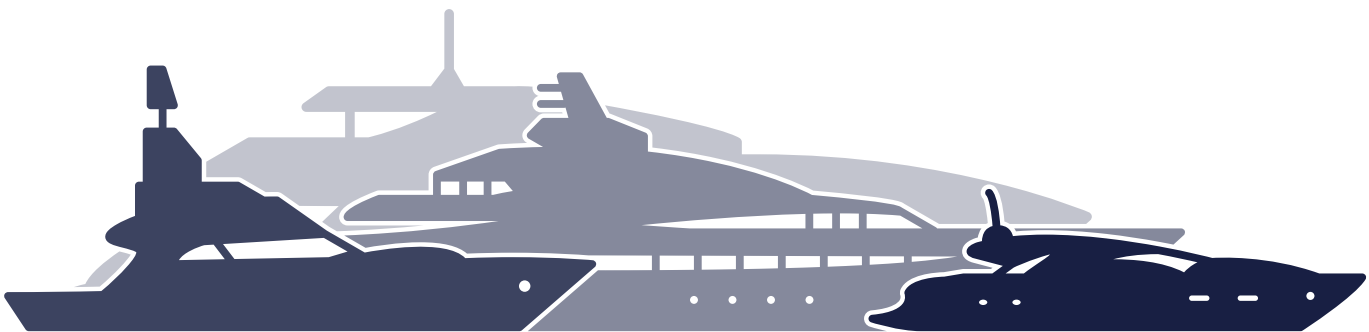
Mohammed Hussein Alshaali
Chairman

GULF CRAFT



27,546

Number of visitors



800⁺

Brands and
companies

AED 1.5bn

Total value of
boats on display



STRONG SUPPORT FROM THE UAE LEADERSHIP



Crown Prince of Dubai Opens the 28th Edition of the Dubai International Boat Show



His Highness Sheikh Mohammed bin Rashid Al Maktoum



Her Highness Sheikha Mozah bint Marwan
bin Mohammed bin Hasher Al Maktou



His Excellency Sheikh Nahyan bin Mubarak Al Nahyan



HH Sheikh Ahmad bin Humaid Alnuaimi

THE SHOW 2023



MARINA DISPLAY

- Superyachts – Boats over 40 meters
- Superyacht Avenue
- New boat launches

FEATURES AND ACTIVATIONS

- Middle East Yachting Conference
- ESS Connect
- VIP Tours
- Captains' Night
- Dive Talks
- Fishing Competition
- Dive Pool

OUTDOOR DISPLAY

- Small & medium sized boats
- Sailing boats
- Fishing boats
- New boat launches
- UAE inspired

EQUIPMENT, SUPPLIES & SERVICES

- Marine equipment
- Sailing and fishing equipment
- Boat mechanics
- Electrical safety
- Interiors
- Navigation & communication

DIVE MENA EXPO

- Scuba gears
- Snorkeling products
- Swimming products
- Masks, regulators, weights & compressors
- DIVE Talks
- Dive destinations

FUTURE OF WATER SPORTS, SAILING, FISHING

- Watersports & adventure sports
- Marine tech innovation
- Marine concepts
- Sea toys
- Water sports village



SUPER YACHT AVENUE

Bringing together the world's elite superyacht builders displaying their latest projects.



MARINA DISPLAY

Luxury yachts and boats presented by global and regional leading builders and brands to showcase the ultimate in boating design, craftsmanship and lifestyle.

30

Global & Regional Launches

12.6%

of yachts over 40m are owned by Middle Eastern Owners



OUTDOOR DISPLAY

Covering the largest land area at the show, the outdoor display showcases incredible creations by both local and international boat builders.



450

Boats & Yachts
on display



UAE INSPIRED

Initiative aimed to provide a platform that is cost effective and unique for the small to medium UAE boat builders, to increase local and global market exposure for the UAE boat manufacturing industry.



EQUIPMENT SUPPLIES & SERVICES



Satellite navigational systems to anchors, deck fixtures and fittings to engines, ESS caters to consumers and trade buyers, making it the largest marine equipment event in the Middle East.

71
New
Exhibitors

50
Countries
Represented



LUXURY LIFESTYLE

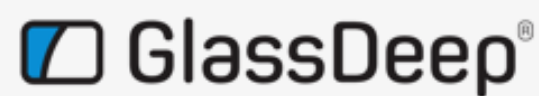
Discover the opulent surroundings of the Luxury Boulevard, a curated collection of all things unique and luxurious. This is a complete experience that caters to every facet of refined living.





A unique co-located show for dive school, dive masters and avid enthusiasts to immerse in the underwater world with Emirates Diving Association for a showcase of global suppliers for all gear and gadgets, equipment and electronics, innovations and technology.

32% of DIVE MENA visitors purchased at the event



FUTURE OF WATERSPORTS

Featuring all the key equipment suppliers and manufacturers from the following sports: SUP, Kayaking, Canoeing, Jet Ski, Water Skiing, Kite Surfing, Surfing, Wind Surfing, Paddle Boarding.

41%

of visitors want to see even more water toys and equipment at the show

47%

of VIP's want to see the latest trends and technologies



awake

FLite



WAY300





IT'S FISHING
TIME!

DUBAI FISHING COMPETITION

DIMC invites everyone to join the Dubai Fishing Championship 2023 at the Dubai International Boat Show.

The annual event allows you to compete with some of the region's finest anglers.

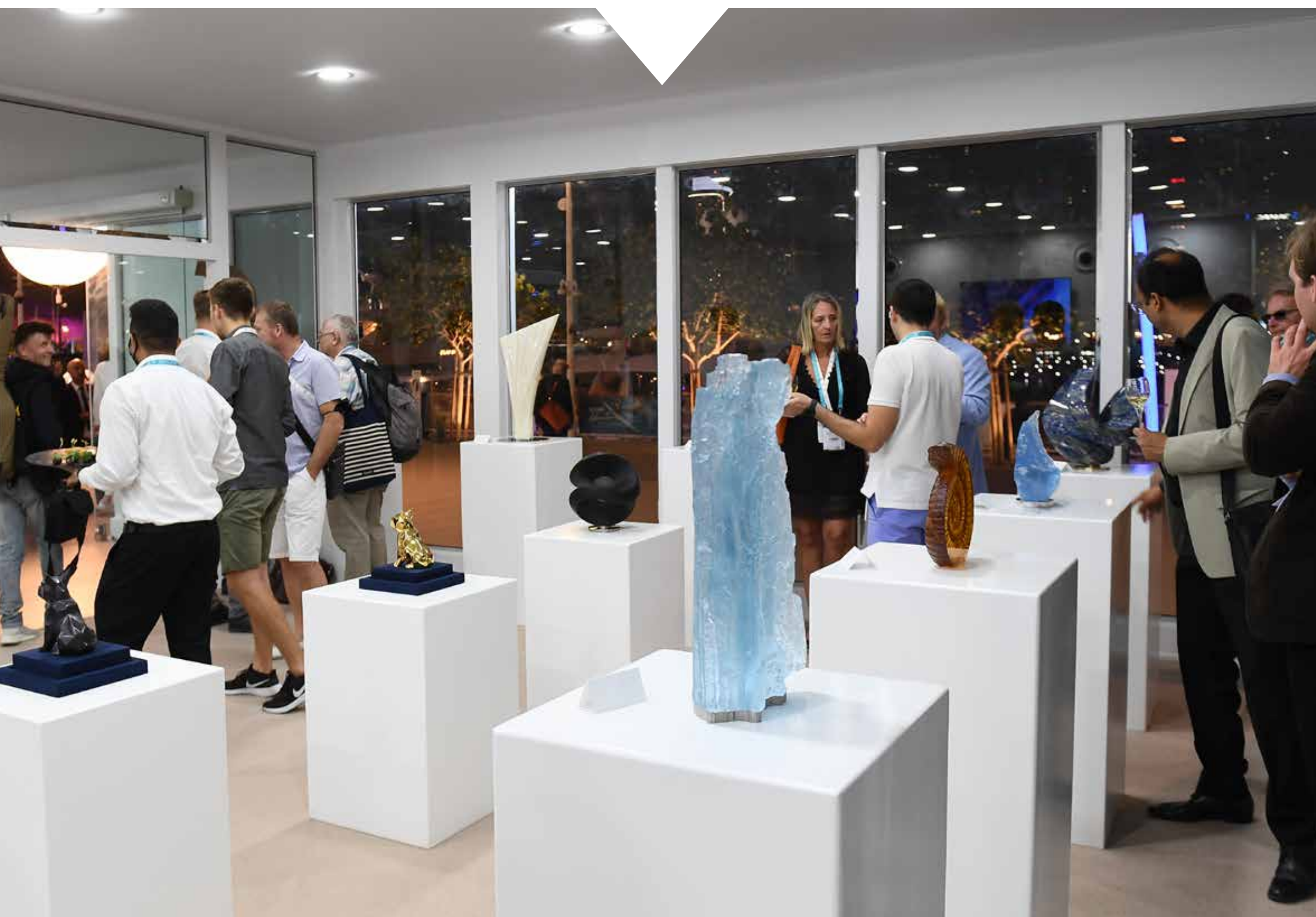
In Partnership with



MASTERS OF CRAFT

MARINE ART GALLERY

Showcasing a curated collection of exquisite originals. It is a special presentation of exquisite art, sculptures and one-off pieces from illustrious artists around the world.



SUPPORTING PARTNER

FEADSHIP
ROYAL DUTCH SHIPYARDS

VVIP EXPERIENCE



- VVIP Tours arranged daily (groups of 5 per tour) with access to Superyachts
- Pre-arranged and pre-qualified VVIP focused on corporate partners (working in banking; accounting; finance; law; insurance; design; fashion and logistics) and private groups featuring established Indian expat families; Private Family Office representatives
- All GCC VIPs will have the chance to relax in the show Majlis

Over
120
VVIPs

Over
67%
of VVIPs touring
were looking for yachts
25m and above



BUSINESS OWNERS & EXECUTIVES PROGRAMME

- Business Councils & Associations to organise their AGMs, business meetings and functions at the show
- For GCC Chambers of Commerce Dubai Boat Show will host the senior members and create bespoke meetings programme around their participation
- All executives will take part in guided tours of the show stopping at the Superyacht manufacturers stands and boarding the superyachts



MIDDLE EAST YACHTING CONFERENCE



SUPPORTING PARTNERS



THE WINDS OF CHANGE: RESHAPING THE NARRATIVE

The Middle East Yachting Conference returns for 2023.

Forging innovation in the Yachting Industry - the conference promises a groundbreaking and innovative agenda, based on the latest trends and talking points in the yachting sphere.

From the sustainability movement, to how crypto is impacting the market, the conference is must attend event for the industry to learn, discuss and experience how the future will look for the yachting landscape in the GCC.



Kevin Rice
Chief Creative Officer
PINNFARINA



Alexandre Bayeux
Founder
XPERYS



Abeer Al Shaali
Deputy Managing Director
GULFCRAFT

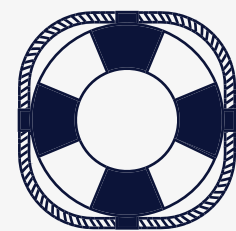


Capt. Sahar Al Rasti
UAE's First Female Captain

VISITOR PROFILE

TOP 3 PRODUCTS

and solutions purchased at the show this year



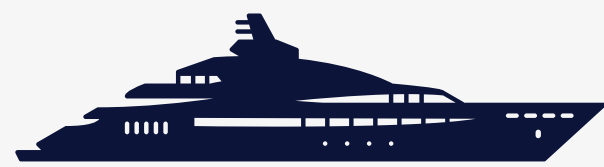
Marine Equipment



Water Sports / Toys



Small to Medium Boats



Super Yachts (24m+)



Fishing Equipments / Accessories



27,546
Total number of visitors



5,000+
Total number of VIPS



2,145
Total number of trade visitors



122
Visitor countries

TOP 5 VISITING COUNTRIES



UAE



KSA



Russia



Kuwait



Bahrain

66%

of the visitors find the Dubai International Boat Show important to attend

78%

of the visitors were very satisfied with the yachts and products on display

45%

of visitors were looking to buy at the show

34%

of visitors postponed their intention to purchase to wait for the show

MAKING WAVES



DAVIDE
CESARO



351K

followers



SEYMA
APRIL



35K

followers



AHMED
BEN
CHAIBAH



547K

followers



MANEA AL
MARZOOQI



93K

followers



Our family has been going to the show for years, it has become almost like a tradition for us. The boats displayed this year are truly spectacular and it's great to see how the industry has been evolving and growing.

Rashed Hamed



2M

emails deployed

(7% increase from 2019 edition)

1300+

radio spots



1.4M

weekly listeners

(20% increase from 2019 edition)



1M

SMS sent



17,823,141

social media impressions

(62% increase from 2019 edition)



PR campaign worth

US\$18,542,055

(16% increase from 2019 edition)

3,187,476

impressions reach
through influencers



290,591

views in total

278,227

pageviews



92,692

new website visits

(20% increase from 2019)

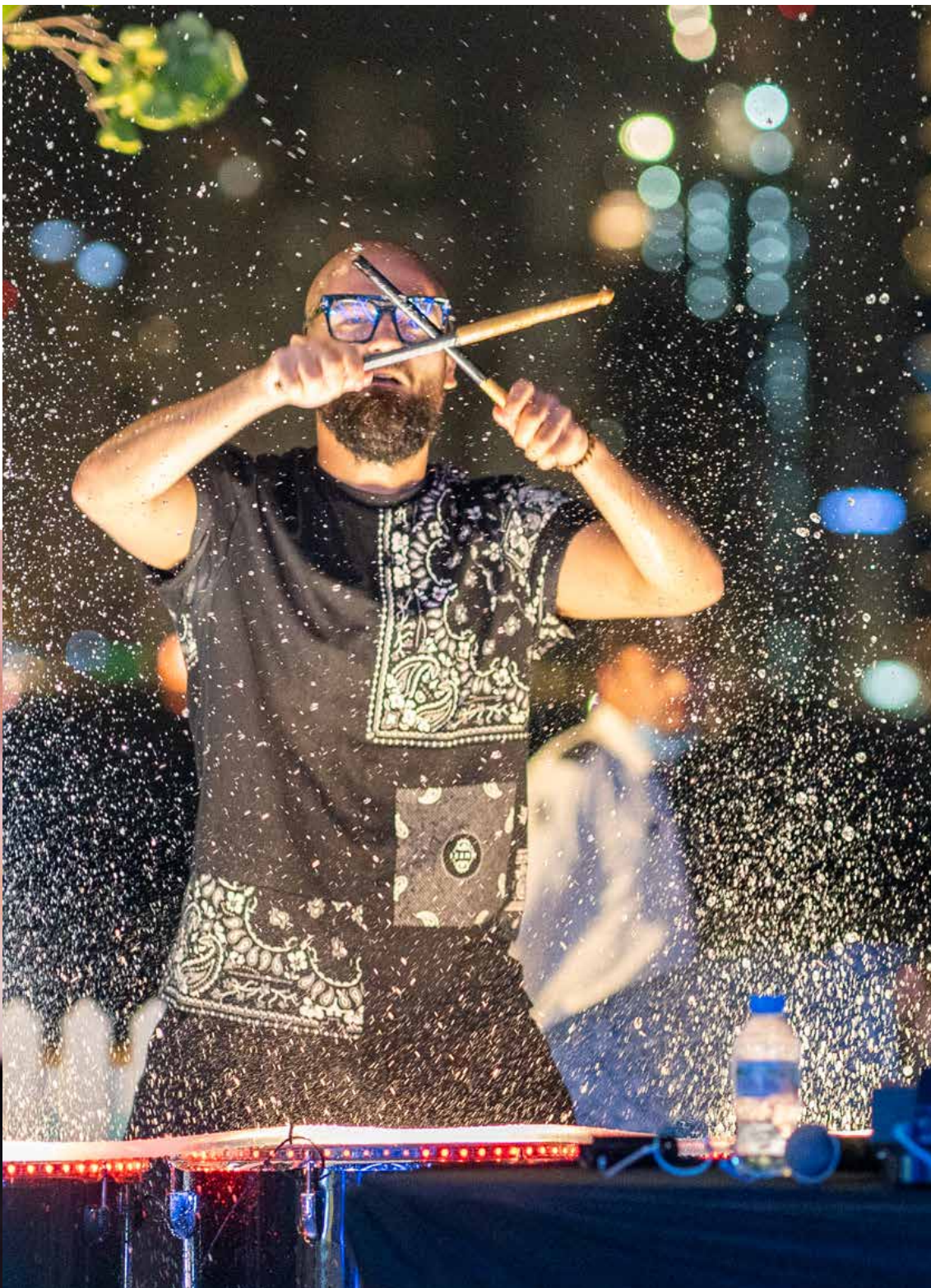


Impressions through
digital campaigns

24,086,970

(78% increase from 2019 edition)

CREATING THE
ULTIMATE BEACH VIBE

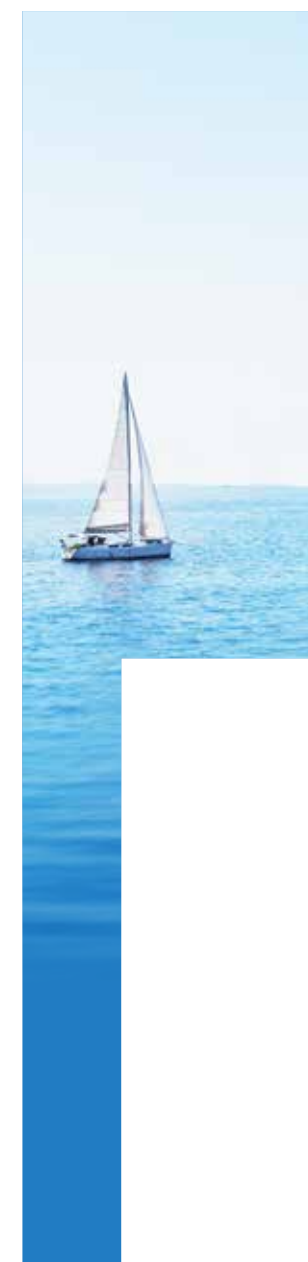


WOW
MOMENTS
AT THE
SHOW

Live Entertainment at the show



The Arabian Ocean Rowing Team



Panerai Watch-making Master Class



Captains Night Networking Evening



Save The Ocean Campaign By Crystal Caviar



Fishing Competition By DIMC



Dive Talks

WOW MOMENTS AT THE SHOW



Water Sports Paradise



Middle East Yachting Conference
Celebrating International Women's Day



Dive Pool

SPONSORS & PARTNERS

VIP REGISTRATION
PARTNER



SUPPORTING
PARTNER



OFFICIAL TIME
PARTNER



VIP LOUNGE
SPONSOR



OFFICIAL MAGAZINE



SUPPORTING
PARTNER



SUPPORTING
MARITIME AUTHORITY



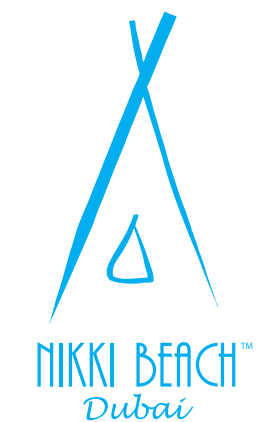
VIP LANYARD
SPONSOR



CAPTAINS NIGHT
SPONSOR



OFFICIAL HOSPITALITY
PARTNER



SUPPORTING
PARTNER



SUPPORTING
MARITIME AUTHORITY



ORGANISED BY



OFFICIAL COFFEE
PARTNER



PARTNER



معرض دبي
العالمي للقوارب



DUBAI INTERNATIONAL
BOAT SHOW

For stand booking
enquiries please
contact

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