

Held under the patronage of **His Highness Sheikh Hamdan bin Zayed Al Nahyan**,
Ruler's Representative in Al Dhafra Region.



ABU DHABI INTERNATIONAL BOAT SHOW

معرض أبوظبي الدولي للقوارب

POST SHOW REPORT 2024



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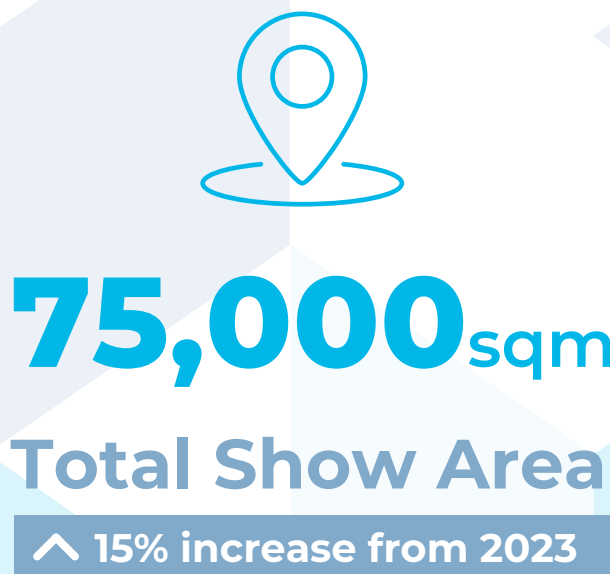
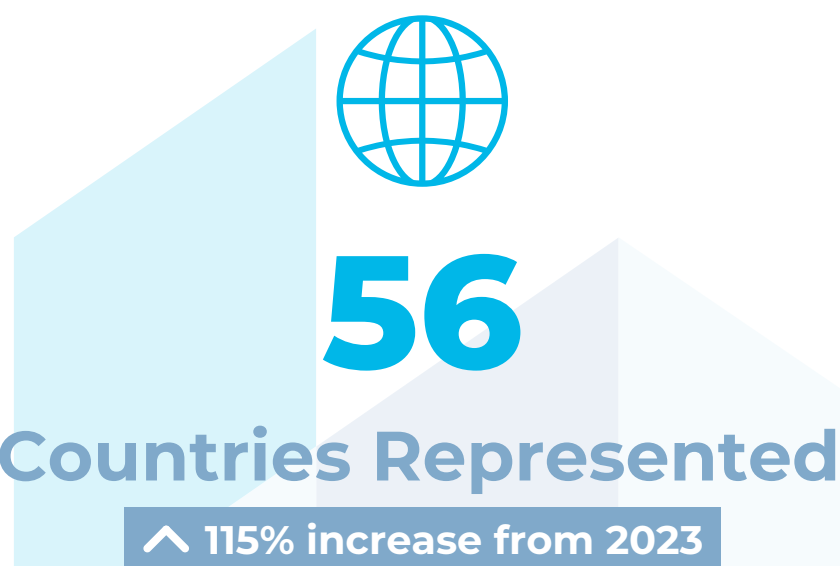
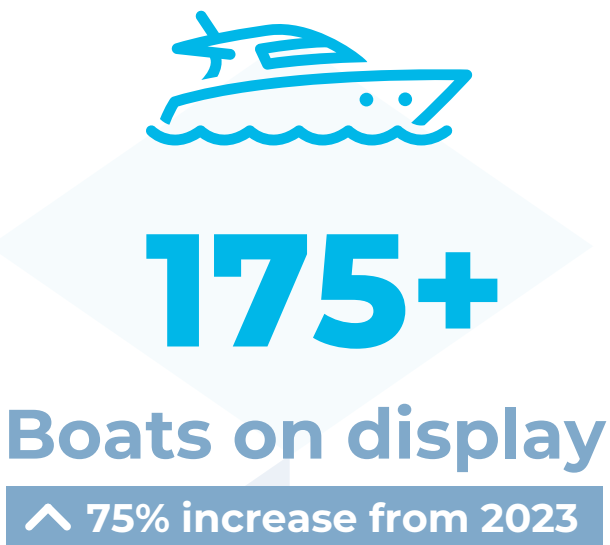
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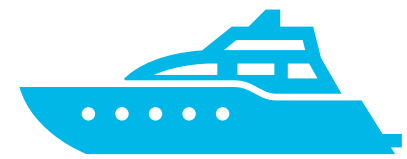
AN UNFORGETTABLE SHOWCASE: Celebrating Life on the Water

Under the esteemed patronage of H.H. Sheikh Hamdan bin Zayed Al Nahyan, Ruler's Representative in Al Dhafra Region, and with the valued support of the Department of Culture and Tourism, the 2024 Abu Dhabi International Boat Show shone as a premier regional platform for marine innovation.

This year's event went beyond showcasing the latest technologies, serving as a vital hub for fostering meaningful customer connections. With its vibrant, family-friendly atmosphere, the show invited marine enthusiasts to immerse themselves in the enchanting world of watercraft and the thrill of life on the water.



PRODUCT LAUNCHES

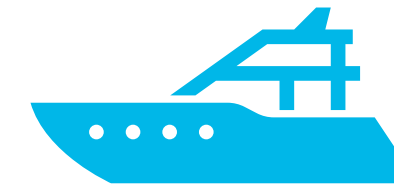


Tecnomar for Lamborghini 63 Motor Yacht: Behnemar Yachting Consultancy unveiled the **Tecnomar for Lamborghini 63** motor yacht for the first time in the Middle East. This remarkable vessel combines Lamborghini's iconic automotive design with cutting-edge yachting technology, offering a unique blend of luxury, performance, and innovation.



World's Fastest Powerboat by Sharjah International Marine Club:

The Sharjah International Marine Club presented the world's fastest powerboat, capable of reaching an astounding speed of 220 km/h. Locally manufactured in the UAE by Sharjah Marine, this engineering marvel showcases the nation's marine craftsmanship, technological innovation, and its growing leadership in shaping the global maritime industry.



Grandezza 37: Tailored for the Region - The Finnish-built **Grandezza 37**, the flagship model of Grandezza Boats' signature series, has been semi-customized to meet both individual client preferences and the specific demands of the regional environment. This vessel seamlessly combines Scandinavian design with practical features tailored for Middle Eastern waters.

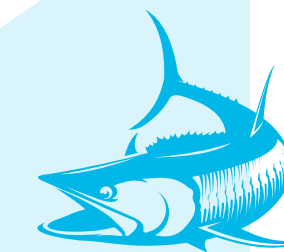


Dubai Power Boats and the World Cat 400CC-X: Dubai Power Boats, the exclusive GCC distributor of luxury boat brands, introduced the **World Cat 400CC-X**, a premier addition to World Cat's lineup. Designed for those who value performance, luxury, and comfort, the 400CC-X features a spacious layout, advanced technology, and premium finishes, redefining the offshore boating experience.



Expedition Zero's "Net Zero" Sailing Yachts:

Expedition Zero, a British start-up, unveiled its groundbreaking "net zero" sailing yachts at this year's show. These innovative vessels incorporate sustainable materials and regenerative, fossil-free power systems, achieving a 90% reduction in environmental impact while delivering exceptional offshore performance—setting a new benchmark for eco-conscious luxury sailing.



The Al Dana Award:

Promoting Maritime Sports in Abu Dhabi - In collaboration with the Abu Dhabi Heritage Authority, Abu Dhabi Sports Council, and Abu Dhabi Marine Sports Club, Abu Dhabi Media launched the **Al Dana Award** for professionals and amateurs competing in the Kingfish Challenge. Offering annual cash prizes worth **AED 100,000** for seasons spanning 2024 to 2026, this initiative reinforces Abu Dhabi's status as a premier maritime sports destination in the region.

EXHIBITOR SPOTLIGHT

813 brands
from 56 countries
represented these sectors

- Boat Builder
- Boat Dealer
- Training & Sea schools
- Watersports
- Fishing equipment
- Boat Charter
- Marinas & Services
- Engines, Equipment & Accessories
- Government agencies & Associations
- Waterfront Development/Real Estate
- Finance & Insurance
- Travel, Tourism & Destinations
- Marine Lifestyle retails

72%

Said exhibiting at the Show is important for their business

87%

Said their experience at the Show in 2024 was better than the previous year

88%

Said that they were satisfied with the Show

What our exhibitors had to say:

"The quality of the conversations we had have been fantastic, our business is creating sustainable more tourism and the show reinforces our view that our vision is shared by Abu Dhabi making is perfect location for us."

- Expedition Zero
































"The show attracted high-quality visitors, fostering meaningful connections and valuable business opportunities."

- Leisure Marine Association Middle East and Africa (LMA MENA)

+22 exhibitor Net Promoter Score (NPS)
compared to industry benchmark +8



LEADING COMPANIES AND BRANDS AT THE SHOW

 FAST MARINE BOATS U.A.E	 Finland	 Germany	 U.A.E	 France	 U.A.E	 U.A.E
 U.A.E	 Sweden	 United Kingdom	 Poland	 U.S.A	 U.A.E	 U.S.A
 U.A.E	 Finland	 Italy	 U.S.A	 U.A.E	 Italy	 U.A.E
 Japan	 Finland	 Japan	 France	 France	 Netherlands	 France
		 U.A.E	 Japan	 U.A.E		

WHAT'S NEW

Bigger Marina, Bigger Possibilities

For 2025, we were excited to unveil a larger marina than ever before, with expanded berthing capacity and more space to showcase boats of all types. This enhanced layout gives exhibitors a prime opportunity to display vessels in an impressive waterfront setting, ensuring every boat catches the eye of eager buyers and marine enthusiasts.

Kid's Zone

In collaboration with Yas SeaWorld® Research & Rescue Center, the Kids' Zone was transformed into an inspiring hub for young minds, featuring fun, interactive activities that sparked curiosity about the ocean and marine life. This vibrant area attracted families throughout the event, bringing increased foot traffic to exhibitors' stands as parents and children explored the Show together.

The Knowledge Box

This year, we introduced the Knowledge Box, a dedicated space for learning about boat ownership, the latest marine technology, and sustainability. Positioned as the educational epicenter of the Show, it attracted a focused audience eager to gain industry insights. For exhibitors, this was a prime opportunity to showcase expertise and engage with visitors interested in marine innovation and products.

New Live Performances

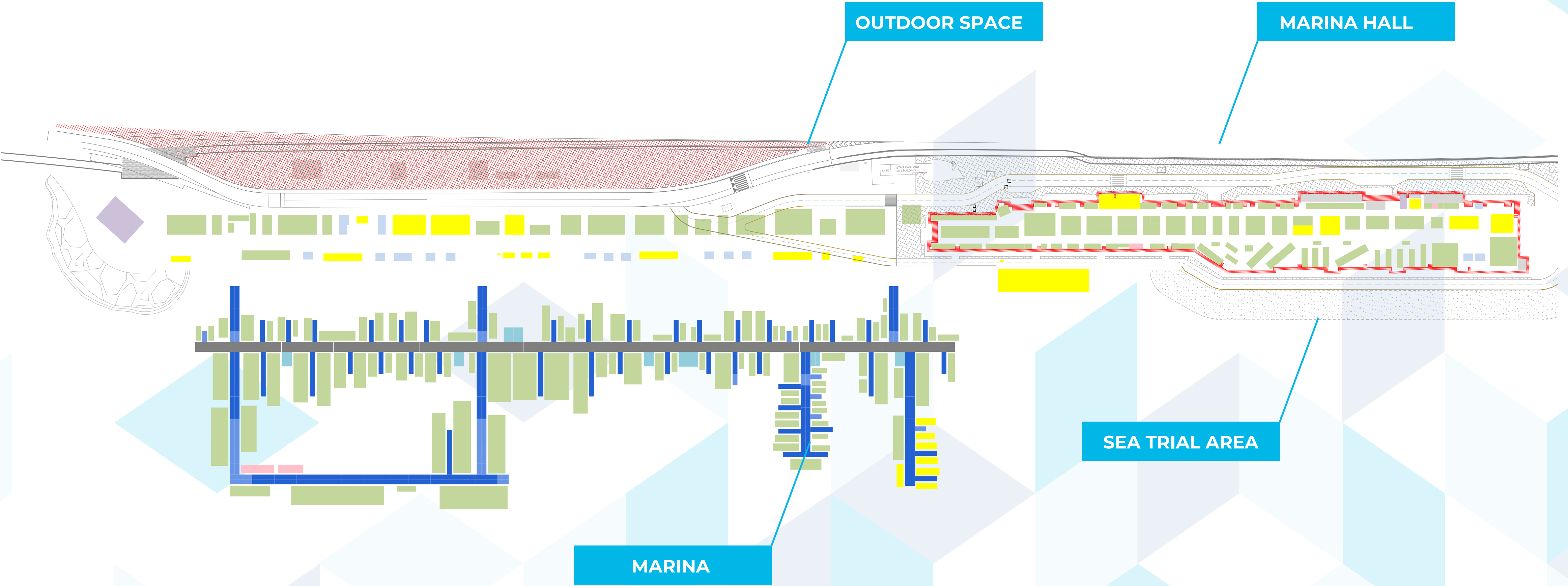
Visitors enjoyed a vibrant array of family-friendly entertainment at the Show, featuring live DJs, energetic bands, talented singers, a lively dancing parade, mesmerizing roaming acts, and a captivating Ayalah performance. This seamless blend of activities created the perfect atmosphere for a fun-filled day at the boat Show.

Enhanced Experiences and Opportunities

The 2024 edition set new standards with its enhanced visitor experiences and exhibitor benefits, laying the groundwork for even more exciting expansions in 2025.



2024 FLOORPLAN



Visitor Profile

43,732

visitors said these were the top 5 products they were interested in:

 Yachts

 Fishing Boats

 Boat Equipment

 Fishing Equipment

 Sailing Boats

88%

said they were very satisfied with the Show

84%

said they would visit the Show next year

86%

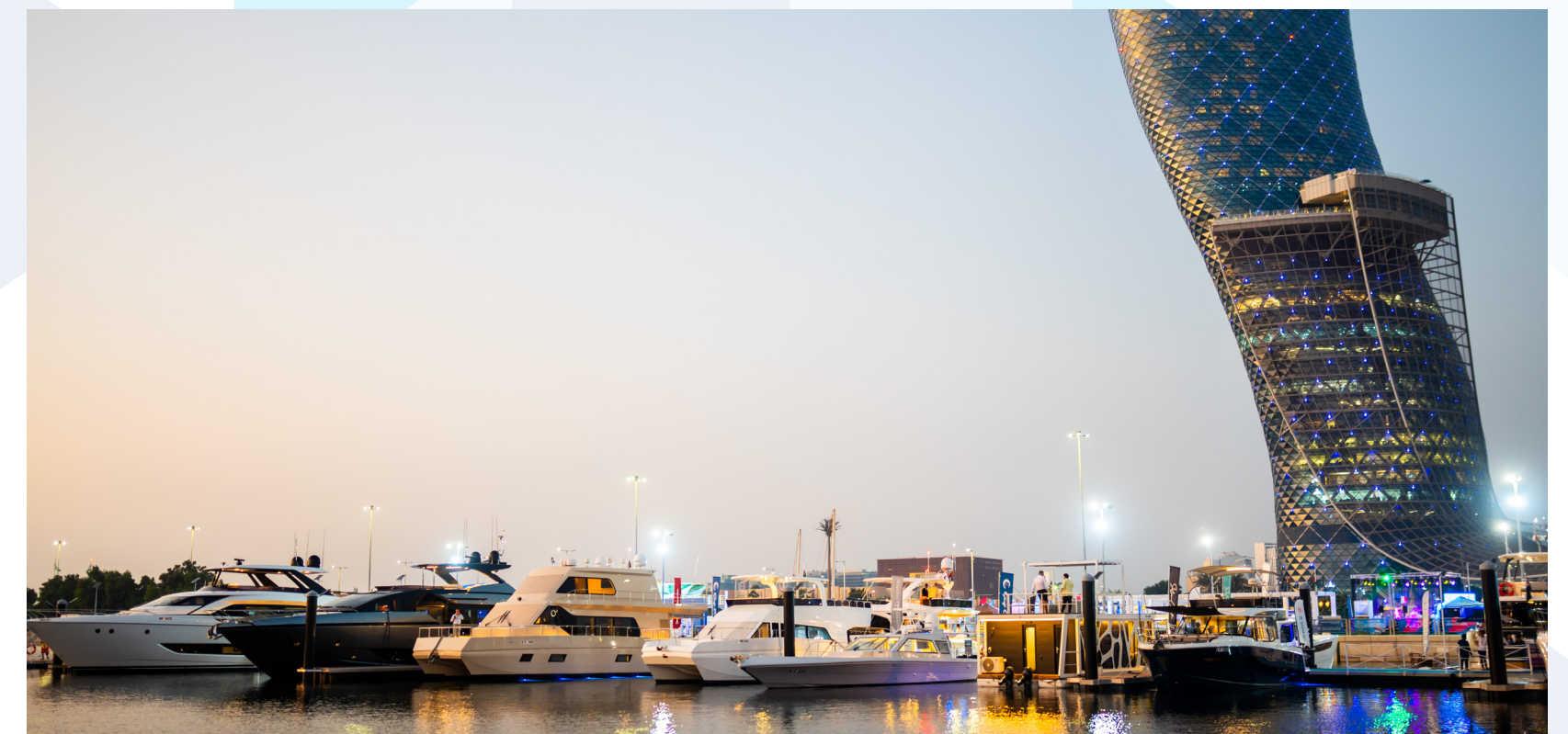
rated the variety of exhibitors/products as excellent

What our visitors had to say:

“A rich platform of businesses and connection opportunities to get the pulse of the sector in a region that will get more and more connected to the water in the future.”

“The Show was well organised with varieties of option to purchase from. It provided with a good knowledge about the marine industry.”

**+56 visitor Net Promoter Score (NPS)
compared to industry benchmark +22**



CELEBRATING THE PRESENCE OF VISIONARY LEADERS



SHEIKH NAHYAN BIN MUBARAK AL NAHYAN



SHEIKH AHMED BIN HAMDAN BIN MOHAMMAD AL NAHYAN



SHEIKH SAEED BIN HAMDAN BIN MOHAMED AL NAHYAN



SHEIKH DR. KHALED BIN ZAYED AL NAHYAN



SHEIKH MOHHAMAD BIN KHALIFA BIN MOHAMMAD BIN KHALID

- HIS HIGHNESS SHEIKH KHALED BIN MOHAMMED BIN ZAYED AL NAHYAN
- HIS EXCELLENCY SHEIKH NAHYAN BIN MUBARAK AL NAHYAN
- SHEIKH ZAYED BIN SAIF BIN ZAYED AL NAHYAN
- SHEIKH ZAYED BIN HAMAD BIN ZAYED AL NAHYAN
- SHEIKH RASHID BIN AHMED BIN HAMDAN BIN MOHAMMED AL NAHYAN
- SHEIKH NAYAN BIN KHALIFA BIN HAMDAN BIN MOHAMMED AL NAHYAN
- SHEIKH AHMED BIN SAEED BIN HAMDAN BIN MOHAMMED AL NAHYAN
- HIS EXCELLENCY MOHAMMED KHALIFA AL MUBARAK
- HIS EXCELLENCY SAIF SAEED GHOBASH
- HIS EXCELLENCY MOHAMMED ALI AL SHORAF

BROAD MEDIA COVERAGE AND EXTENSIVE OUTREACH

70 million+

impressions through our
digital campaigns

250+

radio spots in regional
English and Arabic radio
stations

14

billboards across the city of
Abu Dhabi

93

outdoor advertising
activations across UAE

4 million+

video views on social media

40 million+

social media reach across all
channels

1.3 million+

in total AD value

31.8 million+

PR reach across 7 countries

124K

website visits during this
edition

77

total interviews conducted at
the event

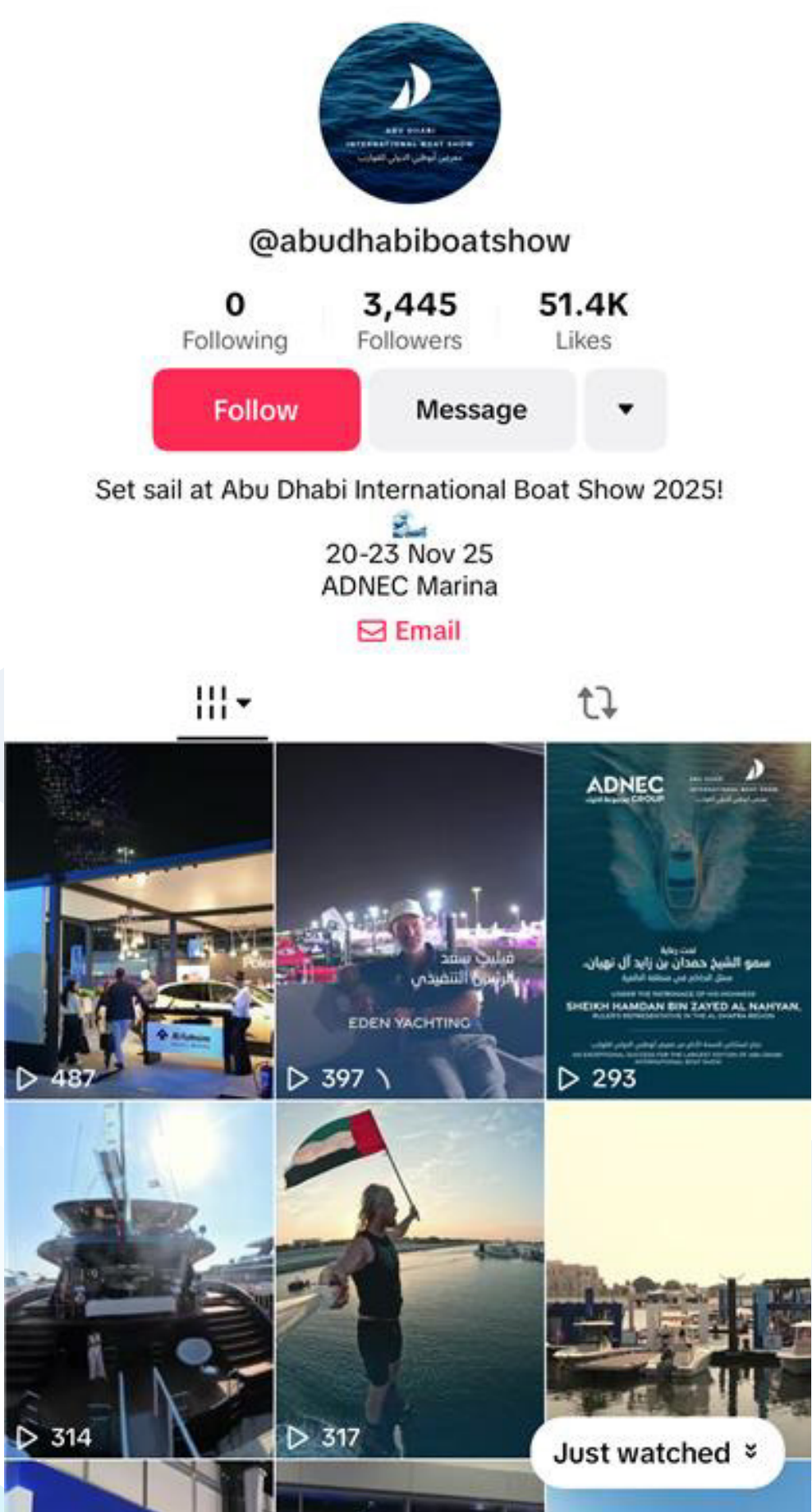
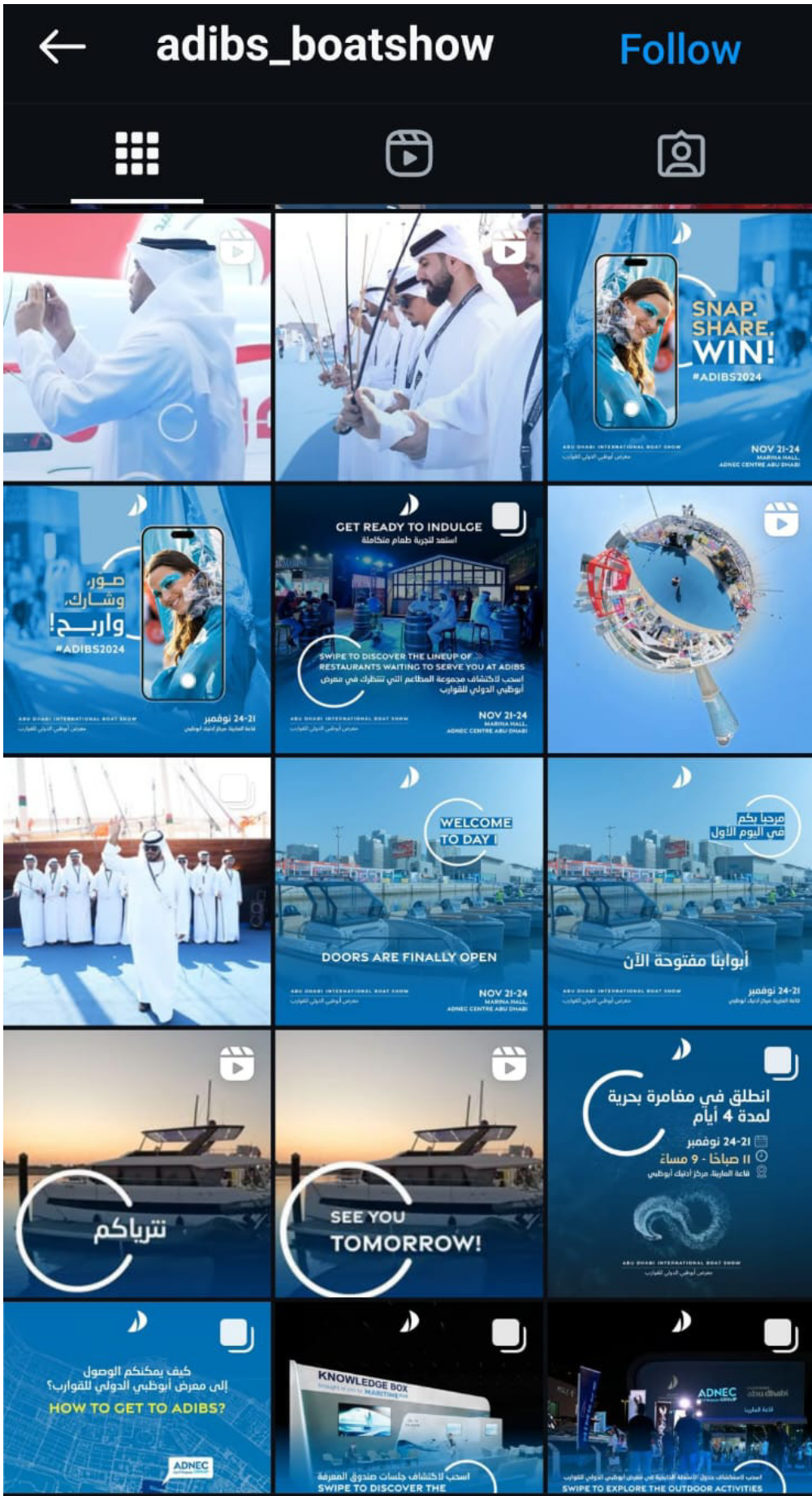
102

media outlets attended at the
show

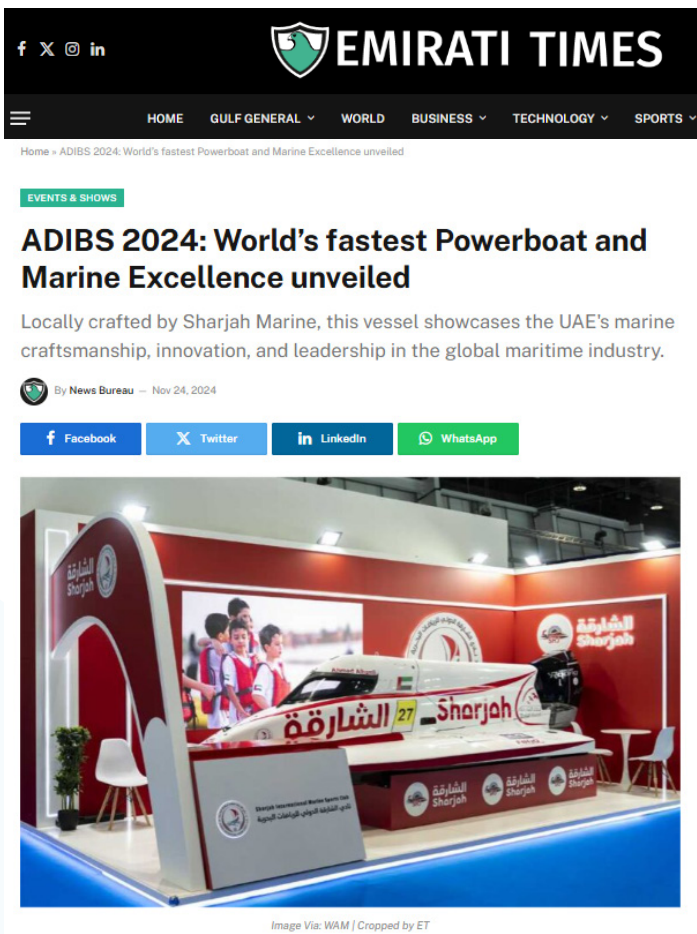
442

media reporters covered the
Show

SOCIAL MEDIA LOOK AND FEEL

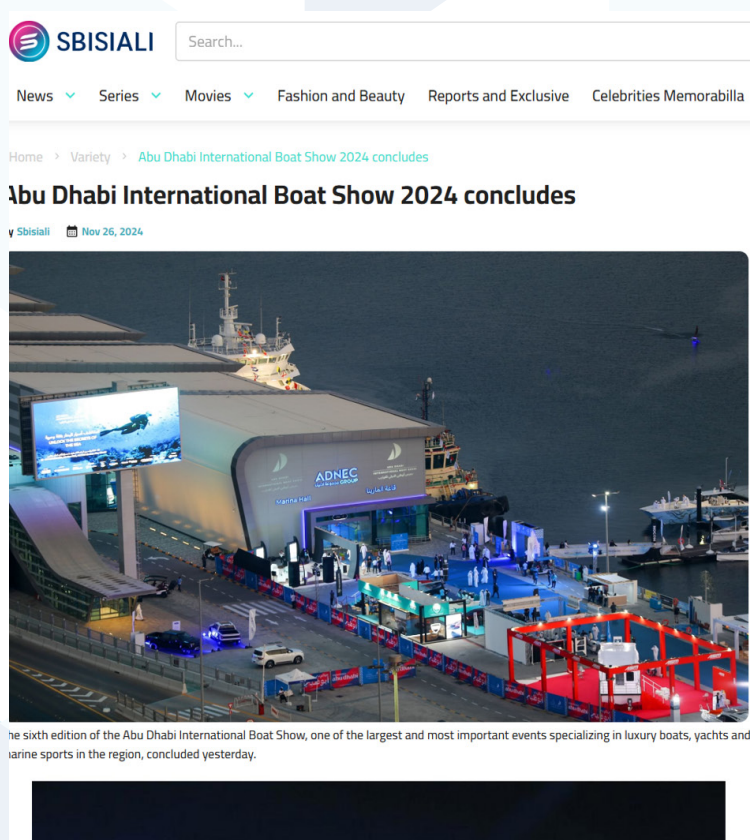
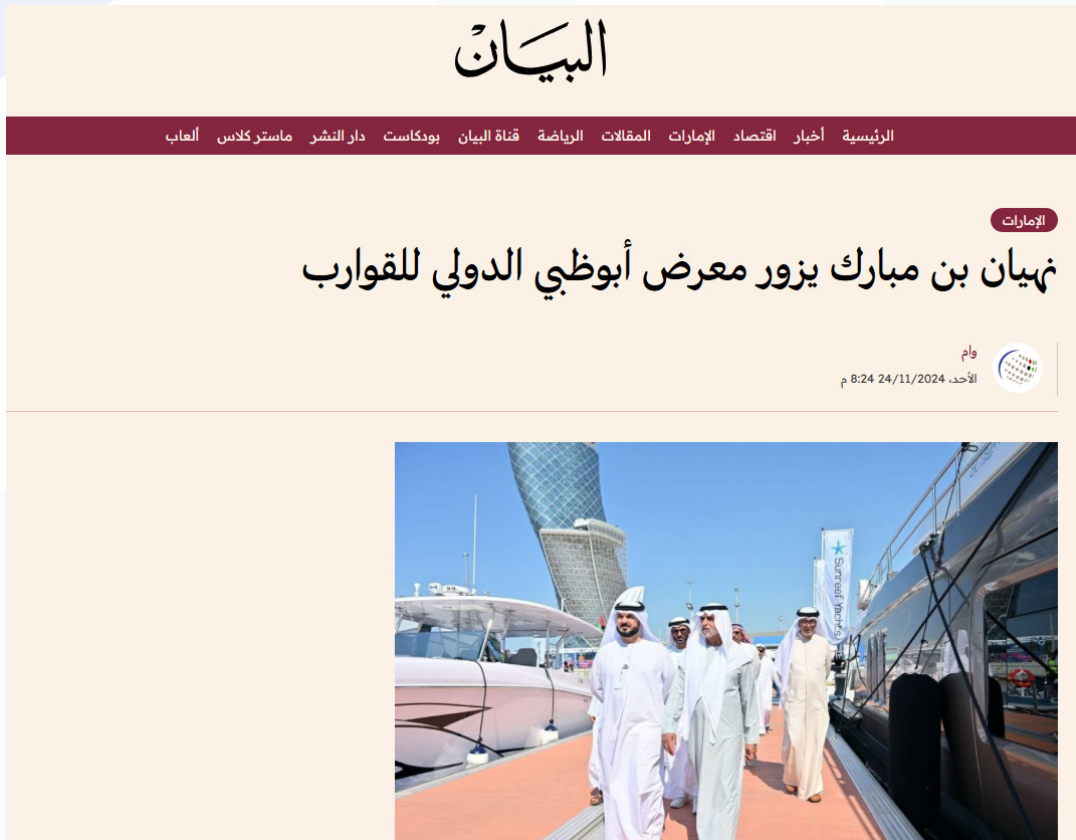


PR COVERAGE



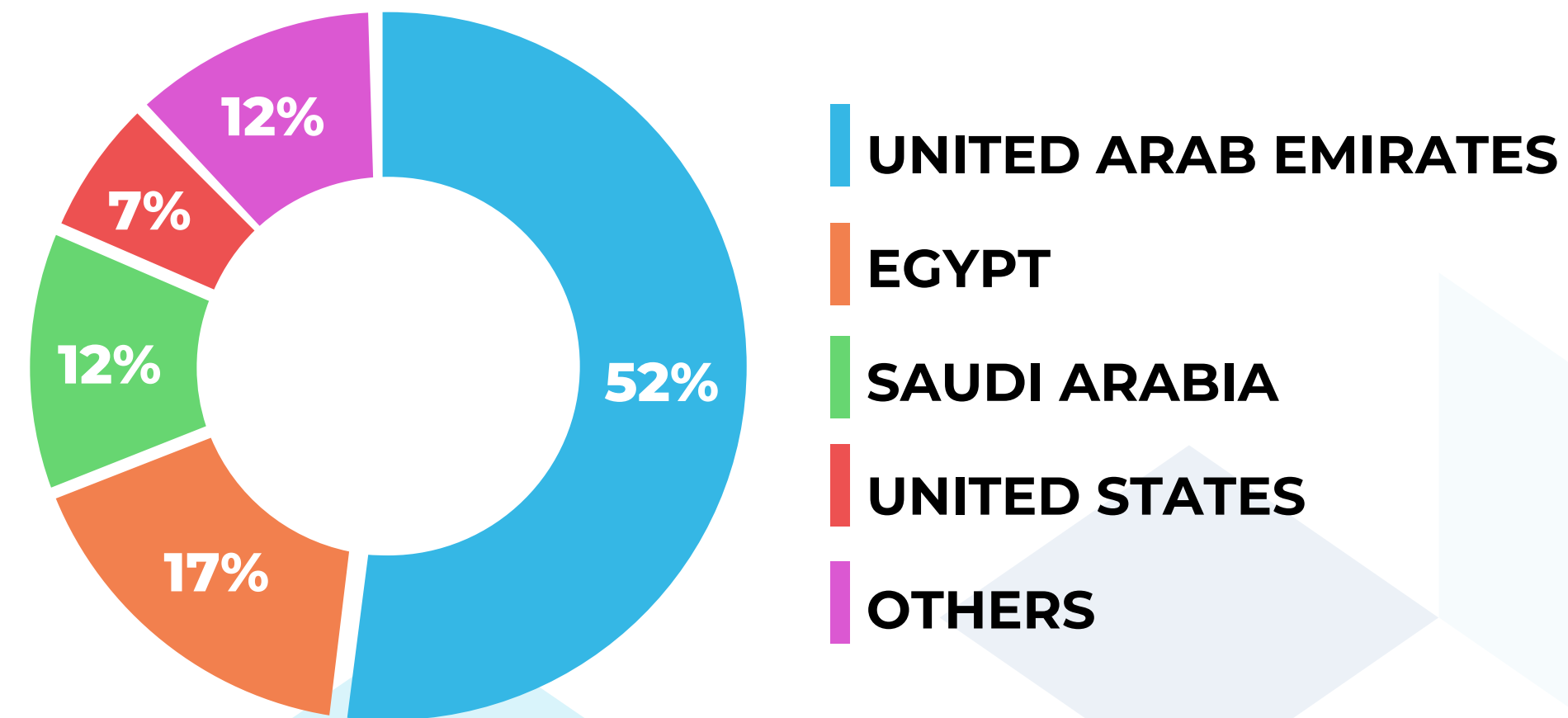
الإمارات اليوم

خالد بن محمد يزور معرض «أبوظبي للقوارب» في دورته السادسة

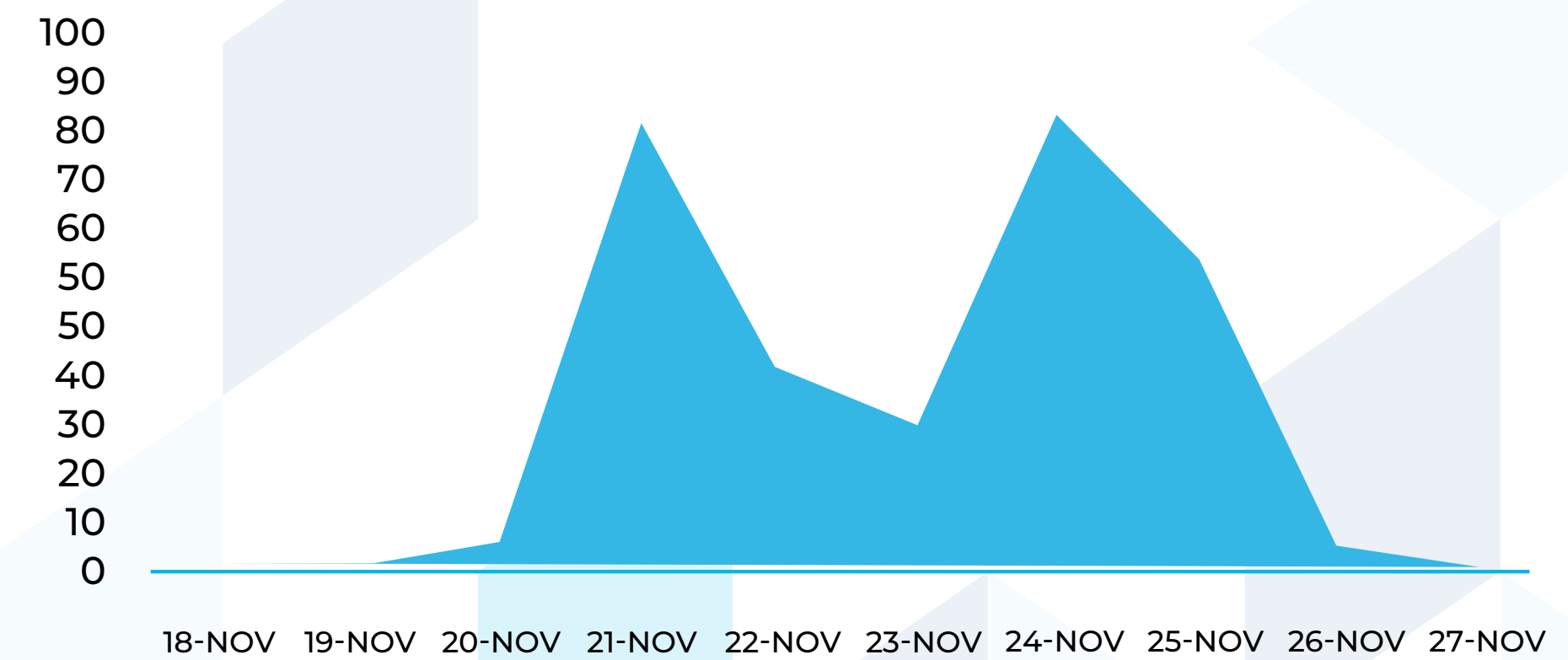


PR COVERAGE

Online News - Top Countries



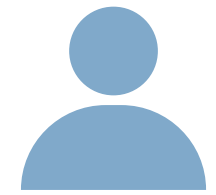
Coverage Distribution



A snapshot of the media outlets that covered the event



INFLUENCERS PROGRAMME



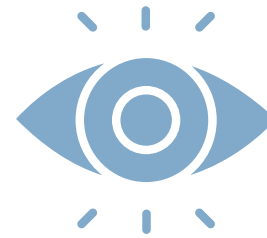
20

Number of
influencers



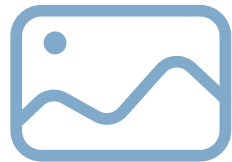
152,333

Engagements
Content interactions



4,064,794

Views
How many times content
was viewed



164

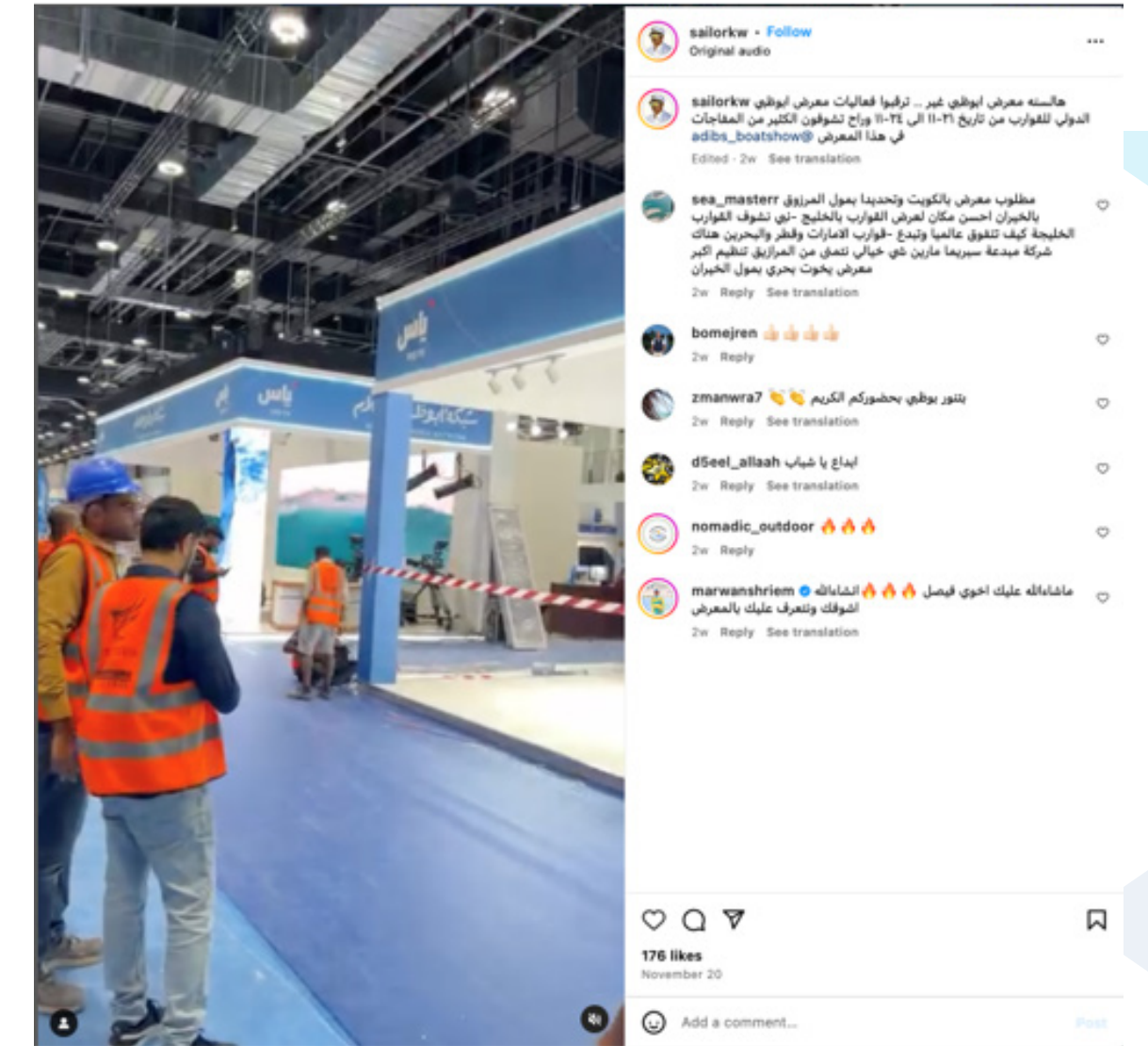
posts and Stories

Number of posts
and stories during
the Show days



1,261,080

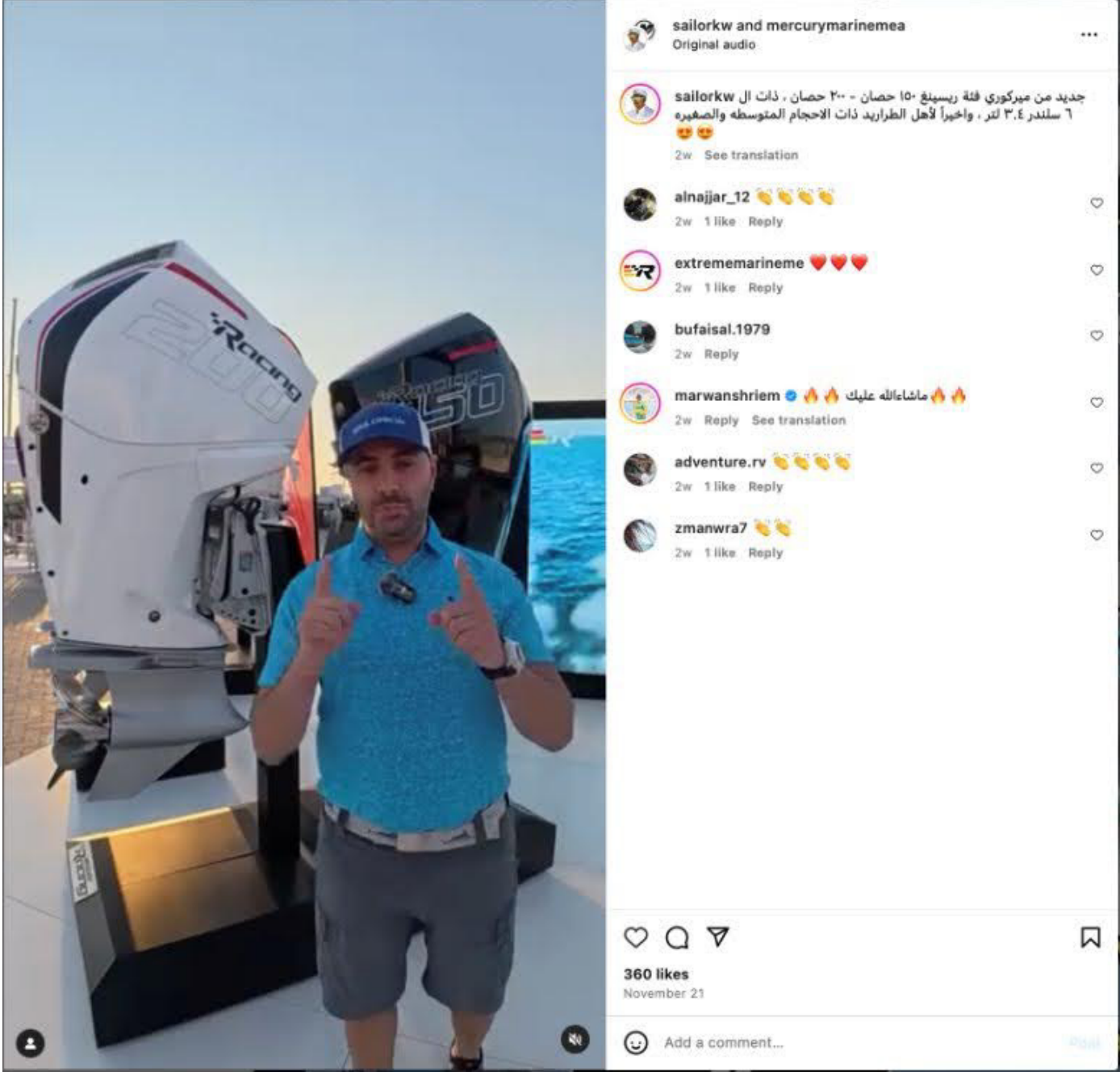
Reach
How many times content
appeared on people's
timelines



INFLUENCERS PROGRAMME



FAHAD AL ZAABI



FAIZAL AL MUHANNA



HUSSAIN BOQRAIS

SHOW DAILIES

We distributed 5 Show Dailies to our entire exhibitor and visitor database, providing essential event information, including the daily agenda, program highlights, and featured attractions at the show, ensuring visitors had everything they needed to plan their visit effectively.



We're crashing into Day 3 of **Abu Dhabi International Boat Show**, and the excitement just keeps building. From dream boats and fishing gear to hands-on marine experiences, this is the place to be this weekend.

We're open from 11 AM to 9 PM at the **Marina Hall, ADNEC Centre Abu Dhabi** so gather your family and friends to enjoy an unforgettable day on the water for the weekend!

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DAY 2 HIGHLIGHTS: THE BEST MOMENTS SO FAR

Here's a glimpse of what went down, and there's still plenty waiting for you this weekend. Don't miss out—come join the excitement!



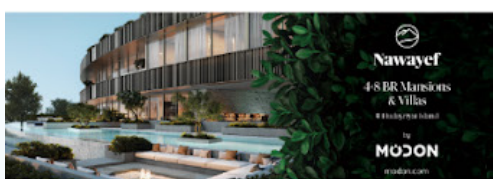
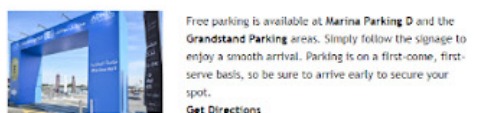
WHAT'S INSIDE FOR DAY 3



- Free boat rides at the **Navigation Hub**
- Junior Captains Programme for kids by **AB Ports** in the Knowledge Box
- Let the little ones dive into fun at the Kid's Zone by **Yas Sea World Research Centre**
- Join the impressive **Jayrun research vessel** (don't miss its 3 PM departure!)
- Explore over **800 marine brands** and **190 stunning boats** on display
- Snap the perfect selfies against the scenic marina views
- Indulge in mouthwatering **food and beverage** options
- End your evening with a **dazzling fireworks display** at 7:15 PM

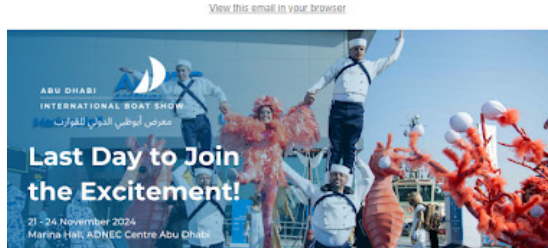
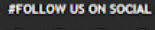
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IMPORTANT INFORMATION



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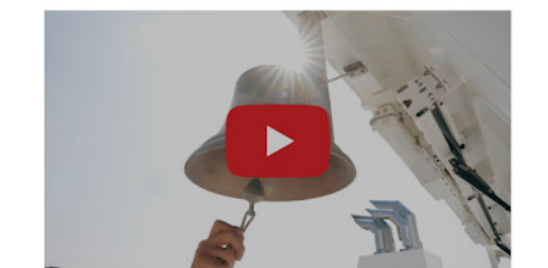
The past three days have been nothing short of spectacular—excitement on the water, fun on the marina, and people embracing the ultimate marine lifestyle.

Today is your last chance to experience the **Abu Dhabi International Boat Show!** We're open from 11 AM - 9 PM at the **Marina Hall, ADNEC Centre Abu Dhabi**.

[BUY YOUR TICKETS](#)

DAY 3 WAS EPIC - HERE'S WHAT YOU MISSED!

Yesterday was nothing short of extraordinary—thrilling activities on the water, lively vibes at the marina, and unforgettable moments shared by all. Now, it's time to end on a high note. Are you ready to join us for one final day of celebration?

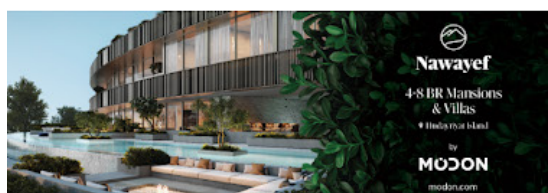


WHAT'S INSIDE FOR DAY 4



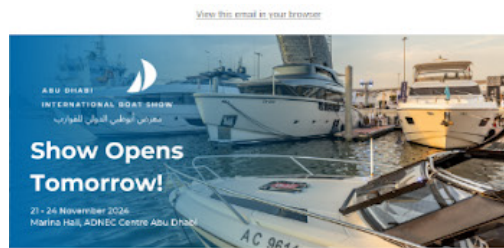
- 🎉 Celebrate with us one last time!
- 🌊 Dive into a world of incredible boats and marine exhibits that will leave you inspired
- 🍷 Live the life on the water with activities for the whole family
- 🍽️ Savor delicious bites at a variety of food trucks serving up mouthwatering cuisines
- 🎤 Soak up the vibes with live performances by talented artists
- 🌟 Don't miss the ultimate celebration of the marine lifestyle—fun, food, and unforgettable moments await!

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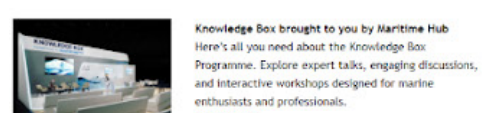
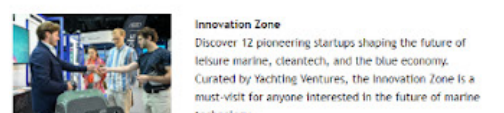
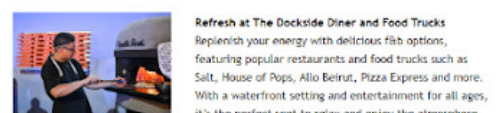
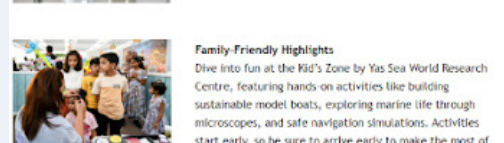
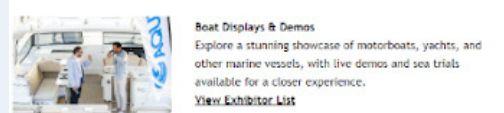
Abu Dhabi International Boat Show opens its doors tomorrow at **Marina Hall, ADNEC Centre Abu Dhabi**, from 11 AM to 9 PM, running daily from 21 - 24 November.

Dive into the world of boating, explore stunning exhibits, and experience exclusive attractions—all in one place.

Hurry! It's your last chance to grab your tickets before prices go up. Get yours now to avoid missing out on this incredible event.

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EVERYTHING YOU NEED TO KNOW ABOUT VISITING



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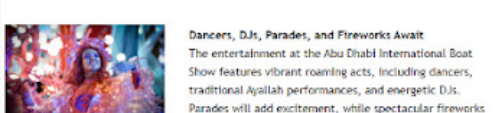
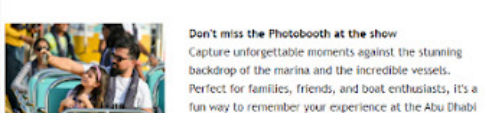
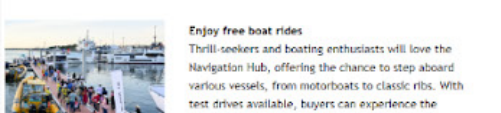
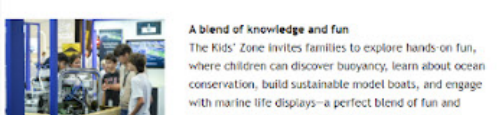
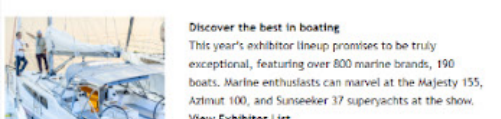


Today's the day! **Abu Dhabi International Boat Show** is officially open from 11 AM to 9 PM daily from 21 - 24 November at the **Marina Hall, ADNEC Centre Abu Dhabi**!

Dive into a world of marine luxury, the latest technology, and unforgettable family fun. Whether you're here to explore the latest boats, meet industry leaders, or simply enjoy a perfect day by the water, this is your moment to experience it all.

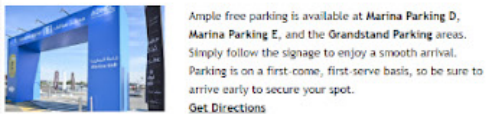
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HIGHLIGHTS OF THE SHOW



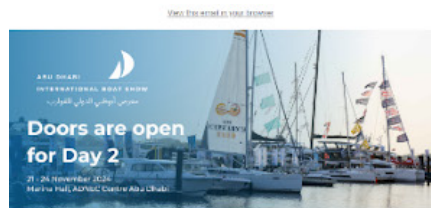
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What an incredible start to the **Abu Dhabi International Boat Show** yesterday! From the view in our hair and music in the air to a showcase of all things boats—it was truly a day to remember!

But the fun doesn't stop there! Day 2 promises even more excitement. We're open from 11 AM to 9 PM daily from 21 - 24 November at the **Marina Hall, ADNEC Centre Abu Dhabi**.

We can't wait to see you again today to keep the momentum going. Let's make it another day to remember.

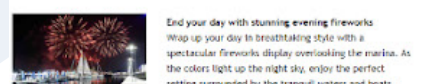
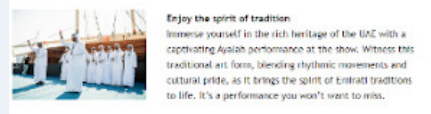
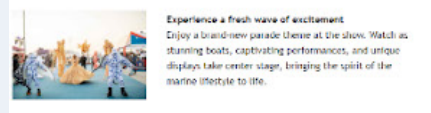
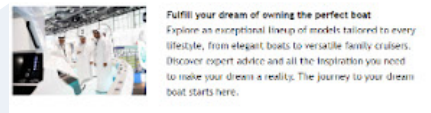
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HIGHLIGHTS FROM DAY 1

If you missed out on yesterday's excitement, don't worry—we've got you covered! Here's a recap of what you missed.

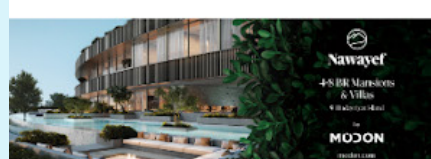
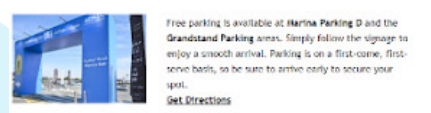


WHAT'S INSIDE FOR DAY 2



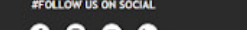
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ABU DHABI MARITIME AWARDS

The 2024 Abu Dhabi Maritime Awards was held at the Abu Dhabi International Boat Show in the ADNEC . Created by Abu Dhabi Maritime, the custodian and regulator of Abu Dhabi's waterways, the awards are an initiative designed to showcase and reward marinas setting the benchmark for excellence and success across the Middle East North Africa and Türkiye.

Awards were presented across various categories, including service, sustainability, safety, environment and operational prowess, creating a platform to honour those who have raised the bar, and give well-deserved recognition for their outstanding achievements.



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ABU DHABI

INTERNATIONAL BOAT SHOW

معرض أبوظبي الدولي للقوارب

20 - 23 November 2025

Marina Hall, ADNEC Centre Abu Dhabi

**FOR BOOKING AND
SPONSORSHIP ENQUIRIES,
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