

# CAPE TOWN INTERNATIONAL BOAT SHOW

**18-20 OCT 2019**  
**V&A WATERFRONT**

**South Africa's premier boating and luxury lifestyle show**



## **2019 POST SHOW REPORT**



## Thank you from Messe Frankfurt South Africa

We would like to take this opportunity to thank you for participating in the 2019 Cape Town International Boat Show and partnering with us as a valued exhibitor and partner. We hope you had a successful show and managed to attain the exposure and leads you were looking for.

Numerous business transactions took place over the three days including a number of boats, engine and charter sales directly at the show - a first for a number of boatbuilders and dealers to happen at a boat show in a number of years which further indicates the growing strength of the boat show brand.

We understand there were a few elements that contributed to the show being quieter on the final day, namely the Gun Run and the Quarter finals of the rugby which as show organisers was something we could not have planned for in advance. Consumer shows dates are planned over 14 months in advance and as much as we try to account for clashing events, consistency and timing is something that is key when executing shows of this nature. Moving our dates was never going to be a viable option. With the new dates planned for next year we are ensured to be away from major events of this nature and have provisioned for a 10-day gap between other boat trade shows.

We invested heavily in our marketing this year to ensure we attract the right quality of visitors. There is a notable increase in engagement with our online and social media audiences which subsequently reflected in the quality of the feet through the doors and the number of sales made on site.

From all the activity on the show floor and in the water, it's clear that Boatica Cape Town 2020 is certainly going to be the premier venue for the South African boating industry to showcase their products and we cannot wait to welcome you back from the 23-25 October 2020 at the V&A Waterfront.



@boatcacapetown



@boatcacapetown



@boatcacapetown

## Thank you to our Sponsors and Partners



- keep discovering -



*"My first Boat Show Experience was AMAZING, but this is especially due to the support from the Organisers! Your Team was so well organised and very informative, they were all beyond helpful and very ready to assist in the most friendliest manner."* - **Seascope Marine Services**

# 2019 FACTS & FIGURES



**120**

Exhibiting Companies



**7402**

Visitors



**60+**

Boats on Display



**12**

Interactive Activities



**4**

Onsite Competitions



**96**

VIP's

*"The Cape Town International Show was our first attendance and it was exceptionally planned well and the location is the utmost best location. We managed to convert 23 people to become Greenpeace supporters and a lot more who signed our save our oceans partitions. Greenpeace would defiantly consider attendance on the 2020 Event"* - **Greenpeace Environmental Organisation**

## 2019 BOATS ON DISPLAY

TITAN 225 • TITAN 300 • FUSION 19 • FUSION 21 • MASTERCRAFT X26 • WATERMARK PONTTON 6250 • SEACAT 565 • MONTEREY M65 • EXPLORER 19CC • QUINTREX 350 • BOATING RUNABOUT 15 • VX1050 (waverunner) • EX1050 (waverunner) • FB1800 (waverunner) • Infanta RIB • Super Auto Ocean Runner and Bay runner • Carry Cat • Eclipse 680 • Fusion Boats • Sensation Boats • G Cat • Shelter Marine Classic • Royal Cape Catamaran • Lagoon 40 • Leopard 45 • Leopard 50 • Maverick 440 • Princess 60" • La Vie Fairline 53" • Lucia 40 Fontaine Pajot • Atlantis 425 SC • Jeanneau Sun Odyssey 440 • Dock Star • Riva



Fusion



Lagoon



Shelter Marine



Fusion



Leopard



Yamaha

# EVENT FEATURES



## Water Exhibition

A Showcase of some of the latest in the African boating industry, the water exhibition did not disappoint with over 60 boats on water, including a wide range from dingy's to yachts, there was something for every boating enthusiast.



## Marquee Exhibition

For anything and everything boating related, the marquee exhibition is where you needed to be, engines, GPS Systems, boating insurance brokerage companies, fittings, accessories and components, you were sure to find what you are looking for at great show discount prices.



## Luxury lifestyle exhibition

The Luxury lifestyle exhibition, featured both new and established high-end luxury brands associated with the boating lifestyle from fashion, jewellery, real estate, across art & antiques, interior & design by some of the country's most sought after brands.



*"Being our first show, we had a great time and a lot more interest than we thought. Our stand was busy and we managed to pick up 4 more new deck orders and have sent out a few quotes since the show too. We met some wonderful people who were also exhibiting and made a lot of contacts for future business. Looking forward to the 2020 Boatica!" -*

**Aquadex Africa**

## Interactive on water experiences

The 19th edition of the Cape Town International Boat Show featured even more live demonstrations, from flyboarding, foiling, SUP racing, canoe polo, VIP boat cruise, kids activities and a very energetic dragon boat race across the Marina.

### VIP Experience on the Ocean Princess

96 guests joined us for the ultimate luxury experience on the 60 foot Ocean Princess for the first-time on the southern tip of the African continent for a 1.5 hour round trip to Camps Bay.



### The Great Optimist Race

The Great Optimist Race in conjunction with The Cape Town international boat show aimed at raising funds for sick and needy children across the Western Cape set off on a tricky three-lap course through the V & A Waterfront in front of thousands of spectators. Competitors ranged from celebrities to captains of industry, and medical survivors, all of whom raced for glory in little optimist boats. It was shark attack survivor, amputee and adaptive surfing champion, Caleb Swanepoel who took the glory.

### Foiling Demonstration

Sixteen-year-old Nathan van Vuuren, who recently finished second in the 32-mile M20 world championship event, along with the Signature Surf foiling team wowed visitors with a demonstration of this extreme sport.



*"On behalf of SLL, a big "Thank You" for making a stand available to us during the Boat Show. While we didn't raise millions of Rands, we did collect some money, and, more importantly, I think we made some good connections and leads to future prospective donors." - Save Langebaan Lagoon*

## Dragon Boat Racing

This year six teams participated including Mujaji - named after a dragon that is said to look like a great feathered serpent and who lives on Table Mountain (Xhosa folklore), Amabelle Belles – part of an international movement of dragon boat racing among breast cancer survivors as well as the Paddlesnappers, Dragon Warriors amongst others. The final standings after all the heats resulted in Monte Dragons taking first place followed by The Dragon Warriors.



## Canoe Polo

All National Team members from the Western Cape Canoe Union were in attendance as it hosted a round robin tournament – including an u12's tournament.

## SUP Experience and Race

Over 50 participants entered the SUP race on Sunday with the top three South African SUPpers in attendance. Guests were also treated to a free SUP experience by SUP Cape Town.



## Flyboarding and electronic Surf Board Display

Once again the flyboarding and electronic surf board display entertained guests .

*"I think your company taking over is very positive and I look forward to being able to justify attending again in future we because we got great "value" out of our participation."* - **Admiral Powercats**

# SEE YOU IN 2020

## 23 - 25 OCTOBER

### V&A WATERFRONT

## boatica

CAPE TOWN

[boatshow.co.za](http://boatshow.co.za)



**To book your exhibition space for 2020**

Contact Kathryn Frew - Show Director

[Kathryn.Frew@za.messefrankfurt.com](mailto:Kathryn.Frew@za.messefrankfurt.com) | +27 10 599 6171

# CALENDAR OF EVENTS

## MESSE FRANKFURT SOUTH AFRICA 2020 CALENDAR OF EVENTS



[za.messefrankfurt.com](http://za.messefrankfurt.com)