

Thursday 16 April 2009

Press Release...

Inaugural Gibraltar International Boat Show - It Certainly Made Gibraltar Rock!

A so-called 'global recession' was never going to provide the obvious platform for an inaugural Gibraltar International Boat Show showcasing big-budget boats and high-octane powerboats - but it worked. Four days of bright sunshine, 10,000 enthralled visitors and several million pounds-worth of yacht sales later – the event was declared an unresounding success with May 2010 already penciled in for the follow-up.

John Wood, Boat Show Organiser comments, “Putting on the first International Boat Show in Gibraltar was always going to be a challenge, but positive feedback from sponsors, exhibitors, the Government and visitors has been exceptional so we’re already making plans for next year with great excitement. We had a hunch that larger national events in Madrid and Barcelona were not only geographically distant from southern Iberia but also slightly impersonal in terms of matching local needs and it seems that our preconceptions were accurate. Sales and prospects across the board from yacht brokers to associated marine services and peripheral industries from supercars to residential property have exceeded expectations giving us a solid platform for 2010.”

Running across the Easter weekend from 9 to 12 April, Gibraltar International Boat Show showcased vessels from many of the leading manufacturers including Azimut, Sunseeker, Pershing and Fairline as well as a host of other exhibitors keen to tap into the affluent southern Iberian market. Dominic Byrne, Managing Director of Sunseeker Spain and Gibraltar said “it was definitely worth attending and we made a number of sales”, Gary Ruffell of Andalucia Yachts was “delighted with four hot prospects by day two”, Martyn Moon of Teamac Marine Paints was “very pleased by the number and quality of both trade and private boat owners with many leads to follow up”, Michael Kent of Moroccan Sands was also “impressed by the number of high quality leads generated” whilst Miko Sheppard Capurro of Sheppards and Raymarine said “it was great to see a real carnival atmosphere across the Easter weekend.”

Anxious to satisfy all ages, Gibraltar International Boat Show laid on a raft of activities to capture the crowds. Parents could relieve themselves of their offspring in the Kid's Zone, the Ferrari Owners Club of Andalusia paraded their finest through the Show precinct whilst the Royal Navy and Police Boats allowed onboard experiences.

An Armed Forces versus Celebrity charity football match in aid of Help for Heroes provided a stunning finale to the Show. Initially the celebrities lacked confidence fearing that the pre-match bonding session the night before could take its toll. Two Pints and Royle Family legend Ralf Little noted that the opposition "looked massive, sharp and very very fit" and said, "if they can contain us within the first two and half minutes then their fitness will start to tell because that's about how long we're going to last".

Meanwhile Armed Forces Team Captain Davie Wilson, Navy PTI and ex-Falkirk pro, was more optimistic saying he was "going to make them work and show the celebrities what the Armed Forces can do." Yet surprisingly after 90 minutes the teams were locked at 3-3. Despite three superb saves from Big Brother's Ziggy, the Forces eventually nicked it on penalties but credit must go to Olympic relay expert Derek Redmond who took his (missing) penalty in style with a 60 metre sprint from the halfway line. Thousands of pounds were raised for Help for Heroes whilst a donation also went to Mencap through the sale of Gibraltar International Boat Show programmes.

For further information on this, or indeed next year's, Gibraltar International Boat Show contact sales@gibraltarboatshow.com, telephone 00 44 1392 811 520 or visit www.gibraltarboatshow.com.

-ends-

for further press information or photography please contact Sarah Drane
on 00 34 607 564 726 or email sarah@purplecakefactory.com