



Media Release

For immediate release

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Sydney Boat Show closes after 5 days of glorious sunshine

With the show closing after 5 glorious days of sunshine, the mood was upbeat amongst the 270 exhibitors. Whilst the visitor numbers did not surpass the crowds of last year, feedback remained positive and exhibitors reported that visitors to the show arrived with a thirst for information and a desire to further their boating activities.

Roy Privett, General Manager of the Boating Industry Association of NSW, owners and organisers of the show said; “Exhibitors unquestionably put their best foot forward. Displays were first class, attitudes were positive and many had the confidence to use the show as a springboard to release many new products and technology”

“As a show organiser, our job is to create opportunities by delivering a qualified audience who are interested in purchasing products or who have the desire to learn more about how they can participate in the recreational boating lifestyle”.

The BIA said that they have taken stock of the shows activities and are already looking towards planning for the 2012 event. The dates for the 2012 event are Thursday August 2 to Monday August 6.

Attendance for the show was:

	Thursday	Friday	Saturday	Sunday	Monday	Total
Visitors 2010	6,967	13,275	21,610	24,289	7,017	73,158
Visitors 2011	7,192	12,213	21,037	21,896	6,386	68,724
Visitor Difference	226	-1,062	-574	-2,393	-631	-4,433
	3%	-8%	-3%	-10%	-9%	-6%

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