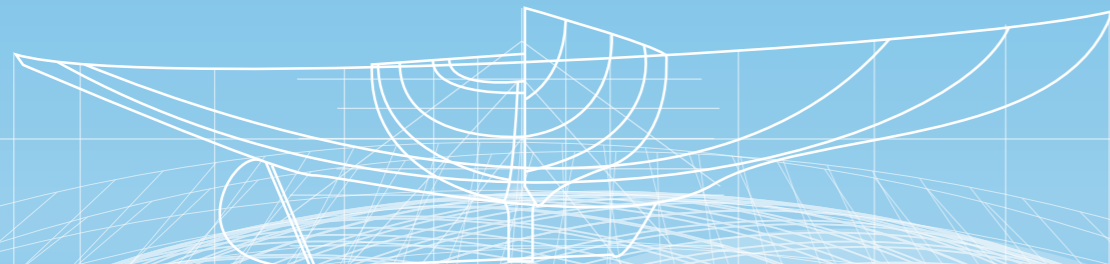


30th
edition
boatshow
palma
1 - 5 MAY · 2013



MOLL VELL · PORT OF PALMA

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Presentation

BALEARES NAUTICA '84 MUESTRA NAUTICA FLOTANTE

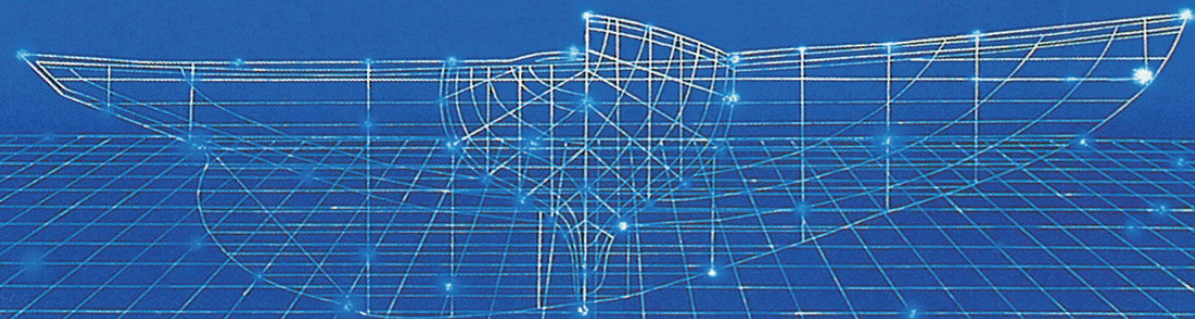


Image of the 1984 edition

The first edition of the Palma Boat Show took place in 1983 in Puerto de Alcudia, inaugurating the facilities of the Alcudia Mar marina. That event's major innovation was its use of a floating exhibition; displaying the boats on the water, moored to the marina's quays was a real first. It was a format that offered fascinating new perspectives, both to the exhibitors and the public and it was the first time that this style of event had been held in the Mediterranean. This was a very advanced concept at the time and made the Palma Boat Show into a true pioneer and leader in this floating format for exhibitions, a format which all the major events on the global calendar now use.

In 1984 the Palma Boat Show moved to the port of Palma and its exhibition expanded in just one year from 50 boats in 1983 to almost a hundred. Since then and for almost 30 years, the Palma Boat Show has been continually evolving and adapting to market trends, promoting sailing in the Balearics, and helping to make local commercial, business and industrial links ever closer and more competitive.

At the end of the 1990s specially adapted wharfs for displaying superyachts were built. The Palma Boat Show, held around the Moll Vell of the Port of Palma, already had a marina with capacity for over 300 boats, as well as a 45,000 m² exhibition space on land where some 500 exhibitors directly represented almost 3,700 brands from 26 different countries.

For its 30th anniversary, the 2013 edition of the Palma Boat Show will have a new format. The commercial and promotional elements will be updated. The exhibition's content will be brought into line with market trends, strengthening and reinforcing the Balearics' potential as an ideal destination for enjoying the sea, both in technical and recreational aspects. This model means choosing a new format for the event: nautical tourism options with their social, cultural and environmental aspects; major international yacht-brokers with superyachts available for sale and charter; second-hand boats; the importers and distributors of the biggest brands of sailing and motorised vessels; an excellent network of yachting harbours with their offers and opportunities for investment; and ship yards and large dry docks for repairs, refurbishing and modernisation of yachts will, amongst many other things, be the key attractions of an event that will, more than ever before, be a festival with a maritime flavour.

Basic Outline and Objectives



■ For the first time since its inaugural edition, 30 years ago, the Council of Palma de Mallorca will join the event's Organizing Committee.

■ For the first time the Organizing Committee brings together all of the local Yachting Business Associations as well as the most important national ones, the Chamber of Commerce of Mallorca and, at the administrative level, the Government of the Balearic Islands (Department for the Economy, Business Promotion and Employment, and the Ministry of Tourism and Sport), the Council of Palma de Mallorca and the Port Authority of the Balearic Islands.

■ The 30th Palma Boat Show will be organized following a technical and promotional project developed by the Balearic Islands' recreational sailing businesses with the aim of bringing the event into line with the current market situation.

■ The prime objective of the Palma Boat Show is to promote the practice of recreational and sporting sailing in all of their forms, and to promote the Balearic Islands in general, in particular Palma de Mallorca, as a leading nautical destination which boasts the best network of technical and commercial services in the Mediterranean.

■ The Palma Boat Show is a powerful tool for promoting nautical tourism.

■ The Organizing Committee of the Palma Boat Show has developed a new promotional event that will run on the same dates as the 30th Palma Boat Show; the Palma de Mallorca International Nautical Week, which will consist of a large number of major sporting, cultural and commercial events.

■ The aim is to offer visitors to Palma de Mallorca at this time a full range of activities relating to recreational sailing; to offer tour operators a highly commercial product which will be ideal for encouraging sales; to offer the possibility of creating media and commercial synergies, and capitalising on their potential to direct and indirect participants and the organizers of each specific event; and to give the city of Palma de Mallorca a means of promoting its touristic, cultural and commercial offers, as well as its maritime spirit.

Technical Details



boatshowPalma2013

Name of the event

30th Salon Náutico de Palma
30th PALMA BOAT SHOW

Website

www.boatshowpalma.com

Commercial / promotional scope

International

Location

Port of Palma de Mallorca
Muelle Viejo Dock
Pantanales Lonja P1 - P2 - P3
Muelle Escalera Real, Muelle Viejo and Muelle de Consigna.

Entrances to the exhibition area

Entrance 1

C/ Contramuelle Mollet / Av. Antoni Maura
Opposite the APB (Port Authority of the Balearic Islands) Building

Entrance 2

C/ Contramuelle Mollet / Bar Pesquero

Entrance 3

Calle del Muelle / Port of Palma Police Station

Dates

From 1 to 5 May 2013

Opening Hours

11:00 to 21:00 - Sea Night (3 May), 11:00 to 23:00

Ticket prices

Standard ticket price: 5 euros

Advanced ticket price: 3 euros

Price with a Carnet Jove: 3 euros

Price for pensioners and children under 12: free

Professional visitors

Free entry will be available to professionals from the sector who must verify their identity with a business card and an identity card (they will then receive electronic accreditation).

Display areas

- Large yachts and brokers
- Nautical tourism (destinations)

Nautical-tourism bases, yachting harbours and marinas, geographical areas with options for practising water sports, clubs and associations with support services for water-sport activities, schools for sailing, fishing, diving, etc.

- Marinas / yachting harbours and boat rental

Boat building and maintenance boatyards, dry docks, workshops, etc.

- Local and traditional sailing from the Balearic Islands

Boatyards, national import groups, regional distribution groups, nautical supplies and accessories, etc.

- Diving
- Sailing schools
- Boat repair and maintenance
- Leisure fishing
- Second-hand market

Tapa-Mar

An exhibition of gastronomic products from the sea (Association of Small and Medium Businesses of Mallorca - Restaurants / San Pedro Brotherhood of Fishermen)

Physical Outline of the Exhibition



Exhibition on the water

202 berths from 8 to 50/55 metres LOA
(Length Overall)

Muelles de la Lonja

Pier P1

37 berths, 8 to 15m LOA - Brokers' area

Pier P2

65 berths, 8 to 20m LOA - Ship yards,
importers, distributors

Pier P3

46 berths, 8 to 20m LOA - Boat yards,
importers, distributors

Muelle de la Escalera Real

23 berths, 8 to 25 m LOA - Boat yards,
importers, distributors

Muelle Viejo

155 metre-long berth line
19 berths from 25 to 50 m LOA
Large yachts / Brokers

Muelle de Consigna

95 metre-long berth line
12 berths from 30 to 55 m LOA
Large yachts / Brokers

Exhibition on land

Located on Contramuelle Mollet, Secadero de Redes,
Muelle Lonja, Muelle Viejo, Muelle de
Consigna of the Port of Palma.

Covered area

155 units of 9, 12, 20 and 25 m² per unit

Total.....2,375 m²

Open-air area

40 display areas with areas of 25 to 275 m²

Total.....2,629 m²

Exhibition services

- Press and media room
- Function room - in the Port Authority
of the Balearic Islands building
- Bar-Café service
- Restaurant service
- Catering service
- Tourist information service
- Accreditation for profesional visitors

proposal Programme of Activities



1 Aims and Objectives

To develop the Palma de Mallorca International Nautical Week with the objective of designing a product with a major media impact and great commercial result.

2 Activities

The following nautical events are proposed for the period 29 April to 5 May 2013 as part of the 30th Palma Boat Show:

2.1 Leisure and Cultural Activities

Tapa-Mar 2013

A celebration of seafood based on traditional recipes and signature cuisine, supplied with seafood caught by the San Pedro Brotherhood of Fishermen of Palma. This event, located within the exhibition space of the Palma Boat Show, will bring together dishes from restaurants from around the Port of Palma.

Maremostra 2013

Ocean International Film Festival

The second edition of Europe's leading thematic film festival concentrating on the sea in all its aspects (science, activism, sport, commercial cinema, gastronomy). The primary aim of this initiative is to bring together the worlds of film and the sea and to combine them in one art form.

The Traditional Marina

A display of classic boats at the Palma Boat Show's wharfs. This activity will be accompanied with demon-

strations and boat trips to sea for visitors to the festival.

2.2 General Activities

Taster Sessions

Daily excursions in sailing boats from the exhibition space to give children and teenagers a taste of sailing. This activity will be open to visitors to the exhibition and to schools from Mallorca which have arranged in advance with the Festival's organizers.

Presentations

Presentations, in the exhibition space itself, of the foremost regattas and marine sporting events (fishing, canoeing, diving etc.) of the Balearic Islands' 2013/2014 calendar.

2.3 Business/commercial/promotional Activities

Marcial Sánchez Barcaiztegui Prize

Every year the Palma Boat Show Organizing Committee rewards the best business or sporting effort in the field of recreational sailing. This prize is open to businessmen and women, companies, business and sporting initiatives, and sportsmen and women.

30th Palma Boat Show

Celebratory Dinner

Planned for Saturday 4 May 2013 at 21:30 / 22:00. Open, on payment, to all exhibitors, employers' groups, business and institutional representatives, etc. The Marcial Sánchez Barcaiztegui Prize will be awarded at this dinner.

The Palma Boat Show Night of the Sea

A variety of events, presentations, live concerts and general leisure activities that will take place in the exhibition area on the night of Friday 3 May 2013, until 23:00.

Nautic Getting Contacts

Workshops aimed at companies and professionals from the recreational sailing sector to help with networking, cooperation and creation of work-programmes. 100 to 200 representatives are expected to take part, including all of the nautical sector's value chain; the nautical sectors of the Balearic Islands, Catalonia, the South of France and Valencia; complementary business sectors; hotels from port and sea-front areas; restaurants; and support services. "Nautic Getting Contacts" will take place on 29 and 30 April 2013.

2.4 Sporting Activities

PalmaVela 2013

At the same time as the Palma Boat Show, one of the foremost international regattas on the Mediterranean calendar will be held: PalmaVela 2013.

This major international event is organised by the Real Club Náutico de Palma and has run since 2004. Its main objective is to bring the sport of sailing to the general public; it includes all manner of keeled boats, from the latest maxis to small latin-rigged boats, from races between rated and handicapped sailboats to various types of one-design boats or large classic sailing ships, and more.

This is an excellent opportunity to experience the atmosphere of high level competition, and to go out around the course of the regatta in the bay of Palma on board the chase boats, which are open to the general public, and to experience the magic of regattas as a spectator. This established and highly prestigious event, which has a significant media impact, opens the Mediterranean regatta season and, along with the Palma Boat Show and the activities arranged as part of that, will contribute towards a Palma International Nautical Week which is packed with attractions.



Organizing Committee



Government of the Balearic Islands

Sr. César Pacheco
Director General of Trade and Business

Institute for Business Innovation IDI

Sr. Chema Sans
Director of the Palma Boat Show

Palma de Mallorca Town Council

Sr. Xavier Bonet
Director general of Tourism

Balearic Islands Ministry of Tourism and Sport

Sr. Antonio Deudero
Director general of Ports
(Represented by Sr. Daniel Ramis - Director)

Port Authority of the Balearic Islands

Sr. Jorge Nasarre
Director of the Port of Palma
(Represented by Sr. Ricardo Recio)

Chamber of Commerce of Mallorca

Sr. Juan Gual
President of the Chamber of Commerce
(Represented by Sr. José Luis Roses)

Balearic Islands Nautical Federation

Sr. Tomeu Bestard - Chairman
Sr. Pedro Palou - Director

Association of Maritime Businesses of the Balearics

Sra. Margarita Dahlberg
Chairwoman

Association of Marinas and Nautical Installations of the Balearic Islands

Sra. Cristina Marí
Chairwoman
(Represented by Sr. Patrick Reynés)

Association of Sailing Clubs of the Balearics

Sr. Miguel Suñer
Chairman
(Represented by Sr. Rafael Palmer - Director)

Provincial Association of Companies

Engaged in Maritime Activities
Sr. Miguel Puigserver
Chairman
(Represented by Sr. Lorenzo Galmés)

Spanish Large Yacht Association

Sr. Diego Colom
Chairman
(Represented by Sr. Jonathan Syrett - Deputy-Chairman)

Palma Royal Nautical Club

Sr. Javier Sanz
Presidente



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Govern de les Illes Balears
Vicepresidència Econòmica,
de Promoció Empresarial i d'Ocupació



**Institut d'Innovació
Empresarial
de les Illes Balears**