

16th December 2009

New Zealand's biggest maritime event since the America's Cup

The Louis Vuitton Trophy Series' first round robin will kick off in Auckland on the preview day of the Auckland International Boat Show, making it the biggest maritime event in New Zealand since the America's Cup.

Peter Busfield, executive director of the show's organiser, the Marine Industry Association, says the presence of the Louis Vuitton racing yachts, their crews, support boats, patrol boats and visiting superyachts in the Viaduct Harbour, alongside the show, adds a whole new dimension.

"At four o'clock every day, the best sailors in the world – the likes of the Dean Barkers and Paul Cayards etc – will step off their boats outside the Louis Vuitton media centre near Simunovich Fisheries. After the press conference, they will walk right through the show to their bases where the boats are being hauled out."

To make room for the Louis Vuitton entourage of boats and to avoid disrupting the charter boats during a busy time, the temporary marina for the boat show will move to the western side of the Viaduct Harbour.

It is expected that 10 countries will compete in the regatta; all will sail in the first round robin, which runs for the duration of the boat show. Teams will gradually be eliminated through the semi-finals and finals in the week following. The Louis Vuitton will bring the world's boating media to Auckland, giving exhibitors a fantastic opportunity to promote their products and boats.

A major development at Auckland International Boat Show 2010 is the new Pacific Blue Destination Hall. On the Thursday and Friday, this will host 10 groups of 24 school children, aged 10 to 12, who have been invited to the show through the Waterwise programme. They will enjoy a Watersafe Auckland programme of reach-and-throw rescues, the use of lifejackets and even a competition in rigging Optimists and knot-tying. A highlight will be match racing with the New Zealand Remote Yacht Association.

They will also visit the new displays at the Voyager New Zealand Maritime Museum. Peter Busfield says the aim is to introduce and educate the next generation into water activities and build their awareness of opportunities and environmental and safety issues.

One side of the Pacific Blue Destination Hall will promote careers in the marine industry, including stands for the Boating Industry Training Organisation and Discover Boating.

The other side will feature destination activities such as charter boats, waterborne activities and destination representatives.

High-profile boats at the show will include Simon Hull's giant, high-performance, ocean-racing trimaran, G3, the Salthouse Corsair built by Dean Salthouse Next Generation Boats – a luxurious interior combined with one of the most proven launch designs tested over three decades around New Zealand's rugged coastline. New model releases from Riveria and others will also be a feature at the show.

Tim Porter, general manager of Boating New Zealand, is proud to clock up a dozen years as major sponsor of the Auckland International Boat Show.

"The Auckland International Boat Show is the major show in New Zealand, easily comparable with Sanctuary Cove and Sydney Boat Shows – it's fantastic to see how far it's come in just 12 years, and it can only get better."

Auckland International Boat Show, 11 to 14 March 2010
Viaduct Harbour, Auckland, ph (09) 360 0056,
web www.aucklandinternationalboatshow.com

Contact: Kerry Ellis

Boat Show and Sponsorship

Marine Industry Association

Mobile 021 194 6666

Ph 09 360 0056

Email kerry@bia.org.nz