

Media Release 31st March 2008

The Auckland International Boat celebrates 10 years of success!

The Auckland International Boat Show welcomed more than 20,000 people to this year's Viaduct Harbour event. Proudly in its tenth year, the show is New Zealand's largest on-water based boat show with over \$140million worth of boats on display and more than 225 marine related exhibitors.

CEO Marine Industry Association, Peter Busfield commented on the large international turn out at the 2008 Auckland International Boat Show, "Nearly 30% of visitors to the show were from overseas or other parts of New Zealand. I think the elevated calibre of the show and quality of boats and products on display and widespread promotion of the event helped to attract a wider show audience. The marine industry was delighted with the level of direct sales at the show and the level of enquires, which looks promising to provide ongoing business for 2008." he says.

The Auckland International Boat Show represented New Zealand's largest manufacturing and growing export industry and showcased the latest in sail and power boats, marine equipment, technology and boat designs. To open the special 10th anniversary Auckland International Boat Show the Hon. Mayor of Auckland John Banks attended the opening ceremony and welcomed the Boat Show exhibitors and delegates, and spoke in recognition of the Boat Shows service to the marine industry.

A record number of media were also noted at the event, with a host of international media also at the show thanks to The Yacht Vision Symposium 08' which was held concurrently with the Boat Show. The addition of an onsite Fashion Show was well received and featured an array of marine,

lifestyle and high fashion labels. It also generated a number of fashion and lifestyle journalists to this year's show.

The Marine Industry employs 10,000 people and exports around \$600 million of business each year. At this year's show we can expect to bring in \$100 million of business to the New Zealand Marine Industry.

Exhibiter comments:

Julie Salthouse from Salthouse Marine - "Our result from the Show was really positive with around 420 groups of people who registered and were shown through our boats. We had an increase in interest from previous years and we were extremely pleased with the results and we have a number of positive leads that we're working with."

Roger Arkell from Rogers Boat Shop - "The 2008 Boat Show was excellent. The great weather attracted a continuous stream of the public and we received some solid interest to our boats on display."

Mike Pearce from Mike Pearce Boat Builders - "It was our first year at the Auckland International Boat Show and we had a great amount of interest in our boat on display and event a few sales. We were really happy with the outcome."

Aaron Joyce from Aqua Pro - "We had interest in this year's show consistent with the previous years. We plan on returning again next year!"

SHOW DATES

6th - 9th March 2008