



POST SHOW REPORT

10th-14th November 2015
Lusail Marina, Doha, Qatar



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Qatar International Boat Show
Mourjan Marinas - Lusail City

Inauguration Ceremony

H.E. the Minister of Economy and Trade, Sheikh Ahmed Bin Jassim Bin Mohamed Al-Thani

VIP & Ambassador Gallery



H.E. the Minister of Economy and Trade, Sheikh Ahmed Bin Jassim Bin Mohamed Al-Thani with his entourage.



Faysal Mikati, Snowcomms Founder & CEO



H.E. Eric Chevalliier, Ambassador of France



From left to right: Faysal Mikati, Son of Essa Hamad Al Mannai, Hamad bin Essa Al Mannai, Essa Kaldari, Lusail City CEO, Ahmad Hammadi, Marketing Director of Qatari Diar, Ali Hashem, Executive Qatari Diar



The Qatar Market Overview

29% of the 100 largest yachts are owned by the **Middle Easterners**

GCC Individuals with \$ 28 Million & set to grow by 59% by 2022

GDP \$ 187.9 Million
6.6 % Annual Growth
\$ 108,300 per Capita

FDI inflow
\$ 326.9 Million in 2015

Qatar's Maritime sector generated 7% to Qatar's GDP

The Middle East Maritime market is expecting a huge surge in growth

Qatar rated the world's wealthiest nation by GDP per capita

Demand in Qatar for marina berths is set to more than double its current capacity by 2018

Billionaires will grow by 45% over the next decade in the Middle East

Exhibitor Profile

Location Lusail Marina, Doha, Qatar



4 Exhibitors found local partners and dealers in the local market during the QIBS 2015

65% of international exhibitors including countries like

 **Bahrain**  **Canada**  **China**  **Czech Republic**  **France**  **Germany**
 **Greece**  **Italy**  **Kuwait**  **Lebanon**  **Monaco**  **Netherlands**
 **Poland**  **Switzerland**  **Turkey**  **UAE**  **UK**  **USA**

Visitor Profile

15,444

visitors from
131 Countries

25%

rise of
incoming visitors
since last year

39%

of our visitors
own a boat

42%

of business
& trade
professionals

Exhibitors' Quotes & Testimonials



الهيئة العامة للسياحة
Qatar Tourism Authority

"I would like to personally thank you and the whole Snowcomms team for being so supportive of the QTA participation during the 2015 QIBS. It was a pleasure working with you and the team and thank you for accommodating some of our request on so last minute. I hope that you are happy with the outcome of the show and we look forward in having a bigger show next year!"

Ashvin Seeboo

Tourism Marketing and Promotion Sector
Qatar Tourism Authority



Structurmarine®
WWW.STRUCTURMARINE.COM

We had the privilege in 2010 to do the Lusail Marina, the first phase of the marina, and we participated in the first boat show here in 2013, and since then it is part of our marketing plan to come to the Qatar Boat Show as it helps us expand our reach throughout the region.

Lucille Lasalle

Vice President for International Sales
Structurmarine



We see huge opportunity - because Qatar is a growing market and with the ever-growing boat show, you can see that inherently there is a market available - so with the uniqueness that we bring with our European experience, knowledge and products, we feel that we can certainly add something to the local market.

I have already signed the contract to exhibit this time next year. The results that we have had, have exceeded our expectations.

Michael Newton-Woof

Ventura Gulf Yachting



We came for the first time last year, in 2014, and found it to be a very interesting show with great potential, and we felt it was important to come back and show that we are strongly committed to this market and keen to grow our business in this region.

We have always been fully custom in building yachts which has produced some really, truly iconic vessels.

Patrick Coote

Sales & Marketing Director
Blohm + Voss

Tourism Impact of QIBS

NDSQ Tour

QIBS was proud to organize a tour of Qatar's principal shipyard, Nakilat Damen Shipyards (NDSQ), followed by lunch. 25 International maritime professionals, together with media from around the world were given the opportunity to see a world class state-of-the-art shipyard covering over 58,800 m².

25
International
Maritime
Professionals



45
4 and 5 * Star
Hotels

Visit QATAR

QTA works to showcase the country's unique cultural heritage and exciting tourist attractions to lead the transformation of Qatar into a world-class destination with deep cultural roots. With numerous venues for business and 45 four- and five-star hotels, Qatar is already a leading high-end destination for MICE, situated centrally between Europe and Asia.

On-Site Deals, Sales and Turnover

16 boats were sold valued at more than QAR 110 Million

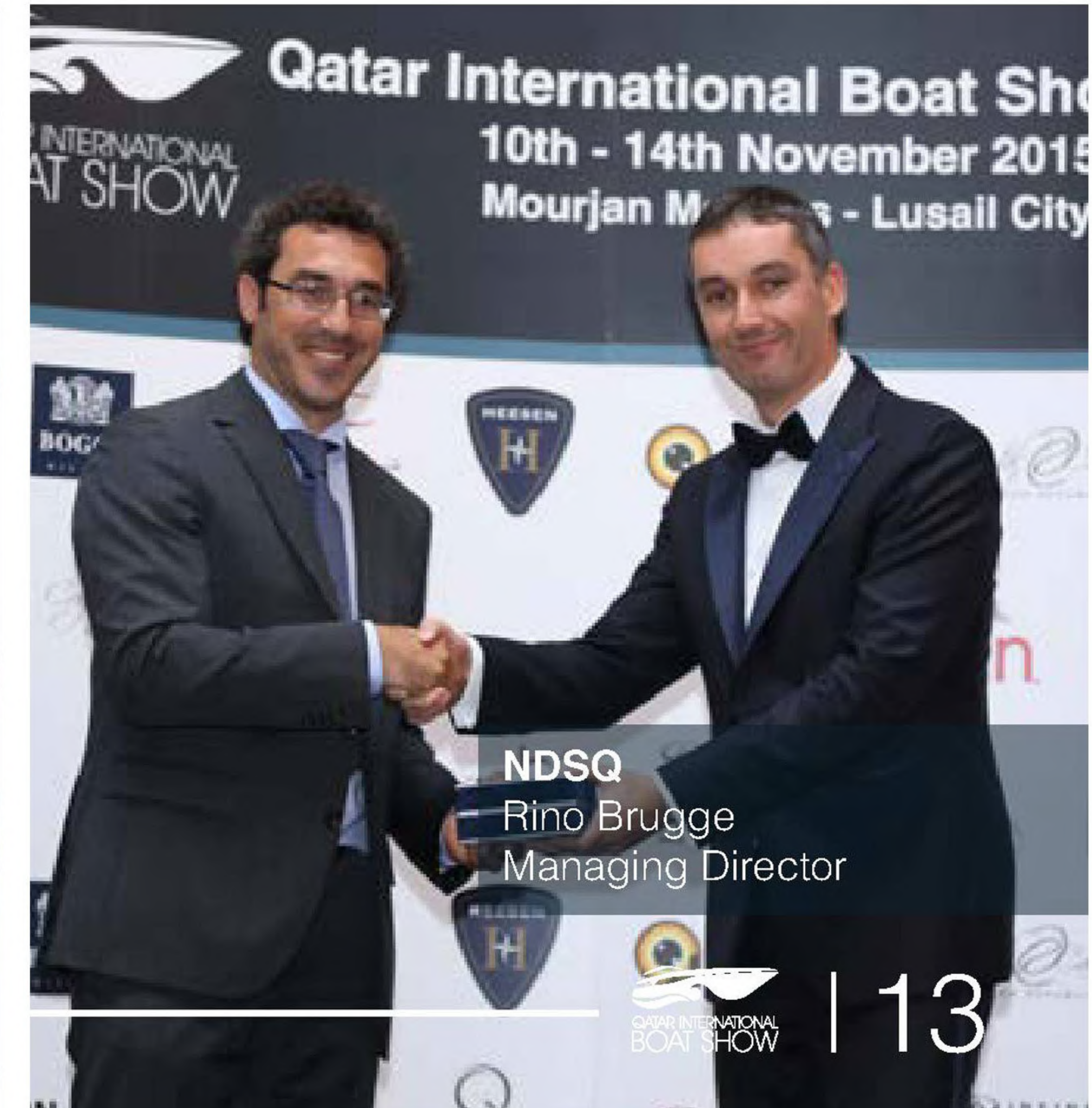
QAR 100 M value of prospective orders

3 new dealership agreements

Side Events



Gala Dinner - Appreciation Awards



Media & Marketing Campaign

Advertising

QAR 2 million

Invested into advertising, reaching **4 million** potential visitors

Public Relations

QAR 30 million

press coverage reaching a potential audience of more than **103 million**

Media

86

registered and accredited journalist attended over the 5 days

TV & Radio Exposure

QAR 16 million

worth of press exposure was secured on prime, totalling **155 minutes** on TV and radio reaching over **35 million people**



Social Media

facebook

18,200+
likes
8,100+
attendees



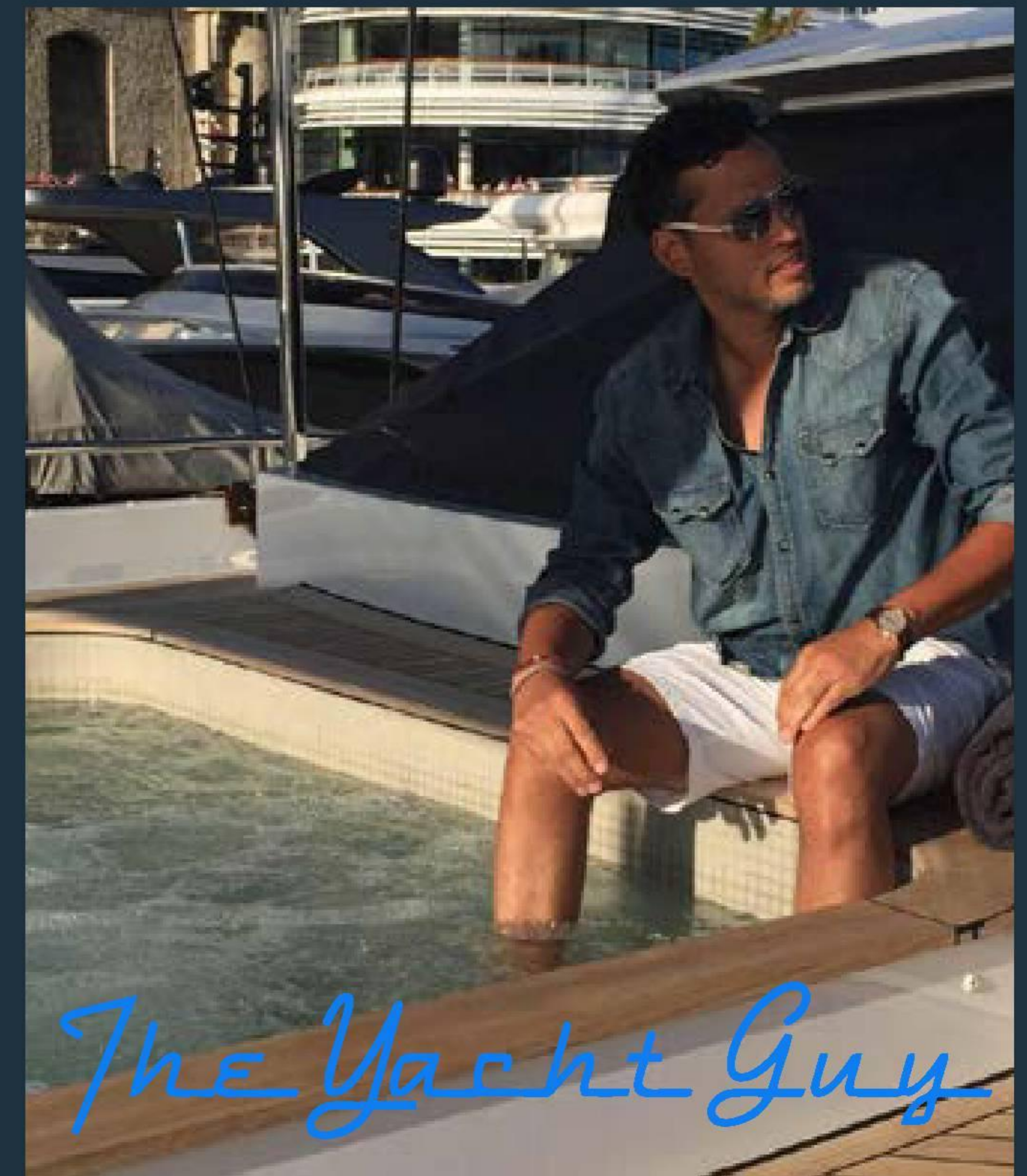
Instagram

2,000+
followers
70+
posts



twitter

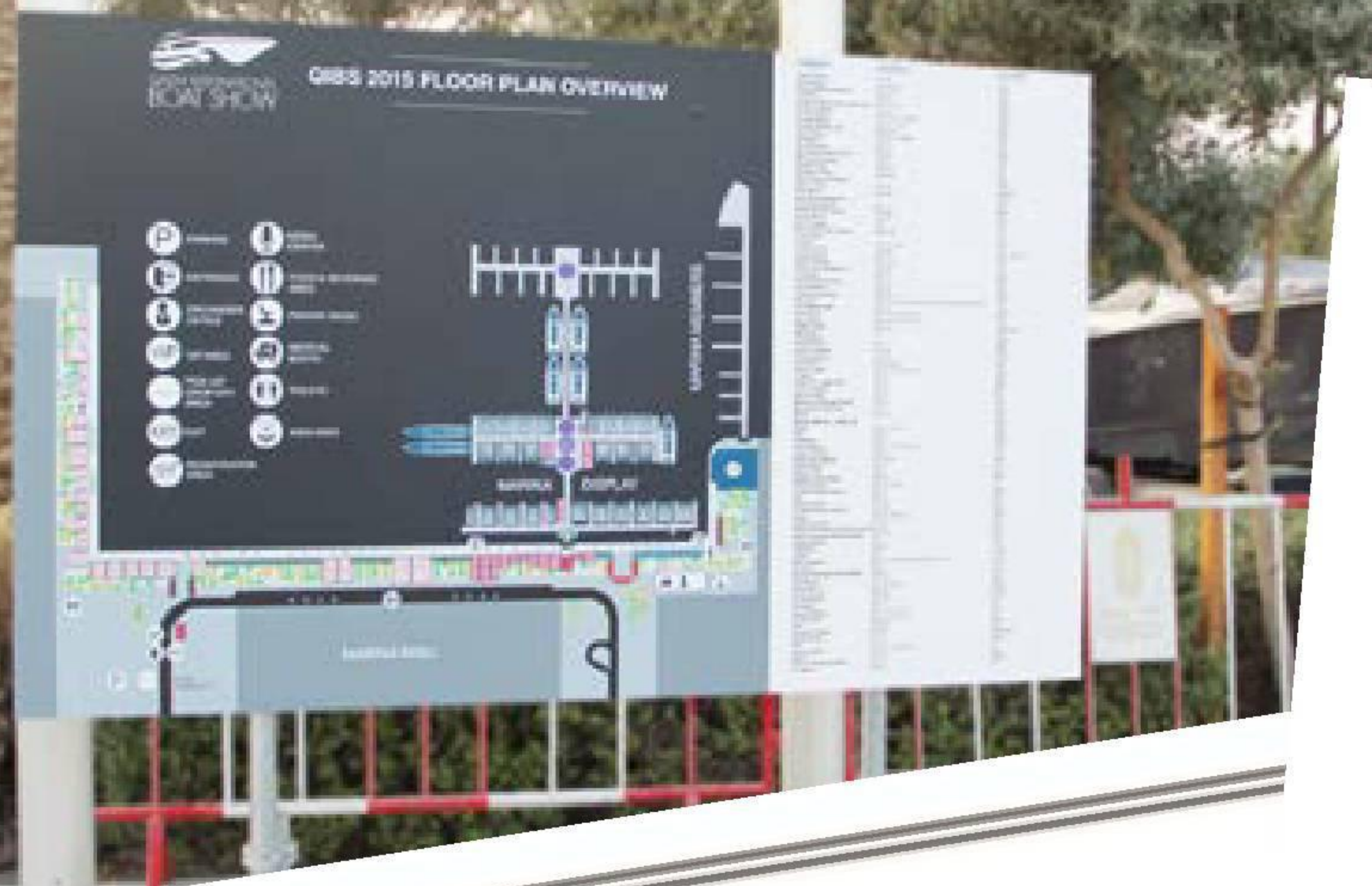
380+
followers
450+
tweets




We were delighted to welcome on board **@theyachtguy**, with more than **665K followers on Instagram**.

QIBS Visuals






 Under the Auspices of
 H.E. Sheikh Abdullah Bin Nasser Bin Khalifa Al-Thani Prime Minister and Minister of Interior of the State of Qatar
 You are cordially invited to visit the
QATAR INTERNATIONAL BOAT SHOW
 Mourjan Marinas - Lusail City
 Show Timings: 10th - 14th November 2015 14:30 - 21:30 weekdays 12:30 - 21:30 weekend

Invitation

www.qibs2015.com


 We would be delighted if you and a guest could join us for a Gala Dinner
 on Wednesday 11th November, 2015
 at the Fountain Courtyard, Ritz-Carlton Hotel, Doha
 at 9:30 pm

Organized by:  Hosted by: 

RSVP by 7th November 2015
qibs@snowcomms.com
 T: +974 44817072/44413528
 Dress code: National Attire/Evening Dress
 Entry strictly by invitation only

The Qatar International Boat Show is held in loving memory of its Chairman Mr. Essa Hamad Al Marnai





Impressions from QIBS





Thank you to our Sponsors & Partners

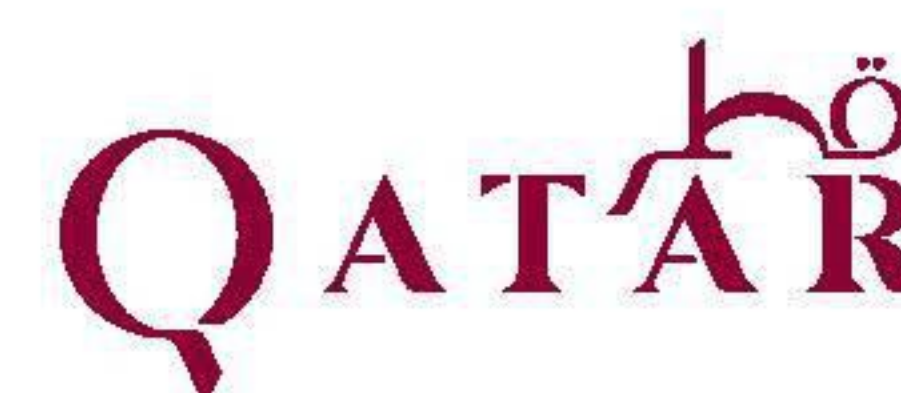
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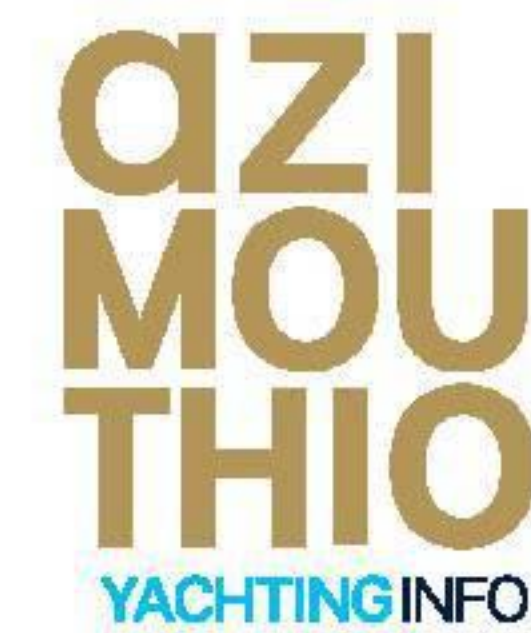
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