

The Pre-Owned
**BOAT
SHOW**

DUBAI CREEK MARINA
3RD-5TH NOVEMBER 2023



INTRODUCTION

THE DUBAI CREEK PRE-OWNED BOAT SHOW

Due to the pandemic many Marine oriented shows were cancelled, leaving a gap in the market for those looking to buy a boat and other yachting equipment.

Following a successful 8 years of the Dubai Creek Pre-Owned Boat Show from 2010 to 2018, Dubai Creek Marina is proud to re-introduce the show in a newer yet enhanced version including a Pro Wakesurf Competition, partnering up with the World Wakesurfing Association, and including a widely popular Food & Beverage Concept, such as the Beerfest.

The show will be offering everything an aspiring or existing boat owner could possibly need, all in one convenient location.



OVERVIEW

THE ORGANISER - DUBAI CREEK MARINA

With over 30 years experience, the award winning Dubai Creek Marina offers an extensive range of services and facilities to meet your needs. In addition to protected moorings for vessels up to 165ft, we also offer a chandlery shop, cruise charters and the region's best pleasure boat repair facility.



THE VENUE - DUBAI CREEK RESORT

Home to the award-winning Park Hyatt Dubai with 223 luxury appointed rooms, 92 residential lifestyle villas, 14 restaurants & bars, gymnasiums, lagoon beaches, the Amara Spa and the legendary Dubai Creek Golf Club with an 18 hole championship golf course, Par 3 course, putting course, Peter Cowen Academy, PBI Tennis, RRA Padel Tennis and Dubai Creek Marina with 124 berth marina to provide a true community living experience and the destination "The Place To Be."



HOSTING THE PRE-OWNED BOAT SHOW

Dates : 3rd-5th November 2023

Timing : 11.00 am to 10 pm

Venue : Dubai Creek Marina, Dubai Creek Resort

Show Type: Trade and Consumer

Frequency : Annual

Organiser : Dubai Creek Marina

Entry : Free

OUR STORY



Step into the newly defined Pre-Owned Boat Show, where a traditional event is elevated to a refined experience. A maritime haven awaits, catering to enthusiasts and families alike, promising a three day escape from the hustle and bustle of the city. Admire a curated collection of pre-owned boats that embody nautical elegance. Indulge in an avant-garde food and beverage concept, heightening your journey. Families can partake in engaging children's activities, including a captivating treasure hunt, ensuring delight for all at The Pre-Owned Boat Show.

3rd-5th November | 11 am to 10 pm | Open admission



THE PRE-OWNED BOAT SHOW

Explore a curated collection of meticulously maintained luxury boats, primed for the sea. Meet the owners or their representatives and uncover every detail about the boats. Navigate through a range of extensive retail stands to find all the essentials your boat might require or discover innovative solutions for your requirements. Engage with top suppliers of maritime goods and equipment to fulfill all your needs on the open waters.

3rd-5th November | 11 am to 10 pm | Open admission

WAKESURF



A thrilling showdown spanning two days, featuring global contenders. They conquer the serene creek waters with skill and precision, showcasing true craftsmanship. Prepare for captivating entertainment as they compete in a pioneering event, the first in the region by the World Wakesurf Association.

Saturday 4th and Sunday 5th November | 11 am to 5 pm | Open Admission



ISLE OF NOEPE

Experience an exquisite soirée nestled on the Marina island, adorned in pristine white hues with serene blue touches, gracing the tranquil creek waters. Guests are invited to unwind post-boat show, savoring cocktails and delectable light bites. Revel in the stunning Dubai Skyline view, or extend your stay to witness one of the most unforgettable sunsets.

3rd-5th November | 12 pm to 10 pm | Open admission



BEERFEST AT QD'S

Immerse yourself in a dynamic beerfest extravaganza, completely taking over the expansive QD's space with direct creek views. Expect elevated fast food delights and an upscale experience. Enjoy panoramic vistas of the thrilling Wakesurf competition, all while soaking in the vibrant atmosphere. Engage in lively adult and kid-friendly games, complemented by an extensive selection of beers and beverages to complete the experience.

3rd-5th November | 12 pm to 7 pm | Open admission

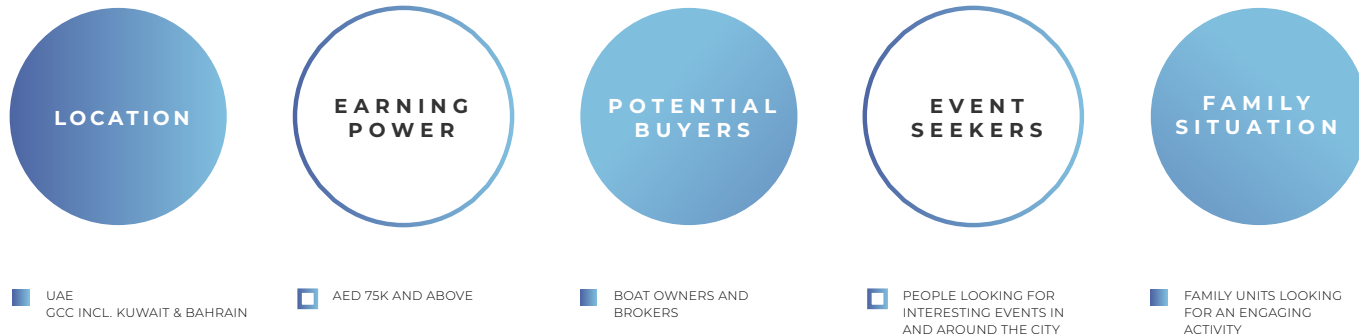
TARGET AUDIENCE

The Pre-Owned Boat Show caters to a diverse and extensive demographic, encompassing boat owners, boat enthusiasts, event seekers, boat club groups, and transient guests visiting Dubai. Families with children will also find something exciting to explore.

The target audience for this event includes UAE or GCC nationals or residents with a minimum annual income of AED 75,000 who possess the capability to own and maintain a vessel or engage in maritime brokerage.

Moreover, the event has expanded its reach to include the passionate wakesurf community, comprising athletes and enthusiasts alike. With the addition of the wakesurf event, the audience now extends to encompass fitness enthusiasts participating in the Fitness Challenge 30 x 30.

Attendees of the Pre-Owned Boat Show can expect to encounter a wide spectrum of interests, from maritime aficionados to those seeking exhilarating experiences on the water, all while maintaining the demographic criteria."



MARKETING ACTIVITIES

- Dubai Creek will appoint a PR agency specializing in English and Arabic media to support the event. Up to three press releases will be distributed prior and post event targeting both English and Arabic Media in GCC:
 - 1st To announce dates and sponsors (1 month prior)
 - 2nd To announce dates and sponsors (1 week prior)
 - 3rd Post event summary
- Dedicated micro website with lead generation form and links to the sponsor, partner and affiliate sites
- Display advertising in English and Arabic targeting UAE and GCC including Bahrain and Kuwait
- Third party EDMs with specific targeting to 100K database
- Social media campaign
- Collateral and other promotional materials including billboard, posters, banners and flags to be displayed on site at Dubai Creek Marina prior and during the event



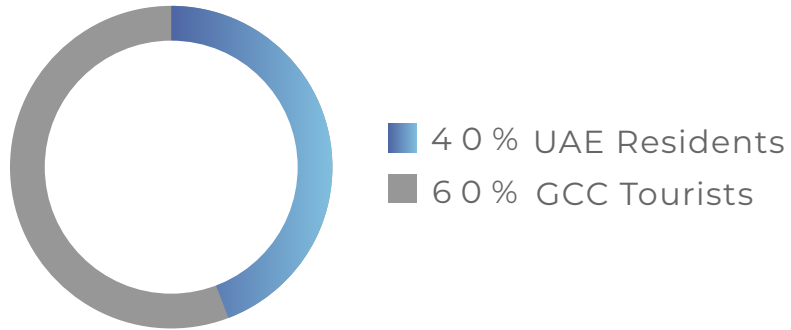
PREVIOUS YEARS STATISTICS

2011-2017 Visitor Statistics

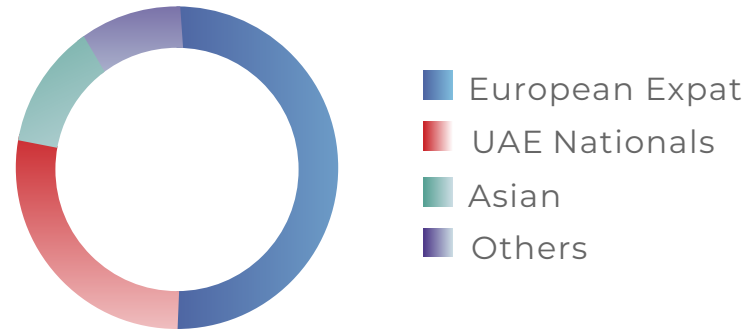
First Day - Thursday	Second Day - Friday*	Third Day - Saturday*
2,000 Visitors	3,500 Visitors	4,000 Visitors

*Weekend days have changed as of 2021 from Friday-Saturday to Saturday-Sunday

Visitor Breakdown



UAE Residents Breakdown



REFERENCE PICTURES



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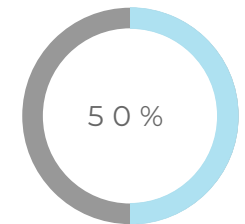
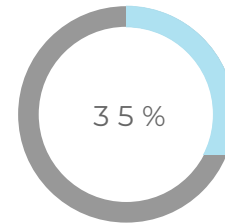
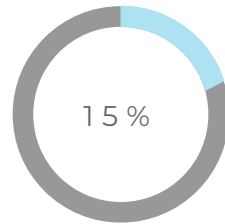


REFERENCE PICTURES



TARGET MEDIA COVERAGE

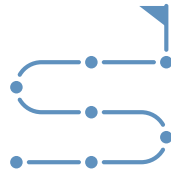
UAE & GCC



*Subject to change



Industry and local visibility through Social Media Campaigns, PR efforts, and targeted online placements.



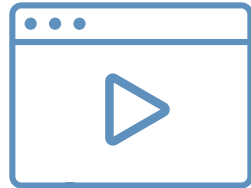
Partners will have the chance to be a part of a curated experience in one of Dubai's best leisure and dining locations.



We will assist Key Partners with creating memorable experiences with guests.



Access and marketability to HNWI, as well as golf club and marina members



Unique exposure of the brand through the marketing channels of the Dubai Creek Resort



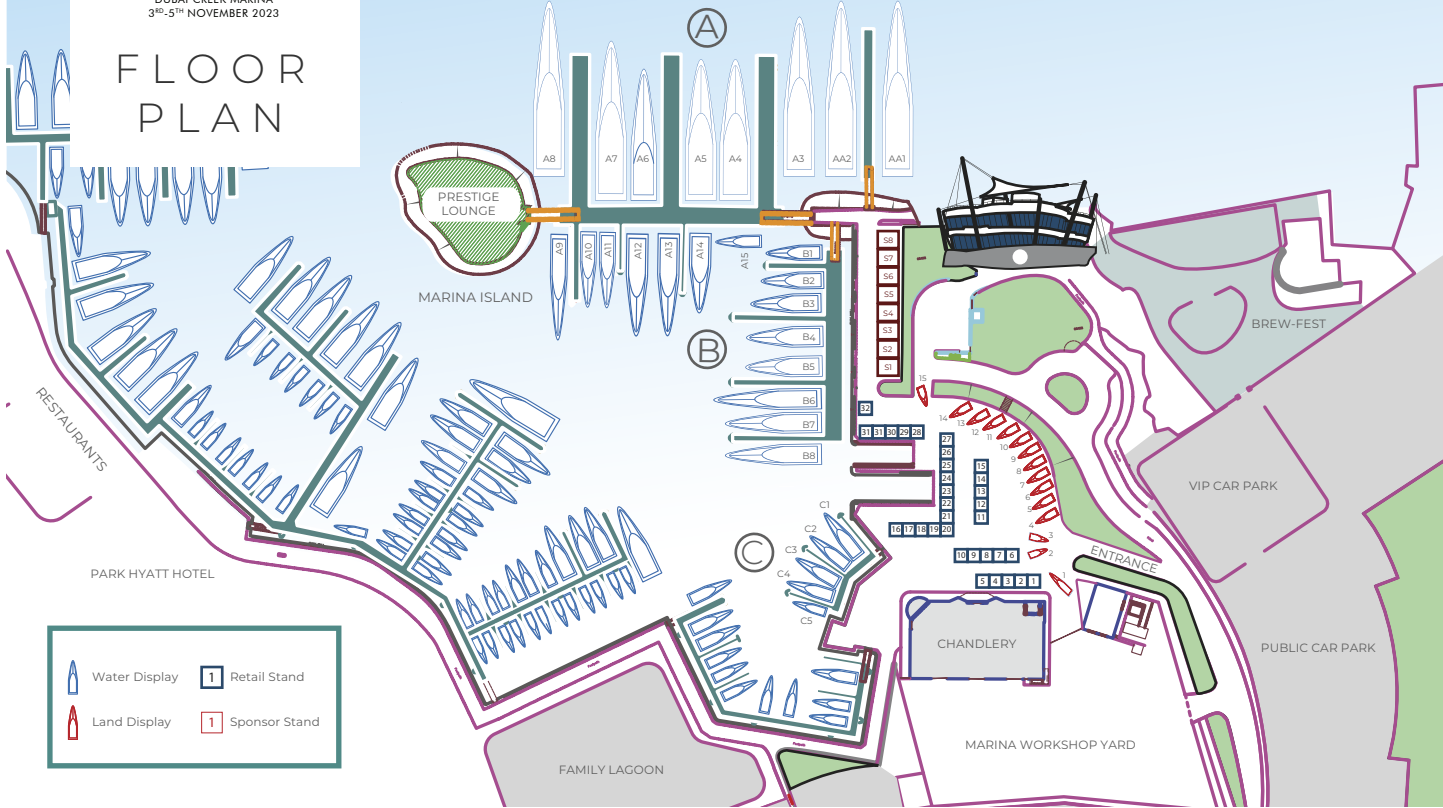
Our team of experts are readily available to assist connecting our partners with other partners with similar or related business interests.

KEY PARTNER BENEFITS

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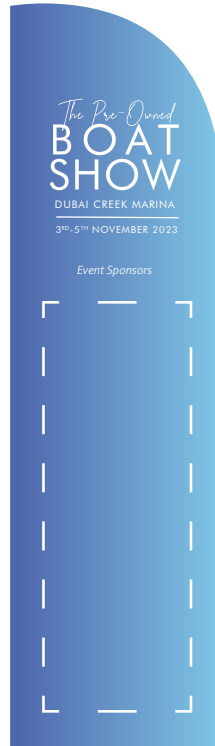
FLOOR
 PLAN

WAKESURFING LOCATION

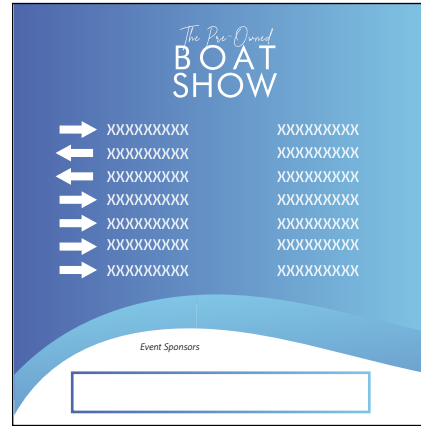


COLLATERALS

Sail Flags



Direction Signage



Entry flag Signage



Parking signage



Sponsor Wall

The Pre-Owned
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Event Sponsors

Event Sponsors

Event Sponsors



COLLATERALS

Table Branding

The Pre-Owned
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DUBAI CREEK MARINA
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DUBAI CREEK RESORT

PARK HYATT DUBAI™



the **Thai**
KITCHEN

N O É P E



TWIGGY
by GORHAM

CREEK GOLF
RESIDENCES

AMARA

AL PORTO

cielo
SKY LOUNGE

THE LOUNGE

THE
CAVE
Kids Club

Brasserie du Park



NEWBY
LONDON



Lakeview



ON
ZEL



traiteur
brunch



boardwalk

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CONTACT

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