



MEDIA RELEASE:

DEPARTMENT OF ECONOMY & TOURISM AND P&O MARINAS COLLABORATE WITH KEY PARTNERS AT THE DUBAI INTERNATIONAL BOAT SHOW

- The collaboration is geared to highlight Dubai's status as a global yachting destination

Dubai, 11th March 2022 – Dubai's Department of Economy and Tourism (DET) and DP World's subsidiary P&O Marinas, alongside Dubai Maritime City Authority (DMCA), Dubai Harbour, Burgess, and Camper and Nicholson are participating in the 28th edition of the Dubai International Boat Show. The Middle East's largest and most popular leisure marine event brings together the region's boating enthusiasts on a common platform, welcoming over 400 boats, yachts, and watercraft brands.

Sheikh Saeed bin Ahmed bin Khalifa Al Maktoum, Executive Director of Dubai Maritime City Authority, stressed on the DMCA's role in maintaining and upgrading the position of the maritime sector in Dubai among local and international forums, and pointed to the efforts made to support and develop the maritime infrastructure of the Emirate's regional waters. Sheikh Saeed referred to the authority's role in defining and studying the path to a sustainable future for the maritime sector in the Emirate of Dubai, by focusing on the goals of the UAE and maintaining Dubai's position as a leading global destination for marine leisure activities, and one of the most developed and competitive marine capitals in the world.

Issam Kazim, Chief Executive Officer, Dubai Corporation for Tourism and Commerce Marketing, commented: "After safely navigating and accelerating out of the global challenge, and as travel confidence returns across the world, Dubai is focusing on leveraging sustainable growth opportunities to accelerate momentum across all sectors. With the marine environment becoming one of the fastest growing areas of our tourism industry, the Dubai International Boat Show will turn the spotlight on Dubai's diverse marine tourism offerings and its world-class infrastructure in line with the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of UAE and Ruler of Dubai, to make Dubai the most sought-after destination and an attractive city to live in and work. The Department of Economy and Tourism also remains committed to actively working with our robust network of domestic, regional and international partners to further reinforce Dubai's position as a global hub for cruise tourism and captains of superyachts."

Hamza Mustafa, COO, P&O Marinas said, "Dubai is ranked as one of the top-10 nautical capitals internationally, with 15 marinas providing more than 3,000 berths. Events such as the Dubai International Boat Show are integral for catalysing the growth of the leisure marine sector in the UAE. Our marinas are one of the best across the Middle East with 1200 wet berths, 600 dry berths, and the capacity to accommodate 60 superyachts without any size restrictions. This simply shows how massive the industry is in the city and highlights the need for such events to not only maintain its leading position but take it to new heights as well."

"Moreover, the yachting industry is a key contributor to the nation's economy due to the amount of tourism it attracts. Over the years, we have invested efforts to enhance the UAE's yachting infrastructure to drive more tourism in the country, thus strengthening the nation's economy. We look forward to collaborating with key industry players to elevate Dubai's reputation as a global yachting destination, and drive the progress of the sector," Mustafa added.

"As an extraordinary seafront district, Dubai Harbour is delighted and honoured to not only be the venue of the Dubai International Boat Show, but also collaborate with DIBS partners and wider stakeholders to further enhance Dubai's standing as a world-class yachting destination, and a fully integrated maritime hub," said Abdulla Binhabtoor, Chief Portfolio Management Officer, Shamal Holding.

Driving growth in economy and tourism

Dubai is regarded as one of the most desired locations for tourists arriving via cruises. According to a report released by Grand View Research, the global yacht market is expected to reach USD 12.16 billion by 2028, and the UAE has every opportunity to have a massive share in this number.

"We are thrilled to collaborate with P&O Marinas at this year's edition of Dubai International Boat Show," said Paolo Casani, CEO, Camper & Nicholsons. "Together, our contribution will help to secure Dubai's place as a premier superyacht destination."

"Burgess is delighted to be participating in the Dubai International Boat Show once again, and is looking forward to welcoming guests to Dubai Harbour, a fantastic new marina and superyacht facility. We are also privileged to be collaborating with other industry stakeholders who share our vision of developing and promoting Dubai and the Middle East as a prime superyacht hub and destination." said Jonathan Hind, Managing Director, Burgess Dubai and Middle East.

Bigger and better than ever before

In addition to hosting several networking activities designed to boost knowledge transfer and foster business deals across the industry, the 2022 edition of the Dubai International Boat Show is showcasing an interesting line-up of over 50 floating mansions from some of the leading brands across the globe, serving as an attractive sight for visitors and exhibitors.



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