

Marina Development forms Key Component of Abu Dhabi's Tourism Strategy

2nd Abu Dhabi Yacht Show to further boost emirate's aspirations to become yachting and the leisure marine epicentre

Abu Dhabi is determined to grow its marine and yachting industries as a key component of a wider tourism strategy, says His Excellency Sheikh Sultan Bin Tahnoon Al Nahyan, Chairman, Abu Dhabi Tourism Authority (ADTA), ahead of the 2nd Abu Dhabi Yacht Show (ADYS) set to take place in next month.

ADTA has thrown its full support behind ADYS as the headline sponsor of the Middle East's premier show focusing exclusively on the luxury superyacht and megayacht sector, in a bid to boost Abu Dhabi's aspirations to become the epicentre of the Middle East's yachting and marine leisure business.

Abu Dhabi's 2030 strategic plan includes a massive marina component, including approximately 45 marinas of various sizes, and it is believed that in the future there could be as many as 10,000 recreational craft in the emirate. Currently there are about 1,600 berths available in six existing marinas in Abu Dhabi. From the world's largest luxury motor yachts to family day boats, from tall ships to tenders, racing yachts to fishing boats, superyachts to ski boats, Abu Dhabi plans to deliver a range of unique marinas catering to the entire spectrum of needs of the boating community wishing to enjoy the UAE capital's warm waters.

"Marine leisure is expected to play an increasingly important role in advancing Abu Dhabi's tourism growth. This is a very natural lifestyle for us as Abu Dhabi is blessed with over 400 kilometres of coastline, over 200 islands and a rich marine life. Progression into the marine leisure segment will, however, be measured, in line with our preferred style. We will leverage these assets while at the same time conserving them, for the benefit of this generation and for those to come," says Al Nahyan.

Marina expert Captain Stephen Hunt, who serves as an Advisor for Water Transport in Abu Dhabi's Department of Transport, also believes the UAE capital is well placed to adopt a leading role in the regional yachting industry. "It is made up of about 200 islands interspersed with numerous waterways and the country has something of a maritime history, having a heritage of pearling and fishing," says Hunt.

Some of the biggest projects in Abu Dhabi have marina components. A huge development in the pipeline aims to turn Mina Zayed, currently Abu Dhabi's main port, into a superyacht marina to be known as Marina Zayed, which will be home to a large number of megayachts. Close to this development will be another marina for recreational boating which will be linked to other projects such as the Corniche and Saadiyat Island developments by canals that will be cut through the existing port.

The world-class marina facilities of the iconic Yas Island development were recently unveiled during the F1™ Etihad Airways Abu Dhabi Grand Prix and generated impressive international interest. The island project – developed by one of the emirate's largest developers, Aldar Properties – has brought to the emirate stunning marina facilities that were magnificently showcased at last November's racing extravaganza. Yas Marina is again expected to bring more yachting enthusiasts together and

further contribute to developing Abu Dhabi's expanding leisure marine industry when it hosts the ADYS 2010.

Informa Yacht Group (IYG), the ADYS organiser, stresses the inaugural show held in March 2009 opened to an enthusiastic reception, and went on to impress exhibitors, industry experts, press and visitors alike over the course of its three-days. "By general consensus, we provided brand new, first-class business opportunities in a vastly wealthy and largely unexploited market. Some exceptional sales were made, at a time when business in the rest of the world was largely depressed, and that gave a massive uplift to the region's industry," said Franck Dailles, Group Director of IYG.

The UAE leads the Middle East yacht and boat industry with an annual demand of about 1,500 units. Meanwhile, GCC countries top the list in the buying and renting of yachts, which makes the region a target for major European and American companies, many of which will make their presence felt at the 2nd ADYS.

ENDS

Editors Notes:

Abu Dhabi Yacht Show

The Abu Dhabi Yacht Show (ADYS) is a show with a specific focus on superyachts and megayachts. With this unique, first-to-market formula, the ADYS sets a new standard in the world of yachting industry events and provide a world-class superyacht and megayacht show distinguishing it from other yacht and boat shows across the globe.

The inaugural show in March 2009 opened to an enthusiastic reception and went onto impress exhibitors, industry experts, press and visitors alike over a course of three days. By general consensus, it provided a wealth of first-class business opportunities and catered to the highest industry requirements for quality, exclusivity and style. ADYS 2009 saw sales of vessels in excess of US\$100 million (AED 365 million), confirming the growing importance of Abu Dhabi as a leading superyacht and megayacht destination, and establishing ADYS as the premiere event in the Middle East region for viewing the world's largest and most exclusive private yachts.

For more information and full exhibitor list, please log on to www.abudhabi yachtshow.com

The Informa Yacht Group: Global Leaders in Yachting Events

Informa Yacht Group (IYG) is the business division that encompasses all of the yachting and boating events owned by Informa Plc. Made up of many constituent businesses that include some of the longest-standing brands in world publishing, Informa is one of the world's leading providers of information and knowledge via a wide range of media. Informa is also the largest publicly-owned

organiser of exhibitions and conferences, with some 12 500 events held annually in 46 countries world-wide.

IYG's mission is to become the world's leading organiser of yachting events and to provide our customers with ever more high-quality data and information, and with constantly evolving face-to-face marketing opportunities.

IYG provides the yachting industry's manufacturers, suppliers and sponsors with a truly international marketing platform through a global portfolio of Superyacht and other marine-industry events:

- The Monaco Yacht Show
- The Abu Dhabi Yacht Show
- The Superyacht Cup, Palma & Antigua
- The Superyacht Cup Special Edition, Cowes 2012
- The Phuket International Boat Show
- The World Yacht Racing Forum
- The Yacht Racing Design & Technology Symposium
- International Superyacht Coatings Conference

For further information on the Informa Yacht Group, please visit the website <http://informayachtgroup.com/> or contact:

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