



HH MOHAMMED BIN ZAYED TAKES UP PATRONAGE OF ABU DHABI YACHT SHOW UAE CAPITAL ON COURSE TO BECOME SUPER YACHT HUB

ABU DHABI, 10 February 2009: His Highness Sheikh Mohammed Bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, has taken up the patronage of the Abu Dhabi Yacht Show which will debut in the UAE capital next month.

The show, which will run at Abu Dhabi National Exhibition and its new marina facilities from March 12-14 has attracted over 80 exhibitors from 21 countries and features 18 of the world's largest super yachts ranging from 25 metres to 88 metres in length and flying the flags of the USA, UK, Malta, the Cayman Islands and the UAE.

"The patronage of His Highness Sheikh Mohammed is a signal of the importance we are placing on this exhibition and our plans to assist its evolution into one of the world's most exclusive, and luxurious super yachting events," said HE Sheikh Sultan Bin Tahnoon Al Nahyan, Chairman of Abu Dhabi Tourism Authority (ADTA), which is the show's headline sponsor.

ADTA is backing the Abu Dhabi Yacht Show as part of its campaign to position the emirate as a global and regional super yacht hub.

"Projects under way in Abu Dhabi feature exciting marina developments and the destination, with its strong maritime heritage, will offer a proposition as equally appealing as that of any established super yacht hub in the Caribbean or Mediterranean," said His Excellency Sheikh Sultan Bin Tahnoon Al Nahyan, Chairman, ADTA.

Among upmarket marina developments underway in Abu Dhabi are active marinas on the emirate's Saadiyat and Yas islands and in its Al Bateen district – the oldest inhabited area of the UAE capital.

HE Sheikh Sultan said response to the first Abu Dhabi Yacht Show – with four-fifths of the exhibition space selling out in just 10 months “is a clear indication of continuing international confidence in this emirate's robust and resilient economy.”

About ADTA: Abu Dhabi Tourism Authority (ADTA) was established in September 2004. It has wide ranging responsibilities for building and developing the emirate's tourism industry. These include; destination marketing; infrastructure and product development and regulation and classification. A key role is to create synergy in the international promotion of Abu Dhabi through close co-ordination with the emirate's hotels, destination management companies, airlines and other public and private sector travel-related organisations.

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