

Brands are putting their money on the Fira de Barcelona's event to launch their products in Spain

## A landing of new products and activities at the Barcelona Boat Show 2015

The Barcelona International Boat Show is back from 14 to 18 October in Port Vell with the biggest and most varied commercial showcase of sport and recreational sailing in Spain. Around 260 national and international exhibitors will be presenting 80 new boat models among the 670 boats on show, as well as 50 new electronic accessories and state-of-the-art engines, and a huge variety of products, services and trends. The event organized by Fira de Barcelona, which takes place in a context of recovery in the sector, also features a broad programme of activities for sailing professionals and enthusiasts alike.

Visitors to the show, which is held on the wharves of España and La Fusta in Port Vell, can enjoy the floating exhibition of with boats from 8 metres long and the land-based exhibition, featuring all kinds of new nautical products and services that range from electronic appliances and engines to paints, sails, trailers, fishing gear, charter vessels and marinas, not forgetting dinghies and small boats.

Some of the new standout products include the Monte Carlo 6 luxury motor yacht, the Azimut Atlantis 43, which exudes Italian style in every feature, and the innovative Sunseeker Predator 57. In the segment of traditional Mediterranean-style boats, the Sasga Minorchino 34 stands out, a llaut that has been put forward for Best European Motorboat of the Year. Among the sailboats on show, the Dufour 460 Grand Large and the new Grand Soleil 46 LC, both selected as candidates for the European Sailboat of the Year, are worthy of mention, as are the Oceanis 35 and the Jeanneau 54.

The president of the Barcelona Boat Show, Luis Conde, once again thanks exhibitors for their commitment to the show to present their new products, and highlights the show's role as *"the leading platform for the sector in Spain as an unbeatable commercial showcase and a must-visit event for all lovers of sport and recreational sailing."* Meanwhile, the show's director, Jordi Freixas, explains that *"this year the exhibitors have taken bigger stands, new firms have come on board and we're offering a much bigger range. Once again, it's obvious that the show is a true reflection of the sector, which is also showing positive signs."*

According to data from the National Association of Nautical Companies (ANEN), registrations of recreational boats have grown by 10.5% in the first nine months of the year, compared to the same period last year. According to its General Secretary, Carlos Sanlorenzo: *"This is the second consecutive season of positive figures in the nautical market, a situation we haven't seen since 2007, and we're confident that this will also be reflected in the results of the show."*

In the professional sphere, the show will be hosting an extensive programme of conferences and seminars, including the first Market Place of Nautical

*Nautical tourism generates a turnover of some 2,500 million euros in Spain*

*A survey of the nautical market International matters will be the main theme of the debate organized by ANEN on the Friday morning*

*On Friday night there will be a kayak and swimming session in the waters of Port Vell*

Tourism in Spain organized by the Spanish Association of Nautical Destinations (AEEN). According to the association's data, nautical tourism exceeded a turnover of 2,500 million euros this year in Spain and has huge potential for growth, given that 18 million people in Europe practice some form of water sport. Also in relation to nautical tourism, the show will be hosting the presentation of the Rorcuai Project organized by the Edmaktub Association with the support of the Biodiversity Foundation of the Ministry of Agriculture, Food and the Environment to study fin and minke whales off the coast of Garraf near Barcelona. According to the Association's information, the presence of whales offers interesting opportunities for developing ecotourism along our coasts. There will also be a conference on fishing tourism in Barcelona.

#### **International sailing on debate**

Other noteworthy activities organized by ANEN include the debate on the international nautical market which will involve spokespeople from the most long-standing nautical industries, such as the USA, as well as emerging nautical sectors, such as Colombia. Participants in the seminar include the General Secretary of the International Council of Maritime Industries Association (ICOMIA), Udo Kleinitz; the Export Development Manager of the US National Marine Manufacturers Association (NMMA), Julie Balzano; the Secretary of the Nautical Association of Colombia (ASONAUTICA), Antonella Farah, and the General Secretary of ANEN, Carlos Sanlorenzo.

#### **Free Navigation Licence course for buyers**

With the aim of promoting sailing for beginners, one of the new features at this year's event is a special promotion by a group of exhibitors, in collaboration with the show, who will be giving buyers of small boats (between 4.5 and 6 metres with engines of 20 to 150 HP) a free course to obtain their Navigation Licence, given by a collaborating nautical school.) The show has also renewed its collaboration agreement with Deutsche Bank, which is offering visitors a series of special financial products to help them buy boats and moorings. The show will also be publishing an update of the *Towable Boats Guide* which was released last year; a highly practical and straightforward tool for people who want to get started in the world of recreational sailing. The new document includes details of new sailing qualifications and information on marinas and slipways in Catalonia and the Balearic Islands, amongst other content.

#### **Swimming and kayaking on Nautical Night**

Many exhibitors are also organizing activities and parties on their stands, most of them on Friday 16 October to coincide with the *Nautical Night*, another of the big events this year, which will feature tasting sessions, live music, fashion parades and other activities and surprises, such as the "Swimnight & Kayak", event, a crossing in pairs of the port by kayak and swimming.

The show will also host the usual themed areas on Moll de la Fusta where the majority of activities take place. For example, the Fun Beach Zone not only offers an array of products and services related to water sports but also has a test zone with access to the sea where visitors can practice dinghy sailing, canoeing, kayaking, jet biking or paddle surfing, not to mention the wave pool which was launched last year for *surfing*. Meanwhile, the Espai del Mar is an area dedicated to presentations of regattas, books, trophies and awards and will also host debates and conferences on the marine environment and every aspect of sailing; and the Traditional Sailing zone features classic boats, notably the San Rafael which celebrates its 100th anniversary this year.

The show will once again occupy the facilities of Port Vell, which this year includes OneOcean Club, the new official restaurant for visitors and exhibitors. Another new attraction is a new restaurant area and *chill-out zone* at the end of the Espanya wharf, known as Nautic Food Plaza. The Nautic Village by The Cool Luxury is back at the show once again; an area of stands showcasing premium goods such as gourmet food, fashion, beauty products, art and design.

The Barcelona Boat Show is a founding member of the International Federation of Boat Show Organisers (IFBSO) and an international benchmark in its field. Organized by Fira de Barcelona and held every year, the show enjoys the backing and collaboration of the National Association of Nautical Companies (ANEN).

**Barcelona, October 2015**

**Marta Juvell**

(+34) 93 233 20 89 - [mjuvell@firabarcelona.com](mailto:mjuvell@firabarcelona.com)

14-18 October 2015  
[www.salonnautico.com](http://www.salonnautico.com)

Trends in sport and recreational sailing

## Technology, connectivity and ecology on board

**Multipurpose tactile screens, electronic navigation charts, remote boat controls, state-of-the-art joysticks, wireless connections and, above all, interconnectivity. New technologies are sweeping all before them in the sport and recreational sailing sector, and the Barcelona Boat Show has established itself as the best place for discovering the latest new products for boats that are tending to be more spacious, versatile, light-filled and comfortable.**

Recreational sailing is undergoing an accelerated process of implementing new technologies, especially when it comes to engines, electronics and communications that make sailing safer and more convenient than ever. Along these lines, companies in the sector are creating more functional and practical products with high added-value technology. The show will be presenting new multipurpose tactile screens that facilitate the control of navigation charts, radar, depth finders or even watching television. As you will see at the show, there is a huge variety of iPad and Android apps that transform mobile devices into real navigation screens. One stand-out new product is an automatic pilot that can be controlled from a tactile screen.

### **Clouds for sharing information**

Brands have also created their own information clouds which can be accessed by registered users with a device from the same company. Maps of recently-dredged sea beds can be shared by thousands of sailors all over the world, thus providing an updated bathymetry (the study of the depth of ocean floors) to complement the maps provided by commercial firms. Exhibitors such as Furuno, Navico, Raymarine and Garmin, amongst others, offer apps to supplement the handling of their equipment from a tablet. Garmin, for example, is presenting watches that are veritable navigational computers – far more technologically-advanced than *fitness* watches – equipped with GPS, course plotter and compass, amongst many other solutions.

### **Convertible and more sustainable boats**

The internal and external spaces of boats are becoming more open-plan, versatile, spacious, light-filled and comfortable. Along these lines, convertible boats are a burgeoning trend. Until quite recently these were limited to smaller boats but today you can find convertible boats of up to 18 metres. Another growing trend is the possibility of personalizing the boat to the customer's taste: from the interior layout to the choice of colour of the hull, the interior woodwork or the inclusion of all kinds of gadgets. The immediate future of sailing also includes hybrid engines that combine electrical power with fossil fuels. However, this technology has not yet caught on massively. For the time being, efforts to save energy have been limited to the installation of wind generators, solar panels and hydropower generators, all of which can be seen at the show.

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## Standout new boats

On the Espanya and La Fusta wharves in Port Vell you can visit the brand new yachts and motorboats being launched this season. A standout among the new luxury motor yachts is the Monte Carlo 6 from the Bénéteau Group: 18 metres long with a spacious *flybridge* and panoramic views from inside the yacht. Other stars of the show include the Azimut Atlantis 43, imported by Marina Estrella, featuring cool Italian design and a practical transformable deck; and the innovative Predator 57 from the British boatbuilder Sunseeker with its sporty, elegant look and huge electrically-powered sliding roof.

Meanwhile, Italian builder Sessa is back on the scene with its new Sessa C42, a 'little superyacht' of 13.10 metres with a sliding roof and huge glass windows. Bénéteau are also bringing their Gran Turismo 40 to the show, a sport cruiser that was nominated for European Boat of the Year 2016 and stands out for its high *hard top*, extensive side windows and a submersible swim platform in the poop. Also worth a mention in Bénéteau's smaller range are the open motorboats Flyer 7 and the first version of the new Flyer 8, all featuring the innovative Air Step® hull.

Boatbuilder Jeanneau will be exhibiting its Leader 46 with a rigid opening roof and IPS500/600 engines; the Merry Fisher 795, designed for family cruising and fishing; and the Cap Camarat 10.5 WA, an ultra-fast powerboat with assertive lines. The firm Bavaria Yacht is presenting two models from its new Sport range: the open-top Bavaria Sport 33 and the Bavaria Sport 450 which, at 15 metres, is the firm's biggest boat and will be available in three versions.

Bayliner, represented by Tourón Náutica, is launching five new boats: Element XR7 and CC6; Bayliner VR5 and VR6, and Bayliner 842 Cuddy. The same importer is also showing the Quicksilver Activ 755 Open, the Activ 505 Cabin and the Captur 905 Pilothouse designed for fishing in comfort with overnighting capacity. Represented by Metropol Náuticas, Regal is showing the new Regal 2800 and 2000 ESX as well as two cabin cruiser models from Ranieri International: the Ranieri CLF22 and the Voyager 26.

Marina Port Ginesta is bringing four models to the show manufactured by Italian boatbuilder Invictus: the Invictus 280, 270FX, 190 FX and 200 FX. In the speedboat segment, Conade is presenting the new Chaparral 237 SSX, the 307 SSX and the 250 Suncoast. Meanwhile, the innovative feature of the 7-metre De Antonio D23 Cruiser, the latest version of the first model launched by this boatbuilder, is a cabin which rounds off this range of family day cruisers.

In the traditional Mediterranean boat segment we must mention the Minorchino 34 from boatbuilder Sasga Yachts, a highly liveable *llaüt* with a semi-flat fairing and a candidate for European Motor Boat of the Year. The Menorcan boatbuilder Mardaya is exhibiting its Tiburón yachts for the first time in Barcelona, notably the Tiburón 30 in two versions. Along similar lines is the Italian gozzo Positano 27, imported by Metropol Náuticas.

In the yacht segment, standouts include the Dufour 460 Grand Large presented by Bricomar and a candidate for European Yacht of the Year; a boat designed for pure cruising enjoyment. Bénéteau is showing its 18-metre sailing yacht Oceanis 60 and the smaller Oceanis 35 which offers the versatility of three interior options. Motyvel is presenting the new 14-metre Grand Soleil 46 LC for unrestricted top-level sailing, which is also a candidate for European Yacht of the Year. Finally, we should mention the 16-metre Jeanneau 54, with 3-6 cabins and various sail plan options to adapt to all kinds of navigation programmes and sailing zones. You can also view the Hanse 315, presented by Marina Estrella, a 9.62-metre family cruiser with an interior layout that offers various options. In the catamaran segment, and for the first time at the show, Catamarans Barcelona is presenting the 13.77-metre Outremer 45 which stands out for its speed and straightforward handling.

You can download images and datasheets of the main new products from exhibitors here:  
<http://premsa.es/salones/Salón Náutico 2015 /novedades>

15-19 October 2015  
www.salonnautico.com

## The nautical sector in Spain. Main data

- ▣ Registrations of recreational boats increased by 10.5% from January to September 2015 compared to the same period last year (up to September, 4,150 boats have been registered), according to data from ANEN. Andalusia, Catalonia and the Balearic Islands were, in this order, the three leading autonomous communities in the market in that period.
- ▣ Boats of less than 8 metres are still the most sought-after: in the first nine months of 2015, they accounted for 89.8% of all registrations, including wave-runners.
- ▣ Up to September 2015 the segment of boats of 12 to 16 metres showed the biggest increase (22.4%). Registrations of boats between 8 and 12 metres rose by 14.2% (from 246 registrations in the first nine months of 2014 to 281 up to September 2015). The under-8-metre segment grew by 9.9% (3,725 registrations compared to 3,388 up to September 2014). Registrations of boats over 16 metres long increased by 8.1% (from 37 in the first nine months of 2014 to 40 boats up to September this year).
- ▣ According to boat type, motorboats continue to dominate the market with a share of 42.7% of the total domestic market and registrations up to September this year rose by 13.1%. Wave-runners have the second biggest market share (20%) and registrations rose by 29.7%; yachts represent a market share of 6.3% market share with sales up by 4.4%; foldaway inflatables have 13% of the market and sales rose by 0.2%; while semi-rigid dinghies (with 18% of the market) saw registrations drop by 1.7% during this period.
- ▣ The boat rental market grew by 37.4% between January and September 2015 compared to the same period in 2014. In the first nine months, 485 boats were rented. This figure even exceeds that of 2007, the last year with positive results for the sector before the economic crisis.
- ▣ With regard to sailing facilities, the number of marinas and harbours for sporting use in Spain was 375 by September 2015 (seven marinas more than the 368 recorded in 2013).
- ▣ The total number of moorings as at September 2015 came to 134,725 (an increase of 1,795 moorings compared to those recorded in December 2013). Some 23% of moorings are located in Catalonia, 17% in the Balearic Islands, 15% in Andalusia and 14.6% in the Valencian Community.
- ▣ With regard to water sports licences, in 2014 the federations granted 184,861 licences in total for different water sports (including fishing). There was a moderate increase in new licences of 1.9% compared to the previous year.
- ▣ Sailing accounted for 27% of licences if including sport fishing in the equation (38.5% if not fishing). A total of 49,970 licences were issued for this sport in 2014, including those for regatta sailors who compete nationally and internationally (1,417) and recreational sailing, sailing schools, technicians, etc. which are also federative licences.
- ▣ Scuba-diving activities account for 16% of nautical licences, including fishing (23% without). A total of 30,302 licences were issued for this sport.
- ▣ When it comes to sailing clubs, in 2014 there were 3,642 active clubs in Spain, including fishing clubs (2,331 without including fishing). Scuba-diving clubs account for the highest number of clubs, with a total of 996. There are 452 sailing clubs, the second largest concentration.
- ▣ Some 28,992 sailing licences were issued for recreational boats in 2012 (the most recent available data). Of these, 63% were for the P.E.R. qualification (Recreational Boat Skipper). Meanwhile, a total of 1,186 Yacht Skipper certificates were issued.

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## Technical details

### 54th Barcelona International Boat Show

**Location**

Port Vell

**Dates**

14-18 October 2015

**Times**

From 10 am to 7 pm (Friday, from 10 am to 9 pm)

**Type**

Professional and open to the public

**Scope**

International

**Ticket price**

General: 12 euros (free for under 12)

**Sector**

Accessories - Brokers  
Canoes and kayaks – Nautical charters  
Décor - Electronics  
Sailing and motor boats  
Typical Minorcan boats  
Fishing/recreational boats – Nautical schools  
Fun Beach - Institutions  
Launches – Bookshops and publishing houses  
Llaüts - Motors – Jet skis  
Inflatables - Fishing – Paints  
Trade press – Marinas and port facilities  
Trailers - Insurance - Nautical services  
Shopping Area — Sail makers  
Nautical tourism - Dinghies  
Nautical clothing - Windsurfing

**Periodicity**

Annual

**Activities**

Surf in the Port; Stand-Up-Paddle (SUP); Sailing Night; flyboarding demos; sailing baptisms; boat races; knot and traditional sailing workshops; raffles; regatta presentations; conferences; study presentations; congresses; award presentations, and so on.

**Organized by**

Fira de Barcelona

**President**

Luis Conde

**Director**

Jordi Freixas

**Press contact**

Marta Juvell – Montse García Duque  
(+34) 690 837 371 – 678 43 45 41  
mjuvell@firabarcelona.com / mgarciad@firabarcelona.com

**Web**

[www.salonnautico.com](http://www.salonnautico.com)

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## Informative material for the press

### Press dossier on the Boat Show 2015

Can be downloaded at [http://premsa.firabarcelona.com / Shows / Boat Show 2015](http://premsa.firabarcelona.com/Shows/Boat%20Show%202015)

### Dossier of the latest new products from exhibitors (data sheets and high-res photos)

Can be downloaded at [http://premsa.firabarcelona.com / Shows / Boat Show 2015](http://premsa.firabarcelona.com/Shows/Boat%20Show%202015)

### Photos of the show (previous editions)

Can be downloaded at [http://premsa.firabarcelona.com / Shows / Boat Show 2014](http://premsa.firabarcelona.com/Shows/Boat%20Show%202014)

### Upcoming activities

Download at [www.salonnautico.com/I want to visit](http://www.salonnautico.com/I%20want%20to%20visit)

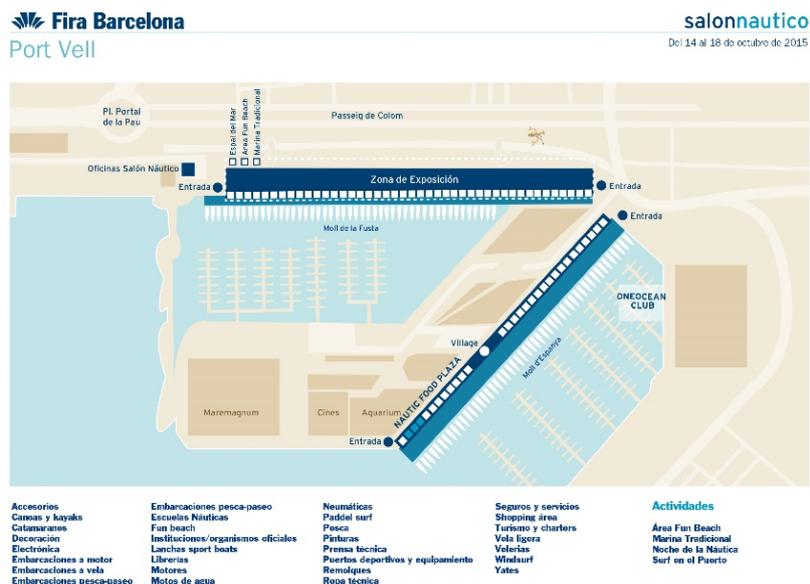
### Boat Show Press Office

In the Portal de la Pau building  
(Plaza del Portal de la Pau, s/n)

### Opening times for accreditations:

- Tuesday 13 October (the day before the show opens): 11.00 – 18.00.
- Wednesday 14 to Sunday 18 October: 09.00 – 19.00 (on 16 October, the press office will be open until 21.00).
- Opening hours for visitors: 10.00 – 19.00 (on 16 October until 21.00).

### Location map



(the Press Office can be found inside the Boat Show offices)