



# SAS Bulletin

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## **Cape Boat & Watersport Show 2003**

Invitation to **Class Associations** participate:

1. Inform on latest developments in classes
  2. Show/demonstrate the experience of sailing in your class.
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The organisers of the event have given SAS the use of a stand dimensioned 8m x 3m deep in the marquee. The marquee will be erected near the Aquarium at the V & A Waterfront in Cape Town. We understand that the SAS stand will be close to the water this year.

It is an express wish of the Organisers that we showcase the valuable work that is being done by clubs, in offering training to youth drawn from all backgrounds.

Class associations are encouraged to liaise with clubs to co-ordinate their efforts.

### **Opportunity for electronic and pictorial display**

Given the expected audience of a number exceeding last years attendance of 30,000 and while technical aspects of Class development are an essential for sailing audience, Associations are encouraged to put on display as much material as possible showing action; conveyed through pictorial storey boards, video footage showing action; the fun and excitement in sailing.

Emphasis on the involvement of the whole family in the sport should be a common theme.

Applications from Associations with a description of the display/ information that will be available for display, together with rosters of members who will be available to attend the stand during the show period, should be forwarded to SAS offices by no later than August 25th, to give time for subsequent coordination and preparation.

Please see the attached leaflet for further details.

# **CAPE BOAT & WATERSPORT SHOW 2003**

## **24-26 OCTOBER- V & A WATERFRONT**

The 3<sup>rd</sup> Cape Boat & Watersport Show will again be hosted by the V & A Waterfront in October 2003, bringing together in one venue all the role players in South Africa's fast expanding watersport industries. The 2002 show, also held at the V & A Waterfront, attracted some 14 000 visitors over the three days of the show, who were able to view products ranging from the latest luxury yachts to electronic equipment and leisure watersport goods.

The show will this year again feature the latest in South African catamaran and yacht designs, RIB's, ski fishing craft and leisure craft, and with the water space available to exhibitors doubled from last year, the show promises to showcase even more products than ever before. All products related to watersports are also exhibited in the large marquees, from kayaks and canoes to electronic equipment and lifesaving equipment, from boat fittings to chandlery products, from insurance and boat finance to sail training, from fishing equipment to free dinghy sailing courses. This show truly covers the entire watersport spectrum in one venue, and no matter what your preference or where your interest lies this show will have something for you.

Because of the success of the first two shows exhibitors from all over South Africa are now seeing it as a vehicle to launch new products, market and brand existing products, and to generate sales leads. Visitors are also expected from all over the country, seeing the show as an opportunity to view all the latest in new products and equipment, whilst visiting the most beautiful city in the world.

The show is also starting to attract overseas visitors who are enticed by the quality of our locally built products, the very reasonable prices, and the beauty of Cape Town. Over 1000 overseas visitors visited last years show. Included in these were 10 international journalists who have written some very complimentary articles about the show, the industry and Cape Town in their magazines. There is ever increasing interest from overseas in the show, as it is seen as the one occasion in the year when the entire industry can be viewed in one location. Because of the overseas interest the Dept. of Trade & Industry will again assist in bringing out journalists to the show and is also advertising the show on the boat building industry's CD Rom which is being showcased at various international boat shows and events. The City of Cape Town is also assisting with the marketing of the show, seeing it as a vehicle to attract more visitors to the city, and the show has recently been listed in the Cape of Great Events booklet.

The ongoing success of any show depends on the commercial success experienced by it's exhibitors. It is interesting to note that over 80% of the original show exhibitors will again be at this years show, evidence that the show is an excellent vehicle for sales and marketing, branding and product launches.

Sales at the 2002 show were reported as excellent by all exhibitors, with sales estimated at over R44 million.

The 2003 Cape Boat & Watersport Show will be the biggest show of its kind ever seen in this country, reflecting an industry, which is a South African success story. Whether as a visitor or as an exhibitor, don't miss it.