



Media Release

For Immediate Release

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When times get tough, the tough go boating

The Oceanic Whitsunday Boat & Leisure Show is once again being held on the 6th and 7th of June, over the Queen's birthday long weekend.

This successful regional event is already shaping up to be a huge success with firm exhibitor bookings from leading marine brands.

The boat and leisure show, sponsored by Oceanic Insurance Brokers and presented by the Rotary Club of Airlie Beach, brings Airlie Beach and Meridien Marinas Abel Point Marina alive with the colour and excitement of the third largest boat show in Queensland.

Already event organisers are promising this year's show will be the most exciting yet with the latest products, big names in the marine industry, lots of interesting on-water and hard stand exhibits and entertainment for the whole family.

"We know times are tough. If boat show attendance in the United States is anything to go by, the Oceanic Whitsunday Boat and Leisure Show could expect a decrease in attendance this year unless we appeal to a broader market," said Stephanie Hunt, business development manager for the Rotary Club of Airlie Beach Inc.

"We are really focusing on the links between boating and happy families and the sense of freedom from everyday pressure that boat owners feel as well as perfecting our format," she said.

An extensive TV, radio, web and print advertising campaign has been carefully crafted to attract the thousands of boating, sailing and fishing enthusiasts in central and north Queensland as well as novices who want to share the sense of freedom boat owners enjoy.

Despite the economic doom and gloom, boat show exhibitors are reporting quality buyers and strong sales, despite an often smaller turnout at the gate.

“Boat shows are more important than ever – there’s nothing like hands-on, face-to-face time at a boat show to really get people off the boat-buying fence. Boat shows are the strongest ‘call to action’ when it comes to communicating with potential buyers,” said Brett Thurley from R Marine Motor Yachts, an active exhibitor.

For more information or to book a booth or berth visit www.whitsundayboatshow.com or contact the organisers on 0408 461 192.

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