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60 MILLION EUROS RAISED BY THE EVENT ALONE, GENOA'S AIRPORT SEES A +35% BOOM AND MORE THAN 7,500 PEOPLE DIRECTLY OR INDIRECTLY

Tuesday evening the 58th Genoa International Boat Show came to an end, a record edition which brought with it excellence in terms of visitors and business but also in terms of income and marketing for the Genoa Province and the Liguria Region.

Based on an extrapolation of average spending activity from sample groups of exhibitors and visitors, during the period 20-25 September - as to include the various phases of the show (setting up and taking down the stands and products, and of course sales) - the income generated by the Genoa International Boat Show for the city of Genoa and for the region comes to over 60 million euros, a conservative amount since it does not take into account the many activities preceding and following the show held on the same waterfront, organised by the same International Boat Show committee, including sporting events, training and events that derive from deals made during the Boat Show itself.

Equally impressive figures can be seen in terms of arrivals registered at Genoa Airport: compared to the same period last year, the city **witnessed a +35% boom along with a +13% increase in private planes landing**, which acts as an ideal indicator of the success of the event. The numbers are also confirmed by the presence of roughly 1,000 VIP visitors - entering by car with reserved parking - from national and international business and finance.

Technical partner **Eataly served 51,600 meals in their restaurants alone and over 85,000 coffees.**

The quality of visitors also increased, a fact which can be extrapolated from the amount of parking which indicates that the number of cars entering the city and staying longer within the city **(+22%)**.

Remaining focused on the city, the key figures which certify the indisputable success of the International Boat Show - **with 16% more than last year - are mirrored by the 73 events organised throughout the city with regards to the Genoa International Boat Show** was also the stage for **620 events** in the form of ForumUCINA conferences, seminars, meetings and parties, often organised by exhibitors themselves.

International participation also contributed to an exceptional Show with **150 foreign operators and journalists**, taking part in an invitational mission organised by the Italian Trade Agency (ITA) in partnership with the Italian Marine Industry Association (AIMA) **from 27 countries**. In terms of visitors, there was also a significant international presence: **more than 33% were from abroad**, including Israel, Australia and Hong Kong.

Records were also broken in terms of communication strategies carried out by the Genoa International Boat Show: from September 1st to 10th, **7,607 press items were published, 19.9% in print, 21.4% via radio and 58.6% online**, altogether an extraordinary effort in promoting the city of Genoa and the Region as a whole.

Taking into account the consolidated recovery of the first-hand market - **with an overall industry turnover in 2017 of 12.8% (+12.8% compared to 2016)** - on 25th September the UCINA General Council began discussing the possibility of organising the next International Boat Show in the same locations where this International Boat Show has just taken place.

Genoa has continued to confirm itself as a permanent location for leisure boating, a sector which, according to the Census of the Italian Marine Industry (AIMA) regarding the marine economy, has **the highest income and employment multiplier of the entire maritime cluster, reaching 6.9 and 6.9** compared to a cluster average of 2.6 and 2.8.

Starting in October, the international promotion programme for the Genoa International Boat Show and the city of Genoa will be part of the world's leading boat shows: the **Ibex Show in Tampa (Florida)**, the **Fort Lauderdale Boat Show**, **METS Trade in Amsterdam** and **Düsseldorf**.

Chiara Castellari

+39 010 5769812 - 338 4130156

press@ucina.net

Massimo Procopio

+39 335 8165281

m.procopio@marinepartners.net

Matilde Villa - Cecilia Amaini - Susanna Gorni

+39 010 5769831

press@isaloninautici.com - comunicazione@isaloninautici.com