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For immediate release

The Dubai Dozen: 12 reasons to visit Dubai's International Boat Show in 2013

With just seven weeks to go, it's time to book flights and hotels and to get a plan of action ready to visit the Dubai International Boat Show (DIBS) from 5th to 9th March 2013. Here is Yachting Pages' guide to spending your time – and your hard-earned money – wisely in the Middle East.

1. Get social

To remain ahead of the game, follow the DIBS social media channels. Sign up to its online newsletter too. Packed with information concerning the show's exhibitors, events and exclusive invites, this will ensure you don't miss a trick.

2. Whet your appetite with the 2012 show video

To take a visual dip into DIBS – the pinnacle of the Middle East's superyacht calendar – visit www.boatshowdubai.com to watch the highlights of the 2012 show. If you're not excited already, you soon will be.

3. The Superyacht Pavilion

The show centrepiece is the Superyacht Pavilion; a dedicated platform for the world's leading superyacht builders to present the highest-end of the marine leisure market to a VIP crowd. Ten of the world's most coveted luxury craft will be on show, making this one of the world's most exclusive boating exhibitions.

4. Luxury Supplies and Services (LSS) zone

DIBS' Luxury Supplies and Services area houses the finest luxury boat builders. Its Media Lounge is also where you'll find the Yachting Pages experts. Ian Jones, sales manager and Francis Carter, senior account manager will both be on hand to discuss all things superyacht and to consult on how Yachting Pages and the Superyacht Owners Guide (SYOG) can help businesses to grow.

5. Win a boat!

Every single visitor to DIBS has the chance to win a boat. Not a superyacht but everyone has to start somewhere! In 2012, Emmanuel Lachica was the proud winner of a 22ft fishing vessel.

6. Visit the Supercar Promenade

Fancy an exclusive Rolls Royce, luxury Porsche or new Mercedes-Benz this year? Then make a beeline for the purpose-built DIBS Supercar Promenade at the Dubai International Marine Club. Mingle with prestige brands and the region's VIPs before placing an order – because you're worth it.

7. Book a seminar or workshop

Developments in the superyacht industry are happening apace. Educate yourselves about world-leading technologies, innovations and equipment at one of the show's popular seminars and

workshops. Themes include maintenance, security, marinas, refits and the bright future of the Middle East as a cruising destination.

8. Get VIP access-all-areas

Are you a VIP, or do you know someone who is? To gain access to the show's exclusive VIP areas, and to rub shoulders with royalty, celebrity and a bevy of other ultra-high net worth individuals (UHNWI), register online today and secure your VIP status in advance.

9. Browse the external exhibitors

The External Area is the largest on-land section in the world and one of the most dynamic parts of the show. It showcases a stunning array of boats from high-speed powerboats to fishing vessels and the world's most famous brands. Water sports equipment, accessories, tenders and toys are all here, too.

10. Dine at Dubai's best new restaurant – Toro Toro

To escape the show – while staying close to the water – book into Toro Toro at the Grosvenor House Hotel. Timeout's Best New Restaurant 2012, famed chef Richard Sandoval will delight as much as the dramatic interior, with a Pan Latin culinary experience served up on the marina's edge. Visit www.grosvenorhouse-dubai.com to book.

11. Enjoy preferential rates at Dubai's 'One&Only' Royal Mirage Hotel

Enjoy discounts at this stylish beach resort and experience real Arabian hospitality overlooking Palm Island Bay. This oasis of calm is the perfect retreat after a bustling day at the show, providing the headspace to decide between the Lürssen or the Blohm+Voss...

12. Buying or selling? Head for the Brokerage Sector

The addition of a Brokerage Sector for 2013 will increase the number and variety of boats on show and is generating much interest from show-goers. It's being introduced to meet the rapidly increasingly demand from the Gulf for superyachts and comes complete with unrestricted brand access.

For more information about Yachting Pages, visit: www.yachting-pages.com.

For more on the Dubai International Boat Show 2013, visit: www.boatshowdubai.com.



Notes to Editors

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Yachting Pages

Yachting Pages is the world's leading superyacht directory. It is produced annually for captains, crew and customers in the superyacht industry in three editions which cover the Mediterranean; the USA and Caribbean; and Australasia. 60,000 directories are distributed annually, often by hand, to superyacht captains, crew and related business in over 90 countries. To get a free copy, find a local stockist or request a copy at <http://www.yachting-pages.com/getacopy/>. Download e-book versions of Yachting Pages here <http://www.yachting-pages.com/content/digital-books.html>.

www.YachtingPages.com

YachtingPages.com is the world's largest superyacht-related search engine. With over 12,000 verified listings you can search, find and refine everything you need in the superyacht industry from provisioning companies in Cannes to a refit in Florida. It features port and marina information, reviews, news and the e-book versions of its print directories.

**Yachting Pages Delivers**

Yachting Pages Delivers is a specialised distribution service that hand-delivers company promotional material, including brochures, magazines and leaflets directly to prime superyacht captains, crews and businesses from Marseille (France) to Livorno (Italy). It is designed for anyone who wants to connect with key players in the Riviera's superyacht industry. To book a scheduled or tailored delivery, contact: simon.brooks@yachtingpages.com or call +33 610 58 18 39.

Superyacht Owners' Guide (SYOG)

The Superyacht Owners' Guide (SYOG) is Yachting Pages' premium product. A sleek, hard-backed book, it's produced annually and is packed with authoritative features, advice and content for superyacht owners, captains, and key decision makers, with editorial input from the industry's most respected figures.