

MEDIA RELEASE
For Immediate Release

SYDNEY INTERNATIONAL BOAT SHOW IS BACK ON THE CALENDAR
Exhibitor applications now open for the 53rd Sydney International Boat Show

The ***Sydney International Boat Show (SIBS)*** returns from **28 July to 1 August 2022** with the latest and greatest in all things aquatic at the International Convention Centre (ICC) Sydney and Cockle Bay within the iconic surrounds of Darling Harbour.

The highly anticipated event promises a stellar showcase of the boating lifestyle from the largest fleet of luxury superyachts and sailboats on water to a host of premium exhibitors displaying the latest trailer boats and marine technology.

SIBS 2022 highlights include an on-water display with more than 200 boats, 32,600sqm of indoor exhibitor space and a 5,000sqm open-air Event Deck, which is set to attract more than 60,000 boating enthusiasts when tickets go on sale in May 2022.

The Show will also present a host of entertainment and activities, including fishing masterclasses, watersports demonstrations, marine education, food and beverage bars and a fun-filled kids zone.

One of the largest and most prestigious boat show events on the global calendar, *SIBS 2022* will be delivered in a new partnership between the ***Boating Industry Association (BIA)*** and ***Mulpha Events***, owner-operator of the Sanctuary Cove International Boat Show.

BIA Vice-President **Andrew Fielding** said after a two-year hiatus, *SIBS 2022* was primed for a big return with a fresh new look and a revitalised event experience.

"We're excited to deliver an innovative and engaging world-class event with a significant focus on the recreational boating lifestyle for the benefit of exhibitors, partners, visitors and the broader marine industry," Mr Fielding said.

"With retail activity across the boating industry at an all-time high, including more than 18,000 new boats registered last year, *SIBS 2022* will celebrate the boating lifestyle, connecting visitors with the very best in marine brands."

Riding the current wave of interest in boat ownership and all things aquatic, *Mulpha Events* General Manager **Johan Hasser** said he was buoyed by the keen response from the marine industry to showcase their vessels and products at the 2022 Show.

"Over the past 18 months, we have witnessed the surge in popularity of recreational boating with boat ownership across Australia up significantly year-on-year," Mr Hasser said.

"We have received significant enquiry about exhibition space since the announcement of the return of *SIBS*. Sentiment is extremely high within the industry with marine companies eager to showcase their brands at the iconic Darling Harbour location.

"We are excited to present new initiatives at *SIBS 2022* that will shore up the event's reputation as a must-attend on the international boat show calendar," he said.

Don't miss your opportunity to be a part of *SIBS 2022*.

Exhibitor applications open Tuesday 8 March 2022 with returning exhibitors receiving preferential stand and space allocations for two weeks until Tuesday 22 March 2022.

To register as an exhibitor and sign up for the latest news, exclusive announcements, and ticket sales, visit sydneyboatshow.com.au

The 53rd Sydney International Boat Show (SIBS) returns from 28 July – 1 August 2022, attracting more than 60,000 attendees and 245-plus exhibitors and showcasing over 900 boats plus thousands of marine products across five days.

–ENDS–

Media Contact

Claudia Ferne | Aruga
claudia@aruga.com.au
0452 474 413

About the Boating Industry Association Ltd (BIA)

The Boating Industry Association (BIA) is the peak marine industry body in Australia, representing the interests of the sector, businesses and the wider community of recreational and light commercial boating enthusiasts. BIA is an advocate for boaters and supports the safe and responsible enjoyment of recreational boating as a positive and rewarding lifestyle for Australians. A not-for-profit organisation, BIA aims to promote participation in recreational boating, strengthen government advocacy and support for members and expand the opportunities for professional growth and career pathways in the marine industry. The BIA owns the Sydney International Boat Show and has appointed Mulpha Events as the Event Delivery Partner for all BIA boat show events across Australia. bia.org.au

About Mulpha

Mulpha Group ('Mulpha') has 30-plus years' investment experience in Australia with a team of more than 65 professionals committed to long-term value creation. The Group has an extensive portfolio of real estate, property development, hospitality, education, retirement, private equity and debt assets, and also invests in some of the fastest-growing and most vibrant economies in Australia, New Zealand, Malaysia and the UK.

In Australia, Mulpha's investment portfolio includes the world-renowned, resort-styled Sanctuary Cove, an integrated resort on the Gold Coast; Norwest Business and Residential Park in Sydney; flagship InterContinental Hotels in Sydney, Sanctuary Cove and Hayman Island; Bimbadgen in the Hunter Valley and The Hotel School in Sydney, Melbourne, Brisbane and Hayman Island. In New Zealand, Mulpha is the owner of Nesuto Stadium Hotel Auckland and is the developer of the award-winning Leisure Farm in Iskandar Malaysia. In the United Kingdom, Mulpha has a strategic investment in the London Marriott Grosvenor Square, a landmark hotel in the heart of London's Mayfair district. mulpha.com.au