

## **Japan International Boat Show 2012 Ends Successfully**

Mar. 1 (Thur.) to 4 (Sun.) / Pacifico Yokohama and Yokohama Bayside Marina

From March 1 (Thur.) to 4 (Sun.) 2012, the Japan Boating Industry Association (JBIA) organized the Japan International Boat Show 2012 (51<sup>st</sup> holding) at the Pacifico Yokohama exhibition site and Yokohama Bayside Marina (both in Kanagawa Prefecture). The show came to a successful conclusion without incident, having drawn a total of 35,060 visitors to the venues (see accompanying page for details).

Thanks to the support and cooperation of countless people, the first full-scale double venue exhibition was made possible, with exhibits by 172 companies and organizations presenting the appeal of marine leisure and the latest information through 164 of their new or latest motorboats, sailboats, personal watercraft (PWC) models and more. The venue at Pacifico Yokohama featured a variety of programs and events. Under the catch phrase of “Delivering a sea breeze of support,” this year’s show featured the “Tohoku *Genki* Program (*Genki* is a Japanese word for Energetic, Exciting or Full of Life)” with guest appearances by Sakana-kun (Visiting Associate Professor at the Tokyo University of Marine Science and Technology) and others as Tohoku Support Ambassadors, with 44 more celebrities who love the sea delivering messages to the Show's homepage. Rounding out the program was a charity auction and the “Tohoku *Genki* Corner” featuring products, goods and food and drink from three Tohoku prefectures hardest hit by the March 2011 tsunami. The marine charity auction raised 1,576,000 yen (including 102,000 yen from the Marine Journalists Conference) and was donated to *Minatomachi Souzou Kaigi* (the Port Town Creation Meeting) in Onahama, Iwaki-city in Fukushima Prefecture.

On the stage at Pacifico Yokohama (Venue #1) was a talk show put on by the JBIA to promote on-boat fishing. At the “Marine Paradise Corner” put up by the show's organizers, an array of programs about safety at the waterfront, boat balance on the water, the science behind boats and more were organized by Water Safety Nippon, the National Network of Beach Clubs, Yamaha Motor Co., Ltd. and more with approximately 2,000 visitors and their children participating.

At the Yokohama Bayside Marina (Venue #2) on March 3 (Sat.) and 4 (Sun.), programs taking full advantage of the marina setting and facilities offered a hands-on experience in riding and operating a boat. Unfortunately due to strong winds on the 3<sup>rd</sup>, some of these programs had to be canceled, but over the two days a total of 289 visitors participated in sailboating, motorboating and boating lesson experiences in Tokyo Bay.

Meanwhile, at the nearby Rinko Park, a “Marine Sports Festa” was organized by the Marine Sports Foundation with the cooperation of the Yokohama Harbor Boat Paradise. Show visitors and tourists alike watched, took pictures and were thrilled by the impressive freestyle personal watercraft riding and rescue demonstrations.

## Visitor figures

Date \ Visitors	2012			2011
	Total	Venue #1	Venue #2	
3/1 (Thur.) (Cloudy)	4,880	3,876	1,004	6,036
3/2 (Fri.) (Cloudy)	5,532	4,747	785	6,635
3/3 (Sat.) (Sunny)	11,757	9,151	2,606	13,342
3/4 (Sun.) (Cloudy)	12,891	10,311	2,580	17,227
Cumulative Total	35,060			43,240

### Venue #1: Pacifico Yokohama



Opening ceremony on 3/1 (Thur.)



Full view of the Pacifico Yokohama venue



Stage event: "Delivering a sea breeze of support!"



Having fun learning about the sea at the Paradise Corner

### Venue #2: Yokohama Bayside Marina



The floating exhibition (29 boats, 10 sailboats)



Experiencing boating firsthand!

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