

# JAPAN BOATSHOW2022

INTERNATIONAL

## Report on the Japan International Boat Show 2022

**First full-spec event in three years. Enthusiasm for marine leisure at COVID-19 disaster.**

### Experience marine's dream and future in real and online

The 61<sup>st</sup> Japan International Boat Show 2022 organized by Japan Marine Industry Association was held for 4days from March 31 (Thursday) to April 3 (Sunday) at Pacifico Yokohama and Yokohama Bayside Marina.

This year's Boat Show, the first time in three years that it was held at both venues, was held as a comprehensive marine show with 244 companies from Japan and abroad exhibitors under the theme of "The Sea, This is the Gateway to Dream", displaying and selling the latest models from each company and providing the latest information on marinas, marine equipment and services. The event was successfully concluded at the Corona disaster.

At the opening ceremony on March 31, guests from the Ministry of Land, Infrastructure, Transport and Tourism, the Yokohama City, and related organizations were invited to attend. The opening address was given by Mr. Hiroyuki Yanagi, Chairman of the Association, followed by a congratulatory address by Mr. Naoki Fujii, Deputy Director General for MLIT. Also two Miss Japan "Marine Day" and Kotono Sugiura, Marine Ambassador of the Association, participated in the ribbon-cutting ceremony.

At the Yokohama Bayside Marina venue, 63 large boats and sailing yachts were displayed, and the four-day event ended with hands-on programs that were enjoyable for everyone from marine leisure beginners to seasoned veterans, including a boat-driving experience and a "Captain Kids" experience for children.

Meanwhile, the online boat show will feature live streaming from both venues, live broadcasts of the marine seminar "Umi-Zemi" and exhibitor transmissions from a special studio, and archived transmissions until August 31.



Real Boat Show	Online Boat Show
<ul style="list-style-type: none"> <li>■Dates : March 31 (Thursday) to April 3 (Sunday)</li> <li>■Venues : Pacifico Yokohama and Yokohama Bayside Marina</li> </ul>	<ul style="list-style-type: none"> <li>■Dates : March 18 (Friday) to August 31 (Wednesday)</li> <li>■Online distribution from the official boat show website</li> </ul>

●Number of visitors : 31,352 (2 venues, 4 days total)

	2022			Visitors of 2021-2017			
	2 venues TOTAL	Venue		2 venues, 4 days TOTAL			
		Pacifico Yokohama (Indoor)	Yokohama Bayside Marina	2021	2019	2018	2017
March 31 (Thur.) Sunny	<a href="#">5,507</a>	3,795	1,712	2,878	7,479	7,209	6,712
April 1 (Friday) Sunny	<a href="#">6,310</a>	4,673	1,637	3,071	11,186	11,297	11,233
April 2 (Saturday) Sunny	<a href="#">10,905</a>	7,735	3,170	3,133	19,583	16,646	16,406
April 3 (Sunday) Rain	<a href="#">8,630</a>	6,774	1,856	6,422	16,995	18,268	17,901
Total	<a href="#">31,352</a>	22,977	8,375	15,524	55,243	53,420	52,252

\*The 2020 show was cancelled due to the new coronavirus, and the 2021 show was held only at the Yokohama Bayside Marina.

◆Breakdown of exhibitors of real and online (2019 in parentheses)

PRODUCT	Number of exhibitors	Number of products
· BOAT	42 enterprises ( 34 )	78 units ( 99 )
· SAILING YACHT	15 ( 16 )	17 ( 26 )
· Personal Watercraft	9 ( 8 )	22 ( 57 )
· Small boat	6 ( 10 )	29 ( 38 )
· Canoe, Kayak, SUP, Surfboard	4 ( 2 )	15 ( 42 )
· Marine engine	6 ( 4 )	46 ( 49 )
· Marina	16 ( 7 )	Include 11 electric motors
· Government, Maritime organization	15 ( 17 )	*Since there are exhibitors exhibiting multiple types of products such as boats, yachts, and marine engines, there are differences in the total number of exhibitors at the real venue and the number of exhibited products.
· Overseas	4 from 3 countries ( 3· 4 )	
· Marine related and others	92 ( 131 )	
Exhibitors of 2 venues	196 ( 230 )	
Online participants	48 ( - )	
Real and Online TOTAL	244 ( 230 )	

◇Product information

ITEM			DATA	PRODUCT NAME	EXHIBITOR NAME
BOAT	Size	MAX	Length : 25.5m	PRINCESS 82MY	Princess Yachts Japan
		MIN	Length *2.03m	Wonder Mug 205	JOYCRAFT
	Price	MAX	About 900mill.Yen	PRINCESS 82MY	Princess Yachts Japan
		MIN	108,900Yen	DI-280A	HOPE
ENGINE	Horse	MAX	425PS	F425AST2U	YAMAHA
	Power	MIN	2PS	HONDA, SUZUKI, TOHATSU	

●Online Boat Show progress report : held until August 31

Number of accesses: 13,311 (from March 18 to April 3)

Number of page views : 113,723 (include YouTube, from March 18 to April 3)

The theme of this boat show is “ The Sea, This is the Gateway to Dream”.

The Pacifico Yokohama venue has the themes of “See,” “Touch,” and “Feel,” the Bayside Marina venue has “Feel the Sea,” Experience,” and “Realize,” and the online venue has “Know,” ”Learn,” and “Regardless of Time and Place.” Each theme was set, and the event was held with the goal of creating the future by providing the charm, abundant time, and value of marine and connecting it to dreams.

◆Pacifico Yokohama venue

A total of 163 companies and organizations exhibited and displayed their products.



March 31 Opening Ceremony



Boat of the Year Japan 2021 is AXOPAR37 XC CROSS CABIN





TALK LIVE of the actor Taiyo Sugiura, winner of the Best Family Boat Owner award. (Left)

TALK LIVE of the anchorman Jiro Shinbo who made a solo round-trip crossing of the Pacific Ocean. (Right)



About 100 boats, PWCs, etc. were exhibited at the indoor venue. Various events were held at exhibitors' booths.



Real and online, hybrid viewing of the marine seminar "Umi-Zemi." Lifestyle Avenue to showcase luxury cars.





A scene from the kids' program showing the seriousness of their works. (Left)



Sea trial of the sailing boat MIRAIE at Pukari Pier. (Right)

#### ◆Yokohama Bayside Marina venue

A total of 33 companies and 63 boats and sailing yachts exhibited on the water.



Moored exhibition of large boats over 30 feet



Kids' experience crowded with energetic children.



Popular experience programs.

◇The photos of JIBS2022 are available from the QR code on the right

<https://1drv.ms/u/s!ArGXSOm8kgVffZrvnj-9yB2xgo?e=06Xa8u>



JIBS2023 will be held from March 23 to 26, 2023 at the same venues as JIBS2022.

We are looking forward to your participation.

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