

The 63rd Japan International Boat Show 2024

Japan's largest marine 4-days event to see, touch, ride and experience the sea

The theme of this boat show is "Overflowing smiles, all the way on the sea..." and many families enjoyed the show.

The 63rd Japan International Boat Show 2024, organized by the Japan Marine Association, was held for four days from March 21 to 24 at three venues, Pacifico Yokohama, Yokohama Bayside Marina and Hakkeijima Marina. A total of 34,579 visitors attended the event. In order to convey the joy of the sea and boating to the next generation, the event continued from last year with the event theme of "Overflowing smiles, all the way on the sea..." and enhanced the content for families to enjoy. The number of "Family Marine Park" programs for families were expanded from 14 to 24, and 956 people participated in the programs centering on craft work at each venue, boat operation in the wave-free waterfront area, and sailing cutter experience over the four-days period, with many children having a great time. Many children enjoyed themselves.

The opening ceremony on March 21 was attended by Mr. Satoshi Mizushima, Deputy Director-general of the Ministry of Land, Infrastructure, Transport and Tourism, the City of Yokohama, related organizations, Ms. Kana Arima, Miss Japan "Umi no Hi" 2024 and JMIA Marine Ambassador and two ladies, Miss Japan "Umi no Hi" 2023 and 2022 participated in the ribbon-cutting ceremony.

Other events included a stage event featuring Jiro Shimbo, Taiyo Sugiura, Kojiro Shiraishi, Panzetta Girolamo, and others, starting with the announcement of the Japan Boat of the Year 2023 selection, the Fishing Village with a collaboration with the popular movie "Tsuribaka Nisshi," and a mini aquarium, and the "Umi-Zemi," a series of 18 lectures taught by experts in the field of the sea, were all part of a lively scene that could be enjoyed by a wide range of people involved with the sea.

◆ **Number of visitors 34,579 (2 venues · 4 days total)**

March 21 (Thursday) – 24 (Sunday), 2024				2 venues total (4 days)
Date	2 venues Total	Breakdown		
		Pacifico Yokohama	Bayside Marina	2023
21 (Thu) Sunny	6,784	5,019	1,765	6,528
22 (Fri) Sunny	8,375	6,201	2,174	8,224
23 (Sat) Rain	9,646	7,858	1,788	10,534
24 (Sun) Cloud/Rain	9,774	7,235	2,539	9,877
Total	34,579	26,313	8,266	35,163

◆ **Number of Exhibitors (Companies and organizations)**

Breakdown	2024		2023	
	Real Exhibits	Online Exhibits	Real Exhibits	Online Exhibits
	214	232	194	213

The online venue is open until the end of May.

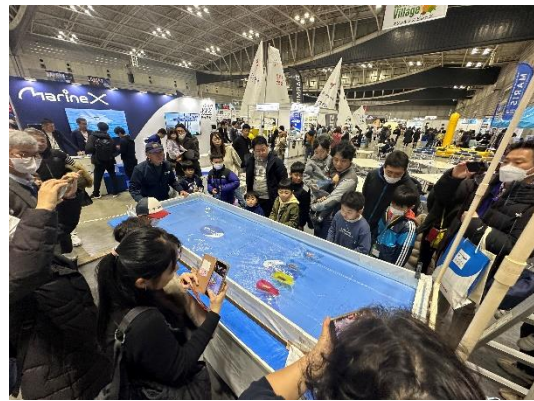
◆ Breakdown of products exhibited (2023 in parentheses)

This year, the number of electric engines increased significantly, and the content of the exhibits showed the growing environmental awareness of each company.

Products	Number of products exhibited
Boat	117 (113)
Sailing yacht	23 (20)
Personal Watercraft	24 (24)
Canoe, Kayak, SUP, Surfboard	68 (19)
Marine engine [electric]	78 (54) [22 (12)]
Total	310 (230)

◆ Family Marine Park : 24 different experiences and learning programs at 3 venues

Pacifico Yokohama



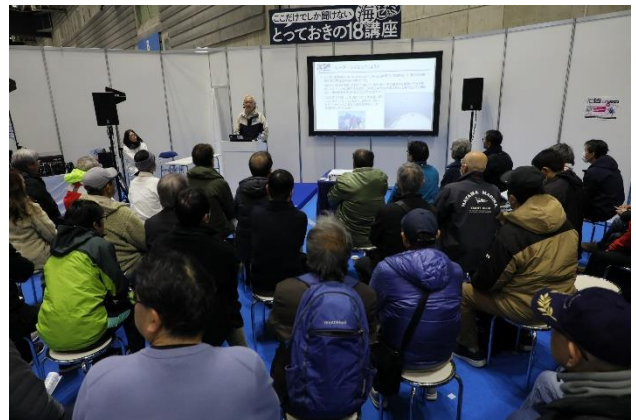
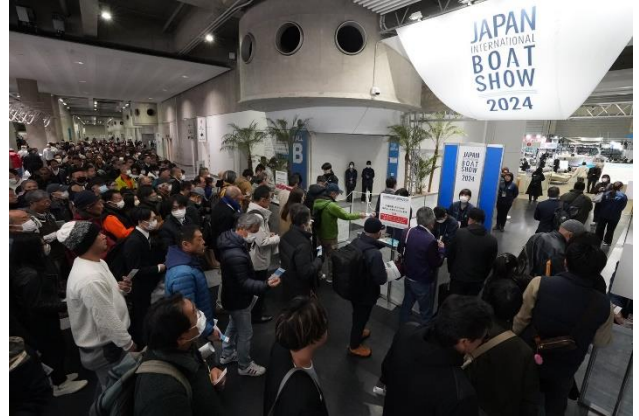
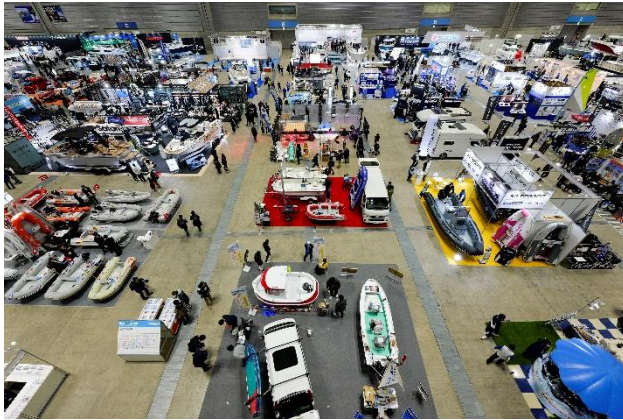
Yokohama Bayside marina



Hakkeijima Marina



◆ Pacifico Yokohama Indoor Venue : Total 189 exhibitors (164 exhibitors in 2023)



◆Yokohama Bayside Marina Floating Venue : 25 exhibitors・57 boats (30 exhibitors・53 boats in 2023)



◆Hakkeijima Marina Venue : Experience Contents



JAPAN BOATSHOW 2024
INTERNATIONAL

■ The 64th Japan International Boat Show 2025
<Dates> March 20 (Thu) – 23 (Sun), 2025, 4 days
<Venues> Pacifico Yokohama, Yokohama Bayside Marina,
Hakkeijima Marina and Online

◆ Contact ◆

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Click here to see the photos used in this news release.

<https://www.dropbox.com/scl/fo/lekhfeqq792j86lnsqgoz/h?rlkey=tbqol46w6p3p13k15y0pg0bl0&dl=0>