

FUN FOR FAMILIES AT WA'S BIGGEST BOAT SHOW

WA's biggest boat show will be on again this October at Mandurah Ocean Marina, bringing an exciting and fun day out for the whole family.

The Club Marine Mandurah Boat Show is Western Australia's biggest boat show, attracting 18,000 visitors and 160 exhibitors.

The Show features a collection of boats of all sizes, from the on-water displays of the 80-foot luxury vessels, to hardstand displays of trailerboats, tinnie and kayaks. Plus fishing and camping gear, all the latest electronics, diving gear and more is all in the one place for visitors to see.

The Show has a strong reputation as being a fun, family day out; and research into Boat Shows in general has seen this theme promoted and developed in recent years. Entertainment and activities at the Show is tailored for families, with free boat and kayak rides, fishing demos, cooking demos, kid's casting competition, safety info and games, and special guest speakers.

Try out new products!

The Club Marine Mandurah Boat Show has always been utilised by exhibitors as the ideal avenue to launch new products onto the WA market. However as an extra marketing tool, Show Director Peter Woods said some exhibitors are now offering boat trials to even further demonstrate their product.

"The benefit of attending a Boat Show is the opportunity for buyers to get up close and personal with the products; to get a good look at the product and ask questions to help make their purchasing decisions," Peter said.

"At the Club Marine Mandurah Boat Show, we are taking this one step further by offering buyers the opportunity to go out on the water on a range of boats, to really test them out."

"The idea comes from the traditional car buying process – you wouldn't purchase a new car without taking it for a test drive – and now you can test the boats before making a purchase!"

"This is obviously a major benefit for boat buyers, to be able to see how the boat performs on water. And for exhibitors, it's something extra they can offer on top of their static displays," Peter said.

Peter said that so far exhibitors including Mercury and Yamaha were planning to be involved in boat demos at the Show.

The Club Marine Mandurah Boat Show will also have several newly released products on display from major brands.

Experience boating!

Visitors to the 2016 Club Marine Mandurah Boat Show should come prepared to get active!

The Show will have a range of activities that the whole family can enjoy, and all aimed at encouraging people to get out on the water!

MANDURAH BOAT SHOW

MEDIA RELEASE FOR IMMEDIATE RELEASE

Yachting WA will be back with Tackers sailing for children. Tackers is an introductory, fun, games-based sailing program designed for kids aged 7 to 12, delivered at recognised Tackers Clubs. Kids don't need to have any sailing experience and they don't have to be a member of a club to participate. All the equipment, including the boats, is provided. The Tackers sailing program will be run all weekend at the Show.

Getaway Outdoors will be using the beach to demonstrate new model Hobie Kayaks, and Show visitors can get involved. Try out the latest Hobie models and get a taste of kayaking on the water. A free activity (conditions apply) at scheduled times throughout the weekend.

Stand Up Paddle Boards (SUP) are growing in popularity, and with good reason! It's an activity that suits all ages and abilities, and visitors will be able to watch demos and have a go on a SUP all weekend at the Show.

The Yamaha Kid's Casting Competition will be held across the weekend. A free activity, kids can have a go at casting a fishing rod and try to hit the target to win some great prizes! There will also be fun for kids with fishing games thanks to the Department of Fisheries.

The Engel Aquatank Fishing Stage is always popular, with regular presentations, talks and demos across the weekend. Get all the latest info on lures, find out the best spots to fish in and around Perth, and much more!

The 2016 Club Marine Mandurah Boat Show will be held from 7-9 October 2016 at the Mandurah Offshore Fishing and Sailing Club. Already exhibitor interest is high for the Show and organisers are expecting another successful event.

The prospectus for the 2016 Show is now available. Check the website www.mandurahboatshow.com.au for details.

More Info, visit mandurahboatshow.com.au or check us out on Facebook, Youtube, Twitter and Instagram!