



POST SHOW REPORT

2025



BEYOND THE FIRST HORIZON

Charting New Waters of Excellence

The second edition of the Qatar Boat Show 2025, held under the patronage of HE Sheikh Mohammed bin Abdulrahman bin Jassim Al Thani, Prime Minister & Minister of Foreign Affairs, marked a new chapter in Qatar's journey toward maritime distinction.

Building on the success of its inaugural edition, the 2025 show was bigger, bolder and more ambitious, bringing together an exceptional showcase of world-leading yacht brands, marine innovators and luxury lifestyle exhibitors. Set against the iconic backdrop of Old Doha Port, the event celebrated Qatar's rising prominence as a global maritime hub, blending cutting-edge innovation with timeless elegance.

From record-breaking participation to captivating on-water displays, Qatar Boat Show 2025 took visitors beyond the first horizon — redefining maritime excellence and setting a new benchmark for the industry.

65

Boats and
Watercrafts

55%

of boats displayed
were **2025** models



40%

of yachts on
display **made their
debut in Qatar**



27,876

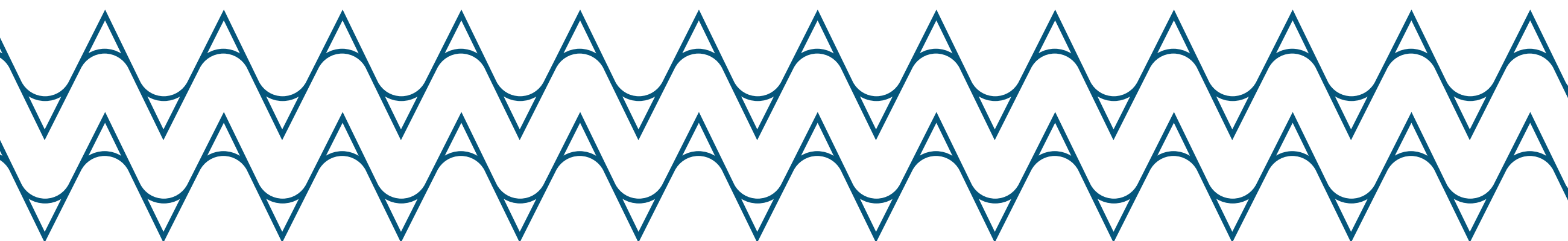
Number of visitors



CHAIRMAN QUOTE

**Engineer Mohammed Abdulla Al Mulla,
CEO of Old Doha Port and Chairman of the Qatar Boat Show
Organizing Committee, said:**

“Qatar Boat Show 2025 reflects our nation’s vision to lead with innovation while honoring our deep-rooted maritime heritage. Each edition raises the benchmark for creativity, craftsmanship, and excellence. The success of this year’s event demonstrates Qatar’s growing leadership in the global marine industry, and we look forward to an even greater edition next year that will continue to showcase the strength and ambition of our maritime future.”



GUIDED BY VISION, INSPIRED BY EXCELLENCE

The Qatar Boat Show 2025 welcomed an exceptional gathering of distinguished leaders, dignitaries and VIP guests, whose presence highlighted the event's growing prominence on the global maritime stage. Their participation reaffirmed Qatar's dedication to innovation, excellence and the continued advancement of its maritime vision.

Guided by the nation's visionary leadership, this edition celebrated Qatar's rich seafaring legacy while embracing a bold future defined by progress and world-class maritime achievement.





➤ HE Sheikh Faisal bin Thani bin Faisal Al Thani
Minister of Commerce and Industry



➤ HE Sheikh Mohammed bin Abdullah bin Mohammed Al Thani
Minister of Transportation



➤ HE Abdulla bin Hamad bin Abdulla Al Attiya
Minister of Municipality



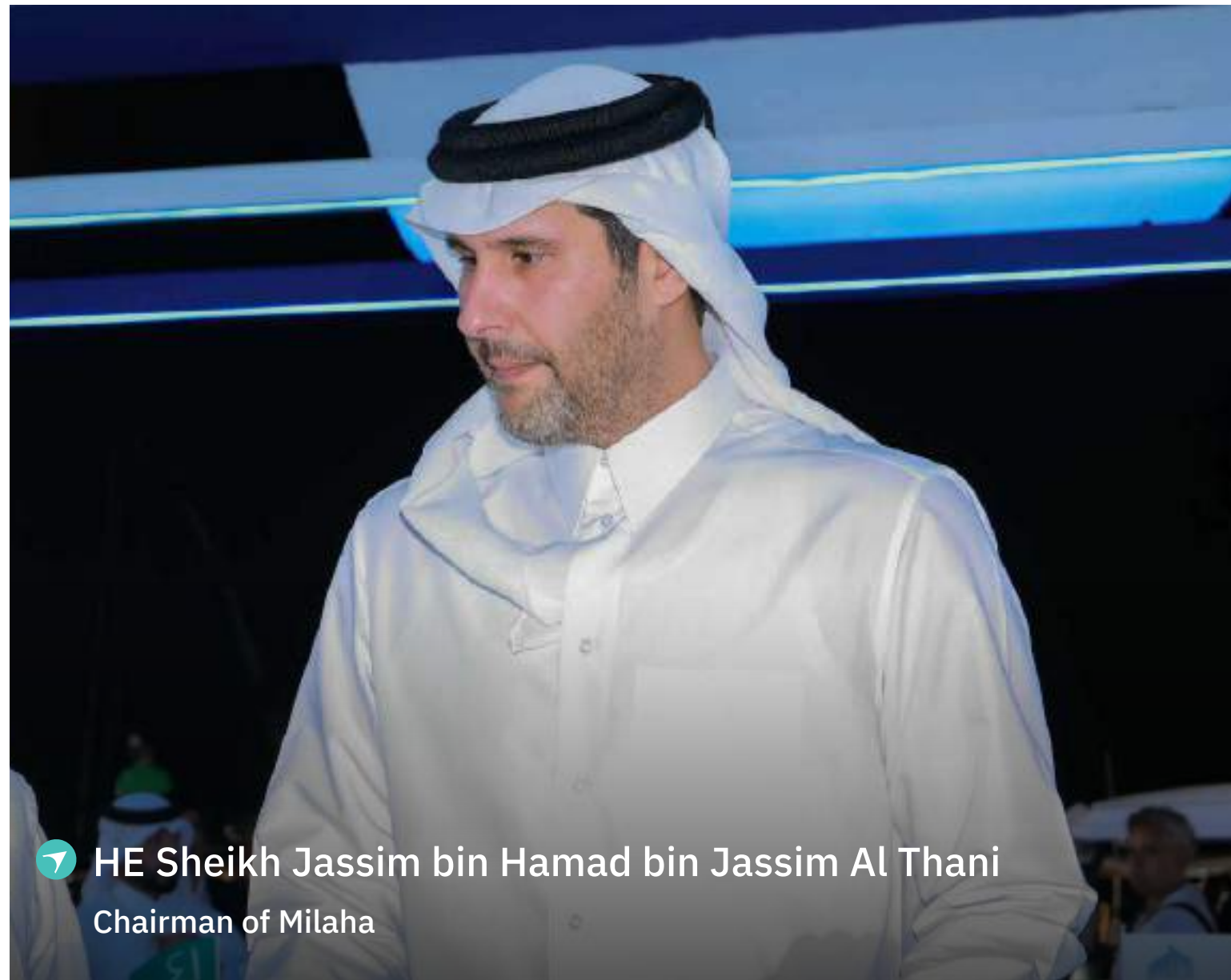
➤ HE Yousif Kamal Al-Emadi
Former Minister



➤ HE Sheikh Abdullah bin Ahmed Al Khalifa
Bahrain's Minister of Transportation and Telecommunications



➤ HE Honorable Everly Paul Chet Greene
Minister of Foreign Affairs Antigua and Barbudaa



➤ HE Sheikh Jassim bin Hamad bin Jassim Al Thani
Chairman of Milaha



➤ HE Sheikh Nasser bin Abdulrahman Al Thani
Chairman of Qetaifan Projects



➤ Diplomatic Delegation



➤ HE Mr. Paolo Toschi
Ambassador of the Republic of Italy to Qatar

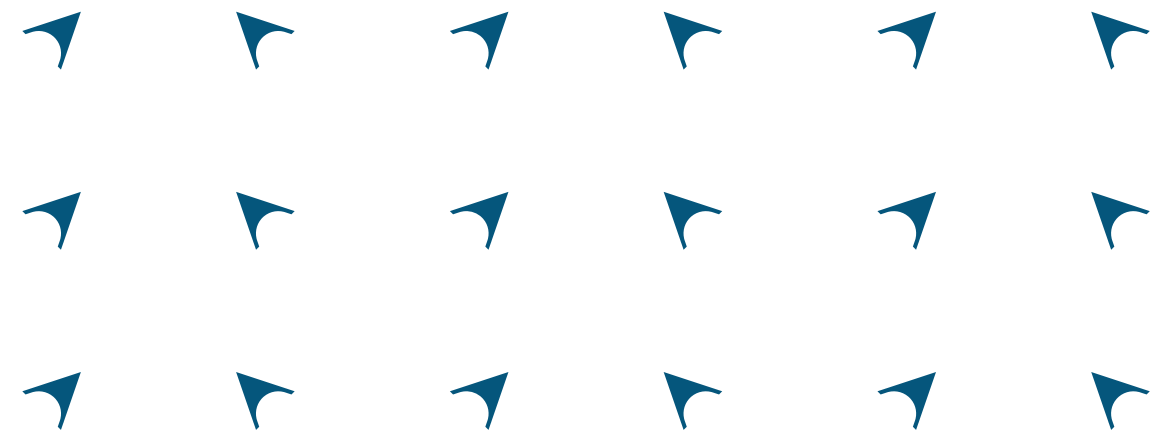


➤ HE Dr. M. Mustafa Göksu
Ambassador of the Republic of Türkiye to Qatar

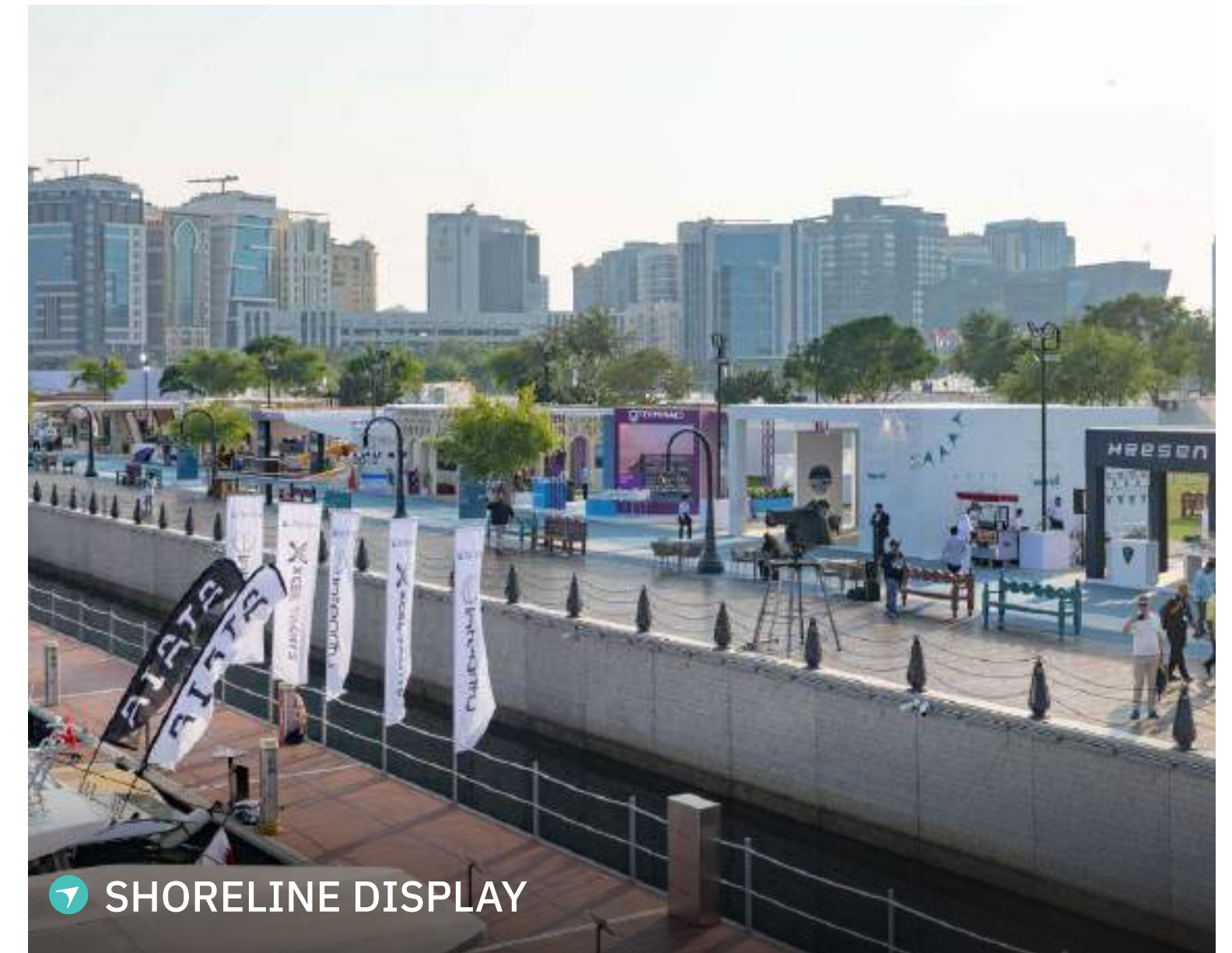


➤ Valérie Berset Bircher
State Secretary at the State Secretariat for Economic Affairs

SHOW AREAS



📍 OCEANIC DISPLAY



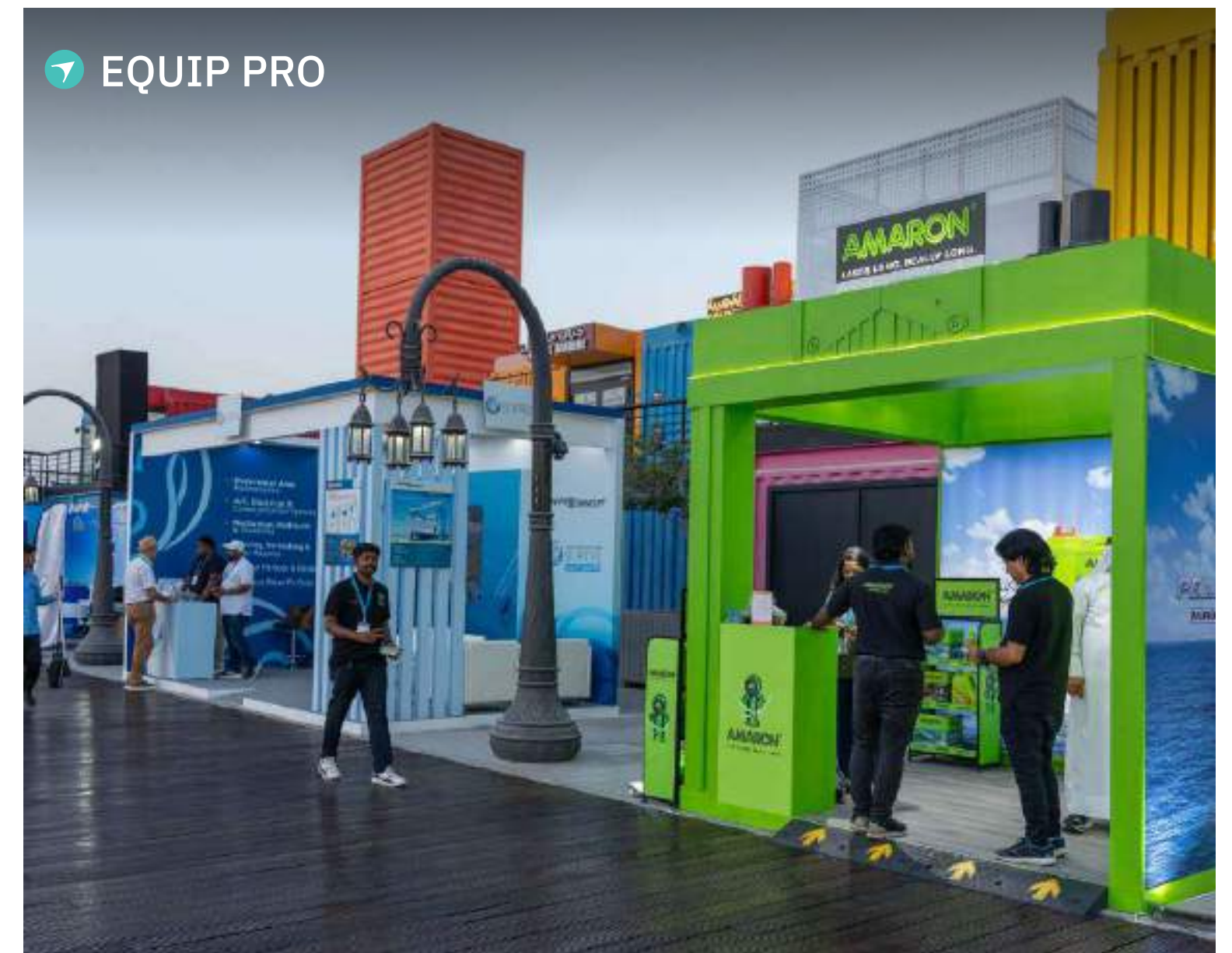
📍 SHORELINE DISPLAY



📍 HOOKS AND REELS

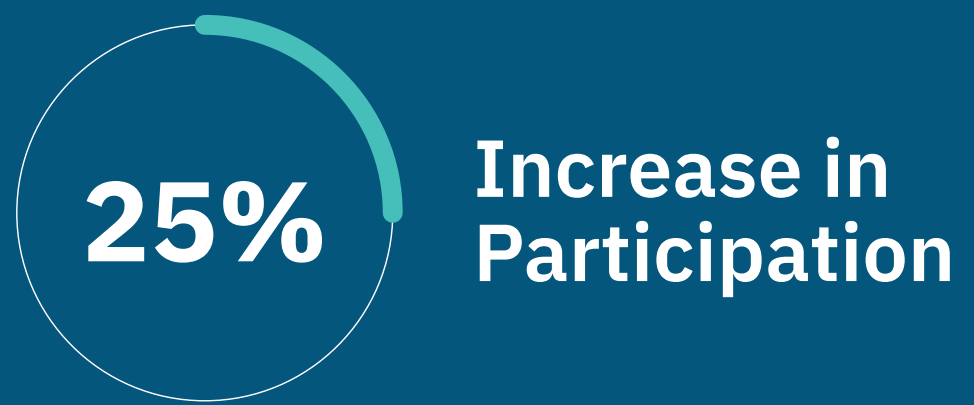
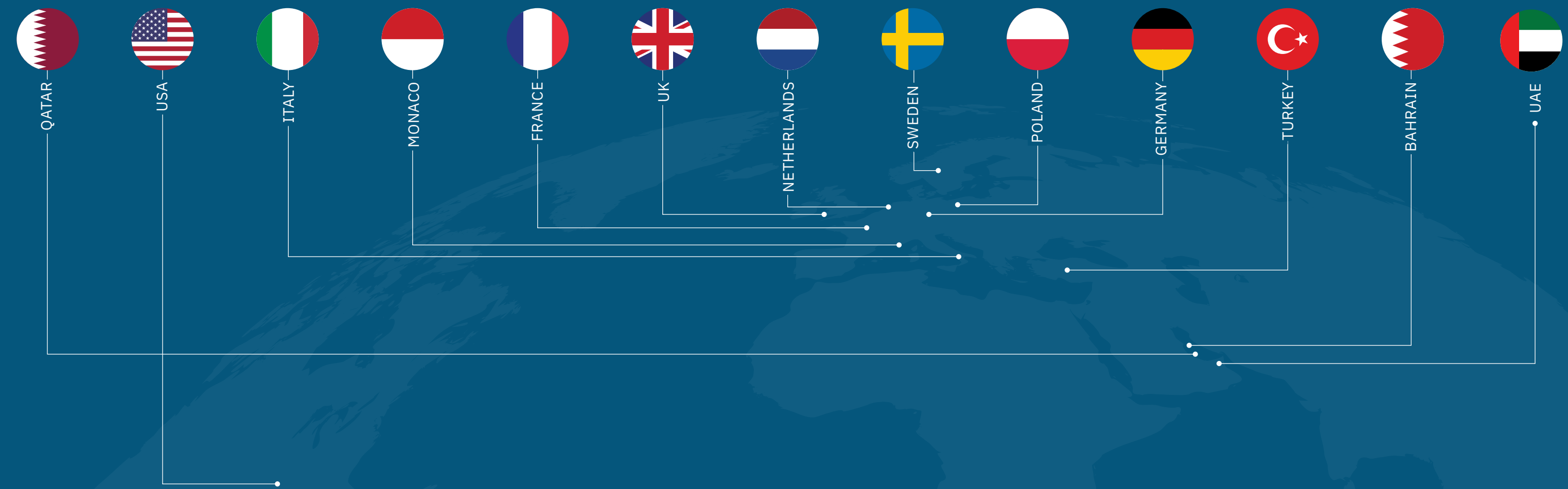


📍 GCC PAVILLION



📍 EQUIP PRO

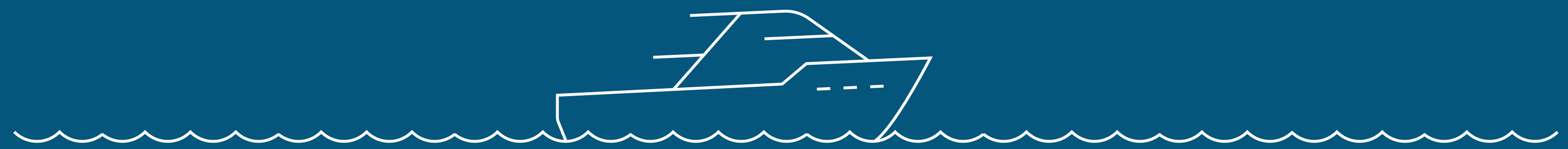
EXHIBITORS PROFILE



Total value of boats
880 MILLION QAR

No. of boats & watercrafts

Total	On water	On land
65	51	14



EXHIBITORS' INSIGHTS

Erwin Bamps
Gulf Craft



Qatar Boat Show is very close to our heart. The second biggest dynamic boating market in the region is the Qatari market. Showing here is an honor for us and comes at the right time of the year to present our new products to Qatar marketing. We always aim to bring new models, including the Nomad 101 this year. We look forward to the maturing of this event because Qatar deserves its own boat show, and we will continue to return to the Qatar market.

Nabil El Jammal
Benetti Middle East



We were fortunate and thrilled to participate in last year's edition and we were very lucky to have succeeded in one deal. There are a lot of interesting inquiries coming in, we cater for the yachting community in the whole region.

Farouk Nefzi
Feadship

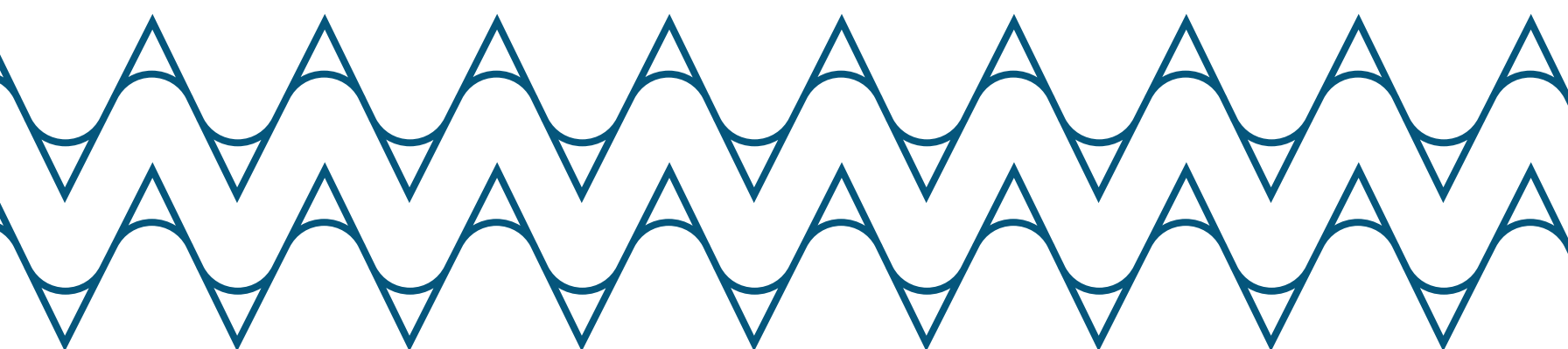


Qatar Boat Show is a beautiful destination. Interacting with the local community is magic because they are lovely people that have a genuine interest in what we make and you can definitely see that there's a lot of passion for yachting. We see this as a part of a collective investment in the region.

**Paris Baloumis
and Wim Verhoeff**
Oceanco



Qatar Boat Show is quite special to us, the hospitality here is amazing. We love how the show blends the culture very much into the show. A wonderful combination between the traditional values here and at the same time high end innovation in the projects that you see.

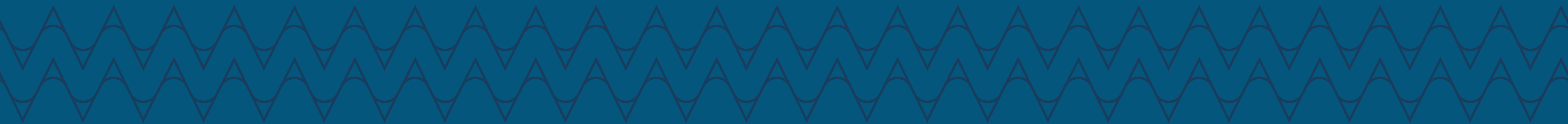




generated **11–20** qualified leads, indicating strong commercial traction at the event.



of exhibitors expect to close sales within **45 days**, demonstrating strong post-event conversion potential.



EXCLUSIVE LAUNCHES THAT SET NEW STANDARDS



➤ SUNREEF ULTIMA 55



➤ AS 100 SUPERYACHT

QATAR LAUNCHES



➤ EAGLE 47



➤ 50 CENTRE CONSOLE

REGIONAL LAUNCHES



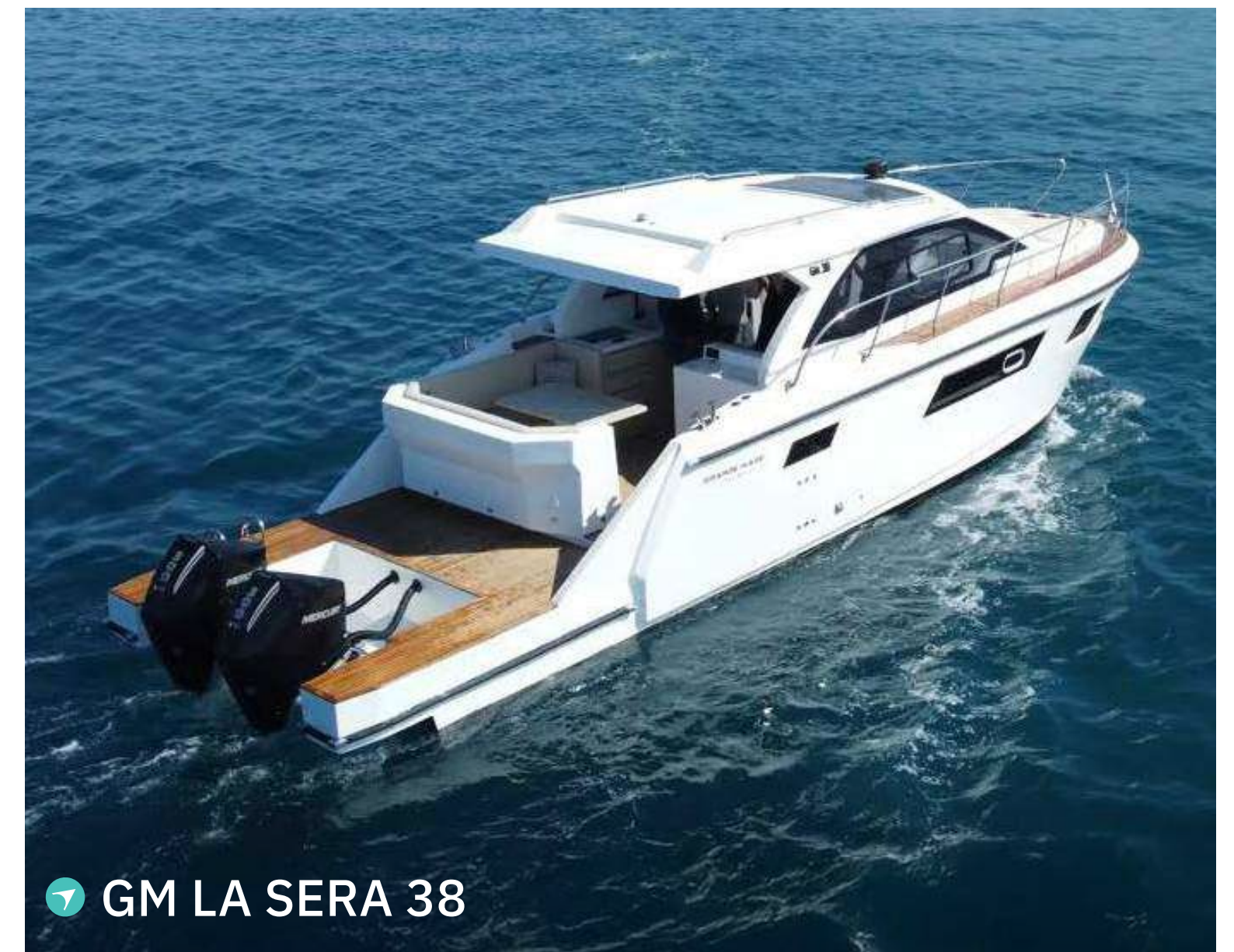
TORNADO



AL DHAEN



AIATA WAYFINDER 38

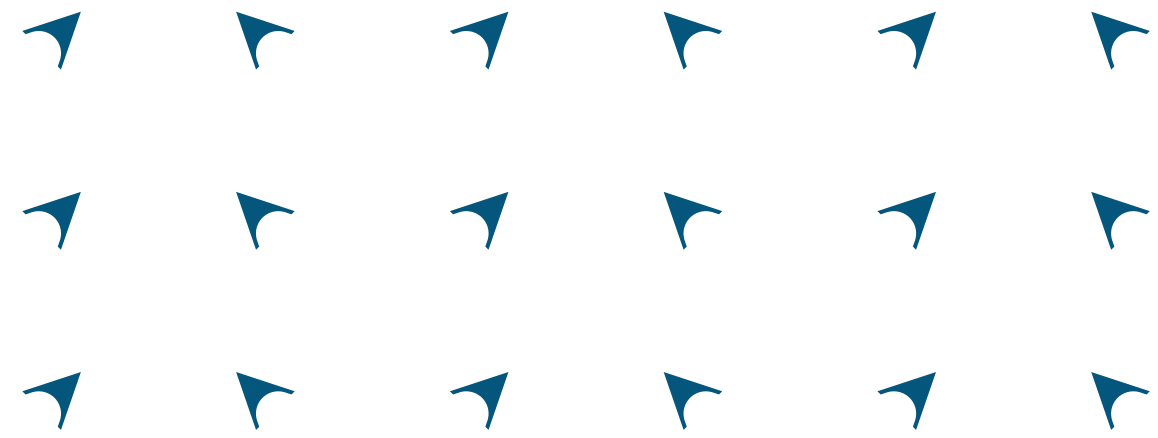


GM LA SERA 38

INTERNATIONAL LAUNCH



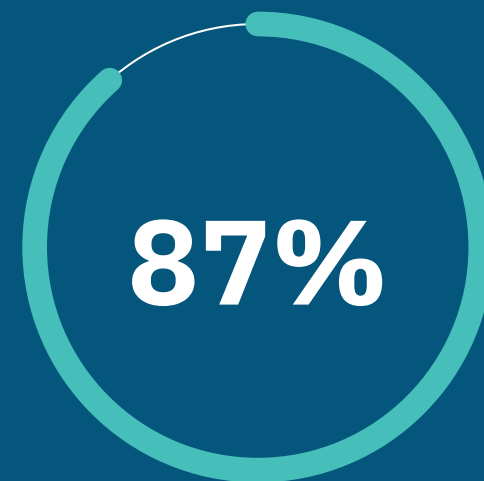
TOP 5 BIGGEST BOATS



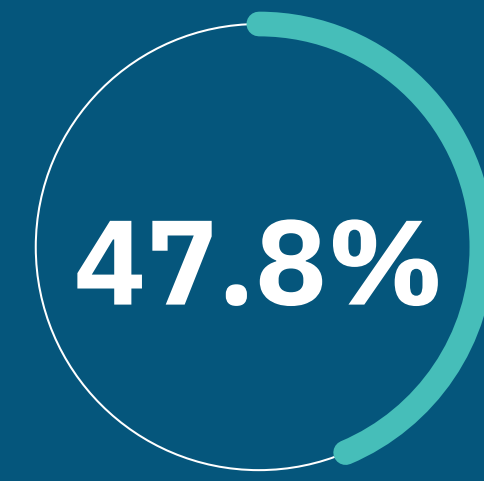
TRADE VISITORS



of trade visitors found exhibitors relevant to their business, confirming that exhibitor selection was well-aligned with industry needs



reported that the networking and event experience exceeded their expectations, demonstrating strong engagement and satisfaction



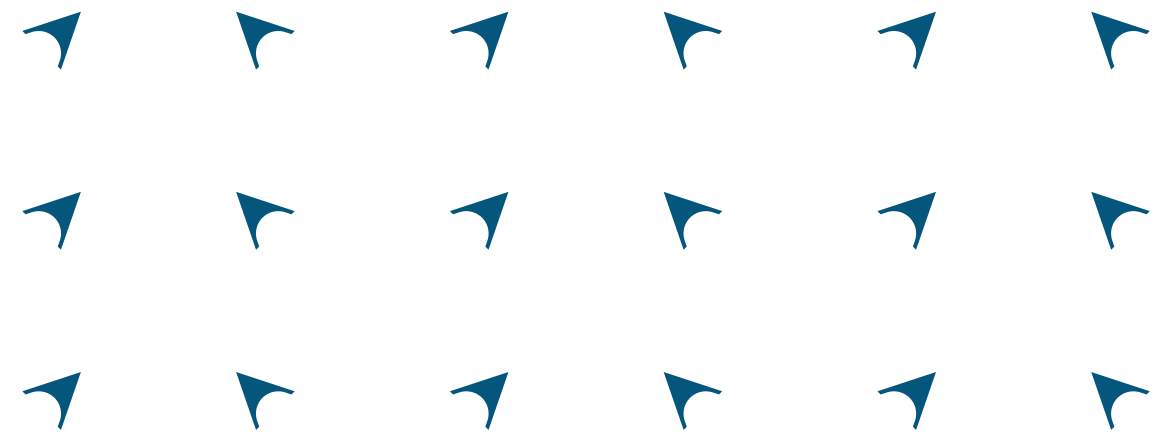
formed new business relationships, while 52.2% generated up to 10 leads - strong indicators of B2B success



interest in Fishing & Watersports highlights rising demand within marine supply chains for new buyers and distributors



OUR VISITORS AT A GLANCE



Total number of visitors

27,876

Total number of VIPs

4,620

Visitor Countries

105

TOP 5 VISITING COUNTRIES



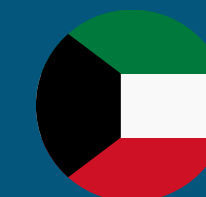
QATAR



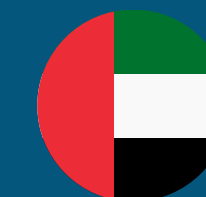
SAUDI ARABIA



BAHRAIN



KUWAIT



UAE

59.8%

were motivated by yachts

55.8%

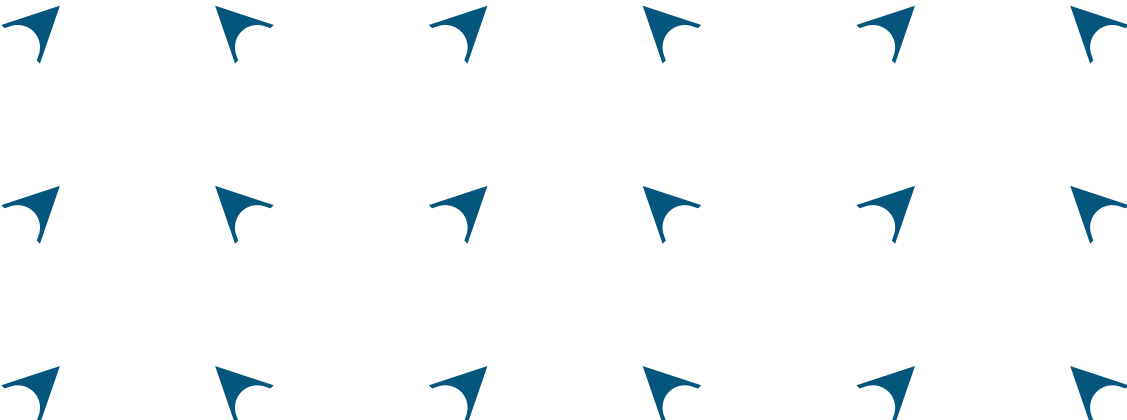
were motivated by entertainment

74.8%

were first-time attendees, demonstrating this year's success in attracting a predominantly new audience

reflecting strong interest in both luxury displays and on-ground experiences

MAKING WAVES ONLINE



2.5M+
Overall Reach



30%
Increase in Engagement

3K+
Followers on Social Platforms



798K+
Link Clicks

62M
Impressions Delivered



CREATOR PARTNERSHIPS ELEVATE VISIBILITY

45+ Influencers

40.6M+ Overall followers

1.6M+ Story Reach

5M+ Reel Views



 Ba7ry
1.2M Followers



 Amin Alord
3.5M Followers



 Noha Nabil
13M Followers



 Mr Super Yachts
638K Followers



 Mrmr
4M Followers



 David Cesaro
680K Followers

EXCEPTIONAL MEDIA VISIBILITY ACROSS ALL PLATFORMS

70M+ Total Reach



Hayya News



Lusail Newspaper



Qatar News Agency



Mjhar



Doha News



Al Raya



Mjhar



The Government Communications Office (GCO)



Euronews



Lusail Newspaper



Q37



Qatar Living



Al Kass TV



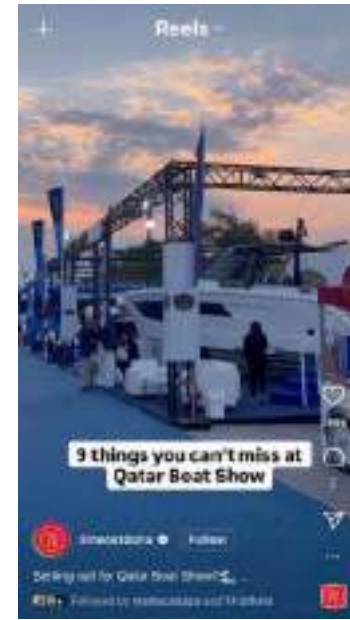
The Yacht Market



QBUSINESS



The Superyacht Times



TimeOut Doha



Gulf Times

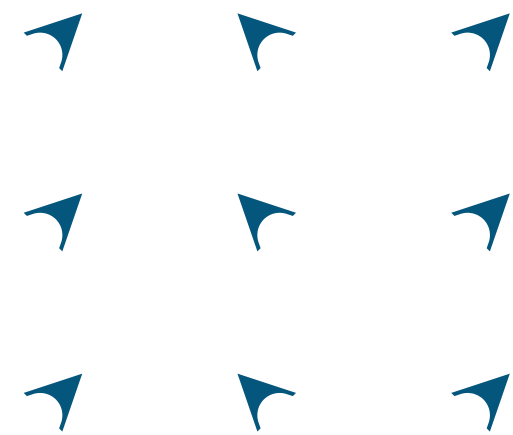


Doha News



The Peninsula

TURNING HEADS ACROSS OUTDOOR & PRINT MEDIA



▶ THE PEARL



▶ CORNICHE



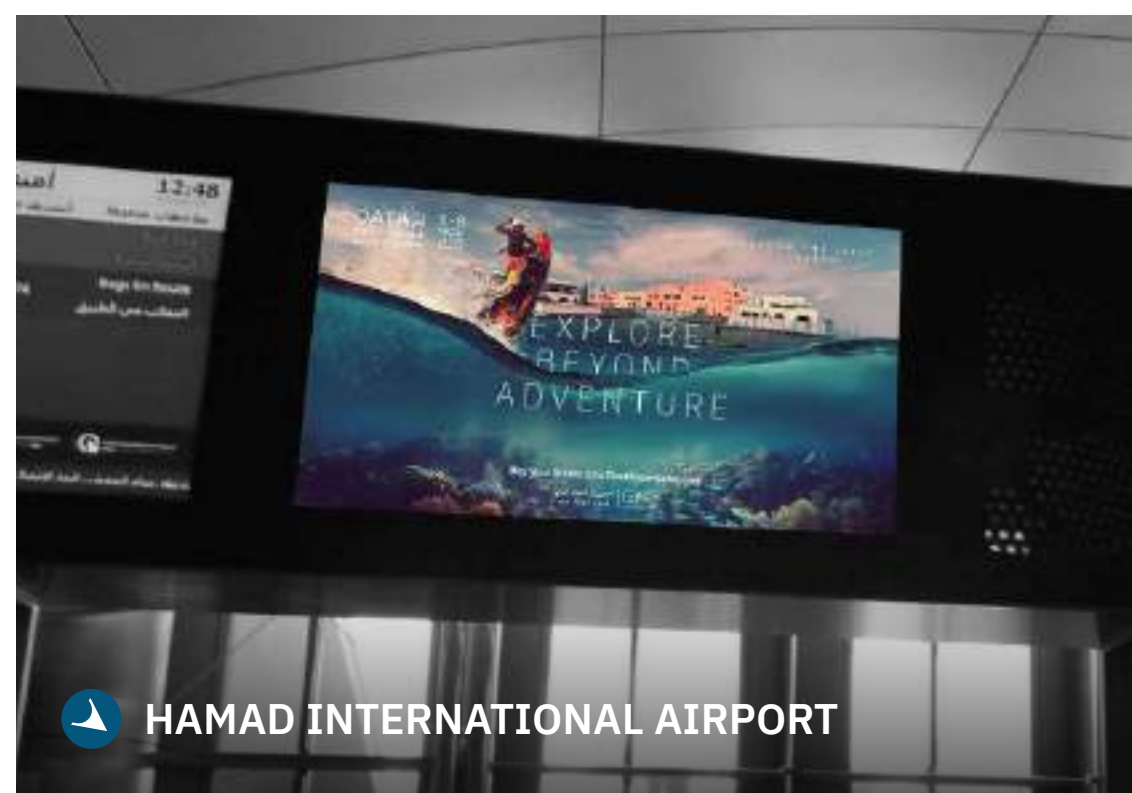
▶ CITY CENTER - WEST BAY VIEW



▶ ASPIRE – TORCH AL WAAB



▶ AL HAZM MALL



▶ HAMAD INTERNATIONAL AIRPORT



▶ HIA – ARRIVAL EXIT



▶ KSA - RIYADH BOULEVARD



▶ BAHRAIN - AVENUES MALL



▶ KUWAIT - THE MONSTER SCREEN



▶ OMAN / MUSCAT - AIRPORT



▶ KSA - RIYADH BOULEVARD



▶ UAE / DUBAI - SKYLINE SCREEN



▶ UAE / DUBAI - DUBAI HILLS MALL



▶ OMAN / MUSCAT - AIRPORT



▶ OMAN / MUSCAT - AIRPORT



▶ UAE / DUBAI - UMM SUQEIM SCREEN

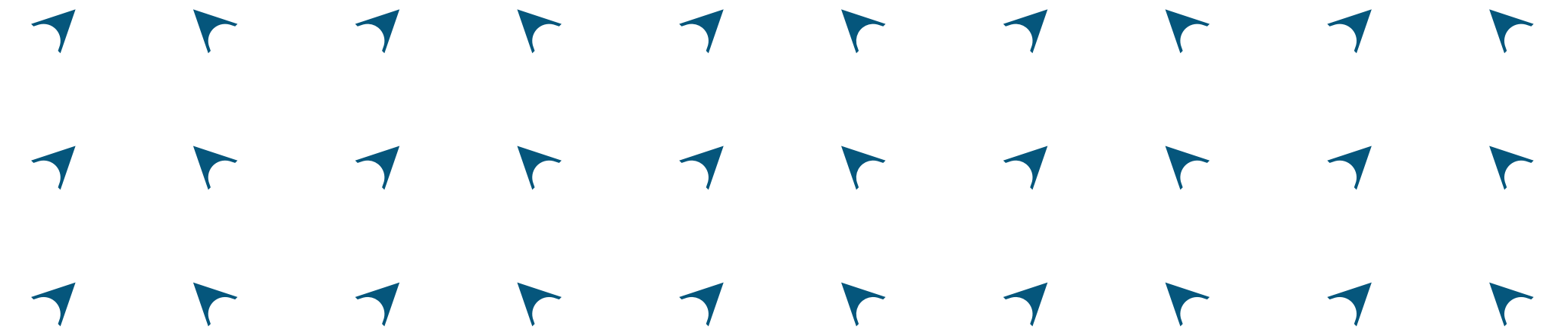
AN EVENING OF PRESTIGE & PARTNERSHIP

The Gala Dinner at Rixos Qetaifan Ballroom marked the official opening of the Qatar Boat Show 2025, bringing together government representatives, private-sector leaders and global maritime experts.

The evening featured two panel discussions that reflected Qatar's ambition to shape the future of the international yachting industry. The first Gala Dinner in the event's history reflected the show's growing prestige and its emergence as a catalyst for global collaboration across the yachting and maritime sectors.



ADDITIONAL HIGHLIGHTS



Water Shuttle Service

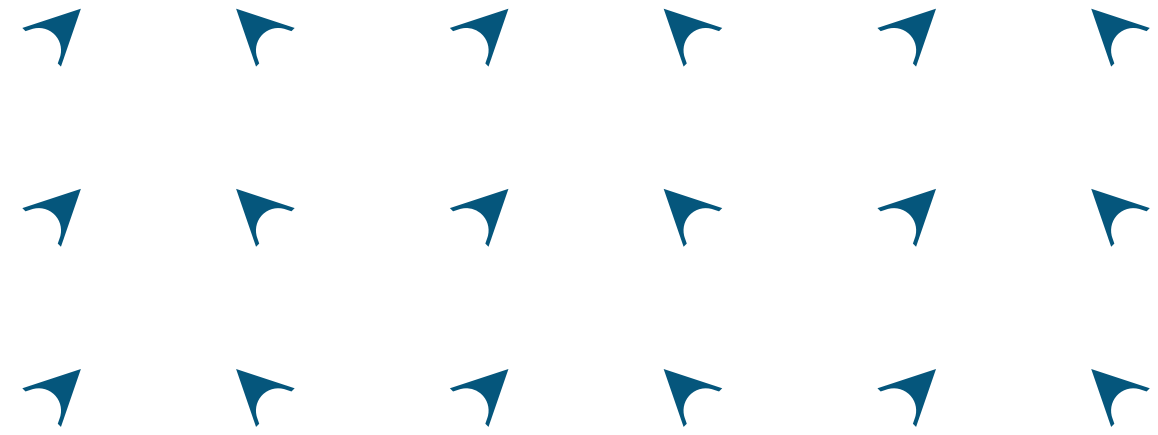
This year's dedicated water shuttle taxis from The Pearl and Rixos offered a seamless and scenic arrival experience. The service was highly successful, with an estimated 1,500 visitors arriving at the show via water shuttle—enhancing accessibility and adding a unique maritime touch to guest transportation.



Oshar Art Gallery

The OSHAR Art Gallery showcased Qatar's rich maritime heritage through contemporary artworks inspired by the sea, traditional craftsmanship and the culture of Old Doha Port. The exhibit created a meaningful dialogue between heritage and modern artistic expression, adding a cultural layer to the show experience.

FEATURES AND ACTIVATIONS



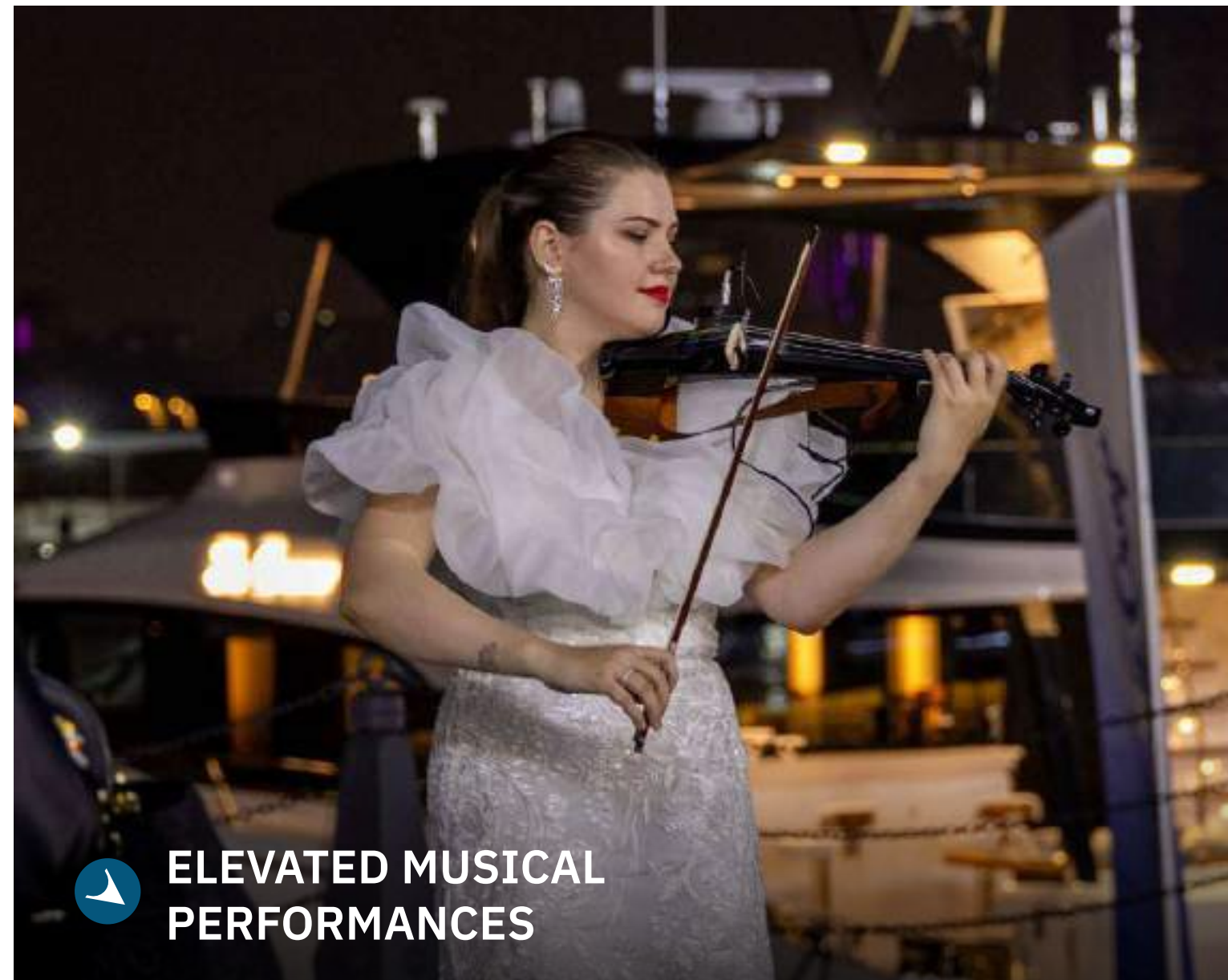
 FISHING




 FIREWORKS



 PYRO DRONE



 ELEVATED MUSICAL PERFORMANCES



 DIVE POOL



FLOATING CAFES - QINWAN



FLOATING CAFES - EARTH



SUPERCARS



F&B



F&B



OSHAR ART GALLERY

SPONSORS

A sincere thank you to our sponsors for their essential support in making the Qatar Boat Show a success. We recorded a 100% increase in sponsorship participation this year.



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Supporting Partner



Platinum Sponsor



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Gold Sponsor



Strategic Media Partner



Exclusive Telecom Sponsor



Bronze Sponsor



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Media Communication Partner



Official VIP Lounge Sponsor



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PARTNERS

A big thank you to our partners for their collaboration and support in making the Qatar Boat Show a remarkable success.

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THE WORLD OF YACHTS



CHARTERWORLD



THE *Luxury* REPORT



SUPERYACHT TIMES



Hotel Partners

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AL NAJADA
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BY AKS

Hospitality Partner



Business Councils



THANK YOU

To feature your brand at the Qatar Boat Show 2026,
please get in touch with
Sameera Said - qbssales@odp.qa

SEE YOU AT NEXT YEAR'S EDITION

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