THE 36th Palma Boat Show drew to a close on 1 May Bank Holiday and organisers have hailed it a great success. More than 30,000 visitors, 270 exhibitors and 600 boats basked under clear blue skies and warm sunshine. We spoke to a cross-section of exhibitors to get their thoughts.

Joost Goverts, Director and Broker at Northrop & Johnson in Palma, was one sixth of the half a dozen leading superyacht specialists, who formed the Balearic Yacht Brokers Association (BYBA), in order to create Port Adriano’s Mallorca Superyacht Days in 2012, followed by the debut Palma Superyacht Show in 2013. They had five yachts on display within the Show, as well as 115 foot Nautor’s Swan Shamanna moored on the periphery.

"The Palma Superyacht Show is very important for sailing boat brokers. There are more sailing boats over 24 metres on display here, more than 50% of the 60-plus exhibiting superyachts, which is more than the 20 to 30 statistically sold worldwide each year. This is incredible. It’s gone really well this year. You don’t get flocks of buyers for sailing boats, but we have had a few very serious buyers on each boat which is fantastic. Last year we sold three boats, a Swan 112, Swan 80 and a Southern Wind 90, representing 20 to 25% of our turnover in 2018, and this year we will sell at least one. We already have a price agreement on a 30 metre yacht with a client who came specifically to the Show for a viewing – proving the importance of inviting your key clients to attend. Palma is just as effective for B2C. In the spirit of cooperation to help serve the owner and sell the boat, we have hosted at least 20 brokers onboard Shamanna."

Joost concludes: "I am especially happy that we stayed true to our initial BYBA agreement some six years ago and kept the boat as the star. As brokers, we are only permitted one stand each, of the same size, so we can’t outspend each other on bigger and better stands. It’s a real boat show, and one that our broker colleagues from the United States are prepared to fly over to attend."

Italy’s Arcadia Yachts celebrated a third consecutive year at the Palma Boat Show, as well as announcing the official debut of a new distribution arrangement with Mallorca-headquartered Marivent Yachts – specialists in unique yachts. Arcadia Yachts’ Marketing and Communication Manager, Francesco Ansalone, was at the Show and invited us onboard a distinguished all-out-luxury loft-style A85 owned by a famous Italian. The model was first launched in 2010 and Arcadia Yachts is now building hull 18.

"Arcadia Yachts is intentionally different in the superyacht marketplace, and the Palma Boat Show is a key platform for us to inform and inspire prospective buyers," explained Francesco. "We have..."
A true head turner was 100 foot Gaia crew member Olly Sweeney. PHOTO: SARAH FORGE

Nautique’s Raymond Colquhoun was also at his first Palma Boat Show. Sales Director for Scotland Nautique, where buyers presumably don wetsuits to use their wakeboats, Raymond was with colleagues from the Pollensa office. “The Super Air Nautique G23 we had on display has been voted ‘wakeboard boat of the year’ six times in a row. It’s made in Orlando – as magical as Disney – and we’ve had a steady level of enquiries here in Palma. It’s not a cheap boat, around the 250,000 euro price point, but for performance, sound system, good looks and colour choice, it’s one of the best.”

Erik Nieuwmeijer, Group Commercial Director of e3 Systems, has been with the company for 17 years and, in that time, has been to all but two or three Palma Boat Shows. “The evolution of the Show has been great to watch. It gets bigger and better every year. We’re seeing more and more professional people, not just from Spain, but travelling from all over Europe to talk about electronics. Business has been good. We had concerns over the Saturday-Sunday start, versus the usual weekday, which kind of crowd it would attract, but each day we have had three or four solid leads – better than last year. Our lightweight flat-panel communications system Kymeta is gaining traction, and has certainly passed first adopter stage into early majority, while our newer installations system Kymeta is gaining traction, and has certainly passed first adopter stage into early majority, while our newer Inmarsat dual antenna Fleet Xpress is attracting attention. The light compact solution was installed on 46 metre performance sailing super yacht Ganesha this year and others are set to follow.”

“Social movement” Cleanwave returned to the Show for a second year. Spokesperson Guni Bermudez said: “Our aim is to raise awareness on the environmental impact of single-use plastic and provide solutions – such as eco-friendly reusable bottles and our water refill station. We want to change the mindset from throwing away to reusing. And, while recycling is good, it makes more sense not to buy to excess in the first place. We have already seen a change for the better from last year. The yachting industry is reliant on the oceans and they see the swiftness of plastic first hand, they are more aware of the need for change and help champion our cause.”

The dates are already set for 2020 – 29 April to 3 May.

Left: Cleanwave spokesperson Guni Bermudez – centre. PHOTO: SARAH FORGE

Erik Nieuwmeijer, Group Commercial Director of e3 Systems. PHOTO: SARAH FORGE

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