

SUMMARY



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CADZAND KNOCKE BOAT SHOW

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CADZAND KNOKKE BOAT SHOW

‘ENJOY THE WATER’

24-26/09/2021

Cadzand harbor, Beach & village

ORGANISED BY SEAQUEST



THE HARBOR
TEAM
FROM PASSION TO SUCCESS

LOOKING FORWARD TO WELCOMING YOU ON DECK.

FACTS & FIGURES

➤ Dates: 24-26/09/2021.

➤ Late night opening on Friday 1100-2100

➤ Sat and Sunday. 1030-1830

➤ Venue: CADZAND Harbor wet and dry focus, tests @beach, village festival?

➤ Number of exhibitors: +/-100 TARGET

➤ Number of visitors: open to hardcore & tourism, free of charge !

➤ 1. Concrete Communication Plan

➤ 2. Vacation period

➤ 3. Exhibitors core help ><M database

➤ **FOLLOW MORE INFO on**

✉ info@cadzand-knokke-boat.show

📷 [@cadzandknokkeboatshow](https://www.instagram.com/cadzandknokkeboatshow)

🌐 <http://cadzand-knokke-boat.show/>

🐦 [@CadzandBoatShow](https://twitter.com/CadzandBoatShow)

📄 Innovation is Key!
An open dry and in-water Benelux
BOATSHOW & TEST EVENT to hard core
visitors and tourists focused on ALL levels of
Watersport

MAP 3-4



JACHTHAVEN CADZAND



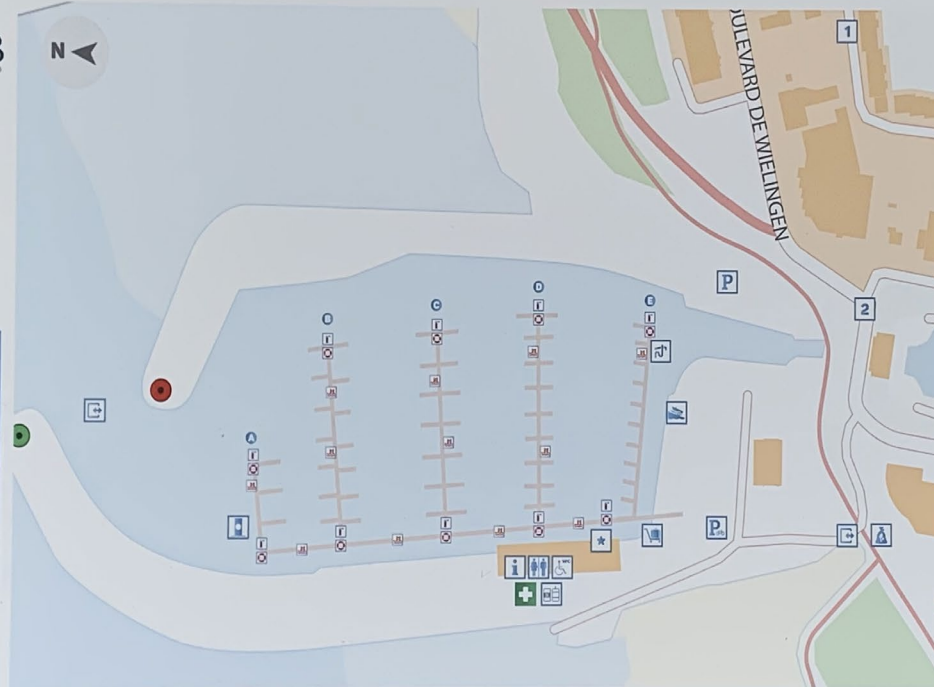
Jachthaven Cadzand
Maritiem Plaza 2
4506 KZ Cadzand

www.rycb.be/jachthaven-cadzand
cadzand@rycb.be

Havenmeester/Harbourmaster
VHF3
T. +31 117 85 08 63
M. +31 6 11 41 09 75

HAVENREGLEMENT:

Niet is verboden:
• Kinderen geluidloos te maken.
• Vuil of afval anderszins dan in de daarvoor bestemde container achter te laten.
• Open vuur (ook bij barbecue) te gebruiken, behalve op de daarvoor bestemde plaatsen.
• In de haven te overnemen, in de haven te vissen.
• Fietsen los te laten lopen.
• Houtenpaal achter te laten.
• Te roken op de werkdagen.
• Het oppervlaktewater op enigzins wijge te verontreinigen.
• Vuil en afval te leggen op de maai te laten staan.



U bent nu hier
You are here
Sie befinden sich hier

Havenkantoor
Harbour office
Hafenmeist

In- en uitgang jachthaven
Entrance and exit marina
Ein- und Ausfahrt Marina

Meldsteiger
Registration Quay
Anleger mit Anmeldestelle

Parkerterrin
Parking area
Parkplatz

Fietsenstalling
Bicycle shed
Fahrradstand

Baggiwagen
Lugging van
Gepäckwagen

Bootheiling
Ramp
Bootsrampe

Steiger met aanduiding
Quay with signs
Ausgeschilderte Anlegestelle

Bilgewater / Vulwaterpomp
Bilgewater / Blackwater
Bilgewater / Schmutzwasser

Milieudepot
Environmental depot
Umweltfreundliche Entsorgung

Inzameelpunt chemisch afval
Collection point chemical waste
Sammel punkt chemische Abfälle

WC
Invalidentoilet
Disabled toilet
Behinderte Toilette

Sanitairruimte
Sanitary facilities
Sanitäre Bereich

Supermarkt
Supermarket
Supermarkt

Doorgang naar het dorp
Passage to the village
Durchgang zum Dorf

Reddingsboei
Life buoy
Rettungsböje

Brandblusser
Fire extinguisher
Feuerlöscher

Reddingstrap
Emergency ladder
Rettungstreppe

E.H.B.O.
First aid
Erste Hilfe-Posten



WWW.BLAUWEVLAG.NL
INFO@KMKV.NL

Deze jachthaven voldoet aan de volgende eisen:

- Het water en de lades zijn schoon.
- Er zijn voldoende hygiënische sanitaire voorzieningen.
- Er is een gescheiden afvalverzamelingsysteem (leefs ook voor bilgewater en afvalwater).
- Het laten van afvalwater van boten of havenvoorzieningen is verboden.
- Er is reddings- en blusmateriaal aanwezig.
- Er is een havenreglement met gedragscodes voor bezoekers.
- Gebruikers en bezoekers worden geïnformeerd over het zorgvuldig omgaan met de natuur en het milieu in de haven.

Die Qualitätsnormen für Häfen:

- Das Wasser und die Lades sind sauber.
- Es gibt genügend, gute und hygienische Sanitäreanlagen.
- Es gibt eine Müllentwertung (vorrangweise auch für Lackwasser und Abwasser).
- Das Einleiten von Abwasser aus Schiffen und Hafenanlagen ist verboten.
- Rettungs- und Feuerlöschrichtungen sind vorhanden.
- Es gibt Hafenregeln mit Verhaltensvorschriften für Gäste.
- Benutzer und Besucher sind über den schonenden Umgang mit Natur und Umwelt im Hafen informiert.

Quality requirements for harbours:

- The water and the quaysides are clean.
- There are sufficient, good, hygienic sanitation.
- There is a separate rubbish collection system (preferably also for bilge water and wastewater).
- The discharge of wastewater from boats and port facilities is prohibited.
- There is rescue and extinguishing equipment available.
- There is a code of rules and regulations for visitors.
- Users and visitors are informed about the careful use of nature and the environment in the port.



De Blauwe Vlag is een initiatief van de Foundation for Environmental Education
www.blauweflag.global

BELANGRIJKE TELEFOONNUMMERS

Spood - politie, brandweer en ambulance: 112
Politie (geen spoed): +31 900 8844
Huisarts (08:00-17:30): +31 117 391 366
Huisartsenpost +31 115 643 000
Havenmeester: +31 6 11 41 09 75

NAUTICAL MARKET

NETHERLANDS BY FAR is the WATERCOUNTRY IN BENELUX 1/60 ><
1/365 BOAT OWNERS BUT

- **MARKET status BELGIUM :**
 - 67 km COAST
 - 1900 km waterWAYS
 - 80 % IS motorboats
 - Central European network
 - 700 companies, federations and clubs
- **Market EVOLUTION GENERAL :**
 - Stabilitys plus + figures cfr. charter, boatlicence ...staycation effects
 - Distributiion market >>>lowering margins
 - Brands, producers >>> less stock, support, no consignment
 - Internet >>> more transparency
 - Second hand evolution and competition
- **Consequence for EXHIBITIONS ?**
 - **Boot Düsseldorf and Cannes Yachting Festival**
 - **‘CADZAND KNOKKE BOAT SHOW ‘**
REFERENCE BENELUX

ASSETS

- Only one international Benelux sort of like nautical event, early season.
 - Boatshow focus on new & demo but also second hand private
 - Tests EVENT and tours in water
 - Festivalitis fever: CATERING AND MUSIC
 - UNIQUE, SIMPLICITY, VISION , QUALITY, OPEN TO PUBLIC
- All aspects of watersports, water recreation & watertourism under 1 roof
- Various content., lifestyle & dynamics, experience and VIP-moments-
- Consistent experience, knowledge, connections , skills of the team
- A wind of change blowing through the fair
- **LOCATION CADZAND & KNOKKE** attractive eg weather, name, scale, vacation...

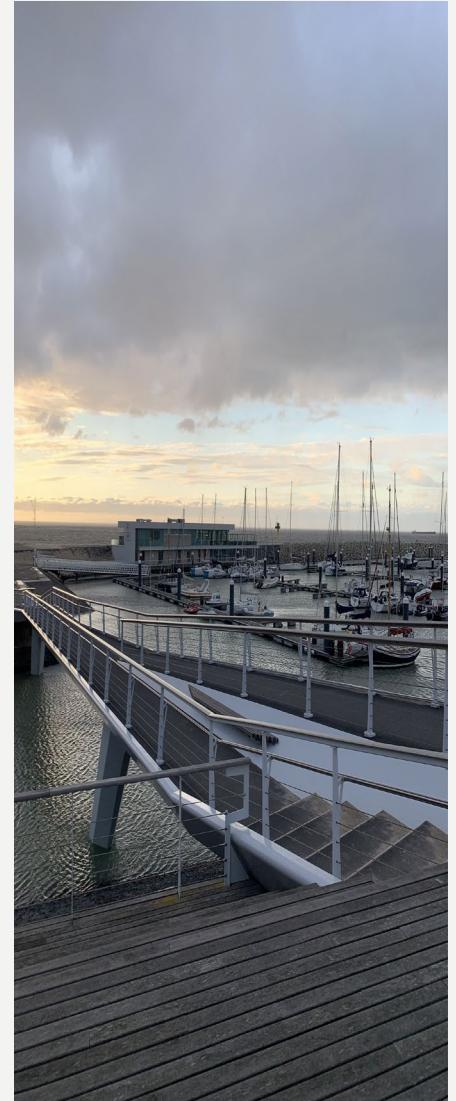
DYNAMICS & EXPERIENCE

Focus on activities in & around CKBS + rejuvenation

Eg 2nd hnd, sports, tests, private boat allowance

- The clients of tomorrow
- On demand of the exhibitors in search for new clients

- Attractive/various offer inside & outside & around in the village
 - HARBOR open and quik access -modern
 - BEACH
 - VILLAGE eg Sergio Herman and other



COMMUNICATION PLAN & INTERACTION CYCLE

DURING OPERATIONAL DAYS with POSSIBLY TV

- Presentations
- Demonstrations inside & outside
- Politicians / athletes/ celebrities & VIP MOMENTS

BEFORE OPERATIONAL DAYS

PRESS

- Daily newspapers TRIAL? And or radio.
De Standaard, De Gentenaar, HET LAATSTE NIEUWS?
De Zondag, De Streekkrant?
- ***Specialised Magazines!***
Varen, Yachting Sud eg figures
Boten.nl, BotenTe Koop, Yacht Focus eg figures



COMMUNICATION, OPEN TO ALL

➤ DM campaign/EM campaign with help of the region Knokke Cadzand

- Personalized invitations
- Free entrance cards
- Open To all

- CATALOGUE and digital. Map plus promo : help of MEDIA partner

➤ Invitations to various clubs etc national Federations

- Watersport clubs Walloon provinces, Zeeland Flanders
- WWSV, FFYB

➤ Neswletters like Knokke Boat eg figures and others

➤ Electronic media eg figures AND PAID messages

- Website www.cadzand-knokke-boat.show
- Facebook <https://www.facebook.com/cadzandknokkeboatshow/>
- Instagram <https://www.instagram.com/cadzandknokkeboatshow/>
- Twitter @CadzandBoatShow

PARTNERSHIPS IN C !!

➤ 1. Full PartnershipS

- Logo through the entire campaign
- Prominent visibility at the event
- Eg Thienpont Sound and Vision or SLAM Benelux

➤ 2. Online Partnership only

- Logo on the online tools
 - Website, map.
 - Registration E-ticket
 - Led screens at the entrance?

➤ 3. On the spot Partnership only

- “claiming” a specific location / activity
 - Ex. Catering point – Carpet - Stand alone walls-VIP event- flags



- **FURTHER PARTNERS-> COMMUCATION PLAN.**

- **BV's network**
- **Sergio Herman and co.**
- **Cities of Knokke and Cadzand**
- **Harbor and co's**
- **Hotel group IBIS ? Coast**
- **Companies network as TOP CADZAND support**
- **PR network.**
 - Press coverage by contact and press release
 - Press during exhibition watersport TV and ?

- **DONT FORGET EXHBITORS**
- **AND VACATION**
- **Loyal VISITORS eg BBS**

VISITOR PROFILE BASE*

► From beginner to fanatic

► **Sex**

- 87% male
- 13% female

► **Profession**

- 26% employee
- 25% self-employed
- 17% pensioner
- 10% management
- 9% worker
- 3% student

► **Age**

- 6% younger than 25 years
- 15% between 26 & 40 years
- **29% between 41 & 50 years**
- **29% between 51 & 60 years**
- 21% older than 60 years

► **Region**

- 29% East-Flanders
- 20% West-Flanders
- 25% Antwerp
- 10% Flemish Brabant
- **+ HOLLAND**

INVESTMENT NEEDS

3. INVESTMENT (21% VAT EXCLUDED)

BARE SURFACE SPACE only

€ SPECIAL LEVEL

Eg Federations, clubs, non profit, activity trade ...

€ EXPERT LEVEL

Eg commercial entities, other then special level, limited to

€ VIP LEVEL

Eg commercial entities, other then special level, limited to

Optional Electricity: 1 x 16A or 220V

Optional demand for construction of booth or possibilities?

Optional on screen advertising with logo during all fair days.

Note € 'Private' special level 2nd hand boats @150 € incl VAT/YACHT or BOAT

Needed m2 Measures L.....x B...

395€ (= <12m2/ or 1 YACHT)

995€ (= <12m2, or max. 1 YACHT)

1595€ (>12-24m2 or <3 YACHTS)

€ 75

On demand.

150 €

150 € incl. electra

TOTAL €

CONTACT

Interested or further questions?

Feel free to contact:

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DIRECTOR

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cc@sequest.eu