

# United States Sailboat Show

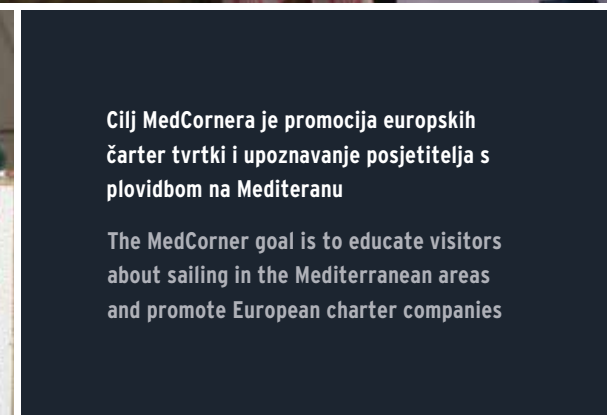
## MedCorner u SAD MedCorner in the USA

Tino Prosenik otkriva kako je otvorio vrata hrvatskim i drugim europskim čarter operaterima u Sjedinjenim Državama. Zahvaljujući naprednim zamislima, lanjski veliki uspjeh nastavlja se i ove godine

Tino Prosenik tells us about how he established a 'window' for Croatian and European charter operators in the USA. A forward-thinking idea, that was a great success last year and is continuing to grow this year

Nautički sajam u Annapolisu nesumnjivo pruža najviše užitka i koristi od svih takvih manifestacija u SAD: u tome lijepom gradu slobodno vrijeme i posao idu ruku pod ruku. Sajam se odvija u dvjema sekcijama, za iznajmljivače i prodavače – a meni, kao Hrvat, svakako je čarter u središtu zanimanja. Inače sam nekoliko godina posjećivao tu priredbu – originalnog naziva United States Sailboat Show – prije nego što sam odlučio izlagati. Na prvi pogled bio sam očaran izgledom grada, njegovim južnjačkim podnebljem i nautičkim temperamentom duboko ukorijenjenim u sve što vidite. U Annapolisu dolazi više od 100.000 posjetitelja, koji su mnogo više od običnih šetača: prema statističkim podacima, polovica njih godišnje zarađuje između 100.000 i 200.000 dolara, dok petina ubire između 250.000 i milijuna, što je nedosegnut san za većinu nautičkih sajmova. Osobito je popularan Vacation basin (ljetovališni bazen) posvećen iznajmljivanju i kupoprodaji brodova za čarter, u kojem se predstavljaju sve veće karipske flote. Prošle godine uspostavili smo i Mediterranean Corner (Sredozemni kutak), kao izložbu za predstavljanje europskih čarterskih agencija, koja je odmah prihvaćena kao službeni dio sajma. Predstavili smo deset europskih operatera čarterskih flota, a usprkos uraganu Matthew, MedCorner zabilježio je u pet dana 2.000 posjetitelja – više od polovice ostavilo nam je kontaktne podatke (adresu elektroničke pošte). Naši izlagači iz Hrvatske, Grčke, Italije i Turske bili su vrlo zadovoljni rezultatima. I dok Annapolis snažno privlači ljubitelje jahta, ni mi ne sjedimo skrštenih ruku: MedCorner 2017. već je posve popunjen.

The Annapolis show is by far the most enjoyable and useful boat show in the States. In the beautiful town of Annapolis, one can find leisure and business going hand in hand. The show has two sections, boat charter and boat sales. It will take place in two weeks time. As a Croatian, boat charter was my main point of interest. I had been visiting the United States Sailboat Show for a couple of years before I decided to exhibit there. At first glance, I was charmed by the town's quaint appearance, it's southeastern flare and the nautical temperament, deeply imbedded in absolutely everything you see. Annapolis is a pilgrimage for over 100,000 boat show visitors, who are much more than ordinary walk-ins. According to statistics, half of them earn between \$100,000 and \$200,000 annually, while another 20%, between \$250,000 and \$1,000,000. A demographic most boat shows can only dream about. Especially popular is the 'Vacation basin', dedicated to boat chartering and charter boat ownership, where all the major Caribbean charter fleets are represented. In 2016, we set up the Mediterranean Corner, an exhibit intending to promote European charter companies. It immediately became an official part of the Sailboat Show. We presented ten European fleet operators. Despite hurricane Matthew, the MedCorner tent got over 2,000 visitors over five days, with over 1,000 of them leaving their email contacts. Our exhibitors from Croatia, Greece, Italy and Turkey were very pleased with the results. The Annapolis' strong pull on yacht lovers will surely continue to grow and we are not going to miss it; MedCorner 2017 is already fully booked.



Cilj MedCornera je promocija europskih čarter tvrtki i upoznavanje posjetitelja s plovidbom na Mediteranu

The MedCorner goal is to educate visitors about sailing in the Mediterranean areas and promote European charter companies