



The yachting industry is invited to Open Yard 24-26 August 2018 Scandinavia's largest sailboat show

Yachting industry professionals and exhibitors are invited to the Open Yard Weekend for the 25th consecutive year. All boat manufacturers, sales people and relevant boat equipment suppliers are invited to exhibit their boats and products during the weekend of 24-26th August 2018. This is Scandinavia's largest sailboat show.

More than 100 boats – The largest Sailboat Show in Scandinavia

In 2017, 105 boats were exhibited, 94 of which were sailboats and 11 were motor boats. This makes Open Yard the largest sailboat show in Scandinavia. Yachts from ten different countries were on display. In the show area ashore, 104 companies, organizations and associations were represented.

Most manufacturers in the sailboat business exhibit at the Open Yard Weekend

The figures above speak for themselves. The main part of all sailboat business in Scandinavia exhibit at the Open Yard weekend.

Good Food at Reasonable Prices

Even after closing time of the show, the Caribbean Bar will stay open, serving both hot and cold dishes. There is a fully licensed bar, and you can enjoy your meal in the shade of real palm trees. At daytime, there is lunch available at special exhibitor's pricing. The food is prepared by the renowned catering company Kalaskockarna.

Premium pre-owned boats

In a specially designated area of the marina, premium pre-owned boats will be exhibited by professional yacht brokers. In 2017, Båtagent, Navark, XLNT Yachting, Knape Marin, Yachtbroker and Hallberg-Rassy Deutschland GmbH were showing used premium yachts.

Office facilities for yacht sales discussions

Quiet office spaces for important discussions with interested clients can be provided.

The Original celebrating 25 consecutive years

Open Yard weekend is the original event which others are striving to copy. Open Yard weekend stands for continuity and in 2018 the event will be arranged for the 25th consecutive year.

Open Yard weekend is where the serious buyers are found

Welcome to Open Yard weekend at Ellös, Orust, West Sweden, 24-26th August 2018!

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The only show in the world where you can see yacht building in progress

Open Yard is the only boat show in the world where you can see, step by step, how yachts are built. This attracts serious buyers of boats and boat equipment from far and near.

The Caribbean comes to Open Yard

Ambience is important! At Open Yard Weekend the atmosphere is just right. In addition to good food at reasonable prices, the feeling of the Caribbean can be experienced at Open Yard! The wind will be rustling in the palm trees and a Caribbean bar with a Caribbean menu will be open, even after the show has closed.

Even the Weather Gods like Open Yard

The Weather Gods are known to be most benevolent during the Open Yard weekend, and rain has turned out to be most uncommon during the opening hours. The weather on the outer western side of island Orust is measurably better than just a few kilometres inland. For reasons of comfort however, the exhibition tents ashore at Open Yard have an awning around the large tent rows, for weather protection. This is of advantage both for exhibitors and visitors.

One Open Yard

There is only one Open Yard and that is at Ellös on the island Orust. All boat builders in the area are showing their boats at Ellös, which is easier and better both for visitors and exhibitors.

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Open Yard is arranged by Hallberg-Rassy Varvs AB and Orust Kommun (Municipality)
The Open Yard organizers can be reached at Hallberg-Rassyvägen 1, SE-474 31 Ellös, Sweden
Phone +46 304 548 00, info@hallberg-rassy.se

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“The only Five-star Boat Show”

Curt Gelin, yachting journalist, after Open Yard 2017

“The most charming boat show in Europe”

Yachting magazine Seilas, Norway

“Trebled sales during Open Yard”

One exhibitor selling boat fittings, had one stand at Open Yard and an identical stand at another boat show in the neighbourhood, open during the same hours as Open Yard. Since the stands were totally alike, a comparison is highly interesting and relevant. After the first day of Open Yard, sales were three times as high here as the one at the other boat show.

“The choice was quite simple”

“Another year has gone and also the boat show “Open Yard” at Orust. This year the uncertainty before the boat show was bigger than before: Where should we participate? The choice was really quite simple, and we decided, like previous years, to come to the Hallberg-Rassy yard at Ellös. It turned out that “Open Yard” at Ellös was a boat and equipment show, where both new and pre-owned boats were on show, which we believe to be a successful combination. Suddenly ordinary people could access the exclusive yachts. We do hope that those boat and equipment producers who this year moved their business to Marstrand will return to Ellös. The number of visitors at Ellös was approximately the same as last year, around 20,000. Our own results this year were approximately the same as last year. We got a few new members less, but the demand for the book “Västkustkretsens Naturhamnar” and other SXK products was somewhat greater than that of previous years. Summing up our impressions from this year’s Open Yard, we did not experience any particular difference, considering that Sweboat had moved to Marstrand, and we plan to return to Ellös next year again.”



Restaurant and entertainment also in the evenings

The fully licensed restaurant will be open also in the evenings after the boat show has closed. The restaurant is located in the Open Yard area, and will offer music entertainment in the evenings.

Exhibitors are invited to dinner on Friday night

Exhibitors are invited to a free dinner during Friday evening. Drinks from the fully licensed bar can be bought. Participation at the dinner must be booked as the number of seats are limited.

Marketing

Open Yard weekend will be actively marketed through adverts in magazines and newspapers, banners on relevant web pages and radio adverts. The event is also actively advertised via social media; Facebook and Instagram.

Smooth handling of exhibition goods

The handling of goods for shore exhibitors is carried out smoothly in the open asphalt area in the show grounds; all on the same level, no ferries, and no cobblestones.

Free parking in designated spaces

Our service-minded parking attendants will assist all visitors to a free parking space. It is easy, quick and simple to get from the parking areas to the show grounds. And there is no entrance fee.

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Registration forms for exhibitors are available in English at www.oppetvarv.com under For Exhibitors. Last day for applications is June 1, 2018, but early applications could mean a better location, so you are welcome to send your application as early as possible.

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