

N e w s R e l e a s e

For immediate release
27th January 2020

GET TICKETS AND BOOK APPOINTMENTS FOR THE SOUTH COAST BOAT SHOW

Tickets are now available for the South Coast Boat Show, via southcoastboatshow.com. Entry to this exclusive event is free. Plus, those attending can book appointments to spend time onboard their favourite brands, via the website.

With headline sponsor Raymarine, this year's show – 15th-17th May – offers a unique opportunity to experience the finest brands in the global power and sail market. Located at the stunning yet intimate environment of Ocean Village Marina, there will be more than fifty 20-60 foot new boats on display for serious buyers to explore.

Over 29 top brands are already confirmed, with more to come. Visitors will see: Arcona, Azimut Yachts, Bayliner, Beneteau (sail and power), Dragonfly Trimarans, Dehler, Dufour, Excess Catamarans, Grand RIBS, Hanse, Jeanneau (sail and power), Lagoon, Najad, Nautitech Catamarans, Parker Boats, Sea Ray, X-Yachts and more.

New for 2020 is a land-based exhibition. At the entrance to the MDL marina, a vibrant area is designed for serious boaters and includes exhibitions from Raymarine, GN Espace Galley Solutions, SGB finance, the Association of Sail Training Organisations, Clean to Gleam, JDK marine valeting, Wilder Solent and Jeckells the Sailmakers.

The South Coast Boat Show has been cleverly designed to appeal to buyers who wish to get afloat this season. The website's bespoke appointment system ensures visitors get to see the brands they want, at the time they want. Whether that's to thoroughly explore all the upgrades and innovations on their favourite models, or to start the process as a new buyer, the show offers a clear, direct and no-nonsense approach to the process.

"We're delivering another fantastic year for buyers," says Scott Farquharson, MDL's Ocean Village Marina manager. "Yet again we're bringing a wealth of global brands to Southampton and we will welcome visitors from across the UK. This is the only south coast show to focus on 20-60 foot boats and it has already gained a reputation as being a safe haven for buyers, away from the milling crowds."

Claim your free tickets

The ticketing process is straightforward. From the South Coast Boat Show home page, use the Get Tickets button. Once you've filled in your email address, your name and the date(s) you wish to attend, you'll be asked to confirm your email address. You'll then be sent a pdf

ticket, valid for up to four people. You'll also be asked if you want to make an exclusive appointment with the brands of your choice.

Streamlined appointment systems

For those who wish to spend quality time onboard a brand of their choice, thirty-minute pre-booked appointments are available on the website, guaranteeing access at a time which suits you. Visitors can book appointments as soon as they get their tickets (recommended).

ends

Editors' notes

Images

For a high res version of The South Coast Boat Show logo, please visit MAA's media centre at maa.agency.

Raymarine DockSense™

- Raymarine DockSense™ assisted docking system is the recreational marine industry's first object recognition and motion sensing assisted docking solution. DockSense systems use intelligent FLIR machine vision camera technology to analyse real-world imagery while integrating with the vessel's propulsion and steering system to help boat owners in tight quarter docking manoeuvring.
- More about Raymarine: <http://www.raymarine.co.uk>

MAA

- MAA provides simple, no-nonsense solutions to marine companies' advertising, PR, media buying and communications needs.
- From brand development and marketing materials to website, eCommerce, email campaigns and social media, MAA offers a straightforward, knowledgeable and service-orientated approach.
- MAA is able to offer unrivalled value to help clients reach their target markets.
- For more information visit www.maa.agency

For further information contact:

Zella Compton
Zella@maa.agency
023 9252 2044

or

Mike Shepherd
Mike@maa.agency
023 9252 2044