

News Release
For Immediate Release
11th March 2021

MDL's May boat show set to be a stunner as Ocean Village Marina bustles with boating brands

The 2021 South Coast Boat Show guided by Raymarine is set to be a stunner. Over the weekend of 7-9 May, more than 60 boats from multiple global boating brands will come together to welcome in the new season at MDL Marinas' flagship Ocean Village Marina.

As the first post-covid boat show to take place in the UK this year the South Coast Boat Show, in its premium location in the heart of Southampton, will be an event not to be missed for both buyers and exhibitors alike.

On show will be a carefully curated selection of power and sail brands, perfect for those who are looking to purchase a brand-new vessel immediately, or within the next 6-18 months.

Space in the marina is filling up fast. Brands who've already confirmed their attendance include: Arcona, Axopar, Bavaria, Beneteau Power and Sail, Broadblue, British Boat Club, Chaparral, Chris-Craft, Dehler, Dufour, Elan, Excess Catamarans, Finnmaster, FlexiSail, Fontaine Pajot, Galeon, Grand RIBS, Hallberg Rassy, Hanse, Hylas, Jeanneau power and sail, Lagoon Catamarans, Moody, Najad, Princess, Pure Latitude Boat Club, Raymarine, Sargo, Saxdor, Seakart, Seaward and X-Yachts.

"The South Coast Boat Show is proving to be a very popular platform for marine businesses to showcase their brands to a discerning audience, and we're delighted with the exhibitor bookings so far," says Andrew Millar, MDL's Ocean Village marina manager.

"This year's event will also feature a land-based exhibition area for smaller boats and ancillary services such as associated gear, finance and insurance. Shoreside visitors will find the show's sponsors, Raymarine and Towergate Insurance, Searific, Fischer Panda, SGB Finance and JDK Marine to name but a few."

Will Blair, head of marketing at Ancasta International Boat Sales, comments: "We're so excited to have the opportunity to actually get people onto boats once again. Demand has remained extraordinarily high over the lockdown period so it will be great to be able to welcome potential buyers onboard our remaining stock, allowing them to get a real feel for the boat.

"The beauty of the South Coast Boat Show for us is that we're talking to qualified leads, serious buyers who are ready to purchase. With the show being earlier in the year, we can

speak to someone at the show and get them out on the water, on their new boat, this season.”

Visitor attendance at the show is by appointment only, maintaining quality of leads for the exhibitors as well as helping keep people covid-secure.

Understanding the value of a show focusing on attracting serious buyers, generating strong leads and direct sales many of the exhibitors have also signed up for the South Coast Boat Show’s sister show, the Ocean Village Boat Show, in September.

“As a tenant of Ocean Village Marina, we’re looking forward to attending,” says Brett Sawyer, from Approved Boats, UK distributor for Galeon Yachts. “It’s a great show where we can be front and centre, showing off our range of motor yachts to a really engaged audience.

“Having appointments also ensures we can give those looking to purchase all the information and time onboard they need, in a relaxed manner.”

Other brands who’ve expressed interest in exhibiting in September include Arcona, Delta Powerboats, Hylas, Najad, Seakart and X-Yachts.

With spaces to exhibit now limited, if you would like to showcase your brand at the South Coast Boat Show in May contact MDL Marinas via a.millar@mdlmarinas.co.uk or visit <https://www.mdlmarinas.co.uk/events/south-coast-boat-show/> to register your interest.

Visitor registration and bookings will open at the end of March. Please keep an eye on the South Coast Boat Show page on the MDL Marinas’ website for further details.

Ends

Notes for editors:

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>

MDL Marinas

- MDL Marinas is the UK’s leading marina and water-based leisure provider and one of Europe’s largest marina groups, offering members over 120 destinations to cruise to in the UK, France, Italy and Spain. Currently MDL Marinas manage 18 UK marinas and one in Spain.

