

News Release
For Immediate Release
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MDL's South Coast Boat Show deemed a great success by exhibitors

The South Coast Boat Show guided by Raymarine has been deemed a great success by both organisers and exhibitors, with nearly 700 appointments booked by 500 serious buyers over the three-day show.

Over 50 innovative sail and power brands were on display in the water at MDL's Ocean Village Marina at the weekend, while the land-based exhibition area showcased smaller boats and supporting services such as ancillary gear, finance and insurance.

With its carefully curated selection of boats, the appointment only show was one of the first boat shows to take place in a physical format since the start of the pandemic.

"The South Coast Boat Show has been a great start to the 2021 boat show season," says Al Wood from Multihull Solutions. "Our appointments were fully-booked throughout, allowing us to showcase Dragonfly trimarans in a relaxed and exclusive environment.

"While online resources are invaluable, there's no substitute for spending time onboard. The show has been a great success for us, with a contract signed plus a number of new clients eagerly anticipating exhilarating trial sails. We look forward to returning next year."

Ancasta International Boat Sales' marketing director, Will Blair, adds: "It was great to be able to get customers physically back onto boats again after so many months with no boat shows.

"The process to ensure visitors and staff were kept safe worked well and overall it was a successful weekend. The format of the South Coast Boat Show is one that is here to stay, focusing on buyers who appreciate the time and space to really explore their new yachts without queues and distractions."

Tim Mayer, director of sales and marketing for show organiser MDL Marinas, comments: "We worked closely with local stakeholders to ensure that the show could go ahead in a safe and secure manner. The event taking place, and it's success, is a big boost to the leisure marine industry and will give confidence to marine companies and the general public that others shows and events planned for later in the year will also be successful."

Alongside the show's sponsors, Raymarine, Towergate Insurance and Inspiration Marine, brands which exhibited at the show in Ocean Village Marina's stunning city centre location, with its sheltered all tides access and unique Harbour Hotel backdrop included:

Arcona Yachts, Axopar, Bavaria, Beneteau power and sail, Broadblue, British Boat Club, Chris-Craft, Cranchi, Discovery, Dragonfly, Dufour Yachts, Elan, Finnmaster, FlexiSail, Fountaine Pajot, Galeon, Galia, Grand Soleil, Hallberg-Rassy, Hanse, J-Boats, Jeanneau power and sail, Najad Yachts, Nautitech Catamarans, Nord Star, Prestige, Princess, Pure Latitude, Sargo, Saxdor, Seakart, Sealine, Sea Ray, Seaward, Solaris and X-Yachts.

Returning to Ocean Village Marina in 2022 for a third time, the South Coast Boat Show will take place on the 6-8 May with more brands, more boats and an upscaled landside area, accommodating additional boating related exhibitors.

The success of the first South Coast Boat Show in 2019 and this year's event (2020 event was cancelled due to Covid-19) firmly establishes the show as a must attend event in the leisure marine calendar for both exhibitors and visitors alike.

For more information about next year's South Coast Boat Show keep an eye on:
<https://www.mdlmarinas.co.uk/boat-shows/>

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 Group Ltd

- MDL Marinas Group 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 and Spain. Currently MDL Marinas manages 18 UK marinas and one in Spain.
- MDL Holidays is part of the MDL Marinas Group, offering waterside holidays in luxury lodge and holiday park accommodation.
- New to the MDL Marinas Group, MDL Fitness is a range of green gyms where the fitness equipment converts human kinetic energy into electricity.
- MDL Marinas Group is proud to be landlords to over 500 marine businesses, with over 260 staff delivering the unique MDL experience to all berth holders, visitors and commercial partners.
- The company also advises on worldwide marina developments.
- For more information visit www.mdlmarinas.co.uk

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