

## News Release

### For Immediate Release

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## **Strong visitor turnout and major debuts mark successful 2026 South Coast & Green Tech Boat Show**

The South Coast & Green Tech Boat Show concluded a successful three-day run at Ocean Village Marina in Southampton on Sunday (10 May), welcoming visitors from across the UK and overseas to explore more than 120 boats, major UK debuts and the latest developments in marine innovation and technology.

Running from 8-10 May, the show brought together leading marine brands, technology companies and industry experts reinforcing its position as a key start-of-season event for the UK marine industry.

Officially opened on Friday under clear skies and warm spring sunshine by MDL Marinas' Managing Director James Barnes and the Sheriff of Southampton, Cllr Pat Every, the show enjoyed strong visitor attendance across all three days, with high levels of engagement throughout the marina.

A dedicated press briefing and media reception on the opening day gave marine journalists and industry guests an opportunity to hear directly from exhibitors, gain insight into the wider marine sector and explore several major launches making their debut at the show.

Among the highlights were the UK debuts of the Fairline Targa 47 GT and Fairline Targa 50 Edition, presented by Approved Boats, alongside Yamaha Motor UK's premiere of the new Yamarin Aura Cabin.

"This was the largest line-up we've ever brought to the South Coast & Green Tech Boat Show," says Brett Sawyer, Sales Director at Approved Boats. "We wanted to create a space where our clients, both old and new, can walk through the very best the market has to offer, from luxury cruisers to high performance dayboats.

"Our dedicated Approved Avenue pontoon represented the diversity and quality that defines our portfolio in a place for enthusiasts to gather, and I'm incredibly proud of the scale our team has achieved."

“The response to the Fairline Targa launches has been really positive throughout the weekend,” adds David O'Rourke, Managing Director, Approved Boats. “We had a steady flow of visitors on board from the moment the show opened, and it's been a great opportunity to introduce these models to the UK market in the right setting.”

The Saxdor range also attracted strong attention throughout the weekend, with visitors keen to step aboard the new 400 GTS and explore the wider line-up of powerboats, cruisers and adventure craft making their debut at the show.

“The show was, as always, a huge success. We were busy engaging with visitors from the moment it opened on Friday right up until late Sunday,” says Neville Williams, Managing Director at idealboat.com. “We were incredibly lucky with the weather, good footfall, sales and interest across all models and brands. It was an extremely well organised show in a very impressive setting, plenty of parking, easy access for all, accommodation on the doorstep and a great selection of places to dine.

“This show really has become a very important part of the boat show calendar for the British Isles. We would like to thank all who attended, visitors and exhibitors alike, and a big thank you to MDL and their team for all their dedicated effort.”

Meanwhile, Yamaha Motor UK introduced the new Yamarin Aura Cabin to the UK market for the first time, with the Scandinavian pilothouse cruiser proving a popular stop for visitors throughout the show.

“The Yamarin Aura Cabin attracted a lot of attention over the three days and the feedback from visitors was extremely encouraging,” adds Daniel Rice, Marine Product Manager at Yamaha Motor UK. “The show provided an excellent platform to introduce the model to a UK audience and showcase what makes it different.”

Innovation and sustainability remained central themes throughout the weekend, with the Innovation Hub hosting a programme of expert-led talks focused on offshore cruising, marine safety, youth development and future propulsion technologies. Sessions included discussions on hydrogen propulsion, smarter onboard power systems and the Cruising Association's *Marked Gear = Safe Gear* campaign, launched during the show by renowned sailor and author Tom Cunliffe.

Following a public vote, Yacht Solar Arches was crowned the winner of MDL's prestigious Green Innovator Award 2026, which recognises sustainable product development across the

industry. The solar arches are engineered to maximise solar exposure, delivering efficient renewable energy generation to power onboard yacht systems and support a more sustainable future for boating.

Returning show partner Raymarine showcased the latest developments in onboard navigation and connected boating systems, while visitors were also entered into a major prize draw featuring nearly £9,000 worth of marine electronics and onboard technology. Winners were announced during the show, with prizes including Raymarine's Axiom+ display system, Alpha Performance Displays and Ray91 VHF system.

"We're now six years into our partnership with the South Coast & Green Tech Boat Show and Raymarine is delighted to continue supporting the event," says Richard Marsden, UK Sales Manager at Raymarine. "It's a fantastic showcase for the industry, bringing together new boats, fresh design and the latest innovations in marine technology.

"The atmosphere across the marina has been excellent throughout the weekend and it's clear a huge amount of work has gone into delivering another successful show. Congratulations to MDL and the team for putting it all together."

Alongside the boats and exhibitors, Ocean Village Marina's waterside setting once again played a major role in the event experience, with visitors making use of the marina's bars, restaurants and public spaces throughout the weekend.

Sophie Kirkpatrick, MDL's Head of Sales and Marketing comments: "The feedback from exhibitors across all three days has been really encouraging. There was a consistent level of quality visitors throughout the show and a lot of positive conversations taking place on the pontoons.

"What makes this event work so well is the relaxed environment, which gives people time to properly explore the boats and engage with the brands exhibiting."

For more information and updates on the South Coast & Green Tech Boat Show, visit [www.mdlboatshow.co.uk](http://www.mdlboatshow.co.uk)

**ENDS**

**Notes for editors:**

**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 160 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.
- For more information visit [www.mdlmarinas.co.uk](http://www.mdlmarinas.co.uk)

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