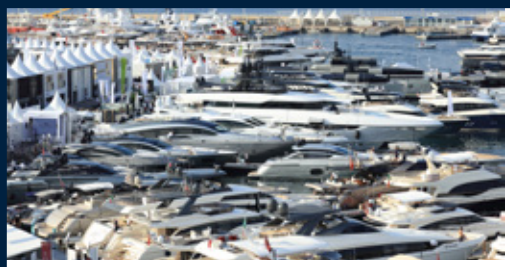
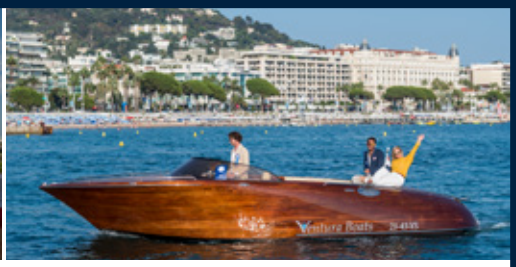
YACHTING FESTIVAL

CANNES

39TH EDITION
6-11 SEPTEMBER 2016





THE 39TH CANNES YACHTING FESTIVAL CLOSES WITH RECORD NUMBERS AND A VERY POSITIVE ATMOSPHERE

For immediate release, September 2016

The 2016 Cannes Yachting Festival drew to a close on Sunday 11th September having welcomed 630 boats, a record number for Europe's largest in-water show. Boasting 191 new models, more than any other show, the Cannes Yachting Festival cemented its position as the leader in innovation and product launches.

This year, the exhibitors have reported a high number of international visitors, among them new consumers. The show culminated with over 50% of sales taking place in the final weekend. Over 51,000 visitors filled the two ports at each end of the Croisette for an event not to be missed due to the range of products and services offered, its quality and the volume of business generated.

Of the 530 exhibitors involved in the Festival, 60% came from 40 different countries from around the world which, combined with 50% international visitors, makes the Cannes Yachting Festival the major event of the season for the global nautical industry.

The Cannes Yachting Festival reaffirmed its status as the number one boat show internationally for multihulls. Extending the area with more space on land and a dedicated dock in the centre of the show, allowed the show to welcome 45 catamarans – the largest number in the world – ranging from 42 to 77 feet. It is also an important event for sail boats with 120 vessels which represents 20% of total boats.

For the first time, a land marina was created at the entrance to the Quai Max Laubeuf to increase the number of boats that could be showcased in the area.

2016 marked the tenth anniversary of the Brokerage & Charter Area at the Cannes Yachting Festival on the Port Pierre Canto dock at the other end of the famous Croisette. Exhibitors remarked once again that they were impressed with the quality of visitors who made the trip over to the area and the deals generated.

LAUNCH OF 'LA TERRASSE'

To round out an already rich offering and to confirm its top-of-the-range positioning, the Cannes Yachting Festival launched a new area devoted to luxury houses: La Terrasse. Adjacent to the Festival beach, La Terrasse offered a 180-degree view of the biggest yachts on display at Vieux Port, the Bay of Cannes, the Croisette and the Lérins Islands. This new area built on a pier created a unique experience for attendees, where they were able to satisfy their taste for these exceptional products and admire the unique craftsmanship and art de vivre of these luxury brands.

CONCOURS D'ELEGANCE

Inspired by the success of the 2015 launch, the Cannes Yachting Festival held its second edition of the Concours d'Elegance, a one-of-a-kind parade of vintage and modern day boats. Paying tribute to the rich history of boating on the French Riviera and taking place in Cannes' Vieux Port, the Concours d'Elegance saw vessels under 12 meters parade by spectators on the Festival beach.
More information on http://www.cannesyachtingfestival.com/en/the-show/Concours-delegance

PARTNERSHIPS

For the 39th edition, the Cannes Yachting Festival signed new partnerships with automaker Porsche, Studio Harcourt Paris, Louis Roederer Champagne, Façonnable and Interni. These internationally respected brands further enhanced the unsurpassed luxury experience for visitors to the Festival.

The new partners joined the ranks of those already affiliated with the Festival: Lise Charmel, Wajer Yachts, Azur Hélicoptère and Fenwick-Tohatsu.

VIP SERVICES

For its 2nd year, the VIP programme, the Carte Riviera, was a great success with more and more visitors seduced by this tailor-made experience. Holders of this card had access to exclusive services, such as visiting the Cannes Yachting Festival on board one of the organisation's boats, a tour of the most beautiful craft on show, a direct helicopter transfer to the Vieux Port heliport and access to the concierge service, VIP Club and courtesy car by our official partner: Porsche.

KEY DATA FOR 2016

VISITORS

51,000 visitors
666 journalists

EXHIBITORS

530 exhibitors (60% from abroad)
48% of exhibitors are boat manufacturers/importers
52% represent other business sectors (equipment manufacturers, brokers, service providers, etc.)

BOATS

630 boats from 2.10 to **52** metres
191 new boats and yachts showcased during the Cannes Yachting Festival, including **107** world premieres
40 second-hand boats ranging from 22 to 52 metres on display at Port Pierre Canto
140 yachts longer than **20** metres
120 sail boats (20%)
45 multihulls, including **10** motor yachts

TECHNICAL INFORMATION

300,000 m^2 of exhibition space
2 marinas
10 km of boats / 3 km of pontoons installed
4 through-ways: floating docks equipped with a motorised central section which closes to enable visitors to move freely around the port

UPCOMING EVENTS

FROM THE

FRENCH NAUTICAL INDUSTRIES FEDERATION (FIN)

NAUTIC
3-11 DEC. 2016
WWW.SALONNAUTIQUEPARIS.COM
PARIS

YACHTING FESTIVAL
CANNES
12-17 SEPT 2017
40TH ANNIVERSARY

ABOUT THE CANNES YACHTING FESTIVAL

The show is an event owned by the French Nautical Industries Federation (FIN) and organised by Reed Expositions France (REF). It is part of the Luxury, Culture and Leisure Division, covering shows such as Nautic – Salon Nautique International de Paris, FIAC, Paris Photo, and the Salon Piscine & Bien-être show.

Spokespeople for the show:

Annette Roux, President of the Cannes Yachting Festival
Yves Lyon-Caen, President of the French Nautical Industries Federation
Alain Pichavant, Director of the Sea and Leisure Division at Reed Expositions France
Sylvie Ernoult, Manager of the Cannes Yachting Festival

USEFUL INFORMATION

www.cannesyachtingfestival.com

Pictures & videos:

http://www.cannesyachtingfestival.com/en/Users/Login/?RetUrl=xfsxenxfsxPressxfsxPress-areaxfsx

Username: presse.cannes@reedexpo.fr
Login: Yachting2016

ENDS

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