

FESTIVAL DE LA PLAISANCE CANNES

6-11 Sept. 2011

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International Renown and the Vitality of an Industry Turned Resolutely Toward the Future

The Festival de la Plaisance de Cannes Sets the Tone!

The doors to the Festival de la Plaisance de Cannes closed on Sunday evening showing overall positive results:

With over 583 boats on display, including 173 new models unveiled for the first time ever this year. The richness of the offer of the 34th Festival de la Plaisance de Cannes, presented at the Vieux Port and Port Pierre Canto, attracted a new profile of showgoers, even more international and of an extremely high quality, not only through the magic and elegance that make this show a unique and major event in the yachting world, but also through the sometimes unexpected innovations, thus demonstrating the vitality of an industry turned resolutely toward the future.

A Mirror of the Sector and a Barometer of the Trends

As Europe's leading in-water boat show and the first show of the new season, *the Festival de la Plaisance de Cannes is eagerly looked forward to by all those in the boating industry because it truly does serve as a barometer of developments in the market and the trends to come in our industry,*" says Renaud Jourdon, the show's manager. After six days, the results of the show are positive. The exhibitors remain confident and are pleased with the quality of the contacts they made, some of which have already turned into actual orders and, for all, by very promising requests for appointments and information. With an increase of close to 3% in the sales of motor boats from September 2010 to July 2011 in France, the Festival however confirms once again its reputation as a major business gathering and its location as a leading in-water show on the international scene.

Dynamism and Innovation Present More Than Ever

The 173 new models unveiled for the first time at Cannes (compared to 139 in 2010) is evidence of the dynamism and capacity for innovation of the shipyards which have succeeded in adapting their industrial strategy to anticipate the requirements of customers looking not only for quality and innovations, but also greater consideration of environmental and energy constraints.

Exhibitors in the equipment and services sectors succeeded in attracting visitors by means of an innovative offer making it possible to simplify and improve life on board while at the same time helping to preserve the richness and diversity of the maritime world.

The “Brokerage” sector located at Port Pierre Canto confirmed its very strong position in the industry. In particular with regard to 20 to 40 metres yachts with over 50 vessels displayed and a waiting list of close to 20 boats that the show has not experienced for several years now. Here again, the quality of the visitors and the contacts made were emphasized by all the brokers present on the show.

Visitors: Ever More Qualitative and International

Despite a highly volatile economic situation and slight drop in the numbers of showgoers (about 45,000 visitors), the surveys carried out during the show revealed that those attending were of a high quality, with elevated purchasing power and, the unanimous view that there was a growing presence of visitors from Russia and the countries of Central Europe, the Middle East, Asia--particularly China, India and Singapore—but also South America with a very strong Brazilian presence.

The high number of visitors for whom the show has inevitably become THE benchmark event, and the number of sea trials (a feature offered unique in the world of boat shows up nearly 15%) are **“indicative of the continued interest aroused by pleasure boating and luxury yachting”** confirms the president of the FIN (French Nautical Industries Federation), Jean-François Fountaine.

The Key Figures

- 583 boats on display in water and on land (Vieux Port and Port Pierre Canto) including 84% from abroad: Europe (Italy, Germany, Spain), Northern Europe (Netherlands, Sweden) Turkey and USA, etc.
- 173 new models (139 in 2010)
- 181 boats over 20 metres and 50 boats over 30 metres
- 50 boats 22 to 46 metres on display in Port Pierre Canto
- 425 exhibitors from 25 countries abroad
- 80,000 m² net exhibition area
- 45,000 visitors

The French Nautical Industries Federation Nautiques et Reed Expositions France wish to thank the City of Cannes, the Nice-Côte d'Azur Chamber of Commerce and Industry, Port Pierre Canto and their teams for their cooperation, as well as the partners of the show: Effigy, Schweppes, La Maison du Chocolat, Musto, Azur Hélicoptère, le Majestic Barrière and the Théodora Association,

Upcoming Events

Nautic - Salon Nautique International de Paris: 3 - 11 December 2011

Festival de la Plaisance de Cannes: 12 - 17 September 2012

Copyright-free photos available on the show website

www.salonnautiquecannes.com (password on request)

Press Relations

Agence Olivia Payerne / Agathe Schrameck

Tel. + 33 (0)1 46 04 08 62 / contact@agence-op.fr

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