



Newsflash 25 September 2023

GRAND PAVOIS LA ROCHELLE 2023 72,000 VISITORS AT THE GRAND PAVOIS LA ROCHELLE

- 72,000 visitors in six days,
- An autumn meeting which confirms its position as a key event for water sports enthusiasts and professionals,
- 2024 dates: from Tuesday 1 September to Sunday 6 October 2024,
- **LINK FOR VIDEO RUSHES:**
<https://www.dropbox.com/scl/fo/2h1h16g4bt2fsgjk0upsl/h?rlkey=3lgs7jbhfj615u4bt7tdkcjtl&dl=0>

Objectives achieved!

With many previews of new products, the presence of 800 international brands from 33 different countries and over 700 boats on land, including 300 in-water, the Grand Pavois La Rochelle confirms its status as a business show, a showcase for new products, a meeting place for future trends in the water sports industry, and a reference show for French and European water sports. In terms of visitor numbers, the international boat show recorded 72,000 visitors (note, 73,000 in 2022) with a rainy Thursday and a closing day moved to Monday (note, from Tuesday to Sunday in 2022).

In terms of exhibitors and professionals, the Atlantic gathering, which had been fully booked since June, welcomed 130 new exhibitors and 68 new brands. This edition saw a 30% increase in the dedicated space for Equipment Manufacturers, the presence of new countries and regions, such as Spain, Brazil, Sicily, and a strong increase in the "Eco-sailing & Sustainable Innovations with EDF" area, which hosted 52 companies and start-ups this year (editor's note, 23 in 2022), not to mention South Africa as the guest country of honour for 2023.

Alain Pochon (President of Grand Pavois Organisation):

Satisfaction and a trend...

"This 2023 edition is satisfactory on many levels. Firstly, we should close the show this evening with about 72,000 visitors. In terms of business, many professionals told me they were satisfied and had achieved their targets whether shipbuilders, equipment manufacturers, or services. Although the market continues to be focused mainly on motorboats, we noticed renewed interest in sailboats this year. Therefore, business was done and we are happy to hear it. This confirms that our show is an important date for our profession. The Grand Pavois La Rochelle, the last reference boat show in France of the year, confirms that it is indeed a major event for the industry and truly helps to gauge the coming year."

Loyal partners who listen to us...

"Grand Pavois Organization and its Board of Directors would like to thank all its public partners who were present, with the Nouvelle-Aquitaine Region, the department of Charente-Maritime, and the CDA La Rochelle, not forgetting the municipality of La Rochelle and La Rochelle Marina. It is important for us to have these public partners by our side and work with them to shape the future of the Grand Pavois La Rochelle. The show helps us envision our event's future and build, adapt, and target our offer and services to

meet the needs of professionals to the best of our ability. It is important to remember that Grand Pavois La Rochelle has been an association since its inception and must be in line with the needs of the market and those of its professionals. We also thank all our private partners for their support."

Major highlights...

"The presence of Mr Hervé Berville, Secretary of State in charge of the Sea, on Thursday, September 21 was a major highlight of this 51st edition In addition to organising a Maritime Innovation Thursday during the eco-sailing exhibition, with many high-quality speakers, Mr Berville inaugurated the exhibition and had the chance to meet many professionals. It is a great honour for our industry and our event to have enjoyed the presence and recognition of Mr Berville. I thank him personally for his trust and his attention. There were also many other highlights during the show, such as the presentation of the 2024 America's Cup, which will take place in Barcelona, not to mention the awards ceremony for the Nouvelle-Aquitaine Water Sports Innovation Awards and the awards ceremony for the best electric boats solutions and innovations competition. The ecological transition is a real challenge for the water sports industry, and the Grand Pavois La Rochelle was a great platform for showcasing the Water Sports industry of the future.

Focus on the 52nd edition of the Grand Pavois La Rochelle.

"It is important to announce the 2024 dates already. The Grand Pavois La Rochelle 2024 will be held from Tuesday 1 September to Sunday 6 October. We are returning to our normal dates, from Tuesday to Sunday".

Photos: O. Blanchet – JM Rieupeyrout / GPO

REMEMBER:

Event: International in-water boat show (Top five international in-water boat show)

Highlights: 51st edition of the Grand Pavois La Rochelle, the show for real fans!

The venue: Port des Minimes in La Rochelle

2023 dates: Wednesday 20 to Monday 25 September, from 10 am to 7 pm

Guest country of honour: South Africa

Visitors: 72,000 visitors expected

Boats: 750 boats on show, including 300 in-water

Brands: 800 international brands from 33 countries different

Further information: www.grand-pavois.com

Facebook: www.facebook.com/GrandPavois

Instagram: [@grandpavois_official](https://www.instagram.com/grandpavois_official)

Twitter: [@GrandPavois](https://twitter.com/GrandPavois)

Commenté [A1]: Il faut corriger la date dans la version française.

GRAND PAVOIS ORGANISATION, CREATOR AND ORGANISER OF WATER SPORT EVENTS!

GPO places its tailored expertise, know-how and unique experience in France and overseas at the service of water sports events. GPO has a real connection with the professional world of international water sports in view of its status as an association and its recognised expertise in the world of water sports events (ocean racing, corporate events, organisation of shows, etc.).

References: organiser of the international in-water boat show the "Grand Pavois La Rochelle" since 1973 (top five international in-water boat shows), "Les Nauticales" boat show in La Ciotat (France, from 2013 to 2021), Shenzhen China International Boat Show (China, from 2009 to 2011), Rallye des Iles du Soleil (since 2017), Défi Atlantique Guadeloupe Horta/La Rochelle (2019 and 2023), Class 40 World Championship (2010 and 2022), Transat 6,50 Charente-Maritime/Bahia (Mini Transat) from 2001 to 2011, Imoca 60 Macif launches by François Gabart (2011), Class40 Le Conservateur by Yannick Bestaven (2014), etc.

Further information: www.gpoevents.com

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