



Press release October 7, 2024

69,000 VISITORS TO LE GRAND PAVOIS LA ROCHELLE 2024 AND A VERY POSITIVE OUTCOME!

- 69,000 visitors in 6 days,
- High-quality visitors and renewed business dynamism at the show,
- A rainy Tuesday and Sunday over 6 days reduced the number of visitors to the show,
- An autumn event that confirms its position as a must-attend show for yachting enthusiasts and professionals,
- Dates 2025: Tuesday September 23 to Sunday September 28,
- LINK FOR VIDEO RUSHES:
<https://www.dropbox.com/scl/fi/3za54j8zzy93wd0u86dnk/BAB-20MERCREDI-202024.mp4?rlkey=sw4e4d5tjv1jcl6w0itl5rla5&e=1&st=d4flijpj&dl=0>

A renewed sense of optimism and a trade show that allows us to look ahead to the end of the year and 2025.

With 800 international brands from 33 different countries, 700 boats on display (including 300 afloat), and numerous French, European and world premieres, Le Grand Pavois La Rochelle confirms its status as a business show, a show of new boats, a meeting place for tomorrow's boating trends, and a benchmark show for French and European boating. In terms of visitor numbers, the international afloat show counted 69,000 visitors, but a rainy Tuesday and, above all, a rainy Sunday deterred visitors who usually come to dream and attend the many events on offer over the weekend. In terms of visitor quality, we can report a very good response to the invitations offered by exhibitors to their prospect files, with an increase in visitors from Brittany, Normandy and Paris, the arrival of first-time buyers and a growing number of foreign visitors.

In terms of exhibitors and professionals, the Atlantic event welcomed 35% new nautical exhibitors and 19% new brands, mainly international, from Italy, Spain, Estonia, Austria, Norway, Finland, the Netherlands, South Africa and even Colombia. A very positive sign for Le Grand Pavois La Rochelle, proving the interest of the event and the willingness of foreign brands to position themselves on the French and European market. Highlights of this year's show include an increase in the surface area dedicated to boats exhibited on land, the creation of a new space dedicated to Rental & Cruising, the new concept of the Grand Pavois Beach space open over 4 days, the repositioning of the "Econavigation & Sustainable Innovations

with EDF" space at the entrance to the show, not forgetting the Basque Country as guest of honor 2024.

Alain Pochon (President of Grand Pavois Organisation):

Real satisfaction

'This 2024 edition has been very satisfactory in many respects. We closed the show with 69,000 visitors, which is very positive in the sense that we had a very rainy Tuesday and a Sunday that was also disrupted, which had a direct impact on the number of visitors to the show. But we mustn't lose sight of the fact that it's also the quality of the attendance that's important to note. Many of the show's exhibitors reported high quality attendance, with a very good response rate to invitations sent out to prospective customers, and a higher number of foreign visitors than last year. This is a positive sign, as it proves the willingness of some exhibitors to make purchases and carry out projects that have been put on hold in recent months. The Grand Pavois La Rochelle was an eagerly-awaited highlight for the industry, providing an opportunity to look ahead to the end of 2024 and a trend towards 2025. In fact, we're seeing a resurgence of activity and a real positive feeling for many brands after this year's event. There were orders and purchases, and that's a good sign coming out of our event. On the business side, many professionals told me how satisfied they were, and that they had achieved their objectives in a number of sectors, from boat builders to equipment manufacturers and services. This confirms that our show is an important date for our profession. The Grand Pavois La Rochelle, the last major boat show in France this year, has confirmed its status as a must-attend event, and I can report that some leading brands have already announced their intention to present more boats next year. A very positive sign!

Important highlights...

"The presence on Thursday October 3 of the new Minister Delegate for the Sea and Fisheries, Mr. Fabrice Lohel, is an important sign for our event and for yachting professionals. He was present at our inauguration, and we were able to exchange views with him, along with Jean-Paul Chapeleau, President of the FIN (Fédération des Industries Nautiques), on priority issues for our industry. Mr. Chapeleau also unveiled the new format of the Permis Bateau (boating license), which has now become the Permis Plaisance (pleasure boat license), underlining the importance of our RDV in the French boating world. Other highlights of the show included numerous events on the Grand Pavois Beach, the arrival of a large delegation from the Chinese city of Qinhuangdao as part of the collaboration with Grand Pavois Organisation, not forgetting the presentation of the Trophées Innovation Nautisme Nouvelle-Aquitaine awards, numerous round-table discussions on the boating of tomorrow, the evolution of board sports, and the visit of skippers from the Vendée Globe... It was also impossible not to mention Voiles de Nuit, which thrilled the tens of thousands of spectators present in La Rochelle's outer harbor on Saturday evening. The show celebrated the 50th anniversary of the Grand Pavois La Rochelle and the Port de Plaisance des Minimes de La Rochelle, and I understand it exceeded all expectations! A real success and a real pyro-digital show created with the Ruggieri company and proposed by Grand Pavois Organisation".

Loyal and attentive partners...

"Grand Pavois Organisation and its Board of Directors would also like to thank all its public partners, including the Nouvelle-Aquitaine Region, the Charente-Maritime Department and the La Rochelle CDA, not forgetting the City of La Rochelle and the La Rochelle Marina. It's

important for us to have these public partners by our side, and to work with them to build the Grand Pavois La Rochelle of tomorrow. In concrete terms, the show enables us to look ahead to the future of our event, and to build, adapt and direct our offer and services to best meet the expectations of the professionals present. I must remind you that the Grand Pavois La Rochelle has been an association since its inception, and it is our duty to keep in step with the expectations of the market and its professionals. We would also like to thank all our event's private partners.

Cap vers la 53^e édition du Grand Pavois La Rochelle.

"It's important to announce the 2025 dates today. The Grand Pavois La Rochelle 2024 will take place from Tuesday September 23 to Sunday September 28.

Photos : O. Blanchet - JM Rieupeyrout / GPO

INTERVIEW REQUEST : 05 46 44 46 39 - PRESS DEPARTMENT

Things to remember...

Grand Pavois La Rochelle, the reference for all enthusiasts

Location : Port des Minimes, La Rochelle

Reminder of the 2024 dates: Tuesday October 1 to Sunday October 6 - 10am to 7pm except Sunday 6pm

Visitors: 69,000 over 6 days

Guest of honor: The Basque Country

Themed areas for every passion: Boats afloat and ashore, Multihull space, Equipment space, Services and Tourism spaces, Charter & Cruising space (new), Heritage & Know-How space (formerly Heritage & Tradition); Fishing & Grand Pavois Fishing space; Grand Pavois Beach (new); Event Boats space; Trial Boats space; Guest of Honor space; Eco-navigation & Sustainable Innovations space with EDF...

Royalty-free photos in high definition - Espace Presse www.grand-pavois.com - Photo credits: O. Blanchet and JM. Rieupeyrout / GPO

Further information: www.grand-pavois.com

Facebook: www.facebook.com/GrandPavois

Instagram: @grand_pavois_official

Linkedin: @GrandPavoisOrganisation

GRAND PAVOIS ORGANISATION, CREATOR AND ORGANISER OF NAUTICAL EVENTS!

GPO offers customised expertise, advice, know-how and unique experience in France and abroad. GPO's associative status gives it close links with the professional world of international yachting, and it has recognised know-how in the world of yachting events (offshore races, corporate events, trade show organisation, etc.).

References : Organiser of the 'Grand Pavois La Rochelle' international afloat boat show since 1973 (top 5 international afloat boat shows), Salao Nautico de Salvador com Grand Pavois (Brazil, 2023 and 2024), 'Les Nauticales' boat show in La Ciotat (France, from 2013 to 2021),

Shenzen 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), Class40 World Championship (2010 and 2022), Transat 6.50 Charente-Maritime/Bahia - Mini Transat (France/Brazil, from 2001 to 2011), Yannick Bestaven's Imoca 60 Maître CoQ V christenings (2022), François Gabart's Macif (2011), Yannick Bestaven's Class40 Le Conservateur (2014)...
More info: www.gpoevents.com

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