



Press release – 16 September 2025

## LE GRAND PAVOIS LA ROCHELLE, 10 KEY POINTS

(ECONOMY, HIGHLIGHTS, NEW FEATURES, ECO-RESPONSIBILITY, EVENTS CALENDAR,  
GUEST OF HONOR ...)

The Grand Pavois La Rochelle boat show features 600 international brands representing 53 countries, 500 boats on display, including 250 afloat, more than 70,000 visitors expected, 100 previews and new products, and more than 1,000 first boat tests, trials, and sea trials. It is the major event for the nautical industry and the last international boat show in France on the 2025 calendar.

**Date 2025: from TUESDAY 23 to SUNDAY 28 SEPTEMBER (Tuesday to Saturday from 10 a.m. to 7 p.m. and close at 6 p.m. on Sunday).**

### 1. Economy: The leading trade show for enthusiasts and a true showcase for the nautical industry!

Created in 1973, the show, known as the “go-to event for enthusiasts,” has become one of the world's leading in-water boat shows, hosting 500 boats, 250 of which are afloat. More than 70,000 visitors are expected over six days, and above all, it will allow the French and European nautical industry to take the pulse of the coming year 2026.

An autumn event, the Grand Pavois La Rochelle aims to be a true reflection of the French and European nautical industry with 600 international brands (53 countries represented) in attendance. It remains an essential economic event at the start of the school year to assess the health of the French and European nautical industry and, above all, to look ahead to the future of the French and European nautical sector.

Overall, the initial figures for 2024/2025:

- A 14.8% decline in sales of new sailing- and motorboats

- A stable market for used boats, which remains strong and confirms the continuing appeal of boating.
- Rental activity delivered on its promise with a generally positive season. There were many last-minute bookings.
- Very strong momentum for clubs and water sports centers with good overall occupancy rates.
- Overall increase in marina attendance.
- Uncertain international and national economic context
- Although consumers remain cautious (impact of inflation and uncertainty), water sports remain popular: This confirms that water sports are attractive, with 16 million participants, including 4 million regular participants.

**Perfectly representative of the majority of French and European registrations, the Grand Pavois La Rochelle will be one of the key economic indicators for 2026 for water sports professionals and will provide an opportunity to meet and talk to the main players in the nautical industry.**

## **2. What's new for the 2025 edition**

**A new multihull marina in 2025.** With the number of multihulls on display increasing, Grand Pavois La Rochelle is offering a new floating marina in 2025. With nearly 40 vessels on display, ranging from ocean-going yachts to coastal cruisers, this year will see a new floating marina layout on pontoons 6 and 7, with new transverse pontoons, the possibility of offering even higher quality floating reception tents, and easier visitor circulation areas closer to the models on display. Also worth noting is a new access bridge that will take visitors directly to pontoon 7, at the heart of the multihull exhibition.

**A Spanish-language website** - In addition to English, and to be closer to its ever-increasing number of Spanish visitors, the Grand Pavois La Rochelle website will have a Spanish-language version in 2025. Discover, visit, exhibit, partners, ticketing... It will now be much easier for visitors, as well as Spanish exhibitors and journalists, to navigate the international boat show's website before coming.

### **“How to get to the Grand Pavois” information sheets in 10 languages!**

Encouraging foreign visitors and facilitating the exchange of information based on their country of origin: a real priority for Grand Pavois La Rochelle. As such, no fewer than 10 destination fact sheets are available on the Grand Pavois La Rochelle website. Whether you are coming from Germany, Belgium, Switzerland, England, Ireland, Portugal, Spain, Italy, Luxembourg, or the Netherlands, these practical guides will tell you how to get to La Rochelle by land or air. By train, plane, car... It's all there! Please note that these guides will also be available to French and foreign professionals who invite prospective customers to visit the show.

### **An interactive map of the show**

A new season for the interactive map of the show, which is growing in popularity every year... Visitors can consult the interactive map of the show and find the exhibitor or service they are looking for via the Grand Pavois La Rochelle website or directly on their smartphone. Where is a particular exhibitor located? Where are the dining areas? Where is the Grand Pavois Beach themed area to attend a round table or conference? Where is La Rochelle train station or the recommended visitor parking? It couldn't be easier, as you are geolocated directly on the map. Making it easier for visitors to find their way around and meeting their expectations remains a priority for Grand Pavois La Rochelle.

## **3. Eco-navigation & Sustainable Innovations, a rapidly developing field!**

Le Grand Pavois La Rochelle is focusing on **the theme of Eco-navigation & Sustainable Innovations with EDF, welcoming 45 companies and startups dedicated to this theme this year.** Initiated in 2019, the partnership with EDF aims to present, during the show, solutions aimed at decarbonizing the maritime sector, which are and will be on the market tomorrow. This space, which will be divided into two parts, will showcase products both on land and at sea. This is a major advantage for the twenty or so boats on display at sea, as some will be available for sea trials.

Electric or hybrid motor boats, charging stations for ports, bio-based materials with Roland Jourdain (We Explore) in attendance on Friday, inflatable sails developed by Wisamo (a Michelin subsidiary) and Michel Desjoyeaux, electric propellers and motors, eco-friendly antifouling, shipyards specializing in reconditioning, options for converting combustion-engine boats to electric and hybrid power, deconstruction of recreational boats, architects and design offices, and more. There will be so many solutions to discover during the six days of the show!

Two highlights to note:

**5th “sustainable maritime” round table on Friday, September 26, from 10:15 a.m. to 1:00 p.m.**

Sponsored by Roland Jourdain (We Explore), two round tables will be held on Friday, September 26, from 10:15 a.m. to 1:00 p.m. (registration and invitation required) by EDF in Nouvelle-Aquitaine on the theme of “**Bio-based Materials and Electric Propulsion.**”

- The first roundtable, dedicated to “The scope of possibilities for bio-based materials,” will feature We Explore and Kaïros (Roland Jourdain), Yacht Concept (Laurent Da Rold), Neo Sailing Technology (Fabienne Baron), SoBoo bambou 6.50 (François and Marine Rouvrais), and architect Gildas Plessis.
- A second round table will be devoted to “The credible alternative of electric propulsion for maritime and river transport” with Fontaine-Pajot (Sigrid Longeau), VNF - Voies Navigables de France (Laure Guillemette), the Port of La Rochelle (Nicolas Menard), CRAIN (Philippe Pallu de la Barrière), Vedettes de Paris (Vincent Delteil), Blue Nav (Denis Real and Xavier Lacherade), Weenav (Antoine Bouchez) and AFBE - Association Française pour le Bateau Electrique (French Association for Electric Boats) (Yannick Wileveau).

**6th edition of the Nouvelle-Aquitaine Nautical Innovation Awards.**

On **Thursday, September 25**, the winners of the 6th edition of the Nouvelle-Aquitaine Nautical Innovation Awards, organized by the Sud-Ouest Group, the Atlantic Cluster, and the Nouvelle-Aquitaine Region, will be announced. As a reminder, “*these awards aim to reward projects that bring innovation to a product, service, or concept directly or indirectly related to nautical practices and that make a significant contribution either in terms of reducing carbon footprint or ecological and/or energy impact, or in terms of increasing performance, comfort, or safety, or that contribute to improving accessibility to nautical practices.*” Following Charline Picon in 2024, the patron of this 6th edition will be Antoine Albeau.

**4. Passions - Themed areas for all boat and watersport fans**

Le Grand Pavois La Rochelle aims to be the leading trade show for all enthusiasts. As such, it offers several themed areas to cater to all interests: Boats Afloat, Boats Ashore, Multihulls, Equipment, Services & Tourism, Eco-navigation & Sustainable Innovations with EDF, Fishing & Grand Pavois Fishing, Event Boats, Boutique & Decoration Gallery, Guest of Honor, Rental & Cruises, Heritage & Know-how, and more. Remember that the Grand Pavois La Rochelle is the only show to have its feet in the sand and to include a beach in its exhibition with the Grand Pavois Beach! Exceptional...

**5. For everyone - Try out new activities and training courses at sea, introductory sessions and first experiences for beginners...**

**One of the key features of Grand Pavois La Rochelle is the opportunity to test boats at sea.** These boats are gathered in the Test Boats area at the heart of the Grand Pavois Fishing Marina. Please note that from 6:00 p.m., the transverse pontoons open, allowing exhibitors who wish to do so to take customers out to sea for test runs.

It should also be noted that the Grand Pavois La Rochelle is committed to keeping the dream alive and developing practices. As such, **nearly 1,000 introductory sessions and test sessions are offered each year on Minimes beach** and at the heart of its Grand Pavois Beach area, with dinghy sailing, paddleboarding, kayaking and diving being particularly popular (introductory sessions in freediving and scuba diving) .... Not to mention the equipment presented by exhibitors. Even wetsuits are provided!

#### 6. A rich program of events with film screenings, appearances by authors, adventurers, and more.

A flurry of highlights at the Grand Pavois La Rochelle 2025 with **numerous screenings, meetings with film directors, adventurers, sailors sharing their experiences and stories...** In short, every day has its highlights with numerous themes covered, such as Our Oceans, Records, and The Great Voyage... Film screenings with Rorqual, featuring an incredible documentary about this cetacean, Inspi'Ré or Swimming Around the Island of Ré, Misol-Ha or the Art of Falling and Extreme Diving, In the Footsteps of Anita Conti, the story of Ecureuil d'Aquitaine II, not to mention fascinating round tables devoted to the open sea, preparing for a transatlantic crossing, plastic pollution... questions for a sailor, etc.

Here is the link to the program: [the programme - Grand Pavois La Rochelle](#)

#### 7. Fort Boyard: Guest of honor

A true jewel of heritage, Fort Boyard proudly represents the identity of Charente-Maritime, promoting it both in France and internationally. Conceived by Louis XIV, promoted by Napoleon I, and completed under Napoleon III, it has welcomed cinema legends such as Alain Delon and Lino Ventura, while challenging the most intrepid participants of the cult TV show "Fort Boyard." Unfortunately, as sturdy as it may seem, Fort Boyard has been battered by waves and time for several decades and is now under threat. To prevent it from falling into ruin, the **Charente-Maritime Department has embarked on a major project to preserve this monument** and has joined forces with the Heritage Foundation to launch a sponsorship campaign. Taking advantage of its status as guest of honor at the Grand Pavois La Rochelle 2025, this is an opportunity to mobilize as many people as possible: Let's save Fort Boyard!

Numerous activities are on offer: book signings and meetings, games with the Master of Time, exhibitors from Charente-Maritime, a Fort Boyard exhibition, and more.

**Key information:** Grand Pavois organization will donate €1 to the Heritage Foundation of the Fort Boyard for every entry ticket sold.

#### 8. Heading for employment at Grand Pavois La Rochelle

Once again, this is the clear objective of the La Rochelle Urban Community, which promotes a dynamic, job-creating and forward-looking nautical industry. It is important to note that more than 10,000 direct and indirect jobs are linked to the coastal industry in La Rochelle, making it a major economic pillar! At the "Cap sur les métiers du littoral" (Focus on coastal jobs) stand, the Urban Community, Pôle Emploi, Cap Emploi, the Mission Locale and the Espace Régional d'Information de Proximité will be on hand to provide information to the public (mainly job seekers and schoolchildren) and professionals. With discovery trails, job dating, and interactive practical workshops, this stand will be an opportunity to discover the different sectors of activity and meet recruiters, in order to meet the needs of local businesses for skilled labor.

It should be noted that a special day will be held on Thursday, September 25, dedicated to women involved in the maritime sector to encourage gender diversity in these professions.

#### 9. Practice for everyone with Handi Cap'Access!

**For the 15th year, the Comités Départementaux Sport Adapté 17, Handisport 17, and the Charente-Maritime department will provide information, welcome, and supervise people with disabilities and their loved ones who wish to discover and learn about water sports.** In 2024, 300 people sailed on sailboats and motorboats, and 407 visitors also benefited from preferential rates. This year, several boats will allow the public of all physical and mental abilities to sail for an hour and a half. A total of around 50 volunteers will take turns and numerous volunteer skippers and crew members will share the tasks during the three sea trips per day. The Handi Cap'Access stand at the Grand Pavois La Rochelle will be present in the Guest of Honor hall this year.

#### 10. Event boats, boats classified as Historic Monuments...

A sailboat passing from shadow to light with the incredible Magie Bleue schooner with self-supporting masts, emerging from many years of restoration; a sailboat setting sail "in the wake of Anita Conti"; Ecureuil d'Aquitaine II, the monohull winner of the first Vendée Globe... In the Heritage & Know-How Area, the spotlight will be on racing sailboats with incredible stories, such as 33 Export, reminding us of the crazy crewed races around the world, not to mention Bernard Moitessier's Joshua, which took part in the incredible first solo non-stop race around the world in 1968. Also worth noting is the presence of Damien, Gérard Janichon's sailboat (on display at the Grand Pavois La Rochelle), and Jérôme Poncet, who will set sail again in the footsteps of these skippers who

came before him! Several boats with incredible stories to tell will be on display in the Event Boats Area and the Heritage & Know-How Area.

### Main points:

Grand Pavois La Rochelle, the benchmark for all boat fans

Location: Port des Minimes in La Rochelle

Dates for 2025: Tuesday, September 23 to Sunday, September 28, 2025 – 10 a.m. to 7 p.m. except Sunday, when it closes at 6 p.m.

Visitors: 70,000 visitors expected over 6 days

Guest of honor: Fort Boyard

Themed areas for all interests: Boats on land and afloat, Multihull Area, Equipment Area, Services and Tourism Areas, Rental & Cruising Area (new), Heritage & Know-how Area (formerly Heritage & Tradition); Fishing & Grand Pavois Fishing area; Grand Pavois Beach (new); Event Boats area; Test Boats area; Guest of Honor area; Eco-navigation & Sustainable Innovations area with EDF, etc.

Access to photos : [Kit de communication 2025 - Dropbox](#) –Photos copyright: O. Blanchet and JM. Rieuepeyrou / GPO

Web : [Homepage - Grand Pavois La Rochelle](#)

Facebook : [www.facebook.com/GrandPavois](https://www.facebook.com/GrandPavois)

Instagram : @grand\_pavois\_official

Linkedin : @GrandPavoisOrganisation

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### GRAND PAVOIS ORGANISATION, CREATOR AND ORGANIZER OF NAUTICAL EVENTS!

GPO provides nautical events with tailor-made expertise, advice, know-how, and unique experience in France and abroad. GPO has close ties with the international professional nautical world thanks to its status as an association and its recognized expertise in the world of nautical events (offshore races, corporate events, trade show organization, etc.).

References: organizer of the Grand Pavois La Rochelle International Boat Show since 1973 (one of the top five international in-water 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), 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), Class40 World Championship (2010 and 2022), Transat 6.50 Charente-Maritime/Bahia - Mini Transat (France/Brazil, from 2001 to 2011), maiden voyages of Yannick Bestaven's Imoca 60 Maître CoQ V (2022), François Gabart's Macif (2011), Yannick Bestaven's Class40 Le Conservateur (2014), and more.

For more information: [www.gpoevents.com](http://www.gpoevents.com)

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