



September 2025

## GRAND PAVOIS LA ROCHELLE 2025 REVIEW: HIGH-QUALITY VISITORS AND DECISIVE BUSINESS EXCHANGES

- A more qualitative than quantitative audience with 59,000 visitors over 6 days
- A positive event for many specific shipyards and equipment manufacturers
- Short-term purchasing projects confirming interest in boating
- Numerous new products for 2026 unveiled exclusively
- An autumn event that consolidates its position as a must-attend boat show for both boating enthusiasts and professionals
- 2026 dates: Tuesday, September 22 to Sunday, September 27

### Key facts to remember:

Grand Pavois La Rochelle, to must-attend show for all boating enthusiasts

Port des Minimes, La Rochelle, France, Tuesday, September 23 to Sunday, September 28, 2025

59 000 visitors

Themed areas for all passions: Boats on land and afloat, Multihull Area, Equipment Area, Services and Tourism Areas, Charter & Cruise Area, Heritage & Know-how Area; Fishing & Grand Pavois Fishing Area; Grand Pavois Beach (September 25 to 28); Event Boats Area; Sea Trial Area; Guest of Honor Area; Eco-navigation & Sustainable Innovations Area

### A positive event for many sectors, reaffirming interest in boating and water sports

With 600 international brands from 53 different countries, 500 boats on display including 250 afloat, and numerous French, European, and world premieres, the Grand Pavois La Rochelle once again confirmed its role as a business show, a showcase for innovation, a trendsetter for tomorrow's boating, and a benchmark event for French and European markets. Attendance-wise, the international in-water boat show closed its 2025 edition with 59,000 visitors.

The quality of interactions and the high value of the exchanges were the hallmarks of this edition, providing exhibitors with high-potential contacts and significant business opportunities.

**Alain Pochon (President of Grand Pavois Organisation):**

*"The 2025 edition is satisfying, despite a very particular context. While overall attendance saw a slight decrease compared to previous years, the event confirmed its ability to attract a qualified and motivated audience. This trend was especially evident in the success of several niche shipyards. Specializing in highly specific segments—from fully customized cruising sailboats, performance cruisers and long-distance yachts to innovative eco-friendly units, RIBs and leisure fishing boats, and boats for specific uses, these players manage to capture attention and secure significant business deals.*

*Beyond attendance figures, the show demonstrated its real value as a targeted networking platform, offering exhibitors the chance to meet visitors with concrete projects, many of whom appeared ready to move quickly on purchases. The summer's favorable weather also logically boosted the desire to sail as early as next spring.*

*This edition also confirmed the growing importance of innovation and differentiation as levers of competitiveness in the boating industry. In short, despite lower attendance, the vitality of several shipyards illustrates the sector's dynamism and opens promising perspectives for the coming editions.*

*There were indeed orders and purchases, which is a very encouraging sign for the industry. Many professionals also expressed their satisfaction, particularly in the equipment sector, where some exceeded their objectives. This confirms that The Grand Pavois show is a key date for our profession. Grand Pavois La Rochelle, the last major in-water boat show in France this year, clearly remains a must-attend event - accessible to all shipyards and boating professionals - with an unbeatable cost-to-benefit ratio. It has always been our strong commitment to ensure that every professional in the boating industry has the opportunity to be here as an exhibitor."*

**Key highlights...**

*"The presence of prominent figures at this year's Grand Pavois La Rochelle was also a major strategic asset, adding visibility, credibility, and attractiveness. Public figures, opinion leaders, institutional representatives, and industry ambassadors all helped strengthen the event's image and expand its media reach.*

*We are honored to welcome personalities as the member of the ministry of Maritime Affairs, Fisheries, and Aquaculture Ministry, the President of the French Nautical Industries Federation, President of the French Sailing Federation, the President of the Guadeloupe Region, various champions and adventurers and a major Chinese delegation that stayed for several days and with whom Grand Pavois Organisation is developing several projects.*

*Beyond media impact, the involvement of these personalities embodies recognition and legitimacy for the event. Visitors see the added value of an event that mobilizes influential stakeholders, while exhibitors benefit from a platform that enhances their projects and innovations.*

*This edition also featured a roundtable on "Sustainable Maritime Industry," focusing on bio-based materials and electric propulsion - a real success - as well as the new edition of the Nautical Innovation Awards. Two highlights that once again confirm Grand Pavois La Rochelle as a benchmark event for today's and tomorrow's boating."*

**Loyal and supportive partners...**

*"Grand Pavois Organisation and its Board of Directors would also like to thank all the public partners the Nouvelle-Aquitaine Region, the Charente-Maritime department, and the town and Metropolitan Authority of La Rochelle, as well as the Marina of La Rochelle. Their support is crucial, and it is important to remember that Grand Pavois La Rochelle is also a key economic player for these territories. Our success highlights local industries, creates jobs, and generates concrete, direct benefits for many professionals.*

*Since its creation, Grand Pavois La Rochelle has been an association, and we remain committed to aligning with the market's and industry professionals' expectations. We also extend our gratitude to all our private partners."*

**Looking ahead to 2026**

*"Now all eyes are on Grand Pavois La Rochelle 2026, which will take place from Tuesday, September 22 to Sunday, September 27 at the Port des Minimes in La Rochelle."*

**Here is the link to the photos:**

[Grand Pavois 2025 Review - Google Drive](#)

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## **GRAND PAVOIS ORGANISATION – CREATOR AND ORGANIZER OF NAUTICAL EVENTS**

GPO brings tailor-made expertise, consulting, know-how and unique experience to the organization of nautical events in France and abroad. Thanks to its non-profit status, GPO maintains a close relationship with the international boating industry and is recognized for its expertise in nautical event management (offshore races, corporate events, trade shows, etc.).

### **References:**

- Grand Pavois La Rochelle International In-Water Boat Show since 1973 (Top 5 international in-water shows)
- Nice Boating Tomorrow (France, 2026)
- Salao Nautico de Salvador with Grand Pavois (Brazil, 2023)
- Les Nauticales in La Ciotat (France, 2013–2021)
- Shenzhen China International Boat Show (China, 2009–2011)
- Rallye des Iles du Soleil (since 2017)
- Défi Atlantique Guadeloupe / Horta / La Rochelle (2019, 2023)
- Class40 World Championship (2010, 2022)
- IFBSO / ICOMIA Congress (La Rochelle, 2024)
- IMOCA 60 naming ceremonies: Yannick Bestaven's *Maître CoQ V* (2022), François Gabart's *Macif* (2011), Yannick Bestaven's Class40 *Le Conservateur* (2014)...

More info: [www.gpoevents.com](http://www.gpoevents.com)

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