



June 2026

## « START BOATING », A NEW DEDICATED AREA AT GRAND PAVOIS LA ROCHELLE 2026

The international in-water boat show “Grand Pavois” La Rochelle, France will take place from September Tuesday 22<sup>nd</sup> to Dimanche 27<sup>th</sup>.

**Grand Pavois La Rochelle 2026 is innovating once again. Following the launch of the new “Boat trip Experience Area” area, designed to give visitors the opportunity to enjoy a real on-water experience, Grand Pavois Organisation will unveil another major initiative at the 54th edition of the internationally renowned in-water boat show: “Start Boating”, a new area dedicated to making boating accessible to everyone.**

### Opening the Door to Boating

While Grand Pavois Organisation’s mission has always been to meet the expectations of boating enthusiasts, it is equally committed to attracting new audiences and encouraging people to discover the wide range of activities the marine leisure sector has to offer.

The objective is clear: to create a new generation of boaters.

The new **“Start Boating”** area has been designed to address several key barriers that currently prevent many visitors from turning their interest in boating into actual ownership or regular participation. The ambition is to transform Grand Pavois La Rochelle from a traditional exhibition into a genuine gateway to boating.

### Why Create a “Start Boating” Area?

The concept is simple: to demonstrate that boat ownership is more accessible than many people imagine.

Visitors will discover that:

- Affordable boats do exist
- Buying a boat can be no more complicated than purchasing a car, caravan or motorhome
- Training and onboarding support are widely available
- Modern technologies make navigation easier than ever
- Financing and insurance solutions are readily accessible
- Learning to boat is straightforward and open to everyone

In short, boating is achievable, enjoyable and within reach.

### **Demystifying Boat Ownership**

A carefully selected range of boats priced below **€35,000 including VAT** – the maximum price set by Grand Pavois La Rochelle for this area – will be showcased.

The aim is to highlight the diversity of affordable boating options while presenting them in a premium and inspiring environment. The boats will be displayed ashore alongside pontoons, recreating the atmosphere of a marina.

### **Responding to New Consumer Trends**

Younger generations increasingly favor access over ownership, flexibility over long-term commitment, and local leisure experiences.

To reflect these changing expectations, the area will present a wide variety of boating solutions, including:

- Traditional ownership
- Co-ownership schemes
- Shared ownership programs
- Lease-to-own options
- Boat clubs
- Charter-management solutions

Today, there is a boating solution for virtually every budget and every level of usage, whether visitors wish to become owners or simply enjoy regular access to a boat.

### **Expanding the Boating Market**

The initiative also seeks to challenge outdated perceptions of boating as an exclusive, highly technical activity reserved for experienced enthusiasts.

The area is designed to appeal to:

- Families
- Young adults and first-time buyers
- Active professionals
- Active retirees
- Watersports enthusiasts looking to move into boat ownership

The message is simple: boating is an accessible leisure activity, and solutions exist for everyone.

### **Turning Interest into Action**

Many visitors come to a boat show to dream. Grand Pavois La Rochelle wants them to leave with a concrete plan.

Visitors will be able to obtain:

- Budget estimates
- Insurance information

- Berth and marina guidance
- Training opportunities
- Tailored advice and personalized pathways into boating

The area aims to become a genuine conversion hub, helping visitors take the next step towards boating ownership or participation.

### **Addressing the Berth Availability Question**

One of the most common questions asked by prospective buyers is:

*"I'd love to buy a boat, but where would I keep it?"*

The "Start Boating" area will help answer that question by bringing together:

- Marinas
- Dry-stack storage facilities
- Mooring operators
- Storage solution providers

Visitors will gain practical guidance and access to real solutions.

### **Encouraging Generational Renewal**

The boating industry must continue attracting younger generations, first-time owners and new participants.

"Start Boating" is designed to serve as a true entry point into boating, helping develop the next generation of recreational sailors and motor boaters while supporting the long-term growth of the marine industry.

### **A Strategic Initiative for the Entire Boat Industry**

Ultimately, this new feature aims to remove the psychological, technical, financial and logistical barriers that prevent thousands of visitors from becoming boaters.

Boat builders, training organizations, boat clubs, financing specialists, insurers and service providers will come together within a dedicated information platform designed to guide visitors through every stage of their boating journey.

An ambitious initiative, but one that perfectly reflects Grand Pavois La Rochelle's commitment to innovation, industry support and the development of new boating audiences.

### **Anaïs Lheureux, General Manager of Grand Pavois La Rochelle:**

*"The boating industry must continue moving forward and adapting to changing expectations. Grand Pavois La Rochelle has a responsibility to demonstrate that boating is not an unattainable dream. This new area is designed to become a genuine gateway to boating, helping visitors overcome misconceptions while providing practical guidance and support. Boating is evolving, and as an international boat show, we must evolve with it. 'Start Boating' on land is the perfect complement to our new "Boat Trip Experience Area" area afloat."*

**INTERVIEW REQUESTS: PHONE : +335 46 44 46 39 –PRESS OFFICE**

**[LINK GOOGLE DRIVE FOR ROYALTY-FREE PHOTOS AND OFFICIAL SHOW VISUALS](#)**

Photo Credits: O. Blanchet and J.-M. Rieuepeyrou / GPO

### Key Facts

Grand Pavois La Rochelle, the one for real fans

Venue: Port des Minimes, La Rochelle, France

Dates: Tuesday 22 September to Sunday 27 September 2026 10:00 am to 7:00 pm (Sunday until 6:00 pm)

Attendance: 70,000 visitors expected

Guest of Honour: Japan

Exhibition Areas: Boats ashore & afloat · Multihulls · Equipment · Services · Charter & Cruising · Heritage & Know-how · Fishing & Grand Pavois Fishing Competition · Grand Pavois Beach · Sea Trials · Guest of Honour Pavilion · Eco-Boating & Sustainable Innovation (with EDF) · **Boat trip experience Area (NEW) · Tourism Area (NEW) · Start Boating Area (NEW)**

More information: [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 ORGANISER OF NAUTICAL EVENTS!

Grand Pavois Organisation (GPO) provides the nautical and marine industries with tailor-made expertise, consultancy services, know-how and unique experience in the organization of nautical events in France and internationally.

As a non-profit organization, GPO maintains close ties with international marine industry and has developed recognized expertise in nautical event management, including offshore sailing competitions, corporate events and boat show organization.

References: Organizer of Grand Pavois La Rochelle International In-Water Boat Show since 1973, Nice Boating Tomorrow 2026 (France), Salao Nautico de Salvador (Brazil, 2023 & 2024), “Les Nauticales” Boat Show, La Ciotat (France, 2013–2021), Shenzhen China International Boat Show (China, 2009–2011), Partner of the China Qinhuangdao Aranya-Westport (Grand Pavois) International Boat Show 2025 & 2026, Rallye des Îles du Soleil (since 2017), Défi Atlantique Guadeloupe / Horta / La Rochelle (2019, 2023 & 2027), Class40 World Championship (2010 & 2022), Transat 6.50 Charente-Maritime/Bahia – Mini Transat (France/Brazil, 2001–2011), Naming ceremonies for Imoca 60 *Maître CoQ V* of Yannick Bestaven (2022), *Macif* of François Gabart (2011), Class40 *Le Conservateur* of Yannick Bestaven (2014), Inauguration of Chantier de l’Arsenal / Yacht Concept (La Rochelle, 2026)

More information: [Homepage - Grand Pavois Organisation](#)

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