



Press release – 29th September 2026

GRAND PAVOIS LA ROCHELLE 2026 REVIEW: AN EDITION CONFIRMING THE APPEAL OF BOATING AND THE IMPORTANCE OF ATTRACTING NEW AUDIENCES

With 600 international brands from 50 different countries, 500 boats on display – including 250 afloat – numerous highlights and new areas designed to make boating easier to discover and access, Grand Pavois La Rochelle once again confirms its position as a business-focused event, a showcase for new products, a meeting place for tomorrow's boating trends, and a leading reference for the French and European boating industry.

The international in-water boat show closed its 2026 edition with 59,000 visitors.

Alain Pochon, President of Grand Pavois Organization:

“We are particularly pleased with this 2026 edition, which closed with 59,000 visitors. Attendance was identical to 2025, although visitor flows varied from one day to another and across different visitor categories.

Above all, we have seen a genuine rejuvenation of our audience, with more younger generations attending, which was clearly one of our objectives. We know how important it is to attract new boaters and first-time buyers for the entire boating industry, and we can say that our new “Start boating” and “Boat Trip Experience” areas were a great success.

Grand Pavois La Rochelle also confirmed its ability to attract a highly qualified and motivated audience. The show reflects our industry: dynamic and capable of meeting a wide range of expectations.

The strong interest this year in small motorboats is particularly significant. Access to boating and boat ownership remains a key issue when it comes to renewing the boating community. This segment offers a wide range of versatile, accessible boats suited to different uses: day trips, family leisure, fishing, water sports or simply discovering the pleasure of boating.

We also saw genuine interest and strong purchasing momentum in this category, which represents the vast majority of boat registrations across France and Europe. This is an encouraging sign for our industry and is helping to generate renewed momentum.

The same applies to 10- to 12-metre racer-cruiser sailing yachts, which remain an important segment. I would also like to highlight the presence of two multihull pontoons, as well as the high-quality range of boats designed for long-distance cruising. In this particular area, I believe we are the in-water show offering the finest selection.

In conclusion, despite a challenging economic environment and the prospect of the upcoming presidential election in France, which always tends to create a certain degree of wait-and-see attitude, we recorded sales and a significant level of business across many sectors.

This 54th edition has showcased a dynamic and entrepreneurial boating industry that is determined to continue opening its doors to new audiences.”

Two new areas designed to open boating up to new audiences

The 2026 edition marked a new milestone with the creation of two themed areas: “Boat Trip Experience” and “Start Boating.”

Designed to make boating easier to discover and to meet the expectations of people who are not yet boaters or boat owners, these new areas aimed to inspire visitors to get out on the water and support first-time buyers with their projects.

Advice, opportunities to discover different boating activities, sea trips, discussions with professionals and presentations of the various ways of accessing the sea: the objective was clear – to demonstrate that boating can be accessible, diverse and suited to a wide range of profiles.

This approach forms part of Grand Pavois La Rochelle’s broader commitment to introducing boating to new audiences while retaining existing boaters.

Both new areas proved to be a successful addition to the event.”

Key highlights

“The presence of iconic boats, including the four Pen Duick yachts owned by the famous French sailor Eric Tabarly, as well as a number of high-profile personalities, was also a major strategic asset for Grand Pavois La Rochelle.

Their participation brings visibility, credibility and attractiveness to the event. Famous sailors, opinion leaders, institutional representatives and industry ambassadors all contribute to strengthening the show’s image and extending its media reach.

We also welcomed numerous champions, skippers and adventurers throughout the event.

An important Chinese delegation from Qinhuangdao also attended the show for several days. The Grand Pavois Organization team is currently working on several projects with them.

It is also worth highlighting the sixth edition of the round table organized by EDF, the French energy company, on “Sustainable Maritime Activities,” which was once again a great success, as well as the seventh edition of the Nautical Innovation Awards. This year’s edition was held under the patronage

of Laurent Ballesta, renowned French photographer, diver and naturalist biologist, known for his work on marine ecosystems and underwater biodiversity.

These two events demonstrate the importance of Grand Pavois La Rochelle as a key meeting place for the boating industry of today and tomorrow.”

Committed and long-standing partners

Grand Pavois Organisation and its Board of Directors would also like to thank all our public partners, including the Région Nouvelle-Aquitaine, the City of La Rochelle and the Port of La Rochelle.

Having these public partners by our side is extremely important to us. Their continued support plays a key role in enabling Grand Pavois La Rochelle to pursue its mission and support the development and visibility of the boating industry.

As an association-based organization since its creation, Grand Pavois La Rochelle remains closely connected to the needs and expectations of the boating industry and its professionals. This commitment is at the heart of our approach and guides the continued development of the event.

Grand Pavois Organisation would also like to thank all its private partners for their continued support and commitment.

Grand Pavois 2027

Grand Pavois La Rochelle will return from **Tuesday 21 to Sunday 26 September 2027** at Port des Minimes in La Rochelle, with preparations for the next edition already underway.

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

Visitors: 59,000

International brands: 600

Countries represented: 50

Boats on display: 500, including 250 afloat

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

Instagram: @grand_pavois_official

LinkedIn: @GrandPavoisOrganisation

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](https://www.grand-pavois.com)

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