

# YACHTING FESTIVAL



CANNES

40<sup>th</sup> EDITION  
**12-17 SEPTEMBER 2017**



## **THE CANNES YACHTING FESTIVAL SUCCESSFULLY CELEBRATES ITS 40<sup>th</sup> ANNIVERSARY**

### ***For immediate distribution, September 2017***

It was an exceptional year for the Cannes Yachting Festival which closed its doors on its anniversary edition on Sunday 17 September after having brought together, over six days and across two of Cannes' ports, 528 exhibitors, 600 boats ranging from 2.1 to 65 metres including 214 new vessels, and 50,000 visitors.

For its fortieth anniversary, the exhibition further strengthened its position as Europe's largest in-water nautical exhibition. On the business side, exhibitors expressed great satisfaction right from the start of the exhibition and, at the end of the six open days, confirmed that they received a quality, informed and increasingly international clientèle (with the return of Russian and Asian clientèle and new clientèle coming from eastern European countries), looking to discover new products and eager to finalise a purchase. An indication of this enthusiasm is that some boat builders are predicting a return in their sales to the level attained before the 2008 crisis.

For its 2<sup>nd</sup> edition, the Luxury Gallery, which brought together just under 30 exhibitors dedicated to luxury, crafts and lifestyle in the Palais des Festivals, enchanted visitors with the quality of the presentation of its stands and the variety of the offer on show. A very positive assessment judging by the feedback from exhibitors who were delighted to meet quality and demanding visitors and establish positive contacts. Several luxury brands have already declared their intent to be present at the Cannes Yachting Festival 2018.

The undeniable dynamism of the festival for exhibitors in terms of orders also saw very significant economic benefits for the local and regional players. Calculated for the first time in the history of the exhibition, these benefits have been assessed at **€58m\***. Service providers associated with the organisation or serving exhibitors also saw turnover of more than **€21m** while the benefits for the tourism sector reached **€37m\*\*** over the 6 days of the festival.

\*The economic benefits have been assessed by the *Calculateur de Performance Globale*, developed by UNIMEV (Union Française des Métiers de l'Événement) and the *Comité Régional du Tourisme Paris Ile-de-France*, based on a methodology built in conjunction with the *Ministère de l'Économie* and audited by EY (Ernst & Young).

\*\*Hotels - 11 million, restaurants and catering - 5.6 millions, local transport - 2.3 millions, retail - 4.7 million, national and international access transport - 12.6 million

## 40th ANNIVERSARY CELEBRATIONS AT THE FESTIVAL

Excitement was at a peak during the **official opening**. Alongside David Lisnard, Mayor of Cannes, Thierry Voisin, President of the Commission Maritime de la CCINCA and Michel Filzi, President of Reed Expositions France, François Bourey, representing his mother, Madame Jacqueline Bourey, founder and Honorary President of the Cannes Yachting Festival, spoke of his happiness and emotion to see the extraordinary development of the festival both in terms of size and quality since its beginnings.

Some thousand guests attended the **evening party** on the hotel Majestic beach to celebrate the 40th anniversary of the Cannes Yachting Festival. Exhibitors, partners and VIPs enjoyed a magical moment of conviviality and good humour. During the evening, Arie de Boom, Azimut, Euromed and Jeanneau were all honoured for their continuing loyalty to the Cannes Yachting Festival since its origins.

In partnership with the Cannes Yachting Festival, Port Pierre Canto inaugurated its **“maritime Walk of Fame”** on Wednesday 13 September in the presence of **Armel Le Cleac’h**, winner of the Vendée Globe 2016, and **Philippe Poupon**, winner several times of the Solitaire du Figaro and of numerous races. Both navigators left their footprints on the Port Canto quayside.

Another first in the history of the Cannes Yachting Festival saw the **“RED ARROWS”, the aerobatics display team of the ROYAL AIR FORCE**, perform a flypast over the Vieux Port de Cannes on Friday 15th September, to open the 4th day of the exhibition. This event was made possible thanks to Sunseeker, the leading British boat-builder and a loyal exhibitor at the Cannes Yachting Festival and sponsor of the Royal Air Force **“Red Arrows”**.

### PORT PIERRE CANTO

The first phase in a development of the Cannes Yachting Festival on Port Pierre Canto, sea and land links were increased this year.

On the water, in addition to two boats with a capacity of one hundred people providing a shuttle service for the general public and two Wajer Yachts tenders reserved for VIP visitors, a **“taxi Canto”** service with three departure points from the Vieux Port bolstered the maritime links.

On land, a bus service with departures every 30 minutes provided the connection between the Vieux Port and Port Pierre Canto.

These new features saw an increase in the flows on Port Canto offering many more visitors the chance to discover the 50 yachts from 22 to 65 metres on show in the **“Brokerage”** sector and also to explore the 2<sup>nd</sup> **“Toys”** area.

### CONCOURS D'ÉLÉGANCE

Initially scheduled for Thursday 14 September at 5pm, capricious weather conditions meant this event had to be rescheduled for Friday morning at 11am. 10 boats, from 4.5 to 11 metres, built between 1954 and 2017, paraded on the foreshore of the Cannes Yachting Festival in front of the jury and an ever wider audience.

During the awards ceremony, the winners received prestigious gifts offered by the partners of the event: Frédérique Constant, manufacturer of luxury timepieces, la maison Fred and les champagnes Louis Roederer.

*For more information, visit [www.cannesyachtingfestival.com/en/the-show/Concours-dElegance2017/](http://www.cannesyachtingfestival.com/en/the-show/Concours-dElegance2017/)*

## PARTNERSHIPS

For its 40<sup>th</sup> anniversary, the loyal partners of the Cannes Yachting Festival, Musto, Wajer Yachts and Azur Hélicoptère, were joined by new internationally renowned major brands including car manufacturer Maserati, the creator of outdoor furniture Ethimo, la maison Dalloyau and Champagne Louis Roederer. A new phase has thus begun, offering visitors an unforgettable experience.

During the 2017 event, Suzuki Marine outboard motors equipped the two traversantes enabling their opening and closing. The Cannes Yachting Festival's "sea" team was in charge of welcoming the boats and supervising the water plan using RIB from Yamaha.

## VIP SERVICES

The VIP programme, available in four different options to visit the Cannes Yachting Festival "a little, a lot, passionately" was once again a resounding success. Depending on their chosen option, these privileged visitors were offered exclusive and tailor-made services provided by the festival partners.

## KEY FIGURES FROM 2017

### VISITORS

**50,000** visitors

**580** journalists

### EXHIBITORS

**528** exhibitors (60% from abroad)

**45%** of the exhibitors were boat builders/importers

**55%** come from other activity sectors (equipment manufacturers, brokers, service providers, etc.)

### BOATS

**600** boats from 2.1 to **65m**

**214** new boats and yachts presented for the first time at the Cannes Yachting Festival with **108** on view for the first time in the world

**45** second-hand boats between 22m and 65m on show in Port Pierre Canto

**148** over **20** metres long

**103** sailing boats (17%)

**43** multihulls, including **11** motor yachts

### TECHNICAL INFORMATION

**2** ports

**10** km in overall boat length

**3** of floating pontoons installed

**4** traversantes: floating pontoons fitted with a central section that can be closed to allow visitors to cross the port

NEXT DATES

**YACHTING  
FESTIVAL**  
  
**CANNES**

**11-16 SEPT 2018**

**Vieux Port & Port Canto**

## NOTE TO EDITORS

About REED EXPOSITIONS FRANCE - [www.reedexpo.fr](http://www.reedexpo.fr)

Reed Expositions is present in 20 industry sectors and runs 40 leading events including Batimat, EquipHotel, IFTM-Top Resa, Expoprotection, Pollutec, SITL, Maison & Objet\*, Fiac and Paris Photo and just as many internet sites. Reed Expositions provides its clients with contacts, content and networks to speed up their development. Over 24,000 businesses and 1.43 million French and international buyers attend Reed Expositions events.

Reed Expositions is part of the Reed Exhibitions group, the world's leading trade show organiser and the market leader in France with over 50 events and 2 subsidiaries, Reed Expositions France and Reed Midem.

\*organised by SAFI, a subsidiary of Reed Expositions and Ateliers d'Art de France

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## INFORMATIONS

[www.cannesyachtingfestival.com](http://www.cannesyachtingfestival.com)

### Photos & videos

[CLICK HERE](#)

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