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EVENT Strong sales recorded at Southampton show

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Several exhibitors have reported year-on-year increases from last year's event



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The 2016 Southampton Boat Show drew to a close on Sunday with organisers, exhibitors, sponsors and visitors all hailing the show a great success. More than 109,000 visitors were in attendance.

There were 82 UK debuts and 40 new boats and products at the show, which ran from September 16-25 at Mayflower Park. In total some 750 boats were on display, with over 330 sailboats and high-performance powerboats on the water.

"Some serious business has been achieved across most product sectors at this year's show, including multi-million pound deals," says Murray Ellis, British Marine Boat Shows MD. "Many companies have been reporting year-on-year increases from last year's show."
















Sean Robertson, sales director at Sunseeker International, described the show as excellent. "We've enjoyed a really positive event with over £45m of confirmed retail orders and an expected £10m of additional orders to be agreed in the next few days."

Sunseeker launched five new models in 2016 – the 131 Yacht, 95 Yacht, 116 Yacht, 68 MK II and Manhattan 52. [As reported by IBI earlier this month](#), the company also moved back into profit in the second quarter of 2016 with a forecasted overall return to profit for the full year.

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The next five years will see a massive £50m of investment spent across new products, improved shipyard facilities and continued recruitment.

Antoine Chancelier, area sales director for Jeanneau, was also impressed with the show. "The quality of visitors has been excellent and our sales figures are up on last year's event," he says. "We came in to the show cautious of the market due to the recent referendum but our success at the show has just gone to demonstrate the confidence that's out there in our industry."

Many of the smaller leisure marine firms also reported strong sales. "Last year was absolutely fabulous for Marine Teak, but this year has been even better with an increase in sales of 43%," says Luke Smith at the UK-based firm.

"We've made the biggest turnover ever on the stand here at the boat show," adds Giles Weston, managing director at Furnezus Riddall & Co. "Sales are being made on the spot with invoices written, sent and completed."

Geoff Andrews, UK & Eire sales manager at Sebago, said that sales figures at the event were up 37% on last year. "We have definitely seen a better quality of visitor at this year's show. That, coupled with our new stand and fantastic product range, means that we've had our best show in five years."

The next Southampton Boat Show will be held from September 15-24, 2017.

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