

# LONDON YACHT SHOW RESCHEDULED TO 2020

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**London – 5<sup>th</sup> April 2019** - The organisers of the London Yacht Show have today announced the postponement of the 2019 edition of the event until 2020 to ensure the delivery of a high quality on-water show, with the scale and breadth to attract full participation of the industries it is aimed at.

Following extensive consultation with key stakeholders and brands within the UK yachting industry, the event had been rebranded and relaunched with a focus on the high-end boating and luxury goods market - building on the previous **London On Water Show**.

With this greater focus and ambition, the **London Yacht Show** was scheduled to launch at the prestigious St. Katharine Docks in the heart of London from 8-12<sup>th</sup> May 2019. Providing the opportunity to showcase yachts on water, alongside a floating luxury pavilion, the show was intended to create a unique experience for exhibitors and visitors alike.

The event was launched to the market in December 2018 and generated a huge amount of industry interest and excitement, with many of the UK's largest yachting brands signing up for the show and numerous other luxury stakeholder's pledging support and commitment.

**Andrew Williams, President Maritime Group, said:**

“Since an initial burst of interest in the London Yacht Show, take-up has slowed from some segments of the industry and from luxury brands. And so, with just over a month to go until the planned launch, overall commitment to the event is not at the level

required to deliver a show with the profile, scale and market breadth the industry asked for and deserves in London. Following extensive consultation with key stakeholders, we therefore believe it is in everyone's interest to postpone the show until next year."

**He added:** "We are all now very focused on delivering a great event and experience in 2020, creating a unique experience for visitors and a leading UK showcase for exhibitors within the growing, international yachting, boating and luxury markets."

**Ends**

**For all media enquiries, please contact:**

Emma Howell, Head of Marketing, London Yacht Show.

Tel: 01206 201552 | Email: [emma.howell@ubm.com](mailto:emma.howell@ubm.com).