



MEDIA RELEASE

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Jersey Boat Show heralded a success!

The first ever Jersey Boat Show has been heralded a success by visitors, exhibitors and the organisers.

Early indications suggest that millions of pounds-worth of new boats were sold during the three-day event, which attracted an estimated 12,000 Islanders and tourists.

Assistant Minister for Economic Development, Deputy Alan Maclean, said: "Not only have we put on a maritime festival that has provided entertainment for Islanders and visitors, but it has also been hugely successful in promoting the significant opportunities offered by our marine leisure industry.

"There are strong indications from exhibitors that the show will result in several million pounds worth of sales varying from small dinghies to large high-value yachts. Jersey Harbours has been able to find additional berths as required and from a business perspective the show is part of a continuing relationship between Jersey Harbours and the many firms involved in the marine industry."

More than 7,500 visitors went on to the pontoons, where they were able to climb onboard the 57 yachts on display. In addition, many more thronged around the varied exhibition stands and food outlets. Children and families also enjoyed the nautical treasure hunts and story telling.

Initial findings from visitor surveys conducted over the three days reported a "fantastic atmosphere" and a "great chance to actually get on board boats" rather than seeing them from a distance.

The findings also suggest that many visitors came to Jersey as a direct result of the show.

Martin Bralsford, Chairman of the event sponsors Collins Stewart Wealth Management, said: "We also sponsor the London Boat Show and, even measured against that high benchmark, Jersey Boat Show has been an undoubted success. This is made all the more remarkable in view of the short lead time in which the show has been organised. To have attracted one in six Islanders over three days is a huge achievement, and we are already looking forward to talking to Jersey Harbours about next year's event."

Senator Frank Walker said: "The show has been a triumph for all concerned. It has exceeded all expectations and is a great tribute to the work that the Harbours team – with its trade partners – have put into conceiving and delivering such an event. It must surely now be a launch pad for further shows and a significant step forward for Jersey's marine leisure industry."

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NOTES TO EDITORS

For more information and to arrange interviews, please contact Deputy Alan Maclean on 07797 719202.

7,683 visitors were counted on to the pontoon by organisers as part of health and safety controls. Organisers estimate that an additional 4,500 visitors enjoyed the many shore-side exhibits, stalls and activities.