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For immediate release

London hosts a bustling Boat Show despite the snow

Footfall at the London Boat Show is up 17% on this time last year, according to Practical Boat Owner Magazine. Over 28,000 boat lovers have already attended, with the busier weekend period still to come.

Yachting Pages, provider of the superyacht industry's leading directory (available in print and online) attended the show. James Williams, sales executive, said, "It's fantastic to be able to see so many thriving British and international companies on our doorstep."

"The UK's marine industry is a vast and economically important sector, employing 90,000 people in over 5,000 businesses. This event was our chance to meet many providers of superyacht-specific goods and services face to face, many for the first time."

The London Boat Show's diverse exhibitor list includes yacht charterers, superyacht crew training organisations, interior designers and marina management firms alongside innovative producers of superyacht tenders and toys.

Many superyacht companies who feature in Yachting Pages also appreciate the value and exposure of the show, such as Sevenstar Yacht Transport, Ocean Training and Seajet Paints.

Julia Budniak, marketing manager at Yachting Pages said, "International events are great but to have many significant players in the superyacht world come to London is even better."

"Yachting Pages is also looking to strengthen its industry and commercial ties with UK-based businesses, and London offers the perfect opportunity to do just that."

Princess Anne was the show's royal guest yesterday, while other celebrities spotted in the crowds include BBC Radio 2 Breakfast Show star Chris Evans, BBC Formula 1 commentator Suzi Perry, sailing legend Sir Ben Ainslie, current affairs commentator David Dimbleby and English Tenor Alfie Bow.

The show continues until 20th January and those buying a ticket from Thursday 17th January also enjoy access to four other shows – the London Bike Show, the Outdoor Show, the Active Travel Show and the Luxury Brand Show.

For further information about Yachting Pages, visit <http://www.yachting-pages.com/>.
For details about London Boat Show, visit www.londonboatshow.com.



Notes to Editors

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Yachting Pages

Yachting Pages is the world's leading superyacht directory. It is produced annually for captains, crew and customers in the superyacht industry in three editions which cover the Mediterranean; the USA and Caribbean; and Australasia. 60,000 directories are distributed annually, often by hand, to superyacht captains, crew and related business in over 90 countries. To get a free copy or find a local stockist, visit <http://www.yachting-pages.com/getacopy/>. Download e-book versions of Yachting Pages here <http://www.yachting-pages.com/content/digital-books.html>.

www.YachtingPages.com

YachtingPages.com is the world's largest superyacht-related search engine. With over 12,000 verified listings you can search, find and refine everything you need in the superyacht industry from provisioning companies in Cannes to a refit in Florida. It features port and marina information, reviews, news and the e-book versions of its print directories.

Yachting Pages Delivers

Yachting Pages Delivers is a specialised distribution service that hand-delivers company promotional material, including brochures, magazines and leaflets directly to prime superyacht captains, crews and businesses from Marseille (France) to Livorno (Italy). It is designed for anyone who wants to connect with key players in the Riviera's superyacht industry. To book a scheduled or tailored delivery, contact: simon.brooks@yachtingpages.com or call +33 610 58 18 39.

Superyacht Owners' Guide (SYOG)

The Superyacht Owners' Guide (SYOG) is Yachting Pages' premium product. A sleek, hard-backed



book, it's produced annually and is packed with authoritative features, advice and content for superyacht owners, captains, and key decision makers, with editorial input from the industry's most respected figures.