



**BARCLAYS JERSEY
BOAT SHOW 2015**

SATURDAY 2 - MONDAY 4 MAY



**Jersey
BOAT SHOW 2015**

Sponsored by
 **BARCLAYS**

NEWS RELEASE

Monday 04 May 2015

Another Successful Year for Jersey's Largest Free-Entry Event

Thousands of people flocked to the eighth Barclays Jersey Boat Show this Bank Holiday Weekend, with organisers saying that in terms of content and exhibitor participation it has been one of the best shows yet.

Despite the mixed weather, which did have an effect on visitor numbers to the show on the opening day the event continued to attract crowds to St Helier Marina over the three days, especially on Sunday, which is traditionally the busiest day, taking advantage of a number of activities available. These included super yachts and watercraft on the pontoons in St Helier Marina, visiting Royal Navy vessels, a packed programme of water and land based activities, a large selection of landside exhibitor stands, delicious food and refreshments as well as an extensive stage entertainment programme. Such is the continuing popularity of the show among participants, exhibitor spaces were at capacity and organisers once again extended the arena into Weighbridge Place, to allow for a static display by the Royal Navy and Army, including an appearance by a Lynx Helicopter.

The Barclays Jersey Boat Show remains the largest free entry event in the Channel Islands and is organised and promoted by Ports of Jersey. Its ability to stage a show of this size and provide free entry is thanks to the continuing financial support by sponsors, including title-sponsor Barclays.

Although the large scale and nature of the show make it impossible to count exact numbers, organisers installed 'counters' at each of the entry points to the arena and pontoons to register attendance levels. Although Saturday's weather is expected to have an effect on overall weekend figures compared to previous years, Sunday's show did record the largest ever number of pontoon visitors with in excess of 5,000 in one day. At present, organisers estimate that the total number of visitors to the show over the three days was in excess of 24,000 although that figure is expected to be confirmed in the coming days.

Ports of Jersey is delighted with the success of this year's show, which it puts down to the continuing support and commitment of its sponsors and participants as well as the high level of interest shown by both residents and tourists coming down to take advantage of the activities on offer and the tremendous festival atmosphere it creates.

Early indications from exhibitors, in particular marine leisure traders on the pontoons, report positive sales with a number of genuine enquires and follow-ups. The exact level of business the event has generated is yet to be provided to the Ports but there is every indication it will be consistent with previous years.

On behalf of Ports of Jersey, Group Commercial Director, Myra Shacklady, said: "We are delighted to report another successful year for the show. As an outdoor event organiser the one thing you cannot guarantee is the weather but despite the less than favourable weather conditions in parts over the weekend this did not deter the many thousands of people coming down to support the show and showcase Jersey's community spirit at its very best. We are grateful for everyone's continuing support and the feedback we have received indicates that overall the show was very well received, which is very encouraging".

Thanks to the continuing support of its title-sponsor, Barclays, the show is due to take place again in 2016 over the May Bank Holiday weekend and will be formally launched in September this year.

-Ends-

