



**BARCLAYS JERSEY  
BOAT SHOW 2016**

SAT 30 APR - MON 2 MAY



**Jersey  
BOAT SHOW 2016**

Sponsored by  
 **BARCLAYS**

## NEWS RELEASE

### **Barclays Jersey Boat Show 2016 – Continuing Success for the Largest Free-Entry Event in the Channel Islands**

Thousands of people flocked to the ninth annual Barclays Jersey Boat Show this Bank Holiday Weekend, with organisers saying that in terms of visitor numbers and exhibitor participation it has been one of the busiest and most successful shows yet.

With near-perfect weather conditions throughout, the event attracted crowds in excess of 35,000 to St Helier Marina over the three days to take advantage of the activities on offer. These included super yachts and watercraft on the pontoons in St Helier Marina, which over the weekend welcomed 11,000 visitors. 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 was on offer.

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 as a result of the continuing financial support by sponsors, including its title-sponsor Barclays.



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 she show creates.

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

The future of the boat show was confirmed on Friday evening when title sponsors Barclays announced a further 3-year agreement. The show remains entirely self-funding with no public investment or grant and commercial sponsorship and exhibitor fees allow organisers to stage the event and retain its free entry policy. With its future secure organisers can now start to plan ahead for the show's 10<sup>th</sup> year anniversary in 2017.

On behalf of Ports of Jersey, Group Commercial Director, Myra Shacklady, said: "This has been another successful weekend for us and we have received tremendous support and positive feedback from our exhibitors and the many thousands of visitors who have attended. The Jersey Boat Show was first staged in 2008 on a very low scale as a means of showcasing the local marine leisure industry. That commitment remains but it has grown over the years , successfully attracting a large number of diverse businesses from both on and off the Island.

On behalf of Ports of Jersey I would like to say a sincere thank you to everyone who has supported us this year, whether as a sponsor, exhibitor or participant as well as of course members of the public who visited the show. We look forward to seeing you next year."

The 10<sup>th</sup> Barclays Jersey Boat Show in 2017 will be officially launched in September this year.

**-Ends-**

