

LONDON LUXURY *Afloat*

St Katharine Docks
21-24 April 2022

Presented by
**BRITISH
MARINE** 

NEW SHOWCASE LAUNCHED IN THE HEART OF THE CAPITAL
TO PROMOTE THE VERY BEST OF LUXURIOUS YACHTING

British Marine is delighted to unveil London Luxury Afloat, a discerning event appealing to boat buyers, hosted in the heart of the capital at St. Katharine Docks between 21-24 April 2022.

Created by the highly experienced team responsible for the Southampton International Boat Show, London Luxury Afloat will feature more than 30 well-appointed sailing, motor and super yachts from leading brands including Oyster, Sunseeker, Fairline and Azimut.

The historic setting of St. Katharine Docks, alongside Tower Bridge, makes this event easily accessible. It offers the perfect platform for anticipated world launches of new classes and models on modern secure berths of up to 40m. Guests can anticipate dedicated London Luxury Afloat VIP hospitality experiences, while selective landside displays will feature smaller craft, products and services that complement the showcase's core themes.

Richard Hadida, CEO and Owner of Oyster commented: "We are delighted to be back in the heart of London at St. Katharine Docks. It's a very special venue for Oyster Yachts, and the perfect location to be launching the new Oyster 495, our luxury 50-foot bluewater cruiser. Kicking-off our 495 World Premiere at the London Luxury Afloat Show, a premiere that visits cities across Europe and the US, is an honour, and even better knowing we're in such good company."

Sean Robertson, Sales Director, Sunseeker International added: "Sunseeker are delighted to support this new luxury show based in the heart of London. The timing this Spring couldn't be better as thoughts turn to getting afloat this summer. We look forward to warmly welcoming both existing and prospective clients to this exciting new event."

Richard Cottrell, Managing Director, Global Yacht Sales Ltd also added: "As the new home of Global Yacht Sales in London, St. Katharine Dock will prove a most fitting backdrop to showcase the Azimut F53 and Azimut S6. We are very much looking forward to being back at a London based show and bringing the very best of the luxury yacht market to the heart of the city."

While Richard Bates, Managing Director, Bates Wharf commented: "We are delighted to be returning to London to showcase Fairline at London Luxury Afloat. The show provides a perfect platform for potential buyers to view Fairline yachts, alongside some of the very best brands in the luxury motor super yacht sector."

Lesley Robinson, British Marine CEO, states: "Our close support of those working within the high-end yacht market has led directly to the development of an event tailored particularly to prospective buyers in this sector. London Luxury Afloat will

boost prospects at the start of the season and will invest in the longer-term development of the industry's customer base.

"The UK's thriving luxury yacht sector generates a significant percentage of the economic, employment and export earnings benefits within our £4bn, 38,000 employee industry. Success has a positive impact for manufacturers, their extensive supply chain networks, and allied support services".

Paul Tetlow, IGY Marinas and General Manager at St. Katharine Docks, added: "St Katharine Docks and IGY Marinas are delighted to host London Luxury Afloat in its inaugural year. The Docks will provide the perfect backdrop to display these impressive yachts. With modern marina facilities, surrounded by a wide choice of waterfront bars, cafes and restaurants, we are sure exhibitors and visitors will enjoy an outstanding show experience."

St. Katharine Docks is Central London's only marina and is located approximately 40 nautical miles up the Thames River, adjacent to the Tower of London. With many of London's most famous tourist attractions within close proximity and having evolved into a thriving waterside community, St. Katharine Docks appeals to a diverse range of companies, affluent travellers and yacht owners, Londoners and visitors alike.

Further information

London Luxury Afloat will be held at St. Katharine Docks, London E1W 1LA, from Thursday 21 April to Sunday 24 April. Access is by ticket with all viewings booked by appointment. Further information to be released shortly.

Participate at London Luxury Afloat

Companies interested in participating, by taking an on-water berth, landside display or sponsorship package, should contact Loretta Westoll-Green by emailing sales@britishmarine.co.uk or calling 07584 563359.

For more information about London Luxury Afloat visit www.Londonluxuryafloat.com

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For more information please contact:

British Marine Press Team

pr@britishmarine.co.uk

NOTES TO EDITORS:

About British Marine

British Marine (the trading name of British Marine Federation Limited) is the trade association for the UK leisure, superyacht and small commercial marine industry.

It has over 1,500 members drawn from both seagoing and inland sectors and represents an industry which employs more than 38,700 people in the UK.

British Marine also owns and operates the Southampton International Boat Show (16 - 25 September 2022) and the British Marine National Conference at the National Exhibition Centre (15-16 March 2022).

For more information about the work of British Marine and how to join, please visit the website: www.britishmarine.co.uk, or follow British Marine on [Twitter](#), [LinkedIn](#) and [Facebook](#)

About St Katharine Docks an IGY Marina

St Katharine Docks is London's largest marina comprising 520,000 sq ft of office, retail and residential. The marina has 185 berths in three basins, for vessels up to 40m long, as a visitor or on long-term berth contracts. St Katharine Docks has outstanding facilities and services along with a social calendar of events and all-year-round activities. Since February 2020, the marina is managed, operated and branded by Island Global Yachting (IGY) Marinas, who are bringing their industry-leading knowledge to further enhance the marina operations and customer service.

For more information about St Katharine Docks, visit the website:

<https://www.skdocks.co.uk>, or follow [SKDocks](#) on [Instagram](#), [Twitter](#), [LinkedIn](#) and [Facebook](#).

For more information about IGY Marinas, visit: <https://www.igymarinas.com>