

## LONDON LUXURY AFLOAT OFFICIALLY OPEN

A must visit show for lovers of luxury yachting

St Katharine Docks  
21-24 April 2022

Presented by  
BRITISH  
MARINE



Today (21 April 2022) the first ever London Luxury Afloat boat show got underway as Chris Head, Group Sales Director for Sunseeker London and Rebecca Bridgen, Deputy CEO, Oyster Yachts, joined British Marine president-elect, Paul Gullett and St. Katharine Docks Marina General Manager Paul Tetlow to cut the red ribbon and officially declare the show open.

Following the ribbon cutting, Rebecca Bridgen, Deputy CEO, Oyster Yachts commented: "We are absolutely delighted to be here at London Luxury Afloat and St. Katharine Docks. It is a fantastic location for a private viewing of Oysters and a great place to kick off the season, it also provides the perfect launch event for the new Oyster 495.

"To have a show in the heart of London, with all these luxury brands is an amazing opportunity. This is proven by the record number of guests that are coming to the show to see our Oysters, plus we appear to have been blessed with the sunshine!"

Speaking on behalf of Sunseeker London group, David Lewis, Managing Director, commented: "As an iconic British brand, Sunseeker continue to be at the forefront of the new and exciting. That is certainly the case as we today proudly exhibit three stunning Sunseeker Boats at the inaugural Luxury London Afloat.

"As one of the most extraordinary cities on the planet, we would hope that this show will grow to become of the most important International Boat Shows in the calendar. The historic location of St. Katherine Docks is a magnificent backdrop to this display and we have a team from the Sunseeker Family here for the duration to welcome all."

St. Katharine Docks Marina General Manager Paul Tetlow added: "We are delighted to be hosting this inaugural London Luxury Afloat show, creating a spectacular on-water display of luxury yacht brands. We believe St Katharine Docks Marina provides a superb backdrop for London Luxury Afloat and we trust that exhibitors and visitors will have a wonderful experience at the show."

While Paul Gullett, president-elect of British Marine, organisers of London Luxury Afloat concluded by saying: "I am delighted to join Rebecca, Chris and Paul to officially open the show.

"The team behind the scenes have been working extremely hard to pull the show together and alongside all the brands here today, everyone should be extremely proud of what has been achieved. It is absolutely wonderful to see a boat show of this calibre back in the heart of London."

London Luxury Afloat is a brand-new boutique style show, bringing together some of the very finest sailing, motor and superyachts from leading luxury brands, providing discerning boat buyers with a unique opportunity to view a whole range of craft side by side in the heart of the capital.

Taking place at the icon St. Katharine Docks, the show runs from 21-24 April.

Down on the pontoons ticket holders can view a whole host of luxury vessels from leading luxury yachting brands including Sunseeker, Oyster, Fairline, Hallberg-Rassy, Pearl Yachts, Azimut, Falcon, and Ryck, plus Float8's eco-conscious luxurious floating home.

Ticket holders will also have exclusive access to the London Luxury Afloat floating VIP area, where they can sit back and relax with a glass of champagne or indulge in some fantastic street food while contemplating just which yacht to buy!

While shoreside, to complement the impressive line-up of yachts, there will be selective displays featuring smaller craft, products and services including [Helm Yachting Holidays](#), [Raymarine](#), [Ultimate Stream](#), [Waterlodge UK](#) and [Fliteboard](#), the perfect 'accessory' for any superyacht. Bentley Motors, the exclusive Luxury Automotive Partner for the event, will also be showcasing three stunning models from the Bentley range: the Continental GTC Speed, Continental GT Mulliner and the Bentayga Hybrid and look forward to welcoming guests to their stand.

As well as all the show has to offer, London Luxury Afloat is surrounded by a wide choice of waterfront bars, cafés and restaurants to provide guests with an exciting day out alongside an outstanding show experience.

So, whether you're looking to purchase your first luxury yacht or to upgrade, you'll be sure to find the perfect yacht to suit your needs at London Luxury Afloat.

### **Get your ticket**

Tickets are still on sale for the show. For marina access visitors will need to purchase a London Luxury Afloat ticket, while access to shoreside exhibits is completely free of charge.

Marina access tickets cost £45 for adults, with children 15 and under free with an adult ticket holder. Tickets available at - <https://www.londonluxuryafloat.com/tickets>

For more information about London Luxury Afloat visit [www.Londonluxuryafloat.com](http://www.Londonluxuryafloat.com)

London Luxury Afloat is brought to you British Marine, the team behind the hugely popular [Southampton International Boat Show](#).

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**For more information please contact:**

British Marine Press Team

[pr@britishmarine.co.uk](mailto:pr@britishmarine.co.uk)

#### **NOTES TO EDITORS:**

##### **About London Luxury Afloat**

London Luxury Afloat (21 – 24 April 2022) is a brand-new showcase event bringing the most luxurious sail and motor yachts on the market to the heart of the London at St. Katharine Docks. Created by organisers of the Southampton International Boat Show, the Show will feature well-appointed sailing, motor, and super yachts from leading brands.

For more information about London Luxury Afloat, please visit the website:

<https://www.londonluxuryafloat.com/about>

Follow the London Luxury Afloat on: [Twitter](#), [Facebook](#), and [Instagram](#).

##### **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](http://www.britishmarine.co.uk)

Follow British Marine on [Twitter](#), [LinkedIn](#) and [Facebook](#)

##### **About St Katharine Docks an IGY Destination**

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.skdocs.co.uk>, or follow [SKDocks](#) on [Instagram](#), [Twitter](#), [LinkedIn](#) and [Facebook](#).

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