



Save the date – London Luxury Afloat 2023

St Katharine Docks
18 - 22 April 2023

Presented by
BRITISH MARINE

London's St Katharine Docks Marina is preparing to host the prestigious London Luxury Afloat boat show for a second year this April. Following the 'huge success' of the inaugural 2022 event, organiser British Marine was delighted to announce that it will be back, bigger and better in 2023.



"We have received incredible feedback from visitors and exhibitors indicating there is a clear appetite for this kind of show in London", commented Lesley Robinson, CEO, British Marine. "Plans are already underway to build on the success of this year's show. We have already added an additional day to the event and hope to add to the incredible line-up of yachts that we saw in 2022."

London Luxury Afloat 2023 will take place at St Katharine Docks from Tuesday 18th to Saturday 22nd April, and will showcase the very best of the luxury yacht market, with leading sail, power and super yacht brands taking centre stage and enabling discerning boat buyers the opportunity to view a whole range of craft side by side. As well as the incredible yachts afloat there will also be a selection of complimentary shore side exhibitors.

British Marine is the team behind the hugely popular Southampton International Boat Show. "We hope that the event will be marked on the calendar as a must attend event for anyone keen to purchase their first luxury yacht or perhaps looking for an upgrade for the next season", Lesley added.

IGY Marina's Marketing Director of Europe, Debbie Parsons-Randle, commented "We are delighted to have London Luxury Afloat returning to St Katharine Docks, an IGY Destination, for 2023. It is a privilege to be working with British Marine as the host marina for this showcase event, which brings some of the most luxurious sail and motor yachts on the market to the heart of

Press Release January 2023

London. St Katharine's is so much more than a marina and events such as this really show case what the marina team can achieve in partnership with large event organisers and stakeholders."

For marina access, visitors will need to purchase a London Luxury Afloat ticket, while access to shoreside exhibits is completely free of charge. Ticket information is coming soon, visitors are advised to pre-register for the event via the website www.londonluxuryafloat.com/preregister

Find out more about London Luxury Afloat at www.londonluxuryafloat.com

ENDS

For more event and press information please contact:

British Marine Press Team

pr@britishmarine.co.uk

For St Katharine Docks Marina information please contact:

Claire Frew - Sales & Marketing Executive

cfrew@skdocks.co.uk

NOTES TO EDITORS:

About London Luxury Afloat

Launched in April 2022, London Luxury Afloat is a 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 British Marine, organisers of the Southampton International Boat Show, the show will feature well-appointed sailing, motor, and superyachts from leading brands.

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

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

Check out some of the incredible images from the 2022 show at

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

Follow the London Luxury Afloat on: Twitter, Facebook, and Instagram.

About St Katharine Docks Marina, an GY 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. 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 Marina, visit the website:

www.skdocks.co.uk/marina, or follow St Katharine Docks Marina on Twitter, Instagram, LinkedIn and Facebook.

~~Press Release~~ January 2023

For more information about GYM arinas, visit: www.gymarinas.com

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).

For more information about the work of British Marine and how to join, please visit the website: www.britishmarine.co.uk

Follow British Marine on Twitter, LinkedIn and Facebook