



THE ULTIMATE
RENDEZ-VOUS

CANNES YACHTING FESTIVAL

8-13 SEPT. 2026

cannesyachtingfestival.com





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Create an exceptional experience
for your customers to enjoy
Stand out

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EDITORIAL

The Cannes Yachting Festival is the event where all players in the world of yachting meet, launch their new products and create memorable experiences.

The Cannes Yachting Festival, Europe's leading in-water boat show, brings together all those involved in the international boating industry every year at the heart of the French Riviera. Cannes becomes the world capital of yachting for six days, from the Vieux Port to Port Canto, from one end of the Croisette to the other.

With more than 710 boats, sailing boats and motorboats, monohulls and multihulls, from 5 to 55 metres long, 680 international exhibitors, a host of equipment and 56,000 visitors from all over the world, the show offers an incomparable multitude of content. This is where world premieres are unveiled, the innovations that shape the yachting of tomorrow are shown, and the plans a passionate audience with high-purchasing power have to buy become reality.

The Cannes Yachting Festival is a powerful launch platform, a visibility and business accelerator. Exhibiting in Cannes means meeting qualified buyers and professionals who have come from all over the world, benefiting from major international media coverage and positioning your brand at the top of the market.

It is much more than an event. It is also a place full of experiences, with sea trials, demonstrations, discussions in person, and shared emotions at the heart of an exceptional environment, the "French Riviera".

Here we support our exhibitors in enticing visitors, turning their dreams into reality and opening a new chapter in exceptional stories.

Exhibiting at the Cannes Yachting Festival means joining the unmissable event of world yachting.



Constance BRÉMENT
Director
Cannes Yachting Festival



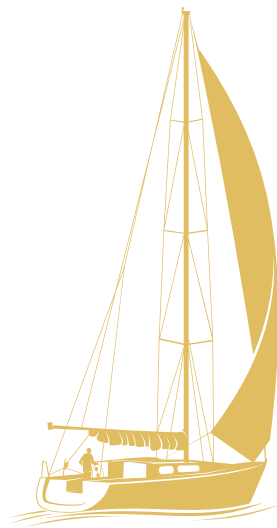


THE **UNMISSABLE** EVENT FOR YACHTING



The leading boat show

in water in Europe



The leading boat show

in the world for new large sailing
boats from 10 metres long



The 1st boat show

on the nautical calendar

All **the major names** in the international boating industry (boat builders and equipment manufacturers) are present to meet an audience made up of enthusiasts, professionals, and journalists from all corners of the globe.

It is a major event in the industry, marked each year by numerous **world premieres** being launched along with **exclusive presentations**.





THE CITY OF CANNES AS A **UNIQUE SETTING**

Cannes embodies elegance and world fame, in the heart of the French Riviera. The iconic city for international stars, it naturally welcomes the major names in yachting and visitors from all over the world, attracted by its charm and setting unlike any other.

This major event benefits from the privileged setting the city of Cannes provides, between the charm of its old town and its iconic Croisette. With its palace hotels, luxury boutiques and high-end restaurants, the destination attracts international visitors who want to buy a boat or discover the latest equipment innovations.

For six days, all eyes turn to the bay of Cannes and **its two ports – the Vieux Port and Port Canto** inviting you to discover the latest gems of the seas!

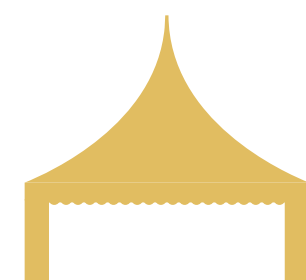




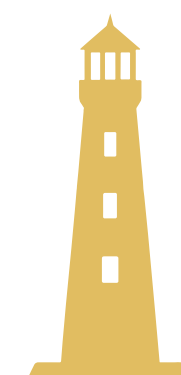
THE CANNES YACHTING FESTIVAL IN FIGURES*



56,000
VISITORS



680
EXHIBITORS



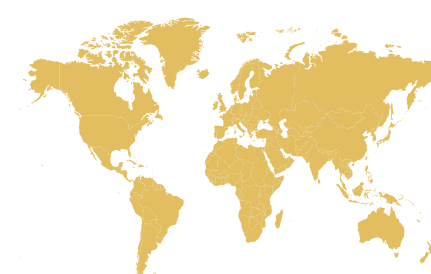
2 PORTS



710
BOATS
from 5 to 55 metres long



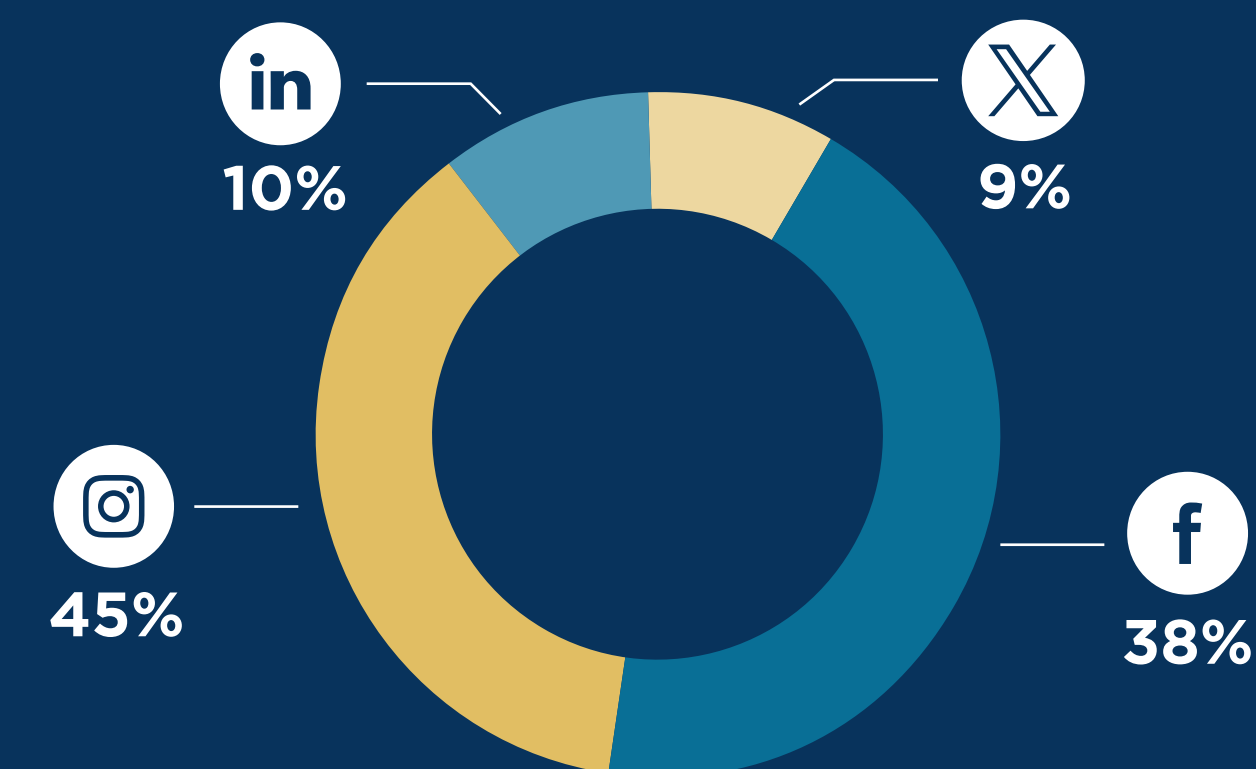
680
JOURNALISTS



140
COUNTRIES
represented



140,000
FOLLOWERS





VISITOR NUMBERS IN FIGURES

The Cannes Yachting Festival gives its exhibitors and partners the opportunity to meet their future customers among a prestigious, highly international visitor base with high purchasing power.

56,000 VISITORS

54%
international
(Italy, UK, Germany...)

73%
are over 41

68%
are looking to **make a purchase**



“ *It is the ideal show for anyone who loves yachting, where you can discover all the models and have the opportunity to watch premiere launches.* ”





EXHIBITORS IN FIGURES

Every year, all professionals meet at the Cannes Yachting Festival to present sailing today and in the future.
The major names in the boating industry mix with the emerging players in the industry.

680 EXHIBITORS

72%
are international
(Italy, UK, Germany...)

40%
of the exhibitors were
boat builders/importers

60%
are equipment manufacturers,
service companies, brokers,
toys suppliers...

94%
are satisfied
with the show

89%
recommend
the show

“ *It is a very high-quality event,
the heart of sailing and
yachting can be found here.* ”





BOATS IN FIGURES

From 5- to 55-metres long, motor and sailing boats, monohulls, multihulls, a unique selection in Europe of boats and yachts is moored on the quays of the Vieux Port and Port Canto. The elegance of the boats exhibited showcases the excellent craftsmanship of the most prestigious brands.

710 BOATS

357

new motor
boats & yachts
from 13 m long (Vieux Port)

128

new sailing
boats
(Port Canto)

180

boats up to 13 m long
in the Power Boat Marina
(Port Canto)

45

pre-owned yachts
from 25 to 60 m long
(Port Canto)

147

world
premieres

88

sailing and power
catamarans

“ *The best in-water
boat show.* ”





THE MEDIAS

French and international coverage across the specialised, lifestyle and economic press makes the Cannes Yachting Festival a benchmark media event.

880 INTERNATIONAL JOURNALISTS

600 advertisements in the press	2,679 articles and mentions	€9.5 M in media coverage	2.6 M of people reached on social media
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MEDIA PARTNERS*:

BARCHE

BOAT
International

LesEchos

how to
spend it

MOTEUR
BOAT

skippers
voile & océan

عالم اليخوت
THE WORLD OF YACHTS

VOILES
of sailmakers

* Non-exhaustive list

Sources: 2025 festival, exhibitor and visitor surveys

MEDIA COVERAGE
THAT IS **HIGH-END**
AND SPECIFIC

70%
specialised
press

30%
economic,
lifestyle
& luxury press



A SOCIALLY RESPONSIBLE SHOW

4.86 tonnes
of paper-cardboard waste

3,56 tonnes
of carpet recycled
(= turned into polypropylene
microbeads) or recovered
(= burned to generate energy)

47,58 tonnes
of wood recycled

4.75 tonnes
of glass recycled

1.03 tonnes
of brushed cotton reclaimed
and processed

100 kgs
of food products equivalent
to 220 meals





INNOVATION IN THE SPOTLIGHT



The Innovation Route, with its visitor route, awards and TV studio, is an unmissable showcase of cutting-edge technologies and eco-responsible approaches that are shaping the sailing of the future.

Why participate in the Innovation Route?

VISIBILITY

- A specific communication plan before, during, and after the show
- A dedicated visitor route at the boat show
- An interview broadcast on the show's YouTube channel and LinkedIn account

DISTINCTION

- Innovations selected by a panel of independent experts and journalists from the industry
- Participation in the Innovation Route Awards presented at the exhibitor cocktail reception

BUSINESS

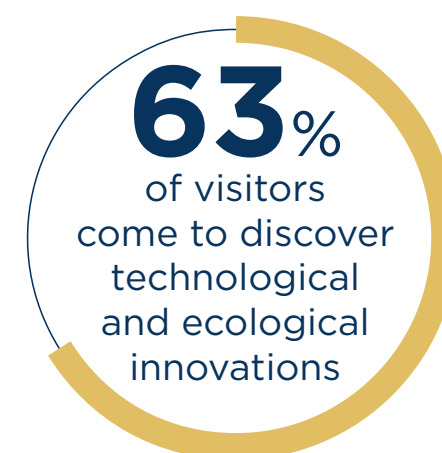
- A fantastic springboard to launch your innovation onto the market
- Enhanced and differentiating visibility

Methodology

- Free online registration
- One product, one application

120
applications
submitted
in 2025

€102,700
in equivalent
media
impact





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FROM ONE END TO THE OTHER OF **THE CROISETTE**

VIEUX PORT

Motor boats, new, 13 to 50 metres long

**Equipment manufacturers, design and development
companies and service companies**

PORT CANTO

Sailing Area: new boats, equipment and sailing services

Power Boat Marina: New motor boats from 8 to 12 m long

Yacht Brokerage & Toys





THE SHOW

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PROMOTION

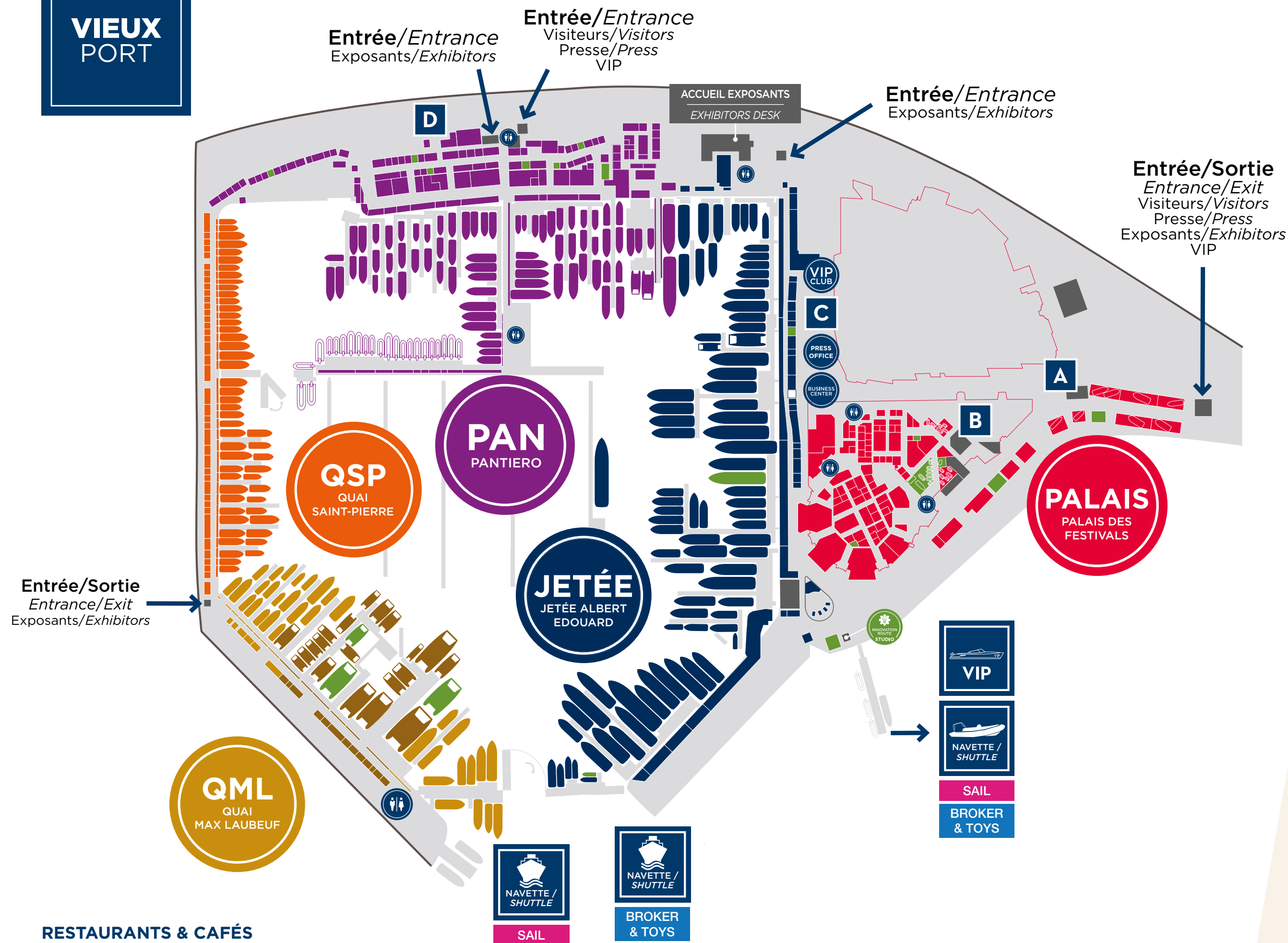
CONTACTS AND PRACTICAL INFORMATION

LA CROISSETTE →

← LA CROISSETTE

VIEUX
PORT

PORT
CANTO



Entrée/Sortie
Entrance/Exit
Exposants/Exhibitors

RESTAURANTS & CAFÉS

VIEUX PORT

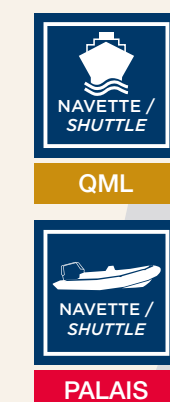
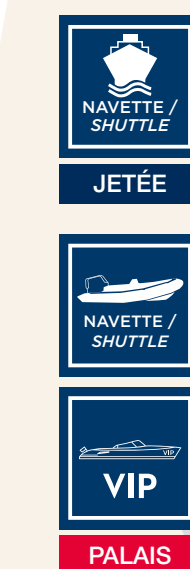
- A Tenders Café
- B Yachting Café
- C Panoramic Restaurant
- D Chez Philcat

PORT CANTO

- E Food Trucks Village
- F Croisette Restaurant
- G Croisette Café
- H Restaurant Skipper
- I Take Away Snacks



JETÉE = JETÉE ALBERT EDOUARD PALAIS = PALAIS DES FESTIVALS PAN = PANTIERO
QML = QUAI MAX LAUBEUF QSP = QUAI SAINT-PIERRE
SAIL = SAIL AREA BROKER & TOYS = YACHT BROKERAGE & TOYS POWER = POWER BOAT MARINA



Entrée/Entrance
Exposants/Exhibitors

Entrée/Entrance
Visiteurs/Visitors
Presse/Press
Exposants/Exhibitors
VIP

Entrée/Entrance
Exposants/Exhibitors

Entrée/Sortie
Entrance/Exit
Visiteurs/Visitors
Presse/Press
Exposants/Exhibitors
VIP

POWER
BOAT MARINA



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VIEUX
PORT

THE WORLD OF NEW MOTOR BOATS FROM 13- TO 50 METRES LONG

The Vieux Port is dedicated to the motor boat industry in all its wealth and diversity.

The Vieux Port brings together more than 350 monohull, multihull, hard and semi-rigid hull boats in water, representing the crème de la crème of 13- to 50 metre motor boats presented by the major names in French and international sailing.

On land, the boat builders share the quays with equipment manufacturers, tenders and service companies, the activity of which is mainly focused on the motor boat industry.

THEY ARE EXHIBITING*:

ABSOLUTE

AZIMUT

CRANCHI
Boatbuilder since 1870

FAIRLINE

FERRETTIGROUP

PARDO
YACHTS

mtu
A Rolls-Royce
solution

SANLORENZO

SACS TECNORIS

VOLVO
PENTA

YANMAR

QSP
QUAI
SAINT-PIERRE

PALAIS
PALAIS DES
FESTIVALS

QML
QUAI
MAX LAUBEUF

JETÉE
JETÉE ALBERT
EDOUARD

PAN
PANTIERO

*2025 exhibitors, non-exhaustive list



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VIEUX
PORT

EQUIPMENT VILLAGE

In the Pantiero sector, this Village is home to a host of manufacturers and distributors of nautical equipment for boat enthusiasts and professionals.

VARIED, EXPERT EXHIBITORS

Comfort on board: air conditioning, heating, glazing, fittings, etc.

On-board water: desalinators, pumps, sanitary facilities, tanks, etc.

On-board energy & electricity: batteries, generators, chargers, solar panels, etc.

CARE: paint, maintenance and repair products, bridge coatings, etc.

Safety equipment: life jackets, lifebelts, lights and flares, beacons, regulatory outfitting, etc.

Leisure: optics, fishing, small accessories, etc.

Lifting, handling, dock transport equipment: cranes, gantries, boat lifts, etc.

Navigation and electronic equipment: GPS, radars, sensors, mapping, autopilots

Mechanical and engine environment: propellers, stabilisers, control units, steering systems, etc.

Anchorage and mooring: ladders and platforms, walkways, anchors, defences, fenders, etc.

THEY ARE EXHIBITING*:



GARMIN.



QuickGroup



VDM REYA

*2025 exhibitors, non-exhaustive list



Nearly
2,200 m²
of exhibition space

More than
80
exhibitors





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VIEUX
PORT

THE PALAIS

Within the visitor route, near the major engine manufacturers and the most imposing yachts presented in water, inside the Palais visitors find the tender jets, high-end products or cutting-edge services and high-tech technologies dedicated to the world of yachting.

THE WORLD OF LUXURY YACHTING

Marine interior design and outfitting: outfitting companies, textiles, flooring, lighting, etc.

Architects & designers

Boat builders: builders of jet tenders and high-end tenders, lounges of major boat builders, boat builders, etc.

Marine equipment: engine, generator, power conversion, stabiliser, etc.

Maritime institutions: administrations, federations, flags/registers, etc.

Regional pavilions: multi products and nautical services from a region/a country

Nautical services: integrator, management company, digital applications and software, etc.

Water tourism: institutions, ports, marinas, etc.

Clothing & lifestyle: crew uniforms, boat models, accessories, etc.

More than
3,800 m²
of exhibition space

Nearly
100
exhibitors

THEY ARE EXHIBITING*:

CANTIERI DI IMPERIA
Yacht Specialists

cmcmarine
reinventing innovation

mase
GENERATORS
Believing in change.

MARINE
POOL
SPIRIT OF THE OCEAN

Rete dei Porti
SARDEGNA



WILLIAMS
JET TENDERS

YACHTING MALTA

*2025 exhibitors, non-exhaustive list



PORT
CANTO

THE POWER BOAT MARINA

Located between the Sailing Area and the Yacht Brokerage sector in Port Canto, the Power Boat Marina accommodates new motor boats up to 12/13 metres long.

180 boats are presented on land for those under 8 metres long, or in water for those longer than 8 metres. These boats have rigid or semi-rigid hulls.

Each boat exhibited will be presented “stern to quay” and enjoys optimum presentation to all visitors. This presentation allows each boat to be able to go out to sea and give potential buyers the opportunity to try their future boat so they can make the best choice possible.

On the same quays a selection of engine manufacturers can also be seen which have come to present their latest innovations in terms of outboard/inboard engines.

THEY ARE EXHIBITING*:

AXOPAR

FOUR WINNS

JEANNEAU



MERCURY



Sea Ray

YAMAHA
Revs Your Heart

PORT
CANTO

THE SAILING AREA

The Sailing Area brings together the ultimate in French and international sailing.

Along more than 800 linear metres of quayside, more than 120 new sailing boats, monohulls and multihulls, ranging from 10 to 30 metres, compete with each other in terms of technology and design to visitors' great enjoyment.

On land, equipment manufacturers and service companies dedicated to sailing join the boat builders to round out the offer set up over a 4,000-square metre exhibition area.

The Sailing Area has hoisted the Cannes Yachting Festival to be the leading event in the world for sailing boats of over 10 metres since it was launched.

55%
of monohull
sailing boats

45%
multihulls

63%
boat
builders

37%
equipment
manufacturers

THEY ARE EXHIBITING*:

BALI
CATAMARANS
BENETEAU
FOUNTAIN PAJOT
SAILING CATAMARANS
LAGOONNAUTOR
SWAN
OYSTER
Sunreef Yachts
YYACHTS



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PORT
CANTO

YACHT BROKERAGE

In water, the major French and international players in the pre-owned luxury yachts market are grouped together and present incredible motor or sailing boats from 25 metres long.

45

yachts from
20- to 53-metres
long

30

exhibitors

THEY ARE EXHIBITING*:



Camper &
Nicholsons
International
YACHTING SINCE 1782



FRASER



*2025 exhibitors, non-exhaustive list





PORT
CANTO

TOYS

A growing sector, “Toys” for the young and the not so young have become must-have equipment on yachts and are great fun and thrilling for those who use them!

“Toys” are constantly developing towards products that have heightened design, and are more sporty, technical and eco-friendly.

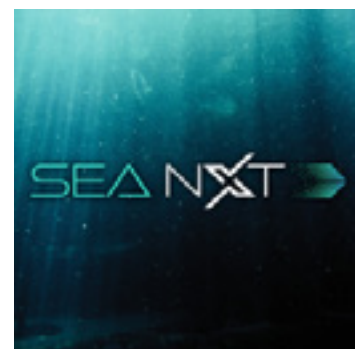
Every day during the show, exhibitors have the opportunity to demonstrate their toys.

THEY ARE EXHIBITING*:

 **aerofoils** | 

awake

**PWR
FOIL**



KO

WATER TOYS CENTER





THE CANNES YACHTING FESTIVAL BY NIGHT!

Dazzling with a thousand and one lights, the Cannes Yachting Festival creates a warm, festive atmosphere for its exhibitors and visitors to enjoy during its events by night!

Exhibitors' evening reception on **Tuesday 8 September from 7 pm.**

This first evening is a unique opportunity to consolidate connections between exhibitors and develop a BtoB network.

Late night opening* on **Friday until 10 pm.** This evening allows exhibitors and partners to host their customers and prospects in their spaces (stands and boats) in an enjoyable, often musical atmosphere with great food to enjoy, and full of social connections.





PRIVATISE OUR RECEPTION AREAS

Book one of the Cannes Yachting Festival's emblematic places and enjoy a privileged environment in the Vieux Port or Port Canto to:

- Organise your press conference and launch your new products
- Invite your customers, partners or teams
- Celebrate an anniversary or a success

We offer a tailored service for you including catering, hostesses, audio or video equipment.

CONFERENCE ROOM **NEW**

A room with **sea view** located on the 1st floor of the Palais, accommodating up to 150 people and **available for hire all day**.

VIP CLUBS*

Areas for relaxing and socialising, but also popular for business meetings.

FINE DINING RESTAURANTS*

The Panoramic Restaurant in the Vieux Port and Skippers Restaurant in Port Canto are spaces open to all visitors and exhibitors.

THE LAWN

The Lawn is a modular space on the roof of the Palais des Festivals which has a wonderful view of the Vieux Port and Le Suquet as well as the Croisette and its bay.

** These spaces and locations can be booked for private events outside the opening times of the event.*





OFFER YOUR CLIENTS AN EXCEPTIONAL EXPERIENCE

Take advantage of the incomparable prestige of the Cannes Yachting Festival to invite your most strategic customers, partners or employees to experience rare moments.

Offer them privileged access – Platinum or VIP – and give them the opportunity to discover the show in the most exclusive conditions: the ultimate in comfort, personalised services and immersion in the heart of the French Riviera, where elegance, business and lifestyle meet.

SERVICES INCLUDED	PLATINUM 6 days	VIP 1 day, 2 days or 6 days
 Access to the festival for 2 people via the VIP entrance	●	●
 Admission to the VIP Clubs (Vieux Port & Port Canto)	●	●
 Access to the official cars* (limited to one return journey between the show and airport)	● <i>(priority access)</i>	● <i>(subject to availability)</i>
 Access to the VIP sea shuttles between the two ports	●	●
 Concierge service	●	●
 Exclusive guided tour of the event by boat*	●	
 Booking tours of exhibited yachts	●	
 Helicopter transfer from the airport to the show*	●	
 A lunch* in the Panoramic Restaurant (Vieux Port – Motor Boat area) or Skippers Restaurant (Port Canto – Sailing Area)	●	

*by booking in advance through the concierge service



Non-contractual photos



THE SHOW

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STAND OUT!

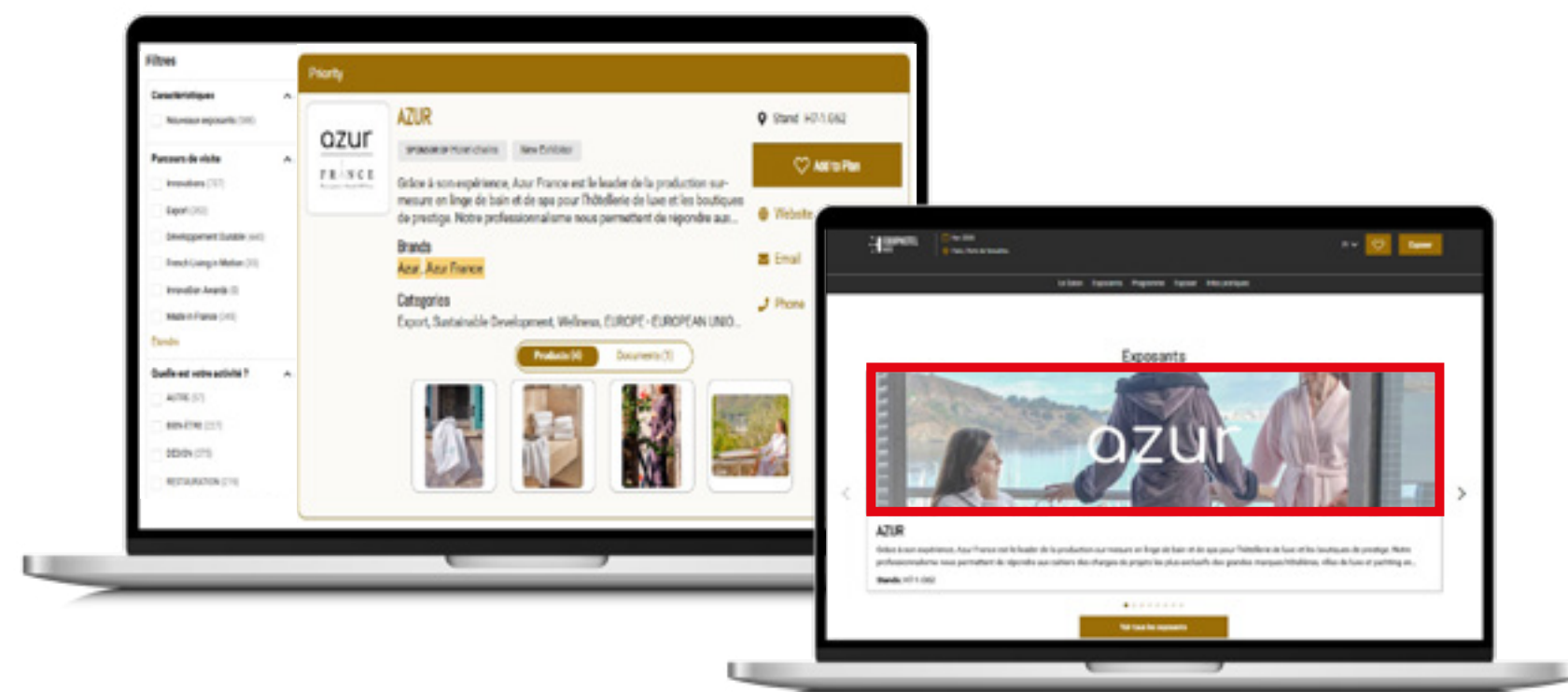
Before the show



E-newsletters



Website



“Priority Plus” digital pack

Other options are available for promoting your brand and achieving your goals.

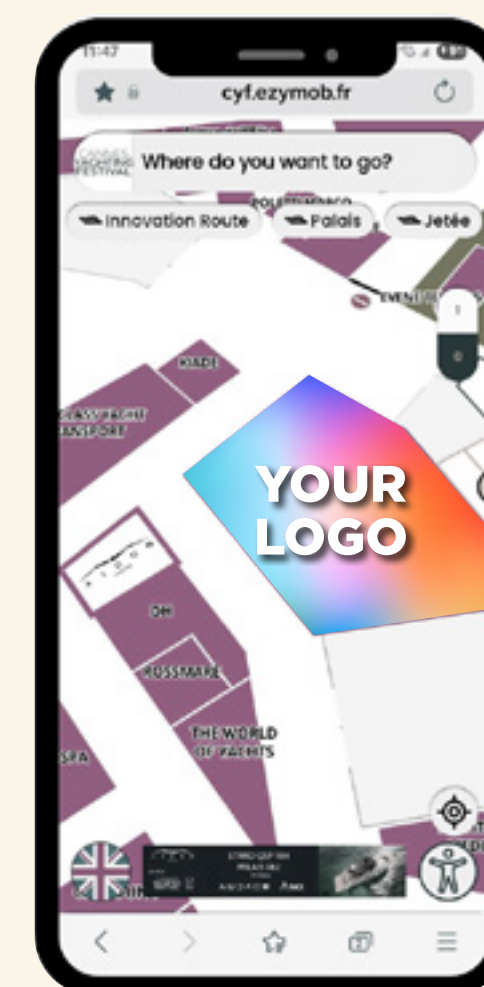
During the show



Large-format advertising campaign



Promotional video on the giant screens at the entrances of the show



Interactive map



WE HELP YOU **TO PREPARE**

PREPARATION IN 4 STAGES

- 1** | **A sales manager at your service** to discuss your choices for the show with you and support you throughout your participation.
- 2** | **Customer service there to assist you**
 - Hotline available before the show.
 - Two exhibitor preparation webinars.
- 3** | **An online exhibitor area**

With all your documents (exhibitor calendar, technical order forms, regulations, build/breakdown schedule, Innovation Route registration form, etc.).
- 4** | **At the show**
 - A dedicated reception at each port.
 - A “sea” team to assist with mooring your boats.
 - A technical team to assist you during the build and breakdown phases.
 - An exhibitors’ evening reception to foster exchanges between professionals.
 - Sea shuttles between the two ports dedicated to exhibitors before the public opening hours.

FIRST TIMER PROGRAMME

ENHANCED SUPPORT TO MAKE YOUR PARTICIPATION EASIER AND OPTIMISE IT

- Training in using the show’s digital tools to improve your ROI.
- Showcasing your presence in a visitors’ newsletter.
- “New” tag in the exhibitors’ search engine on the website cannesyachtingfestival.com.



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PRACTICAL INFORMATION

VENUE

Vieux Port and Port Canto – Cannes

DATES

From 8 to 13 September 2026

OPENING TIMES

Tuesday 8 to Thursday 10: 10 am to 7 pm

Friday 11: from 10 am to 10 pm

Saturday 12: 10 am to 7 pm

Sunday 13: 10 am to 6 pm

www.cannesyachtingfestival.com

@in @CannesYachtingFestival

f @YachtingCannes

X #CannesYachtingFestival

Cannes Yachting Festival

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CS 80001 – 92806 Puteaux Cedex





ABOUT RX

RX is a world leader in events and exhibitions. RX draws on its sector expertise, data and technology for companies, local authorities and individuals to grow. Present in 25 countries and in 42 business sectors, RX organises nearly 350 events per year.

RX is committed to creating an inclusive work environment for all its employees. RX enables businesses to grow through data and digital solutions.

RX is part of RELX, an international provider of data, decision and analysis tools for professionals and businesses.

For more information, visit www.rxglobal.com.

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