

THE REVIEW

INTERNATIONAL
**MULTIHULL
SHOW**



LE RENDEZ-VOUS

**APRIL 20-24
2022**

LA GRANDE MOTTE  FRANCE

LA
GRANDE
MOTTE



Jeep

PATTON
★★★★



BY M2ORGANISATION  CREATOR OF NAUTICAL EVENTS

PREFACE

Exceptional results for a show that went beyond our wildest dreams

The concept of sailing on more than one hull has been taken up by the world of boating and continues to advance. It is true that the advantages offered by catamarans and trimarans in terms of space, comfort, stability, speed, draught, etc., largely outweigh the drawbacks. The amount of space required in the harbour is the most important disadvantage, but ports are adapting to this and multis, as we call them, can look forward to a much better welcome today. This type of sailing matches the requirements of a new style of boating for both experienced sailors and beginners.

Created in 2010, the Show which was renamed the International Multihull Show to underline its international development, has over the years become the 'mustattend' event for this sector of the marine industry. Boatbuilders have been keen to attend, as the show focuses uniquely on multihulls. Almost all the major boats from around the world measuring between 30 and 70 feet have been on show here. The number of world or European premieres has also enhanced the reputation of the Show.

This unique event dedicated entirely to multihulls has accompanied the inexorable success of the sector which has seen doubledigit growth. 35 boats were on show at the first edition in Lorient and this year, 2022, there were more than 65 on display in the harbour in La Grande Motte.

Power versions have made inroads into the market and the Show has adapted in order to welcome them with everincreasing numbers on display. It is going to be necessary too to make room for models using clean energy, which is something that the trade is working on with many new projects appearing.

Comfortably installed in the Occitanie region in the harbour in La Grande Motte, the Show has found its home just a stone's throw from Montpellier Airport. The involvement of local hoteliers and businesses has contributed to the success of the event. The future looks promising with unstoppable growth, so let us seek our inspiration in a quotation from the French writer, SaintExupéry, who wrote "He who gives up trying to be better, already ceases to be good," so that we may meet the requirements of the market and together take the Show to an even higher level.

The Organizers

GLOBAL MARKET FIGURES FOR THE MULTIHULL INDUSTRY

The years go by and this show dedicated exclusively to multihulls continues its unstoppable development. The traditional yards have experienced exceptional growth and many new players have entered the market. As for the visitors, we have seen that they come here in increasing numbers with more than 50% from abroad. Our thriving exhibitors, builders and equipment suppliers, have no hesitation in launching their new products for the first time at this show, which is now recognised around the world.

In this extremely lively market, new brands are appearing in France and abroad. Just to mention a few: Excess, Windelo, Kinetic, Whisper Yacht, A Sea Venture, Illiad Catamaran, etc.

> Production in France

French yachting with a turnover of 1.35 billion, taking into account sailboats and powerboats, remains the uncontested global leader. The significant growth of 12% in the cruising monohull/multihull sector has resulted in a turnover of 845 million euros, which is strong proof of the strength of the sector, with exports representing 80%.

Turnover for cruising monohulls: 334 million € showing a decline of 4.5%

Turnover for cruising multihulls: 511 million € showing a growth rate of 25.6 %

France, which represents 75% of the global production in the sailing market, has seen the share evolve with multihulls being preferred, representing 60% of the market and monohulls representing 40 %.

Production in France of sailboats and powerboats together is chiefly divided up between the following yards:

Lagoon (Bénéteau Group, the world leader): 500 units/year

Fountain Pajot: 250 units/year

Bali-Catana: 180 units/year

GLOBAL MARKET FIGURES FOR THE MULTIHULL INDUSTRY

The Outremer, Privilège, Neel Trimarans, Excess, Aventura, ORC brands among others complement this industry with a total output of around eighty boats.

Annual output in France is believed to be above 1000, representing 70% of the market.

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> Power yachts: a new market

The market for power catamarans continues to develop in France, with 60/70 units manufactured each year. In this sector, which remains rather discreet, the Fontaine Pajot and Robertson & Caine yards remain the most active in the 35/70 foot segment:

Fontaine Pajot: MY 4S/5/6 and 67 feet

Robertson & Caine (Léopard): 46 and 53 feet

Aquila: 36/44/54/70 feet

Lagoon: 67/78 feet



The market observe a growing interest in larger and larger power catamarans. As a reminder, there are many arguments in favour of catamarans: ratio of length/volume, stability, lower consumption, onvivial and spacious, etc.

In these markets, the Sunreef, Catamaris, Lagoon, Licia and also JFA yards, continue to perform well with small series and one off manufacturing.

We have also seen the arrival of electric or hybrid propulsion systems on multihulls developed by the Serenity, Silent and indeed Windelo Yards, but many others are now joining this market.

GLOBAL MARKET FIGURES FOR THE MULTIHULL INDUSTRY

> An International market

Although we do not have any official figures, global multihull production is believed to represent around 1400 units:

1200 sailboats (85% of the market)

200 powerboats (15% of the market)

Behind France, South Africa is the second biggest producer in the world. The Robertson & Caine yards produce between 180 and 200 units each year and are among the leading builders in the world.

After that, there are brands with more limited production, which contribute to the diversity in South Africa with brands like Xquisite Yachts, Royal Cape Catamaran, Knysna, Maverick, etc.

In the rest of the world, there are many other manufacturers, which nevertheless have their origins in France, such as Nautitech taken over by the German giant, Bavaria.

Designers from around the world who will be displaying their products at the International Multihull Show will enable us to unveil their very latest projects, which are increasingly surprising and ingenious with series production programmes or the construction of individual units.

This market, which is constantly evolving, has shown its amazing ability to create new, bold products and this is what makes it such a lively sector.

> A charter market

After a sudden halt for two years due to the pandemic, the charter market is back in business and making progress. Various categories are involved:

On the one hand, there are the huge charter fleets for firms like Dream Yacht Charter, Sunsail, Moorings, Kiriacoulis and indeed Navigare; they represent 35 to 40% of the sales for the builders.

GLOBAL MARKET FIGURES FOR THE MULTIHULL INDUSTRY

On the other hand, there are the clients who purchase boats and represent 40% of the charter market. They entrust their boat to smaller charter firms with more individual programmes.

Similarly, we have recently seen companies like VogAvecMoi, Sam Boat and Skipair in a market involving private chartering between individuals.

Today's clients focus more on how they will use the boat rather than owning one, getting enjoyment out of them and regularly changing where they sail; that is why the boat renewal programmes offered by charter firms has met with such success.

> The future

Innovation continues too and the Architecture, Innovation and Design area is something that start up firms can rely on, so they are eager to come here and display their latest technologies. Digital technology has entered our daily world and sailing is no exception to that... foils, electric motors, onboard electronics and telecommunications are proof of this. We should not forget either the progress that has been made in the area of safety, sail technology and composite materials... the forthcoming edition of the International Multihull Show will be the best way to discover all that.



FACTS AND FIGURES FOR THE SHOW



> A mile of additional pontoons, a covered area of more than 3500m sqm

for the best exhibition of the boats and the greatest comfort of the visitors.

FACTS AND FIGURES FOR THE SHOW

> 170 exhibitors and partners

A flyaway success for the MULTIHULL CLUB DESIGN and INNOVATION area with twice as many exhibitors. Startups, innovative projects, designers... Business leaders certainly made the most of the Show to present their latest products.

> 65 multihulls registered (a record!) and 7 world premieres

The lineup for 2022 revealed the trend towards larger and larger multihulls. The 4050 foot category was the most represented.

The over 50foot category continues to grow a little each year.

The show confirmed an increase in the availability of power catamarans with the presence of more power multihulls in the water, as well as new brands being presented in the exhibitors' village, such as ASV Yachting, Archipelago Yachts, Whisper Yachts...

> More than 70 media outlets

with 40% coming from outside of France.



THE PROFILE OF THE VISITORS

 **15 000** visitors

56%
living
outside
of France


60+ nationalities
mainly from Europe and
the American continent



69% of the visitors* were planning to make a purchase with
80% of them intending to buy within the next 3 years

50% of the visitors* were planning to make a week or more in the
Occitanie region (including **30%** for more than a week)



German visitor came to buy his catamaran for a world tour as a family.
Interview: Via Occitanie.

LOOKING AHEAD TO 2023

An event that is entirely dedicated to multihulls
in order to meet the needs of the sector

The multihull industry has been growing steadily for ten years. The Show has accompanied that growth, adapting its facilities both in the water and ashore. Our task is to meet the requirements and expectations of exhibitors and the greatest comfort of visitors.

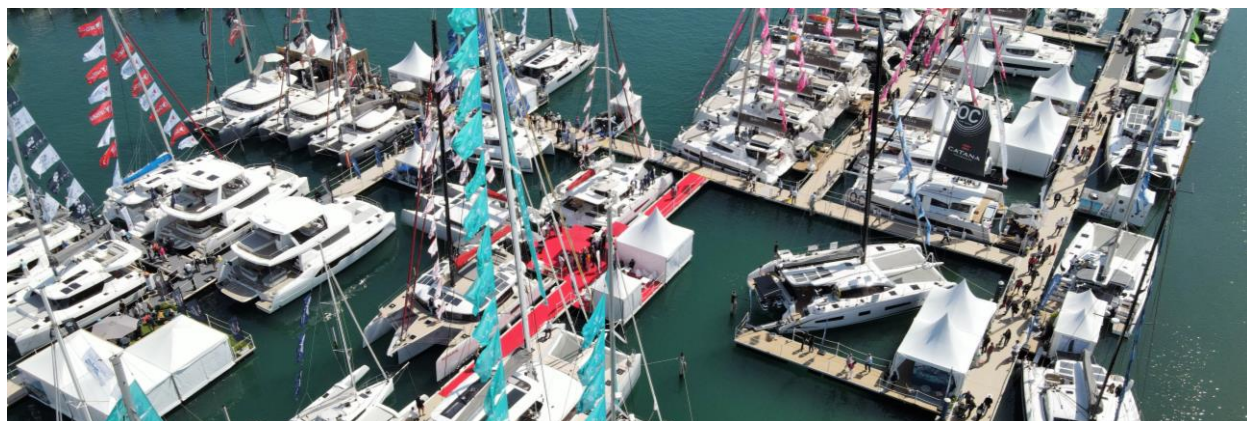
> The means

Among the measures to achieve this:

The establishment of more than half a mile of extra floating pontoons.
An increase in the visitor capacity in the exhibitors' village (more than 3500 sqm).

A strengthening of national and international communications thanks to partnerships signed with:

- **Voiles et Voiliers** (France)
- **Multicoques Mag** (France)
- **Multihulls World** (International)
- **Skippers** (Switzerland and Central Europe)
- **Le Monde du Multicoque** (France)
- **Yachting World** (UK and international)
- **Sailing Today** (UK)
- **Sail** (United States and international)
- **Multihull Sailor** (United States and international)
- **Vela e Motore** (Italy)
- **Interempresas** (Spain)
- **Sailor TV** (France)



LOOKING AHEAD TO 2023

> The projects

- The development of new media partnerships to optimize the coverage.
- A presence at the Nautic (the Paris Boat Show), with a conference to present the project: December 2022 in partnership with the Fédération des Industries Nautiques (the French Marine Industry Federation).
- An official press conference at the Boot in Düsseldorf (German Boat Show) in January 2023.
- The setting up of the election process for the Multihulls of the Year: the operation was launched in partnership with Multicoques Mag and Multihulls World at the Annapolis Boat Show (US October 2022).
- Partnerships have been strengthened with local, county and regional authorities.
- The Multihull Club Design and Innovation area has continued to develop with the arrival of startups, project promoters, designers, etc.

> Avenues under study

- Creation of a "power" centre.
- Development of the onsite catering offer.
- Optimisation of access to the exhibition and redistribution of parking spaces.
- Setting up a bicycle park.



INTERNATIONAL **MULTIHULL** [BY m2 ORGANISATION] **SHOW**



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