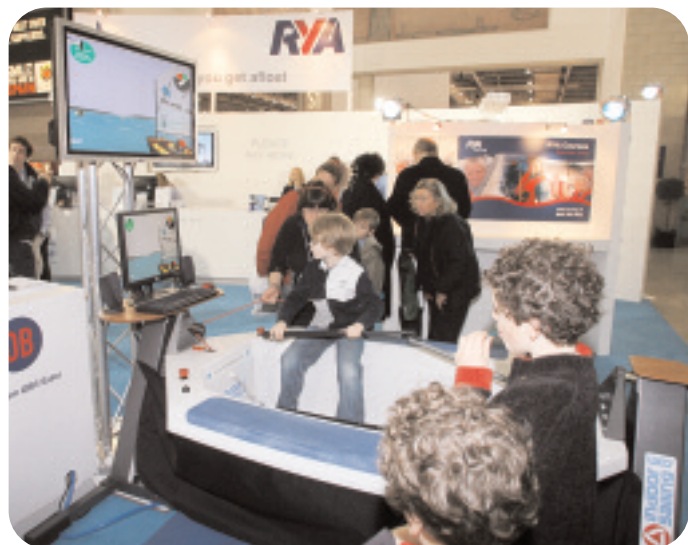


## PremierSail at the London Boat Show 5th-14th January 2007

PremierSail were at the London Boat Show, though not as exhibitors. Like many companies, PremierSail used the Show for meeting clients and suppliers in a congenial environment.



We had very constructive meetings with a variety of companies including clothing manufacturers, safety equipment suppliers and insurance brokers. 'Musto' and 'Henri Lloyd' were approached for the supply of crew uniforms, wet weather gear and corporate promotional clothing. For the supply and servicing of safety equipment we had interesting discussions with 'Crewsaver', 'Baltic' and 'Ocean Safety', and for insurance of superyachts, crew and third parties we had an interesting and lengthy discussion with 'Pantaenius'. Several different companies were approached for quotations on the supply of engine and generator spare parts. Yachts in the PremierSail fleet offer a wide selection of water toys. The array of water toy suppliers at the Show revealed some interesting and exciting prospects for entertaining our members and guests. Every year, manufacturers produce new toys to entice the buyer. These include the very latest jet-skis and tenders, new styles in wet suits and windsurfers, and a large range of inflatable donuts, bananas, trampolines and slides.



PremierSail are always happy to consider adding new toys to the collection on each superyacht. At a previous Show, we saw a flying RIB which converted into a Florida Everglades style airboat when the microlight wings were removed – great fun, but a little too risky for our members and guests.

Virtually all the exhibitors reported they had an excellent Show with record sales and interest in their products. This is largely due to the continuing expansion of the marine industry, which continues to go from strength to strength. Over 130,000 people attended the Show which played host to over 700 exhibitors and 1,000 boats. Statistics show that since 1996 the British marine industry has grown consistently at an annual rate of 7.8% with last year's turnover being £2.8 billion. This rate of growth is reflected in the leisure marine industry worldwide. In the UK alone there are now 35,000 people working in the industry. Even so, there is a worldwide shortage of people working in the leisure marine sector. The 2006 Southampton Boat Show hosted a 'Careers Day', which was attended by over 750 school children. Following on from this success, the London Boat Show hosted 'Careers, Skills and Education Week' specifically aimed at encouraging young people to consider a career in the marine industry. The future looks very promising for the marine industry.



This year the organisers made several changes to make the visitor experience even more enjoyable. The theme was 'Island Nation', celebrating Britain's maritime heritage. More space was given to entertainment and educational features:

- 'Raymarine Fog Tunnel' to show visitors how to use Radar
- 'UKSA Deck Games' competitions in mainsail hoisting, a rowing race and tying knots
- 'Anchor Watch' showing how to lay and retrieve anchors
- 'Engine Race' where visitors could pit themselves against others in a race to change an oil filter
- 'Sky Sports Theatre' screening educational films about a range of marine topics.
- 'BMW ORACLE' Americas Cup boat USA61
- 'Americas Cup racing simulator' where visitors could pit their skills against the worlds top racing sailors.

In the marina outside there was the usual selection of over 50 motor and sailing yachts as well as the warship HMS St Albans, there to promote the Royal Navy. The only true superyacht present was the new 37 metre Sunseeker, which reportedly attracted a lot of interest. Hopefully, in years to come, the marina will expand and play host to more suppliers of the ever expanding superyacht industry. Not so long ago a 24 metre yacht was considered very large and a rare sight, not so anymore. The PremierSail Club will help fill this void.

Reserve a place at a FREE PremierSail Workshop in London and order our 2007 brochure at [www.premiersail.com](http://www.premiersail.com).

Statistics courtesy of the British Marine Federation and Collins Stewart London Boat Show websites. Photographs courtesy of World Wide Images.