

Press release
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First attraction announced for new Boating & Watersports Holiday Show

Dedicated feature to showcase inland holidays

British Marine Boat Shows is excited to unveil its first attraction for the brand new Boating & Watersports Holiday Show 2018. At the centre of this innovative new Holiday Show will be an interactive area focusing on recreating the spectacular inland waterways whilst demonstrating the variety of overseas and UK holidays available.

Surrounding the attraction will be a number of brands showcasing the best of the inland sector. Already committed for the 2018 Show are Richardson's and under the British Marine Inland Boating banner, Fox Boats, Kris Cruisers, Napton Narrowboats and ABC Boat Hire.



Artist impression

Visitors will be able to climb aboard a narrowboat to explore the ultimate in sleek design, speak with friendly experts about the best locations and ideal boats to suit their needs or ponder their next cruising holiday as they relax in the Show's very own pub, The Lock Keeper's Inn. With specialist advice and live experiences on tap, visitors can be sure to get in the holiday spirit and make memories with family and friends at this new Show.

It's the first concept to be revealed, with plenty more attractions being developed for all three Shows taking place next January – the Boating & Watersports Holiday Show and the London Boat Show.

Starting on Wednesday 10 January until Sunday 14 January, the now five-day London Boat Show will offer something for everyone. Whilst the boats will remain the stars of the Show, located at the heart of the event.

Featuring global and boutique brands, the new Boating & Watersports Holiday Show is the place to book your next unforgettable break. January is the month when holiday booking fever hits so whether you are looking for luxury charters and exotic sailing holidays or a weekend on the Broads and a trip cruising down the River Thames, the Show will have it all.

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For more information, please contact Annabel Wildey on 01784 223811 or email awildey@britishmarine.co.uk.

Notes to editors:

About British Marine Boat Shows:

The London Boat Show at ExCeL London and TheYachtMarket.com Southampton Boat Show are organised by British Marine Boat Shows, a division of British Marine.

The 2018 London Boat Show will take place from 10-14 January 2018 at ExCeL London. For more information visit www.londonboatshow.com

TheYachtMarket.com Southampton Boat Show 2018 takes place from 14–23 September 2018, see www.southamptonboatshow.com for more details