

Press release,  
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## International Multihull Show: 2024 results and the future outlook



Fresh from staging its fifteenth edition, the International Multihull Show at La Grande Motte (Occitanie) confirms its position as a world-class BtoB and BtoC trade event.

Amid a subdued global business climate, the French Mediterranean event proved to be both dynamic and revitalised, playing its role as a market place in its own right and generating a large number of sales, orders and leads for national and international manufacturers and suppliers. With a particularly clement weather this year, the organisers estimate that the share of international visitors totalled between 55% and 60%. The growth in the number of visitors, and in particular that of decision-makers, is a sign of the upmarket nature of the show's, with a growing trend towards products and solutions that are innovative, attractive and environmentally friendly.

*"We can see that foreign visitors are by far the majority on weekdays, and English is the dominant language on the pontoons. The balance obviously shifts over the weekend with the arrival of more local and national visitors, but what emerges from our discussions with the industry professionals is a visitor base that is increasingly high quality. Exhibitors are adapting to this demanding clientele by offering a wide and diversified range that reflects their growing expectations in terms of preserving the marine environment,"* says Caroline Popovici, the show's new director. Among the European visitors, Italy, Germany, Switzerland, the Netherlands and the United Kingdom account for 45% of the total number of visitors. The North American market (USA and Canada) accounts for around 10% of the 25 nationalities attending the show.

**A 15th edition emphasising a smooth transition and further synergy with local players.**

The Fédération des Industries Nautiques and the new management of M2Organisation aimed to achieve a smooth transition that would preserve the show's unique DNA and heritage. *"We knew there was some concern among exhibitors. Change always raises a series of questions, and that's understandable. Our objective for year one was to gain a good understanding of the show's ecosystem so that we could ease into the transition. We'd like to make a number of adjustments for next year, particularly to the visitor on-shore experience, which needs to be reconsidered. We're teeming with new ideas for new areas, improved layout, the creation of a new segment, the development of new partnerships, etc."* explains Fabien Métayer, Managing Director of FIN and Director of M2Organisation.

In this respect, the FIN is also keen to highlight the outstanding collaboration with local players, in particular Mayor Stephan Rossignol and his team, the Port of La Grande Motte and its director Éric Pallier, and the Occitanie Region, whose synergy with the FIN has resulted in the signing of an industry cluster agreement with the French government to support the 3,000 local existing jobs and pave the way for the future.

Below the link to the press release announcing the first "marine industries and services" cluster partnership agreement, signed on Friday 5 April at the show.

<http://www.fin.fr/uploads/media/default/0001/07/55389c5d77a17e76f3b6e4682950257787acc539.pdf>

**April 2025 promises to be a busy month for the shows organised by the Fédération des Industries Nautiques.**

The next International Multihull Show in La Grande Motte will take place from Wednesday 23 to Sunday 27 April 2025. The 16th edition will be hosted immediately after the new Nautic en Seine, which opens its doors on Tuesday 1 April and will run for 6 days on the banks of the river Seine, in the French capital. Details of this new strategy for the French boat shows will be unveiled at the FIN annual press conference at the beginning of September.

**Key figures of the 2024 edition :**

Number of exhibitors: 160

Number of accredited international journalists: 80

With the support of: La Région Occitanie, la Ville de la Grande Motte, Helly Hansen / Musto, Tressol Charbrier, Volvo, Cabiron, Multihulls World, Voiles et Voiliers, Skippers, Yachting World, Motor Boat & Yachting, Sail, Multihull Sailor's, Annonces du bateau, Inautia, Yachtworld, Le Monde du Multicoque, Katamarans, Interempresas, Boat Heroes.

**About M2Organisation**

M2Organisation (M2O) is a company that specializes in organizing boat shows and events.

A subsidiary of the French Nautical Industries Federation (FIN), M2O is the organiser of the International Multihull show, a 100% multihull floating boat show. FIN also owns the Cannes Yachting Festival (operated by Rx France) and Nautic en Seine and organises and coordinates the French pavilions at METSTRAD in Amsterdam.

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