

Crowds ahoy! Boat show to sail into new home at SA1

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THE South Wales Boat Show is weighing anchor and setting sail for a new destination — Swansea's SA1 development.

More than 15,000 people flooded through the gates at last year's event in Margam Park.

Now organisers have charted a course for Swansea docks and are hoping to attract even more visitors with this year's show.

The three-day family event will feature vessels of all shapes and sizes, as well as a range of attractions including an RNLi lifeboat launch simulator, the Royal Navy, dragon boat racing, funfair rides and children's entertainment.

There will also be a chance for visitors to try scuba diving, and for youngsters to take to the water with sailing lessons in junior dinghies.

Show organiser Ben Sutcliffe said: "We're really excited about the move to Swansea and to a new waterfront location.

"Every year the show is getting bigger and bigger, and the new venue gives us a chance to do more — we can attract new exhibitors and put on more attractions.

"And the move is going to be good news for local hotels and other businesses — we get visitors from all around the UK and abroad. A lot of visitors come from Ireland, and hopefully they will use the new Swansea to Cork ferry when it is launched.

"South Wales is a great place for water sports of all kinds, and we hope we can help to promote that."

The show has been held in Margam Park for the last four years, and has grown into a major date in the nautical calendar. Watery activities were held on the park's lake.

This year's show will take place at the Prince of Wales docks from June 18 to 20.

The move to SA1 comes after talks between event organisers, the Assembly and Swansea Council.

Frances Jenkins, the council's strategic manager for tourism, marketing and events, said: "We are pleased to welcome the South Wales Boat Show to Swansea this year as it adds yet another exciting event to the popular Swansea Bay Summer Festival programme.

"The accessibility and infrastructure of SA1 makes it an ideal location for this popular event.

"June 2010 is going to be a particularly busy and exciting month with a whole range of events taking place."

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The South Wales Boat Show when it was held at Margam Park.

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