



SINGAPORE YACHTING FESTIVAL



EXHIBITOR GUIDE

23 – 26 April 2026

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Event Overview

Recognised as one of the world's top ten yacht shows, the Singapore Yachting Festival (SYF) is a premier annual event held at ONE°15 Marina Sentosa Cove. Featuring luxury yacht showcases, a regional trade conference, and a vibrant lifestyle market, SYF attracts global media attention and affirms Singapore's role as a strategic hub where European yacht brands, Asian dealers, and discerning buyers converge.



About Singapore

Singapore: Asia's Powerhouse for Luxury



Strategically located in the heart of Asia, Singapore offers you unrivalled access to a thriving financial hub with one of the world's strongest economies. With high buying power and a reputation for wealth management, the city attracts affluent clientele and serious buyers—making it the ideal launchpad for luxury marine brands.

Why Exhibit?



STRATEGIC GATEWAY TO ASIA



Leverage Singapore's central location to the region's premier cruising destinations in Indonesia, Malaysia and Thailand. Connect with leading European yacht brands and established Asian dealers.

ACCESS ULTRA-HIGH-NET-WORTH INDIVIDUALS (UHNWIS)



Tap into a highly affluent regional clientele with a growing appetite for private jets, waterfront properties and luxury travel. Singapore's concentrated and growing base of sophisticated buyers is projected to grow by 9.7% by 2028[^].

RISING SUPERYACHT DEMAND



SYF draws potential buyers with over 320 regional superyacht visits and a 42% industry surge from 2022 to 2024.*

HIGH-VALUE NETWORKING



Acquire qualified Southeast Asian contacts and develop fruitful relationships within the yachting industry.

GLOBAL MEDIA SPOTLIGHT



Join the ranks of leading yacht brands and amplify your presence with measurable exposure through extensive international event media coverage.

BESPOKE LIFESTYLE EXPERIENCES



Engage luxury audiences through curated event experiences like whisky and wine tastings, oyster appreciation and supercar parades.

[^]Knight Frank, 2024

*Asia Pacific Superyacht Report 2025

2025 Event Snapshot



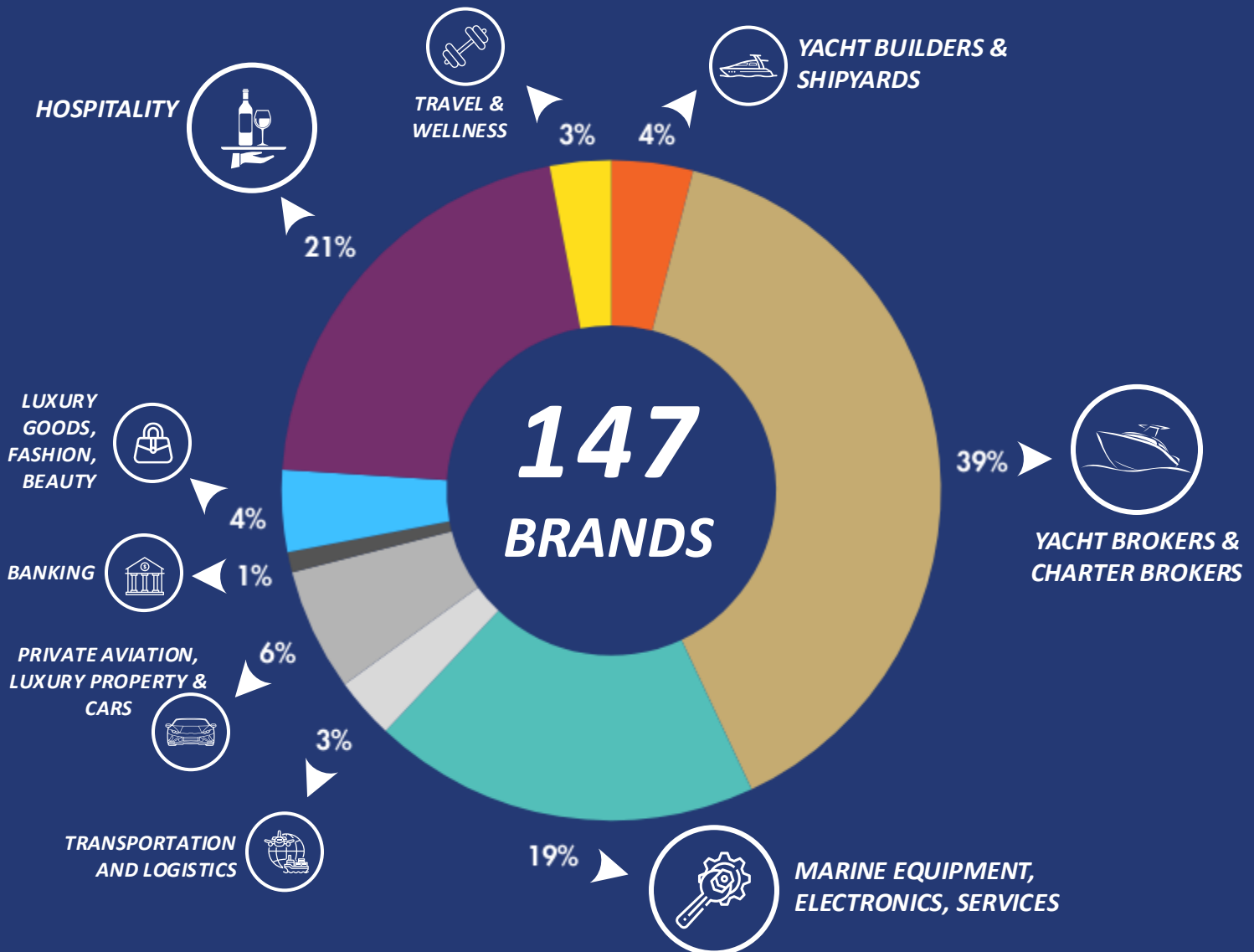
The Singapore Yachting Festival 2025, held from 10–13 April at ONE°15 Marina Sentosa Cove, saw its strongest edition yet with a **28% increase** in participating brands and over **20 product debuts**. Featuring **70 yachts**—including 10 premieres and 15 superyachts—the event attracted **12,080 attendees**, affirming Singapore’s standing as Asia’s leading yachting hub.



2025 Fact Sheet

Exhibitors & Sponsors

32% are new brands in 2025



2025 Fact Sheet

Visitor Profile



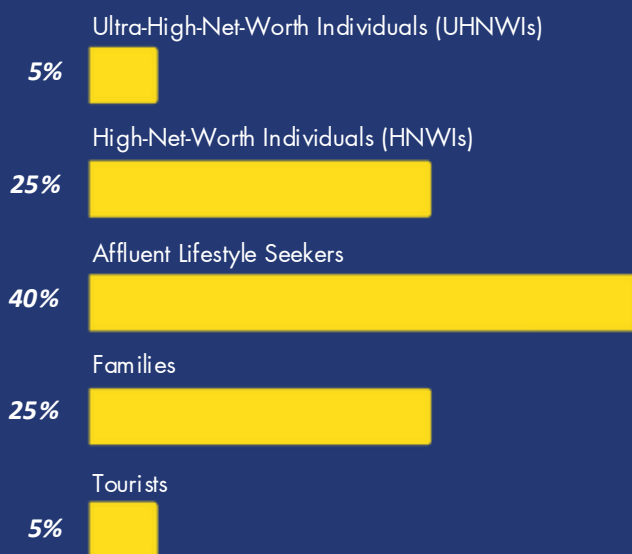
2025 Fact Sheet

Total visitors **12,080**



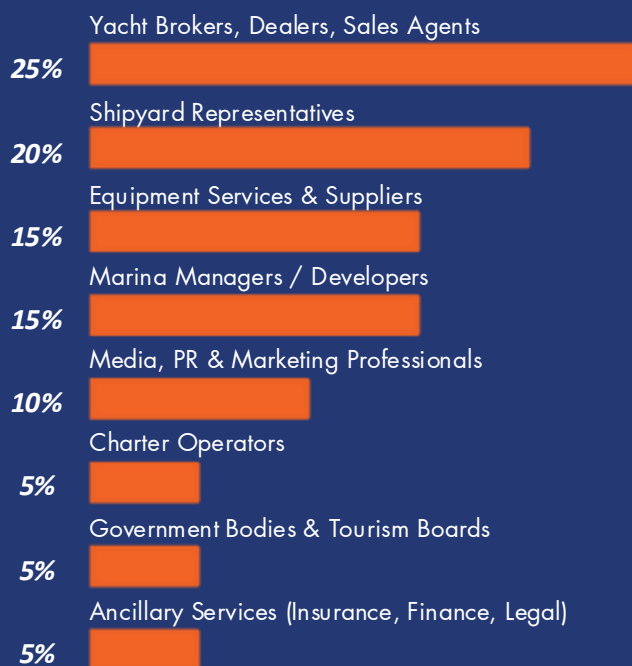
CONSUMER VISITORS

68%



TRADE VISITORS

32%



Testimonials



“The Singapore Yachting Festival is absolutely the most important show in the region. I was able to sell that boat just 2 minutes before the show opened and it's the event that created the excitement and anticipation in the mind of the client to close that deal.
- **Harvey Brewin, Country Manager**



“The Singapore Show is still the largest boat show in Asia, the closest we have to an international boat show, like we see in America and Europe. It's well-represented by the yachting industry, with most of the major brands here on display.
- **Richard Allen, CEO**



“The conference was well executed, and it was a huge turnout with great insight for us and knowing what other shipyards are doing. Also, we are impressed by the size of the overall show. We see a lot of our competition here and that means SYF is the top show in the market right now.
- **Alexander Souabni, Marketing Manager**



“The quality of this show is astounding. A platform like Singapore Yachting Festival for us is extremely important. It gives us the opportunity for our brand to be seen by many people including our clients and prospects, as well as expand our network in the industry.
- **Steven Hawkins, Managing Director**

Key Highlights

Yacht Exhibition

The on-water showcase impressed with Asia-Pacific premieres like the Sunseeker 90 Ocean and Nomad 101, while on land, curated premium brands and lifestyle partners reflected the elegance of today's yachting culture.



Exhibition Pavilion

The Exhibition Pavilion at SYF 2025 was a vibrant hub of innovation and boating essentials, featuring a diverse mix of 37 brands that spanned the full spectrum of the boating and luxury lifestyle ecosystem.



Southeast Asia Yachting Conference

The Southeast Asia Yachting Conference 2025 (SEAYC) brought together global marine experts, policymakers, and innovators to discuss key topics like sustainable marina development, cross-border cruising, and alternative fuels.



VIP Lounge

J.P. Morgan Private Bank elevated the festival with a VIP Lounge offering gourmet bites, whisky and wine tastings, La Mer hand massages, and refined hospitality in a chic CANCAN FURNISHINGS setting.



Arrival Lounge

New to this year's Festival, the Arrival Lounge set a sophisticated tone with the Aston Martin DB12 Volante and bespoke travel experiences by Strolli Travel.



Superyacht Lounge

The debut Superyacht Lounge, sponsored by Damen Yachting and Rolls-Royce, offered a refined space for industry networking, elevated by cocktails from WOOBAR.



Festival Market

A thoughtfully curated selection of 20 vendors, handpicked by JIU Asia, brought a diverse array of premium offerings to the festival.



Yacht Style Awards Dinner

The Gala welcomed over 300 visitors, including yacht owners, prospects, and industry leaders. Over 30 award categories were presented to honour outstanding achievements and product excellence across the yachting industry.



Lifestyle Showcase

Visitors experienced the thrill of joyrides on yachts like Ximula and MelodyBel, explored supercar displays from top clubs, and enjoyed dynamic waterfront activities—from Seabob demos and SeaMaze rides to YACHTBEACH floating platforms—rounded out by live entertainment and a festive atmosphere.



Yacht Parties

As the sun set, exclusive yacht parties brought the marina to life, with highlights like Gulf Craft's Don Julio-sponsored celebration and vibrant entertainment aboard superyacht Charley 2, creating unforgettable moments of luxury and seaside revelry.



Branding Opportunities



BANNERS



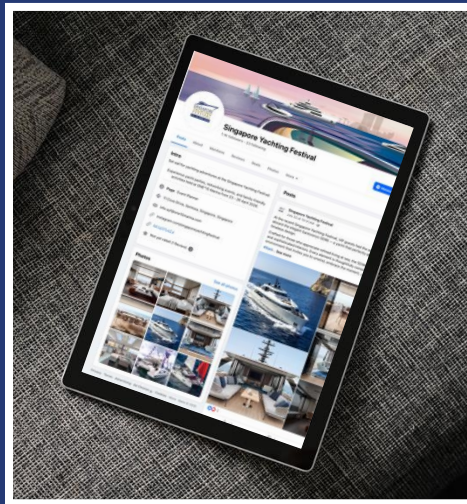
EVENT LOUNGES



MERCHANDISE



ACTIVATION EVENTS



DIGITAL



EVENT GUIDE

For more information, please contact
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2026 Price list

Water – Yacht



E OUTER BERTHS (>15M) S\$750 / linear metre

B OUTER BERTHS S\$650 / linear metre

C **D** INNER BERTHS S\$550 / linear metre

SUPERYACHTS (>40M) S\$450 / linear metre

Subject to GST | Multihull Fee x1.5 | Mandatory Exhibition Insurance \$275

For more information, please contact
Wade Pearce syf@one15marina.com



2026 Price list

Water – Booth

SPACE ONLY



Build and design
your own stand

EB S\$750 / sqm

DB **BB** S\$650 / sqm

SHELL SCHEME



CARPET, 13AMP SOCKET OUTLET,
LED TUBE LIGHT, CHAIRS, TABLE,
WASTEPAPER BASKET, RAIN CURTAIN

EB S\$850 / sqm

DB **BB** S\$750 / sqm

GLASS ENCLOSED



CARPET, 13AMP SOCKET OUTLET,
LED TUBE LIGHT, WASTEPAPER BASKET

**Air conditioning unit charges not included.*

EB S\$950 / sqm

DB **BB** S\$850 / sqm



**SINGAPORE
YACHTING
FESTIVAL**
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For more information, please contact
Wade Pearce syf@one15marina.com

**SINGAPORE
YACHTING
FESTIVAL**

2026 Price list

Land – Booth

SPACE ONLY



Build and design your own stand
Min. 18sqm

S\$700 / sqm

SHELL SCHEME



Carpet, 13amp power socket, fluroscent tube lights, information desk, round table, foldable chairs, A4-sized acrylic stand, wastepaper bin
Min. 9sqm

S\$770 / sqm

SUBJECT TO GST | MANDATORY EXHIBITION INSURANCE
\$275

● 3m x 6m

● 3m x 3m

● 9m x 3m



For more information, please contact
Wacleus Chin wacleus.chin@one15marina.com

2025 Marketing Snapshot

Influencers

IMPRESSIONS
872,000

Singapore Yachting Festival 2025 saw a **50% boost** in media coverage, garnered strong media attention through features on **CNBC, The Business Times, The Standard, CNA938, and MoneyFM**. With a combined KOL following of nearly 1 million, the media and influencer preview event generated substantial engagement and amplified reach across key audiences.



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 @jojoeyquek



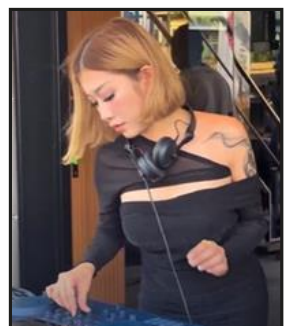
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 @tyenrasif



❤️ Q ▼

 @copyhailey



❤️ Q ▼

 @nicolechoo

2025 Factsheet

Website

Traffic / Visits	24k
Total Page Views	130k
New Users	53k (+132%)

Social Media



Reach 557k (+16%)
Engagement 1.4k (+2%)



Reach 11k (+346%)
Views 97k (+28%)
Interactions 2k (+9%)

Media Coverage



TOTAL PR REACH

\$112M



**TOTAL
REACH**

2024	105,000,000	
2025	111,200,000	+5%



**TOTAL
COVERAGE**

2024	58 articles	
2025	115 articles	+50%

Coverage

Broadcast



IMPRESSIONS
42,900,000

CNBC – 11 Apr 2025



IMPRESSIONS
656,085

TVB – 17 Apr 2025



IMPRESSIONS
680,902

The Standard – 17 Apr 2025



Radio



IMPRESSIONS
523,372

CNA938 – 30 Mar 2025



IMPRESSIONS
758,000

MONEY FM – 7 Apr 2025



PRINT



IMPRESSIONS
222,413

IMPRESSIONS
180,000



Online



LIFESTYLE ASIA



Past Partners & Sponsors

J.P.Morgan
PRIVATE BANK

AZIMUT | BENETTI
GROUP

ECHO
YACHTS

MARINETEK
PREMIUM MARINAS - ADVANCED FLOATING SOLUTIONS

PLUS
MARINE

SKYTOPIA

HONG KONG
INTERNATIONAL
AIRPORT
香港國際機場

DAMEN
yachting

AGENTS

Camper & Nicholsons

MAG
SUBSEA

mtu
A Rolls-Royce
solution

CSS CATALANO
SINGAPORE SHIPPING
SERVICES

ACCURA

ASTON MARTIN
Singapore

STROLI

Warsteiner

CANCAN
FURNISHINGS

CHEF
DE
MAISON

ESTD 1826
The
GLENDRONACH

GLENGLOSSAUGH
COASTAL SINGLE MALT SCOTCH WHISKY

HONG KONG
INTERNATIONAL
AIRPORT
香港國際機場

SKYTOPIA

LA MER

CREATED BY
Maison
perrier
FRANCE

NESPRESSO
PROFESSIONAL

SAINT
MERBER
CANALES

SEAMAZE
win beyond water

SEVENSTAR
YACHT
TRANSPORT

Vittel

W
SINGAPORE
SENTOSA COVE

WOوبا®

YACHTBEACH
by SPINNA

J I Ů
ASIA

APSA
Asia-Pacific
Superyacht Association

Hong Kong Boating
Industry Association
香港遊艇業總會

ICOMIA
INTERNATIONAL COUNCIL OF
MARINE INDUSTRY ASSOCIATIONS

Marina
Industries
Association

SINGAPORE BOATING
INDUSTRY ASSOCIATION

BOATING

时代财智

GMT
Great Magazine of Timepieces

HONG KONG
living

LUXUO

ocean
MAGAZINE

OCEANWAY
海之蓝

Robb Report
SINGAPORE

SG
MARINE
GUIDE

YACHT
style

SG SINGAPORE
Passion Made Possible

SINGAPORE EXHIBITION
& CONVENTION BUREAU

sentosa™
where discovery never ends

ONE 15 MARINA
Sentosa Cove Singapore

SUTL

ONE 15 EVENTS
Management

Past Exhibitors





Save The Date

23 – 26 APRIL 2026

Hosted at the award-winning ONE°15 Marina Sentosa Cove, the Singapore Yachting Festival showcases premier yachting brands and lifestyle experiences, providing opportunities to connect with quality buyers.

FIND OUT MORE



bit.ly/SYF2026

