

# REGISTRATION IS NOW OPEN FOR THE 66TH EDITION OF THE GENOA INTERNATIONAL BOAT SHOW

• 19 February 2026



comunicato stampa

**From 1 to 6 October, Genoa will once again host the world-class event for the international yachting industry.**

Genoa, 19 February 2026 – Today, registration officially opened for exhibitors wishing to take part in the **66<sup>th</sup> edition of the Genoa International Boat Show**, scheduled to be held from **1 to 6 October 2026**.

*“The Genoa International Boat Show ranks among the top three boat shows worldwide in terms of industrial significance and international positioning,”* stated **Piero Formenti, President of Confindustria Nautica**, the Italian Marine Industry Association. *“It represents a global event where the excellence of world yachting converges and defines the sector’s development trajectories. The return of this 66<sup>th</sup> edition to the dates of 1 to 6 October is a response to the market’s needs and follows a time frame more consistent with its dynamics, reaffirming the Boat Show’s role as a **tangible engine of economic development** for the entire global yachting industry supply chain.”*

The results achieved by the 2025 edition confirm this leadership: 124,248 visitors, over 1,000 boats on display, 45 countries represented, and 1,245 international journalists accredited. The Genoa Boat Show thus continues to confirm its status as an environment capable of generating effective industrial relationships and concrete opportunities for business development.

**Internationalisation** remains a strategic priority for the event. In partnership with the Italian Trade Agency and the Italian Ministry of Foreign Affairs, the Genoa International Boat Show continues its commitment to investing in a structured programme dedicated to qualified professional operators, buyers and leading international press, strengthening its attractiveness across key global markets.

The Genoa Boat Show also serves as a vibrant workshop of innovation. Its multi-specialist model is spread across five distinct industry areas that complement one another: **Yachts & Superyachts, Sailing World, Boating Discovery, Tech Trade and Living the Sea**. These represent the entire supply chain and support its evolution within the stunning layout of the new Waterfront di Levante venue, designed by Renzo Piano. The revolutionised setting has provided the event with a location conceived specifically for the yachting industry, distinguished by its unique, direct relationship with the sea and easy access to unmatched availability of sea trials, an element that sets the Genoa International Boat Show apart from other major international events.

Now in its seventh edition, the **Design Innovation Award** has become one of the most authoritative recognitions in the sector at a global level, serving as a privileged observatory of design, technological and sustainable trends.

Sustainability forms an integral part of the vision that defines the event's leadership. The Genoa International Boat Show operates in accordance with the principles of **ISO 20121 certification** for sustainable event management, confirmed for the second year running, demonstrating a structured approach aligned with international standards. The **World Yachting Sustainability Forum**, now in its fifth edition and firmly established as a central event within the Boat Show's programme, brings together industry leaders, institutions and international stakeholders to address the major challenges of the sustainable transition and regulatory evolution throughout the sector.

Finally, 2026 will also see the second edition of **TechTrade Days**, the B2B format dedicated to components, services and technological innovation that encourages and facilitates key networking opportunities for companies, buyers and international operators. This strategic initiative was created to strengthen the professional segment in a structured manner and to consolidate the Genoa International Boat Show's position as the industrial platform of reference for the entire international yachting supply chain.

## **Salone Nautico 2026**