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HAMBURG ancora YACHTFESTIVAL becomes the premiere festival

In the last two years, many people have vacationed on the boat for the first time. The reason is the corona pandemic. People feel safe on boats and can enjoy their personal freedom. This has given a boost to the yachting industry as a whole. Whether shipyards, service companies, marinas or trade, there was growth in all segments. Both the large and the special shipyards use the wave to bring new products onto the market. Some present these novelties at the HAMBURG ancora YACHTFESTIVAL from 20-22 May 2022 in the 5-star ancora marina in Neustadt/Holstein on the Baltic Sea.

In the first 14 days after the opening of the registration portal for the largest German In-water boat show, more than 90 yachts and boats were already registered. Among them are some sailing yacht premieres from international shipyards. The Hallberg Rassy 400 comes from the traditional Swedish shipyard as a premiere and the Hallberg Rassy 50 as the newly chosen yacht of the year 2022. Appropriately, the new finely crafted Saare 41AC from Estonia as a world premiere. From Bénéteau, France, the sporty First 36 is coming to Germany for the first time and the new Arcona 385 from Sweden as another performance cruiser. The Champion Ship Hanse 460 from the largest German shipyard is presented to the public for the first time, awarded the title Yacht of the Year 2022. The Dutch are sending the chic Daysailor Saffier SE 33 Life into the race as a world premiere, also awarded Yacht of the Year 2022. The French shine with the largest yacht in this group and present the noble Jeanneau Yachts 60.

The Italian masterpiece Absolute 48 Coupe, honored as Powerboat of the Year 2022, opens the premiere round of moto yachts. The elegant Bavaria SR 36 comes from the German shipyard Bavaria as a world premiere. The sporty weekender Ryck 280 from Hanse will be shown for the first time. For the small purse there is from A.W. Niemeyer the new OceanBay 655 as a premiere. A few more new products are expected before the registration stop at the beginning of March.

The number of registrations shows that the HAMBURG ancora YACHTFESTIVAL with the new organizer YACHTFESTIVAL 365 GmbH is enjoying great acceptance in the market. "I am very pleased that we, as a private company, enjoy such trust. However, the registrations also show that there is an urgent need for live marketplaces in the market. On the one hand, the water sports market has been booming in the last two years, but on the other hand, due to the boat shows being canceled due to the pandemic, there has been less direct contact with interested customers outside of the company's own customer list. The exhibitors finally want to show their exhibits live again and the interested visitors want to see, feel and compare again. All of this in a beautiful and safe environment. „The HAMBURG ancora YACHTFESTIVAL, as the largest German In-water boat show – outside and directly on the Baltic Sea – is the ideal event.“ According to Heiko Zimmermann, Managing Director of YACHTFESTIVAL365 GmbH.



About the HAMBURG ancora YACHT FESTIVAL:

Since 2010, the HAMBURG ancora YACHTFESTIVAL (named as hanseboot ancora boat show until 2018) has taken place, as always, at the beginning of the water sports season from 20-22 May 2022 in the 5-star ancora marina in Neustadt/Holstein on the Bay of Lübeck. Data from the last edition in 2019: 180 yachts and boats, 18,000 visitors, 90 pagodas, 1,200sqm in the exhibition hall.

Press photos that can be used freely are attached for [download](#).

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