



## PEARL VIRTUAL BOAT SHOW CELEBRATES RESOUNDING SUCCESS

**With a host of innovative virtual initiatives launched over the past two months, Pearl Yachts is leading the way in bringing the international yachting community together at a time of crisis. From live-streamed yacht tours hosted by Pearl Yachts partners to 360-degree online views of the best Pearl models, the yard's dynamic online presence has been met with unprecedented success, welcoming over 65.000 impressions and 9.000 interactions.**

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*Warwick, UK May, 2020*

Launching a series of new digital initiatives in March, British shipyard Pearl Yachts is proudly leading the way in the growing trend of online innovation in yachting as the world adapts to a new normal. Over the past two months, the team at Pearl Yachts has kept the joy of yachting alive with the Pearl Yachts Virtual Boat Show as well as dynamic webpages to explore Pearl models like never before and exciting social content. With many countries now reaching a positive turning point in the pandemic, the ongoing results are a step into the future.

### **The rise of the virtual boat show**

With the vast majority of yacht shows postponed in 2020, the Pearl Yachts team announced the first Pearl Yachts Virtual Boat Show in mid-March, with virtual events hosted throughout April and May. The virtual boat show consists of several innovative aspects hosted on the Pearl Yachts website, including high-quality 360-degree virtual walkthroughs, yacht reviews and live yacht tours. The three dedicated Pearl yacht tours were hosted with the support of Nick Burnham, founder of the *Aquaholic* YouTube channel, and Hugo Andreae, Editor in Chief of *Motorboat & Yachting Magazine*.

CEO and Co-Founder of Pearl Yachts, Iain Smallridge, states: "Right now it's especially important for the world to innovate in every sector. In yachting, it's been a pleasure to see our industry colleagues creating webinars to spark interesting debate, as well as put forward some truly inspirational virtual content. The Pearl Yachts Virtual Boat Show is our way of contributing, and we are very proud of the slick, fast and modern result. In addition to our monthly newsletters and dynamic social media content, it has been a great way to stay in touch with our clients and fellow yacht lovers, and perhaps share something about our brand and our products that some may not know. Thanks to our digital communication activities, we've reached a great audience with over 65.000 impressions and 9.000 interactions since launch."

### **Pearl Yachts in 2020**

The team at Pearl Yachts are still fulfilling the demands of a healthy order book and are working safely on several exciting projects currently under construction at the yard's facilities.



Smallridge continues to look to the future of Pearl: “We’re slowly moving to a new normal, and if restrictions allow us, we look forward to hosting a dedicated Pearl event in Palma de Mallorca in the coming months in order to meet all of the new contacts we made during this month of the virtual boat show.”

To stay up to date with all the latest information on Pearl Yachts, subscribe to the Pearl Newsletter or follow Pearl Yacht’s [Instagram](#) and [Facebook](#) accounts for a unique insight into the Pearl 95, Pearl 80 and Pearl 62.

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### **Pearl Yachts**

*Founded in 1998 with the aim of designing a range of luxury motor yachts offering voluminous interiors, combined with opulence and design excellence, Pearl Yachts is now one of the UK’s most prominent shipyards. Every Pearl motor yacht is designed and built to exceptionally high standards using quality materials and experienced craftsmen. Pearl’s fleet consists of the new Pearl 62, the Pearl 80 and the Pearl 95. All newly launched Pearl Yachts are covered by a unique, comprehensive five-year warranty program.*

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