



Less than 50 days to go: The English Riviera gears up for the UK's first SUP World Cup with landmark SUP-friendly accommodation launch

With just less than 50 days to go until the UK hosts its first-ever ICF SUP World Cup, the English Riviera is making waves both on and off the water as it positions itself at the forefront of one of the fastest-growing global leisure trends.

From 26 - 28 June 2026, the English Riviera will host 200 of the world's best stand-up paddleboard athletes and up to one thousand recreational paddlers and spectators in what is set to be the largest paddleboarding event in the UK.

Taking place on the destination's coastline, famous for its idyllic long, shallow sandy shorelines and picturesque backdrop, the English Riviera provides ideal conditions for paddleboarders, and it is set to become one of the UK's premier destinations for the sport.

The SUP World Cup has announced a packed programme of sprint, technical and distance races, alongside events such as SUP Polo and a world record attempt across the beautiful bay, delighting spectators as they welcome competitors and can enjoy paddleboarding themselves in the 'Have a Go' taster sessions.

Brendon Prince, Director of the SUP World Cup, added: "Paddleboarding has exploded in popularity because it's accessible, social, and connects people directly with our coastline. With an exciting line-up of world-class racing, the English Riviera is showing the UK what the future of coastal events looks like."

Devon-based Holly Pye, International Paddleboarder Racer, said: "Being from the area myself, the SUP World Cup being hosted here this June is a special moment for me and I love inspiring the next generation of boarders. It's sure to be an action-packed weekend where budding junior paddleboarders can watch their local heroes in action and find a love for the sport which will last all summer."

With a range of accommodation to suit all budgets and group sizes from friendly, family-run B&Bs, action-packed holiday parks, self-catering and seafront hotels, the English Riviera really does have something for all visitors. For those participating in the water-based events, local businesses have launched a directory of [SUP-friendly accommodation](#) that highlights venues offering secure storage, drop-off spaces, on-site parking and drying and washing facilities.

Carolyn Custerson, CEO of the English Riviera BID Company, said: "With 50 days to go until the ICF SUP World Cup, this is a defining moment not just for the English Riviera, but for the UK watersport community, and we are excited to welcome visitors to the Bay. We're seeing a shift towards active, experience-led travel, and are proud to be a leading and welcoming destination for international watersports.

For more information about the range of events and activities to enjoy, visit:

<https://www.englishriviera.co.uk/>

For more information about accommodation offerings across the English Riviera, visit <https://www.englishriviera.co.uk/accommodation>

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NOTES TO EDITOR:

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About the English Riviera

The English Riviera Business Improvement District (BID) Company is a collaborative effort between over 1000 local businesses, authorities, and stakeholders dedicated to enhancing the tourism experience and promoting sustainable economic growth for Torbay.

With 22 miles of stunning coastline, the English Riviera covers Torquay, Paignton and Brixham. Torquay is the birthplace of Agatha Christie, the world's greatest crime writer, and the resort offers a vast array of culture, history, water activities, spas, festivals, entertainment and food and drink experiences.

As a designated UNESCO Global Geopark, the English Riviera has gained international recognition for its 400 million years of geological heritage and is promoted as one of Earth's Extraordinary Places. The resort is also an international cruise port.

Please find below a list of exhibitions and activities this Easter in the English Riviera with respective prices.

For more information for consumers visit www.englishriviera.co.uk and for businesses visit www.englishriviera.co.uk/bid.