



Under strict embargo until 16 March 2026.

100 days to go: The English Riviera set to host the UK's first ICF SUP World Cup

From 26 - 28 June, elite paddleboarders and watersports fans gear up for the five-day landmark international sporting event taking place along the English Riviera coastline

16 March 2026 - The countdown to the Stand Up Paddleboarding World Cup 2026 is on with only 100 days to go. The [English Riviera](#) is set to welcome over 5,000 spectators and up to 1,000 elite and community athletes to a high-energy festival of sea, sunshine, and sport. The SUPERFestival will run from 24 - 28 June 2026, with the World Cup taking place from 26 - 28 June.

Organised by Paddle UK in partnership with the English Riviera Business Improvement District and Torbay Council, the event marks the first-ever International Canoe Federation (ICF) accredited watersports championship held in the UK, securing the English Riviera as a global hub for paddleboarding.

“After the incredible participation in Abu Dhabi last year, we are thrilled to welcome the world’s best paddleboarders to the English Riviera this year,” **said Carolyn Custerson, CEO of the English Riviera BID Company.** “The SUP World Cup is a significant opportunity to showcase the English Riviera to a global audience, and this is something we are incredibly proud of.”

With 22 miles of breathtaking coastline, wide open spaces and a picturesque backdrop, the English Riviera provides ideal conditions for paddling and has become one of the UK’s premier destinations for the sport.

Brendon Prince, nine-time world record SUP Champion and director of the SUP World Cup 2026, commented: “Stand Up Paddleboarding is one of the fastest-growing watersports in the world, and this is an exceptionally exciting opportunity to bring the World Cup to the UK.

“The English Riviera offers the ideal conditions to host such a prestigious, world-class competition, all while giving fans and supporters an unforgettable coastal experience. From the elite races to the community-led SUP 1,000 record attempt, we are delighted to be bringing the joy and inclusivity of SUP to everyone.”

Visitors are also invited to explore the SUPERFestival village, adjacent to Torre Abbey Sands on the banjo, with food and drinks, trade stands, entertainment and social gatherings taking place across the weekend. There will also be taster sessions, workshops, live demonstrations, and hands-on activities for those keen to try SUP or broaden their skills.

The English Riviera also offers an impressive selection of [SUP friendly accommodation](#) to suit all budgets and group sizes from family-run B&Bs and action-packed holiday parks, to self-catering options or seafront hotels. Nominated SUP friendly accommodation offers facilities for those travelling with SUP equipment with categories ranging from 3 SUP to 1 SUP depending on storage space and washing down facilities.

This year's event follows a successful ICF SUP World Championship 2025 in Abu Dhabi, which welcomed over 460 paddleboarders representing 54 countries, underscoring the sports rapid global growth and increasing its international standing.

For more information about the SUP World Cup 2026, to register to take part or sign up for the event newsletter, please visit <https://superfestival.paddleuk.org.uk/>

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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 'Earth's Extraordinary Places.' The resort is also an international cruise port.

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