

English Riviera to host international Stand Up Paddling World Cup

[Paddle UK](#) has been awarded a Stand Up Paddling World Cup event following an announcement made by the International Canoe Federation (ICF) in Hangzhou, China.

This is the first time that an ICF Stand Up Paddling (SUP) event of this scale has been held in the UK and the first since Paddle UK was announced as a governing body for the sport in February 2023.

The event will be held from 24 to 28 June 2026 on the stunning waters of the English Riviera, Torbay, which has become a go-to spot for Stand Up Paddleboarding in England.

The five-day event is expected to attract around 200 of the World's best athletes, as well as up to a thousand other paddlers who will take part in a festival of paddling, that will showcase the breadth of SUP from recreational paddlers to elite competition.

The event will create an opportunity for everyone to get on the water and enjoy the best of the English Riviera for themselves.

Ashley Metcalfe, Chief Executive of Paddle UK, said: "I am delighted that Paddle UK has successfully bid to host an international stand up paddling event within the UK.

"We know that stand up paddling has grown over the last five years and is hugely popular with our members and recreational paddlers.

"I look forward to working with key partners and stakeholders on the English Riviera to deliver an excellent event and help support the area to become the number one destination for stand up paddling."

The SUP World Cup event will be supported by the English Riviera Business Improvement District (BID) Company and Torbay Council.

Cllr Jackie Thomas, Torbay Council's Cabinet Member for Tourism, Culture and Events, said: "We are absolutely thrilled to be hosting the 2026 Stand Up Paddling World Cup on the English Riviera. Our beautiful Bay enjoys worldwide importance with our designation as the English Riviera UNESCO Global Geopark, and it will be a fabulous backdrop to the events out on the water.

"As one of the UK's premier coastal resorts, we look forward to offering a warm welcome to the many competitors, support teams and visitors that the event will attract from around the world to our sparkling waters and award-winning beaches.

"We are sure they will appreciate the results of our work with partners and our whole community to deliver an ongoing exceptional commitment to environmental sustainability, water quality, safety, and beach management across Torquay, Paignton and Brixham."

Carolyn Custerson, CEO of English Riviera BID Company, said: "We are delighted to welcome the ICF Stand Up Paddling World Cup to the English Riviera in 2026. This is an

incredible opportunity to showcase our stunning coastline to a global audience and reinforce our reputation as a premier water sports destination in the UK.”

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NOTES TO EDITOR:

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About English Riviera

The English Riviera Business Improvement District (ERBID) 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.

Looking to Escape Your Everyday? 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. The resort is also an international cruise port.

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.

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