



One Year To Go: The English Riviera Prepares to Host Prestigious 2026 Stand Up Paddling World Cup

Over 5,000 spectators and 200 elite international athletes expected to join world-class competition set against the coastal town of Torquay, from 24 – 28 June 2026.

The [English Riviera](#) will take centre stage next summer as it plays host to the 2026 International Canoe Federation (ICF) Stand Up Paddling (SUP) World Cup, marking the first time an ICF SUP event of this magnitude has been held in the UK and the first edition since Paddle UK was officially recognised as the sport's governing body in February 2023.

Renowned for its stunning scenery, natural beauty and vibrant coastal atmosphere, Torbay has become a go-to destination for paddlers in the UK and the region is a perfect host for this five-day world-class event. The competition is set to welcome an expected 200 elite international athletes competing at the highest level of the sport and, over 1,000 participants taking part across the ICF World Cup and SUPER Festival events, including an attempt to break the world record for the most paddle boarders on the water simultaneously, as well as an anticipated audience of more than 5,000 spectators.

Carolyn Custerson, Chief Executive Officer of the English Riviera BID Company commented: "We are incredibly proud to welcome the ICF Stand Up Paddling World Cup to the English Riviera in 2026 and this is a significant opportunity to showcase the English Riviera to a global audience.

"This world-class event will not only offer an opportunity for people of all ages and abilities to get on the water and enjoy our beautiful coastline, but it will also further elevate our international profile as a year-round destination and bring real economic benefits to our local businesses and hospitality sector."

Secured by Paddle UK and supported by the English Riviera Business Improvement District (ERBID) Company and Torbay Council, the event represents a landmark moment for the sport and for Britain's place on the global SUP map.

With its mild microclimate, UNESCO Global Geopark status, and a thriving watersports scene, the English Riviera offers not only ideal conditions for high-performance racing but also a unique experience for recreational paddlers and spectators alike, and an opportunity for visitors to explore the wider region, known for its award-winning beaches, scenic coastal paths, historic landmarks, and bustling harbours.

Beyond the competitive races, the World Cup will feature an array of community-focused activities aimed at increasing engagement with Stand Up Paddling at all levels, ensuring inclusivity remains at the heart of this festival.

Ashley Metcalfe, Chief Executive of Paddle UK added: "I am delighted to be visiting the English Riviera and celebrating the 'one year to go' milestone with our local partners, businesses, sponsors and paddlers.

“We are looking forward to developing our plans over the next 12 months, to deliver an excellent SUP World Cup and Paddle UK SUPER Festival, that will support our growth for stand up paddling and promote the English Riviera as a SUP destination.”

With a deep commitment to sustainability, safety, and coastal stewardship, the English Riviera is a fitting home for the 2026 World Cup, an event rooted in community and environmental values, and organisers are working closely with local partners to ensure it delivers lasting benefits for both residents and the surrounding natural environment.

To keep up to date with the Paddle UK SUPER Festival and 2026 ICF SUP World Cup, [register your interest today](#).

For more information about Paddle UK, please visit <https://paddleuk.org.uk/>

For more information about English Riviera BID Company, please visit <https://www.englishriviera.co.uk/>

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NOTES TO EDITOR:

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About the English Riviera

The English Riviera Business Improvement District (ERBID) Company is a collaborative effort between over 1000 local businesses, Torbay Council, 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, events, 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