

FL

FORT LAUDERDALE
INTERNATIONAL
BOAT SHOW

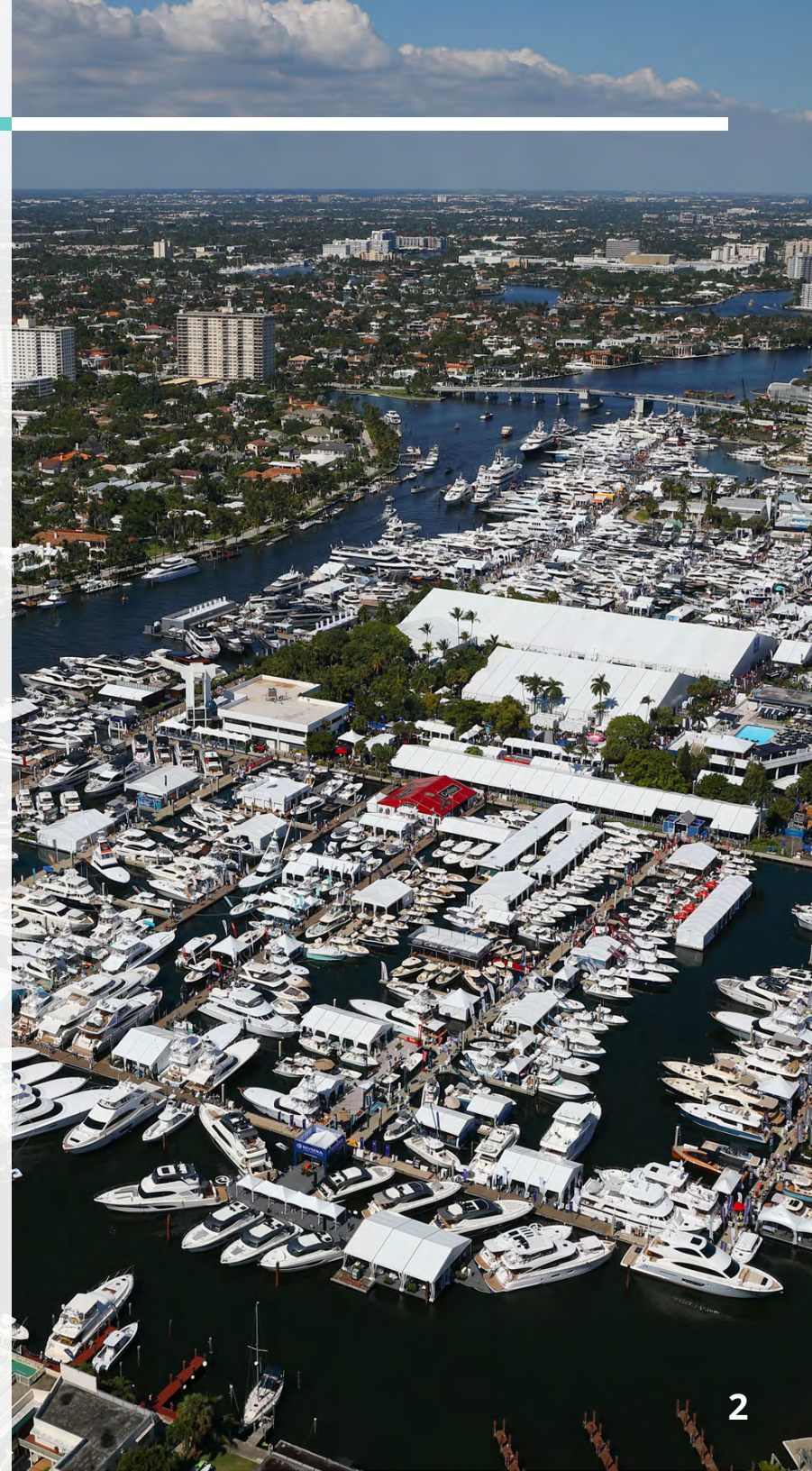
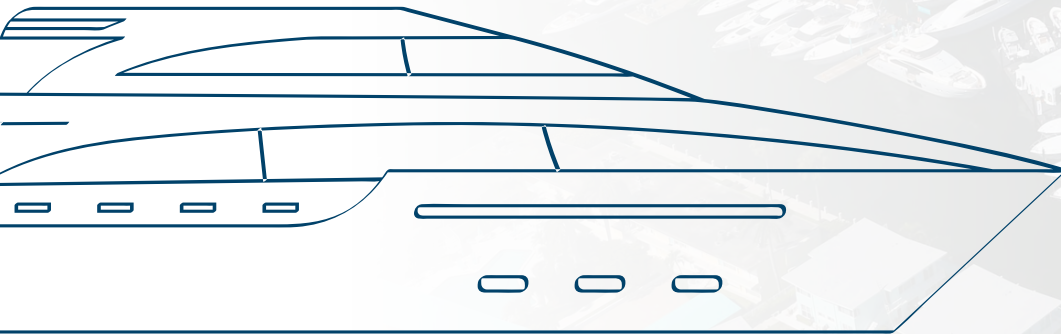
ATTENDEE DEMOGRAPHICS

SHOW OVERVIEW

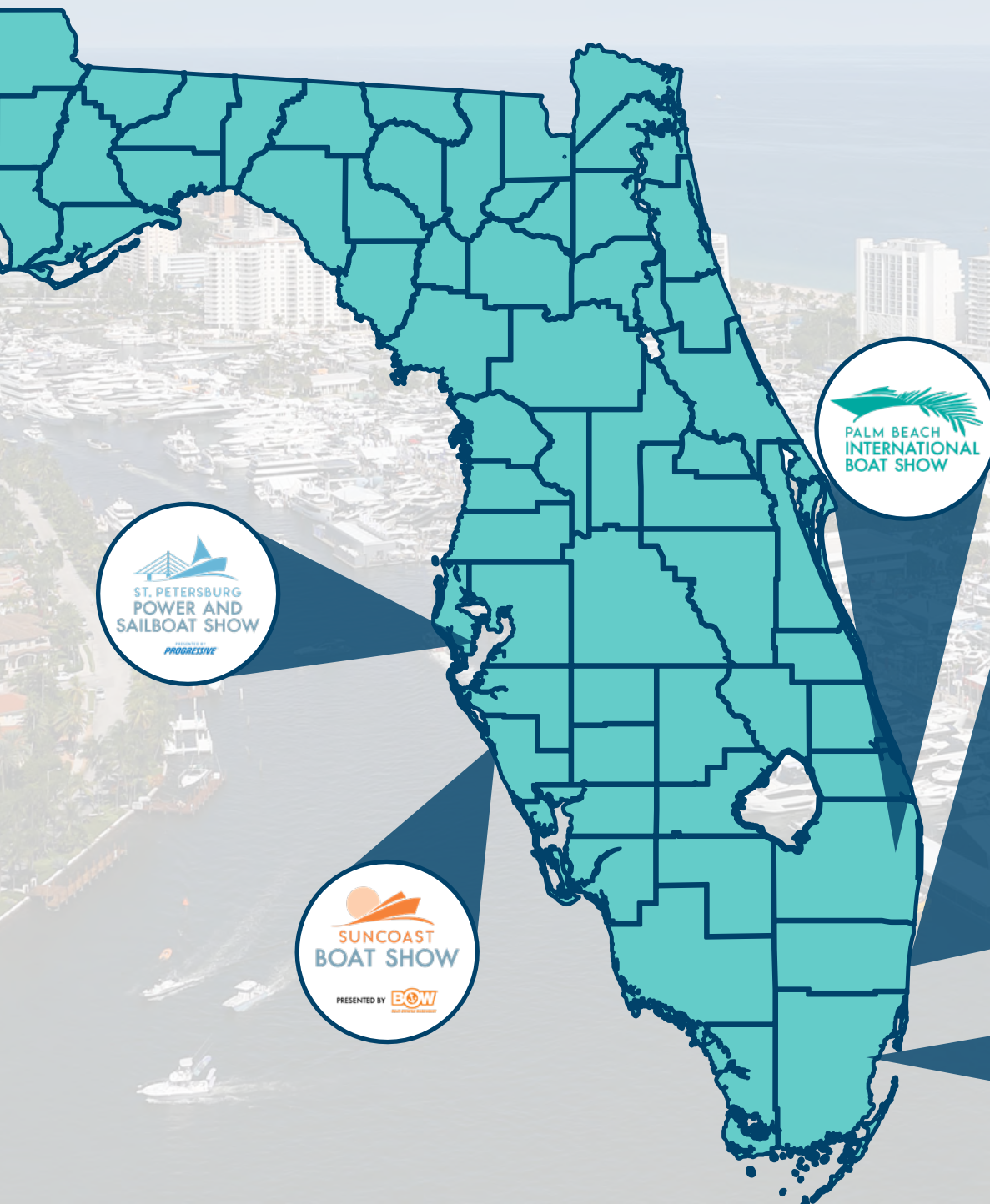
The **Fort Lauderdale International Boat Show (FLIBS)**, owned by the **Marine Industries Association of South Florida (MIASF)** and produced by **Informa Markets**, is recognized as the largest in-water boat show in the world.

This 5-day show spanning nearly **3 million sq. ft.** across **7 different** locations attracts over **100,000+** attendees, **1,200+** exhibitors and represents **52 countries** with more than **1,300+** boats on display.

From luxury yachts, VIP experiences, and family-friendly programming there is something for all to enjoy at the greatest boat show across the seven seas.



PORTFOLIO OVERVIEW



FL FORT LAUDERDALE
INTERNATIONAL
BOAT SHOW

ONE SHOW, 7 LOCATIONS

- Bahia Mar Yachting Center
- Las Olas Marina
- Hall Of Fame Marina
- Super Yacht Village at Pier 66 South
- Pier 66 Marina
- Broward County Convention Center
- Hilton Fort Lauderdale Marina



2021 ECONOMIC IMPACT



\$1.79B

in economic output
throughout the state
of Florida through
show purchases and
expenditures



\$709.7M

in estimated
sales by Florida
companies



\$85.8M

in state and local
taxes generated
within Florida

\$24.5M in Broward
County alone



100K+

visitors, with **49%**
from outside FL



\$47.3M

in estimated total
expenditures by
non-local visitors
and exhibitors

OVERALL SHOW IMPRESSIONS

FLIBS 2022

TOTAL IMPRESSIONS

PR - Kivvit	80,000,000
Social Media	12,117,627
Radio Impressions	5,711,229
TV Impressions	11,302,952
Print Impressions	2,670,000
Digital Impressions	5,094,034
OTT Impressions	644,717
Paid Social Impressions	3,330,794
Magazine Impressions	275,000
Billboard Impressions	11,886,168
Media Barter Impressions	6,550,000
BONUS Negotiated Added Value Impressions	2,060,000
Banner Exposure/Onsite Signage - Informa	100,000
Informa Website (3-Months Unique Visitors)	247,899
Informa Email Promotion (Total Number of Opens)	54,157
SMT - Short Shoot	4,700,000
Fox Sports Special - Short Shoot	300,000

Total Impressions:

147,044,577

FUTURE SHOW DATES



OCT 25
OCT 29

2023



OCT 30
NOV 03

2024

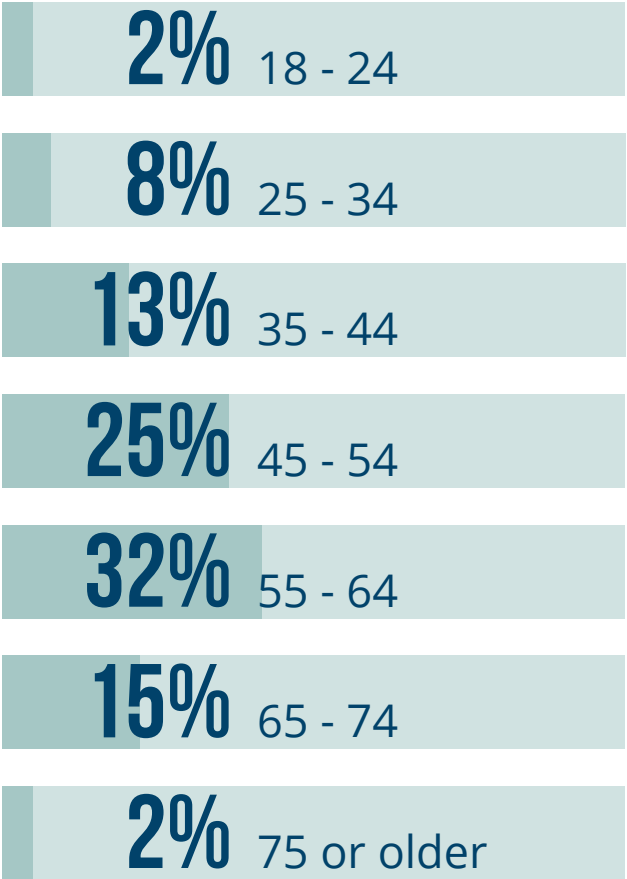


OCT 29
NOV 02

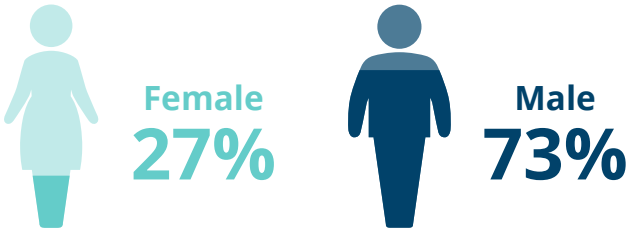
2025

ATTENDEE DEMOGRAPHICS

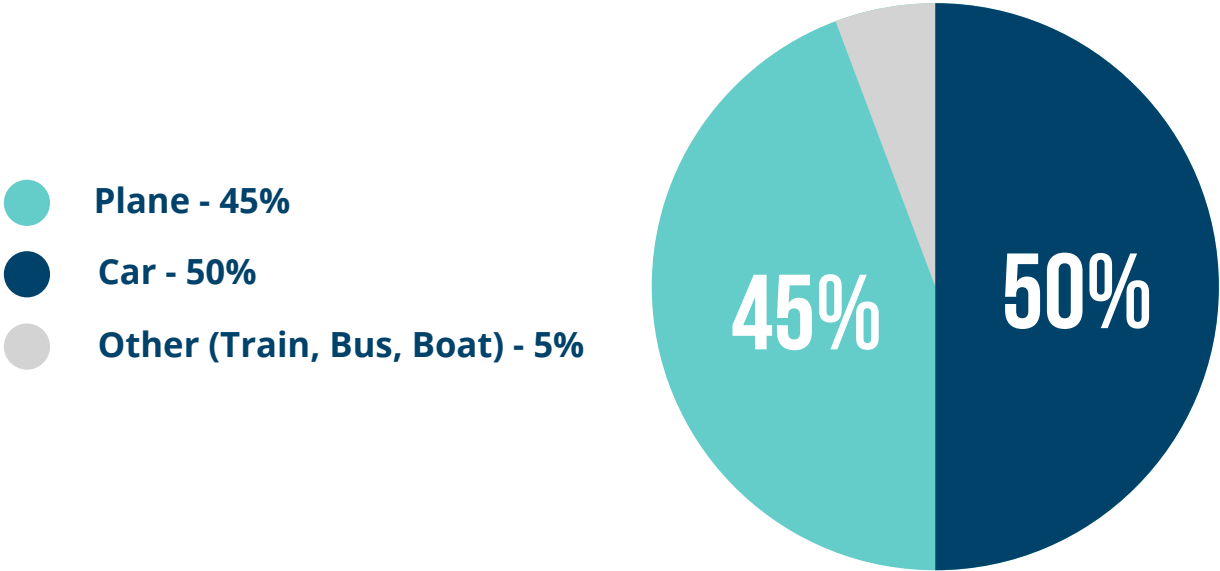
AGE



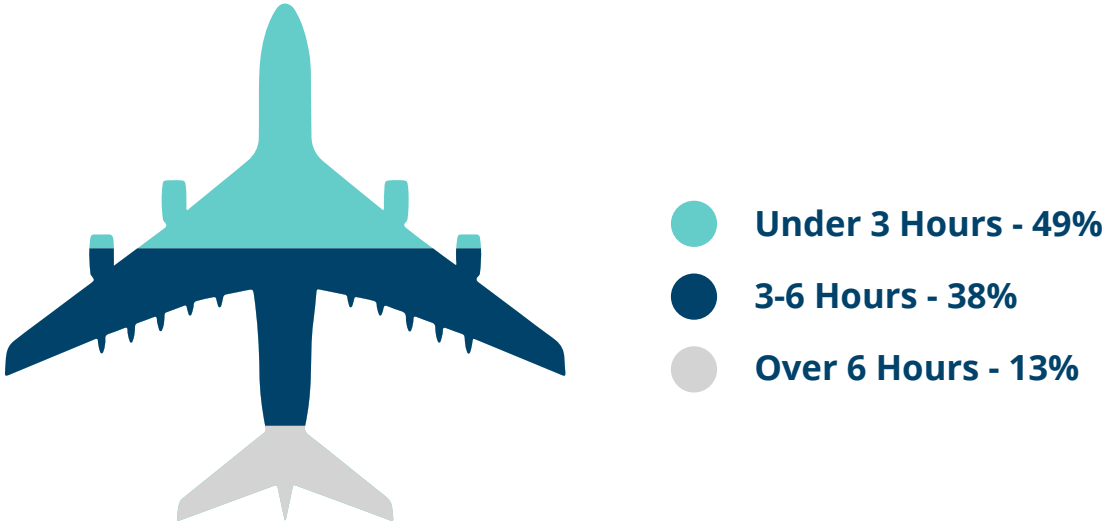
GENDER



MODE OF TRANSPORT

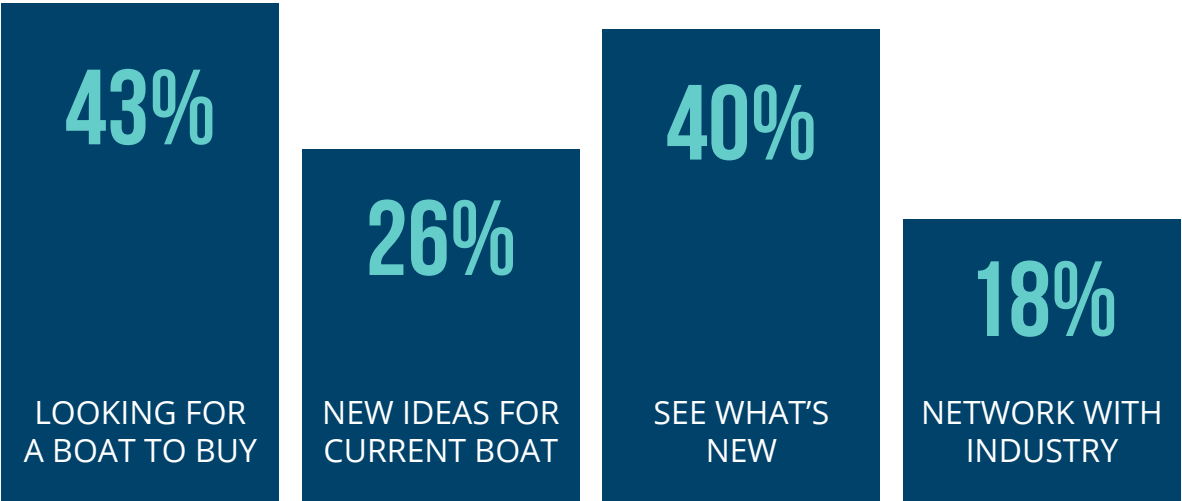


DISTANCE TRAVELED (BY PLANE)

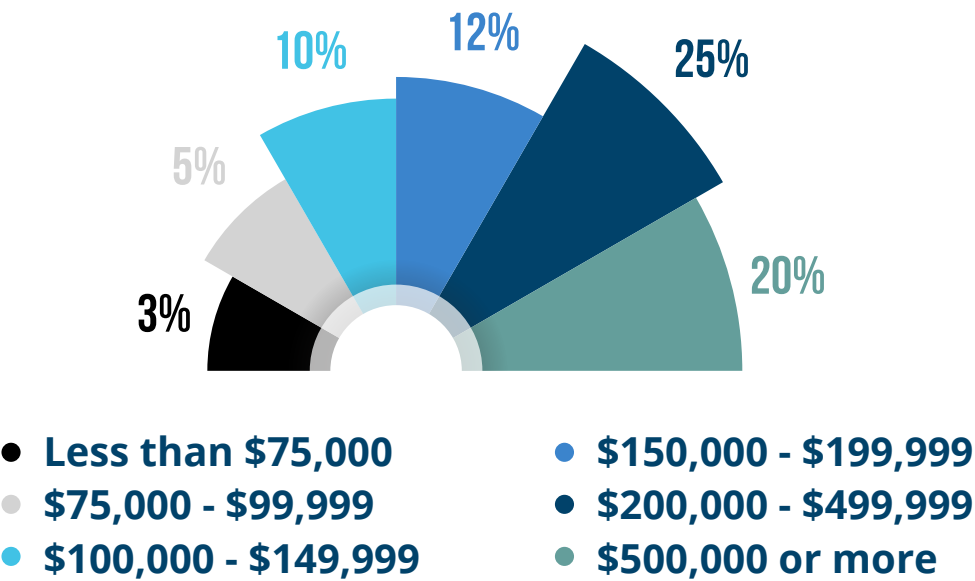


ATTENDEE DEMOGRAPHICS

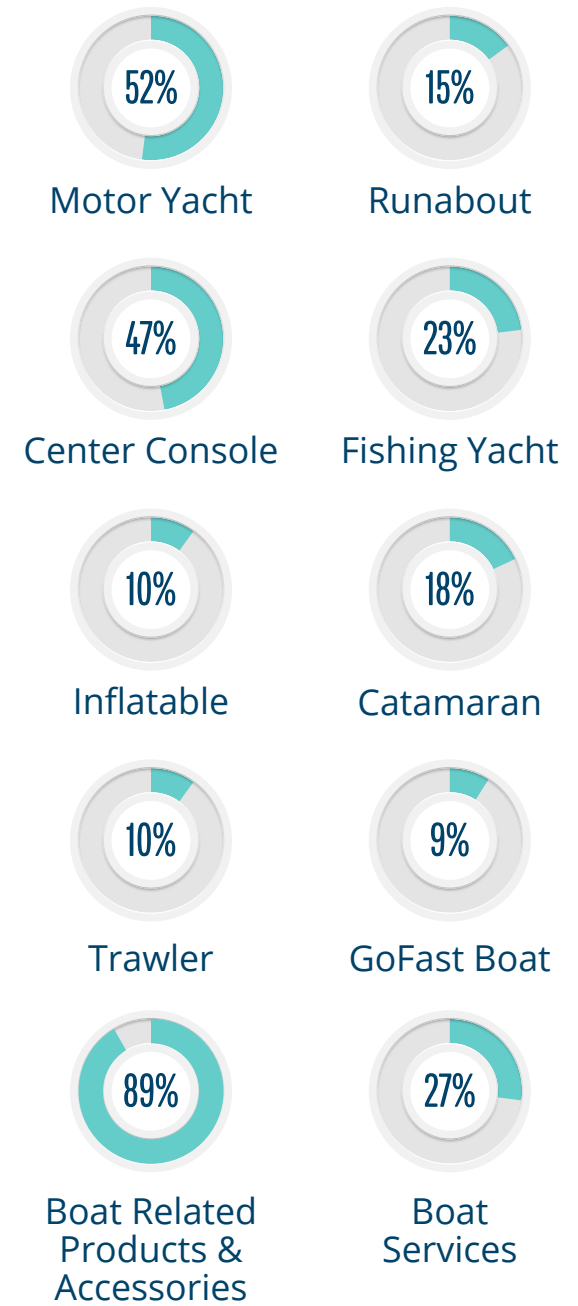
REASONS TO ATTEND



INCOME RANGE

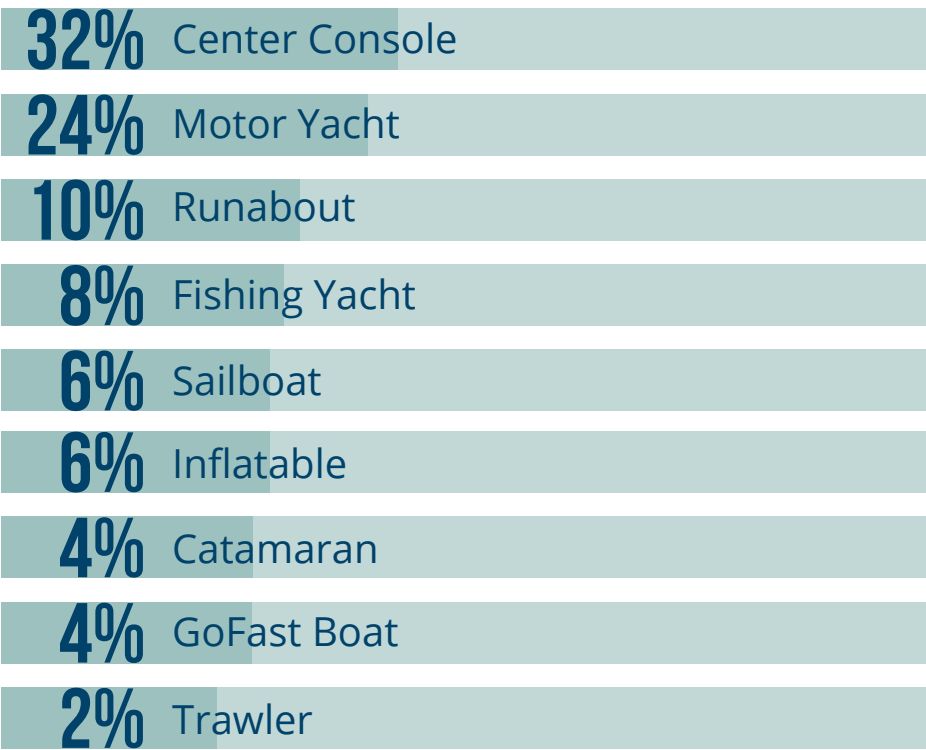


PRODUCT INTEREST

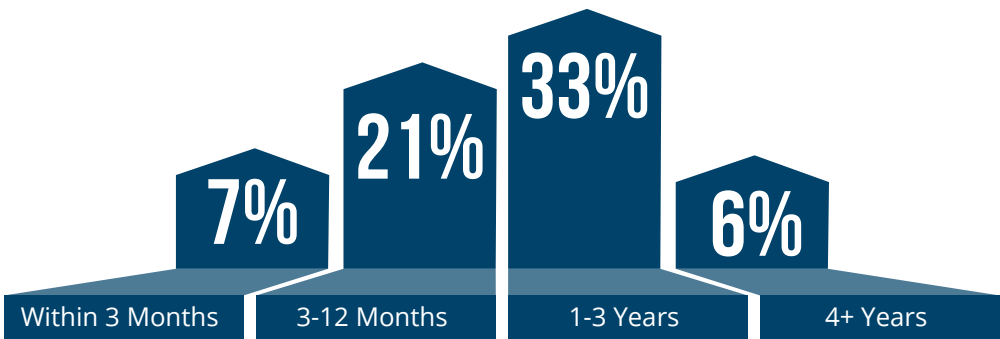


ATTENDEE DEMOGRAPHICS

BOAT OWNERSHIP



BOAT PURCHASE TIMELINE



ANNUAL BOAT BUDGET

