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Good morning,

The [Fort Lauderdale International Boat Show](#) (FLIBS), the largest in-water boat show in the world, recently celebrated its 60th anniversary with a monumental five day show that gathered over 100,000 attendees and more than 1,000 exhibitors and 1,300 boats to the "Yachting Capital of the World." This year's show drew serious buyers with an uptick in VIP ticket sales and exhibitors reporting a significant increase in sales and new prospects.

Please find a press release below to read more about this year's show highlights and exhibitor feedback.

Thank you for your consideration.

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The Fort Lauderdale International Boat Show Celebrates Monumental 60th Anniversary

*New Superyacht Destination & Quality Buyers Eclipse Warm Temperatures at FLIBS
as Exhibitors Report Strong Sales Feedback*



Photo Credit: J. Christopher Photography

FORT LAUDERDALE, Fla. (Nov. 22, 2019) – From Oct. 30 to Nov. 3, the largest in-water boat show in the world, the [Fort Lauderdale International Boat Show](#) (FLIBS), gathered over 100,000 attendees to the five-day show with more than 1,000 exhibitors and 1,300 boats to the “Yachting Capital of the World” in commemoration of its 60th anniversary. Sunny skies, quality buyers, and several new additions were the highlights of this year’s event as FLIBS welcomed a diverse national and international audience from over 52 countries to the pinnacle of all nautical events. With more world and U.S. debuts than any other show in the country, this year’s show drew serious buyers with an uptick in VIP ticket sales, a social and digital campaign that reached key audiences from all over the world, and exhibitors reporting a significant increase in sales, new prospects, more model unveils and larger space in the show than in years past.

“Each year, we strive to create new and exciting experiences for our visitors and a successful sales environment for our exhibitors. In celebration of FLIBS’ 60th anniversary, we were proud to introduce the show’s newest star attraction, Superyacht Village, to cater to the growing number of affluent buyers and superyacht charter clients attending the show,” said **Andrew Doole, President of U.S. Boat Shows at Informa Markets**. “We have received a tremendous response from exhibitors with regard to the quality of buyers at this year’s show, which has resulted in strong sales and qualified prospects for many.”

“This year's FLIBS was the best boat show Denison has ever participated in. We met more people than ever, and closed more new boats than ever. I think it was the hottest boat show I've ever experienced, but people still came out anyway. We had brokers fly in from all of our offices, as far away as California, to meet clients and write deals all week. Every single day was busy. Saturday was the busiest for us. The docks were crowded throughout the morning and the afternoon,” said **Bob Denison, President & Founder of Denison Yachting.**

“I've been working the Fort Lauderdale boat show since 1983,” said **George Jousma, President of Italian Yacht Group in Fort Lauderdale.** “It is a bit of a trendsetter for what the boat show season is going to be like, and traffic-wise, we were on par with last year. I was happy with the attendance and the quality of the people that attended. We sold three yachts totaling over \$15 million and are working to close a couple more deals that came from the show.”

FLIBS kicked off its 60th anniversary with an inaugural ceremony at its new and highly-anticipated Superyacht Village, a destination for superyachts and yachting enthusiasts located at Pier Sixty-Six Hotel & Marina's new “Pier South” property. The new venue featured some of the year's most luxurious, globally-recognized new yachts, including the world debut of Lürssen's 311-foot *Madsummer* -- representing the largest and newest megayacht at FLIBS – as well as Heesen Yachts' 180-foot *Vida*. The dedicated marina and on-land exhibition space not only displayed eight of the most impressive superyachts in the show, but also featured 17 exhibits from renowned shipyards, yacht “toys” like helicopters (Airbus), personal submarines, exotic and collectible automobiles led by Ferrari, Maserati and Alfa Romeo.



“The new Superyacht Village was a breath of fresh air for Benetti,” said **Nick Bischoff, Country Manager, Benetti Americas**. “We had quality customers visiting with us daily. We don’t usually write contracts at shows, but we do further cement our relationships with existing clients and prospects. We are confident that the show will result in sales over the coming months, both by Benetti Americas, and our Class Dealer, MarineMax.”

“Our overall show experience was a very good one. We had many qualified prospects onboard *Vida* in Superyacht Village, several of whom have serious interest,” said **Thom Conboy, Director of Sales North America, Bahamas and Caribbean for Heesen Yachts**.

Expanding its international portfolio, FLIBS featured yachts from Dubai and Turkey for the first time in its 60-year history. In a nod to the quality buyer that attended this year’s show, Dubai-based superyacht builder Majesty Yachts USA, a first-time exhibitor at FLIBS, sold both of its new yachts on display at the show. It’s *Majesty 140*, crowned “Best of Show” sold for about \$20 million, and the *Majesty 100* sold for \$9.9 million. The Majesty 140 and the “Best of Show” award presentation will be featured in the 2nd Annual **NBC Sports Network** one-hour special on FLIBS airing December 15th.

“We are incredibly honored that our *Majesty 140* was recognized as the ‘Best of Show’ winner at the biggest in-water boat show in the world,” said **Greg Terraglio, Managing Partner for Majesty Yachts USA**. “Rich with luxurious amenities and exceptional finishes, the commissioned *Majesty 140* is unparalleled to any other yacht in the market...”



Photo Courtesy of Majesty Yachts

Located at the heart of the show at Bahia Mar, the amplified *in-water* Windward VIP Lounge presented by Delta Private Jets (the Official Private Jet Carrier of FLIBS), in partnership with Ulysse Nardin (the Official Timekeeper of FLIBS), also brought in an elevated crowd of show-goers with a 50 percent increase in VIP tickets sold. For \$300 a ticket, guests of the VIP Lounge enjoyed a premium open bar and gourmet food offerings in a luxury setting, a Delta Private Jets Cigar Lounge, a showcase of Ulysse Nardin's collectible timepieces and novelty pieces, and exceptional daily events that included a DJ, Whispering Angel rosé and oyster happy hours, Chef-driven Tito's Handmade Vodka bloody mary bars and specialty cocktails by Goslings Rum.

"The 2019 Fort Lauderdale International Boat Show was a boater's paradise," said **Chuck Cashman, Executive Vice President and Chief Revenue Officer for MarineMax**. "Our manufacturers were spot on with the freshest collection of inventory we have ever seen, and new model debuts across several lines. Buyers responded well to the vast selection of new and innovative models. The warm Florida temperatures didn't seem to influence the attitudes of those in attendance."

"Although the weather was extremely and unusually hot for October, the show still had a very positive vibe," said **Mike Busacca, Chief Operating Officer, Fraser Yachts Florida, Inc.** "There were many clients interested in both sales and charter who attended the show. Fraser had a great turn out of very qualified potential clients, which visited the yachts under our displays. We are currently entertaining a few clients that are strong prospects for the purchase & charter of yachts from the result of FLIBS."



A special tribute this year, FLIBS and the Marine Industries Association of South Florida joined forces to utilize the boat show as a platform to support Bahamas hurricane relief efforts in the Abacos and Grand Bahama. Through multiple initiatives, which included a boat raffle of a Pioneer Sportfish 180 donated by Palm City Yachts, and proceeds from the show's signature Sunset Soirée & 2nd Annual Yacht Chef Competition, more than **\$30,000** was raised to benefit Bahamas relief missions, Mission of Hope and ONE Bahamas Fund.

“Historically, the Fort Lauderdale International Boat Show has provided an unparalleled statewide economic impact, boosting local tourism dollars by creating additional revenue for restaurants, hoteliers, shops, and transportation vendors,” said **MIASF CEO/president, Phil Purcell**. “Additionally, FLIBS offers ancillary long-term benefits and jobs through South Florida’s \$12 billion marine industry. As a close neighbor of the Bahamas, we felt we had a duty to help coordinate the industry’s response to Hurricane Dorian relief efforts at FLIBS so that we could raise both awareness and substantive funding for the ongoing needs of the Abacos and Grand Bahama while they continue in the recovery process.”

Since the show’s birth 60 years ago, the five-day event continues to offer the widest range of experiences and product for water-lovers of all kinds. From the ever-expanding fleet of show-stopping mega yachts to the popular kids fishing clinics, educational seminars, water toy demonstrations at the AquaZone and vessels ranging from personal submarines to the debut of a futuristic yacht, Mansion Yacht, crafted entirely from stainless steel.

“Being the newest yacht builder in the show’s new Mansion Yacht category, we were

welcomed as a true VIP yacht. The unprecedented volume of attention generated at the show resulted in three contracts that we are currently working on. I've got three words to sum up this year's show... professional, classy and effective!" said **Bruno Edward, President of Mansion Yachts.**



FLIBS 2020 will take place from Oct. 28 – Nov. 1st. For more information, visit [FLIBS.com](https://www.flibs.com). To check out the FLIBS 2019 recap video, click [here](#).

For images and press materials, contact informamedia@krepspr.com or visit the FLIBS 2019 [Digital Press Kit](#).

About The Fort Lauderdale International Boat Show

Owned by the Marine Industries Association of South Florida (MIASF) and produced by Informa Markets, the Fort Lauderdale International Boat Show (FLIBS) is recognized as the largest in-water boat show in the world. Celebrating its 60th anniversary, FLIBS spans more than three million square-feet of exhibit space across seven waterfront locations that are connected by an intricate network of water and ground transportation services. The five-day show attracts over 100,000 attendees and 1,000 exhibitors representing 52 countries with more than 1,300 boats on display each November. For more information, visit [FLIBS.com](https://www.flibs.com).

Digital Press Kit

For additional press releases and photos illustrating FLIBS, visit our digital press kit provided below.

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