



**FORT LAUDERDALE
INTERNATIONAL
BOAT SHOW**

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**FORT LAUDERDALE INTERNATIONAL BOAT SHOW CELEBRATES
60th ANNIVERSARY WITH
DEBUT OF NEW SUPERYACHT VILLAGE AND MARINA**

*Informa Exhibitions, Tavistock Development Company and MIA SF expand show to over
3 Million Square Feet*

FORT LAUDERDALE, Fla. (March 21, 2019) – In a monumental move that continues to build upon the enhancements to the largest in-water boat show in the world, the 2019 Fort Lauderdale International Boat Show will unveil Superyacht Village, a new dedicated marina and on-land exhibition space that will display the most spectacular yachts in the show.

Informa U.S. Boat Shows, in cooperation with Tavistock Development Company and the Marine Industries Association of South Florida (MIA SF), has announced the debut of this 7th site as part of the boat show's 60th anniversary. Making its debut in time for the show October 30 – November 3, Superyacht Village will be hosted at Pier Sixty-Six Hotel & Marina at its new "Pier South" property, which is adjacent to the southeast corner of the 17th Street Causeway Bridge in Fort Lauderdale.



“The growing number of large yachts exhibiting at the show continues to attract affluent buyers and superyacht charter clients,” said Andrew Doole, president of Informa U.S. Boat Shows. “Thanks to a large investment by Informa and Tavistock, we are able to create a new, unique destination for the superyacht community within this extraordinary boat show directly across from Port Everglades. We are excited to expand our partnership with Pier Sixty-Six as they embark on an exciting future to revitalize the iconic waterfront venue that has been part of the boat show history since its inception.”

One of the only venues in Fort Lauderdale that can host vessels up to 400 feet, the 3.5-acre Superyacht Village will be framed by a notable display of some of the world’s most spectacular superyachts and exhibits by renowned shipyards, along with helicopters, personal submarines, and exotic and collectible automotive and other luxury items related to the superyacht lifestyle. Plans include a destination restaurant, reserved parking, valet and private water tender services.

As part of the show’s 60th anniversary celebration, the Superyacht Village also will feature surprise and delight experiences and areas of discovery with programming taking place both day and night. Examples include exclusive, dedicated fine wine and champagne tastings, intimate concerts, pop-up luxury fashion and jewelry exhibits, automotive and superyacht toy interactives, award receptions, seminars, and the second annual FLIBS Best Yacht Chef Competition.

The Superyacht Village will be open to all general admission ticket holders with direct access by water tenders and shuttle bus routes from the show’s other six locations.

“We are honored to host the new



Superyacht Village at Pier Sixty-Six’s new ‘Pier South’ property, which overlooks the Port and offers superyachts the perfect place to call home,” said Jessi Blakley, senior director of Tavistock Development Company. “Pier Sixty-Six is one of the East Coast’s premier yachting destinations, and the exclusive offerings of the Village align with our vision for the future of our iconic property as the social harbor of Fort Lauderdale.”

This exciting announcement expands on the impact of enhancements unveiled at the 2018 show, including a striking new entrance featuring a massive powerboat set atop an archway and enormous LED video wall welcoming guests to the show. New technology at entrance gates and ticket booths, new security screening systems and an improved bus transportation route resulted in a faster flow of guest traffic. Creative food and catering options, along with an elevated VIP experience, contributed to heightening the overall show experience. A “Best of Show” award, featured in the one-hour FLIBS special airing on NBC Sports Network as part of a multi-year TV commitment, added to the excitement.

Owned by the Marine Industries Association of South Florida (MIASF) and produced by Informa, the Fort Lauderdale International Boat Show celebrates its 60th anniversary in 2019 and attracts a global audience of more than 110,000 yachting and boating enthusiasts from 52 countries. The “Yachting Capital of the World” becomes the worldwide destination to experience five days of jaw-dropping superyachts, luxury cars and aircraft, yacht toys and marine accessories.

Generating a substantial annual statewide economic impact of \$857 million, FLIBS features nearly \$4 billion in product with show sales exceeding \$508 million. Fifteen hundred boats and 1,200 exhibitors across 3 million square-feet of exhibit space span seven waterfront locations, including the Bahia Mar Yachting Center, Hall of Fame Marina, Las Olas Municipal Marina, Hilton Fort Lauderdale Marina, Pier Sixty-Six Marina, Pier Sixty-Six South, and the Greater Fort Lauderdale/Broward County Convention Center, all connected by an intricate network of water and ground transportation services.

For more information, visit FLIBS.com. For Superyacht Village inquiries, contact Marketing.YPI@informa.com. For images and press materials, visit FLIBS.com/en/media.

About Informa Exhibitions

Informa Exhibitions, the global exhibitions division of Informa PLC, enables communities across the globe to engage, experience and do business by providing them with powerful platforms to connect across key regions and market verticals. Industry insight, coupled with an innovative and customer first approach, provides Informa Exhibitions’ customers and partners with the opportunity to create business advantage and access markets, both digitally and face-to-face, 365 days of the year.

About MIASF

The Marine Industries Association of South Florida (MIASF) is the largest trade organization in the Southeast United States dedicated to promoting, protecting, and growing the 110,000 middle class jobs in Broward County and 136,000 jobs regionally driving the economic output to \$11.5 billion regionally. Created in 1961, the not-for-profit trade group is focused on the sound growth of the marine industry in the South Florida Region to benefit its members and their customers, communities, and the environment. The Association has over 500 members in Broward, Miami-Dade, and Palm Beach counties and is the owner of the Fort Lauderdale International Boat Show.

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