



## **Palm Beach International Boat Show Expands to Five Days to Support Growing Demand**

*Building on 43 years of excellence, the Palm Beach International Boat Show promises an unmatched experience in 2025.*

**West Palm Beach, Fla. (January 21, 2025)** – The **Palm Beach International Boat Show** (PBIBS), owned by the Marine Industries Association of Palm Beach County (MIAPBC) and produced by Informa Markets, is thrilled to announce its expansion to five days in 2025. The event will take place from Wednesday, March 19 to Sunday, March 23, 2025, along Flagler Drive in downtown West Palm Beach. This expansion is in response to the high demand from exhibitors, attendees, and the community, all eager to explore and engage with one of the largest and most prestigious **boat** shows in the world.

“This expansion will elevate the Palm Beach International Boat Show to new heights, allowing us to showcase the latest innovations in boating and water sports, while further enhancing the experience for our visitors,” **said Andrew Doole, President of U.S. Boat Shows with Informa Markets.** “We’re excited to offer a more immersive and enriching experience for all who attend, ensuring this event continues to be a key gathering point for boating enthusiasts, professionals, and families alike.”

The Palm Beach International Boat Show continues to solidify its position as the leading force in South Florida’s boating and marine industry, serving as a key economic driver for the Palm Beach community. According to a 2022 analysis, the event generates an estimated statewide economic impact of more than \$1.05 billion, with over \$725 million in sales attributed to the show. The continued growth and success of PBIBS have prompted

new enhancements to meet the rising demand and elevate the overall experience for attendees.

“This expansion reflects the overwhelming demand from those who are eager to engage with the marine industry,” said **Alyssa Freeman, executive director of the Marine Industries Association of Palm Beach County**. “The demand speaks volumes about the strength of the boating market and its contributions to the local economy. We’re thrilled to extend the boat show by an extra day to maximize its impact.”

To accommodate increasing interest, the expanded show will introduce a dedicated **“preview” day on Wednesday**, providing an exclusive first look at the exhibits. Available for more than 55,000 attendees, the preview day offers early access displays ranging from inflatables to superyachts, seminars and classes on various marine-related topics, and a diverse selection of marine accessories. The exciting expansion of the event will not disrupt traffic in nearby residential areas, allowing the local community to enjoy the festivities without added inconvenience.

The 2025 PBIBS will continue to showcase more than 800 boats, ranging from small, high-performance vessels to luxurious, multimillion-dollar superyachts. Special activations include exciting attractions designed to provide boat showgoers with an up close and personal experience. The Windward Club offers VIP amenities with a premium open bar and gourmet food in a unique indoor and outdoor lounge setting. Additionally, Nautical Ventures’ world-famous AquaZone immerses guests with various water sports and innovative marine products.

Mark your calendars for March 19-23, 2025, and join us for another unforgettable experience in

beautiful West Palm Beach. For more information, visit [PBBoatshow.com](https://PBBoatshow.com).

**Click the link below** for a Word version of this press release and **high-resolution photos** courtesy of the Marine Industries Association of Palm Beach County.

<https://drive.google.com/drive/folders/1xFRPVFb7HSsemll0kgzKzpDk7d7kH1TF?usp=sharing>

### **About the Palm Beach International Boat Show (PBIBS)**

The Palm Beach International Boat Show is owned by the Marine Industries Association of Palm Beach and produced by Informa Markets. Since 1982, the boat show has grown to occupy a dominant position in South Florida as both a leader in the boating and marine industry, and as an economic engine to the Palm Beach community and the tri-county area. An analysis of the boat show from 2022 showed that the event has an estimated total statewide economic impact of over \$1.05 billion. With more than 55,000 visitors attending the show last year, this contributed to over \$725 million in total sales resulting from the event. For more information, visit [pbboatshow.com](http://pbboatshow.com).

### **About the Marine Industries Association of Palm Beach County**

The Marine Industries Association of Palm Beach County, Inc. (MIAPBC) is a not-for-profit organization formed in 1986. Their mission is to promote and protect the sound growth of the marine industry in Palm Beach County for the benefit and education of its members, the community, and the environment. The MIAPBC brings the community two annual signature events: the Palm Beach International Boat Show and the Palm Beach Holiday Boat Parade. MIAPBC supports over 40 local marine-related events and nonprofits that protect and promote the marine industry in Palm Beach County and beyond with a portion providing scholarships to deserving students. Since its inception, the MIAPBC has donated over \$3 million to local nonprofit organizations and scholarship candidates. For more information, please visit [marinepbc.org](http://marinepbc.org).

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