

DISCOVER
BOATING™

MIAMI
INTERNATIONAL
BOAT SHOW®

ATTENDEE DEMOGRAPHICS

NMMA
National Marine
Manufacturers Association

IYBA


informa
markets

SHOW OVERVIEW

The **Discover Boating Miami International Boat Show** is the largest boat and yacht show in the world. Discover everything from sportfishing boats to superyachts to the latest aquatic innovations.

The on land selection of boats will take place at the newly reimagined Miami Beach Convention Center and Pride Park. The in-water components of the show will take place at Venetian Marina, Herald Plaza, Museum Park Marina, and Yacht Haven Grande Miami.

Historically, the Miami International Boat Show and Miami Yacht Show have attracted hundreds of thousands of attendees to South Florida and generated an estimated combined annual economic impact of **\$1.34 billion**.



PORTFOLIO OVERVIEW



DISCOVER
BOATING™

MIAMI
INTERNATIONAL
BOAT SHOW®

FEBRUARY 12-16, 2025

ONE SHOW, 6 LOCATIONS

- Herald Plaza
- Venetian Marina
- Museum Park Marina
- SuperYacht Miami at Yacht Haven Grande Miami
- Miami Beach Convention Center
- Pride Park

DBMIBS BY THE NUMBERS



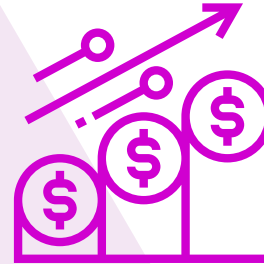
28%

Attendees looking to purchase boat within 12 months



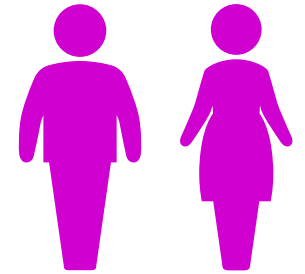
17%

VIP attendees report income of \$500k+



27%

VIP attendees report income between \$200k - \$500k



75%

Male

25%

Female

FUTURE SHOW DATES

DISCOVER
BOATING™

MIAMI
INTERNATIONAL
BOAT SHOW®

FEBRUARY
12-16

2025

DISCOVER
BOATING™

MIAMI
INTERNATIONAL
BOAT SHOW®

FEBRUARY
11-15

2026

DISCOVER
BOATING™

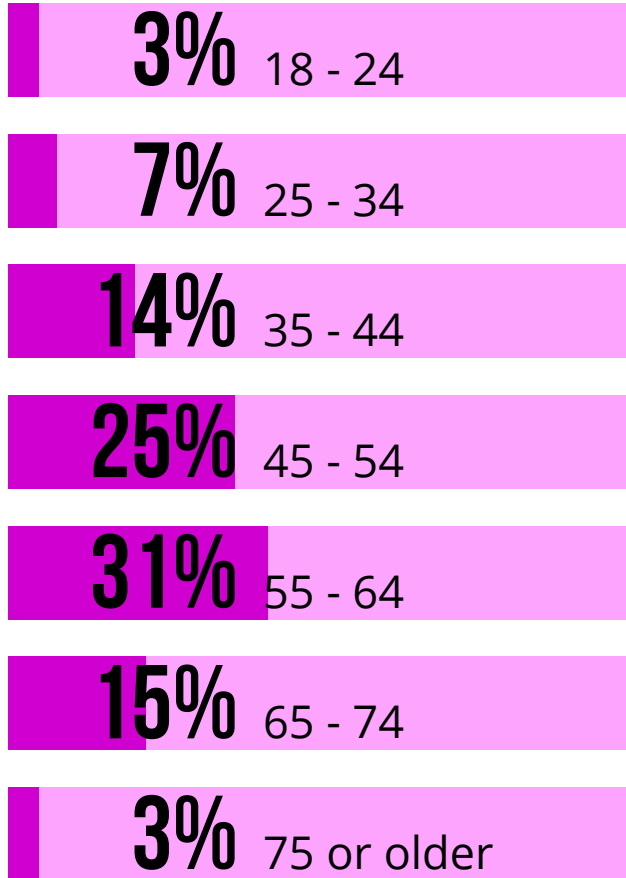
MIAMI
INTERNATIONAL
BOAT SHOW®

FEBRUARY
10-14

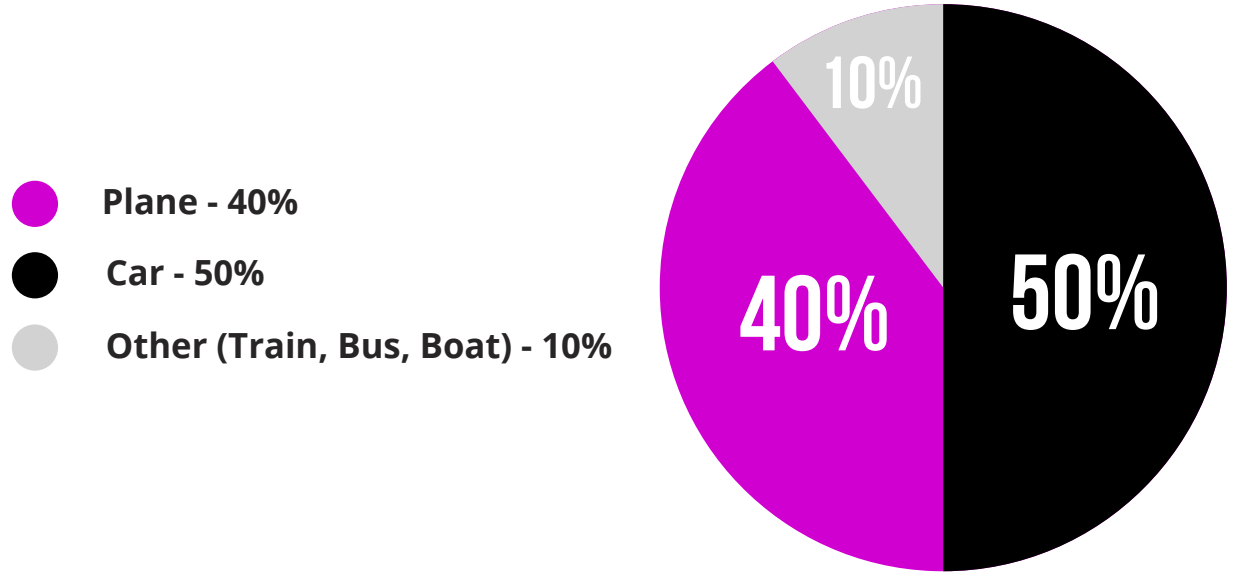
2027

ATTENDEE DEMOGRAPHICS

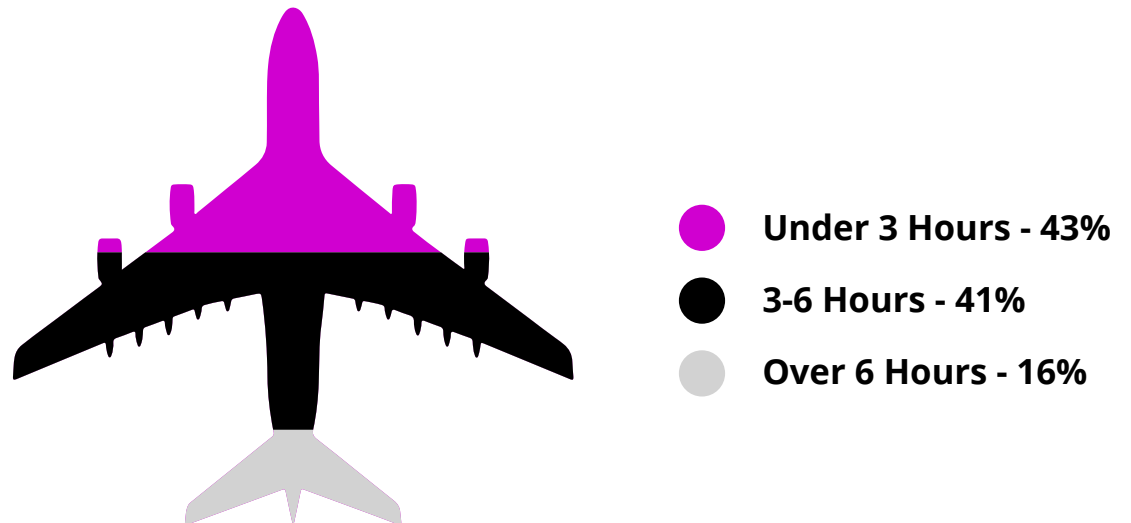
AGE



MODE OF TRANSPORT



DISTANCE TRAVELED (BY PLANE)

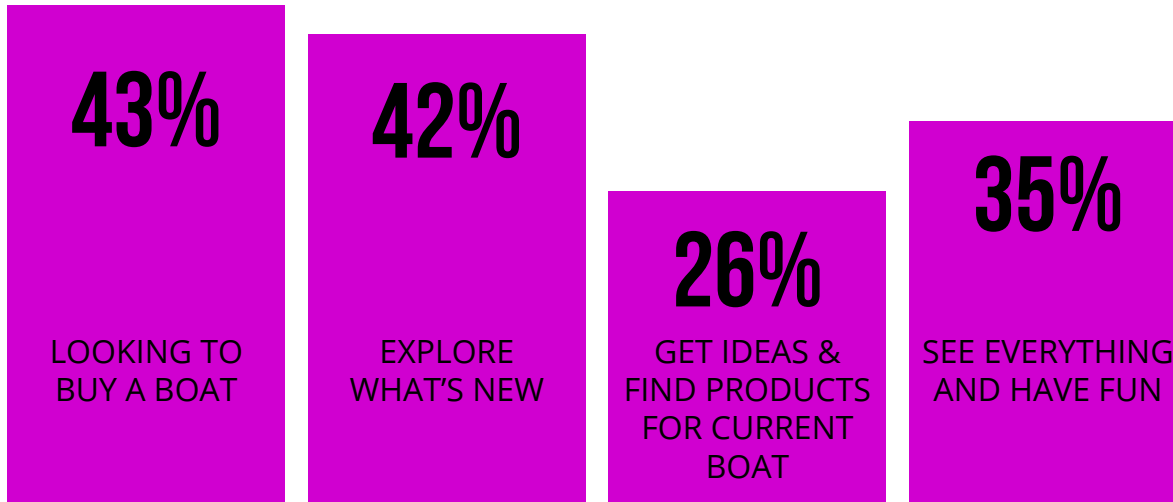


GENDER

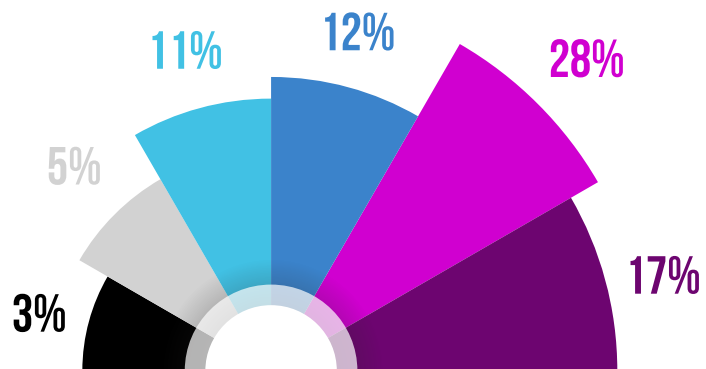


ATTENDEE DEMOGRAPHICS

REASONS TO ATTEND

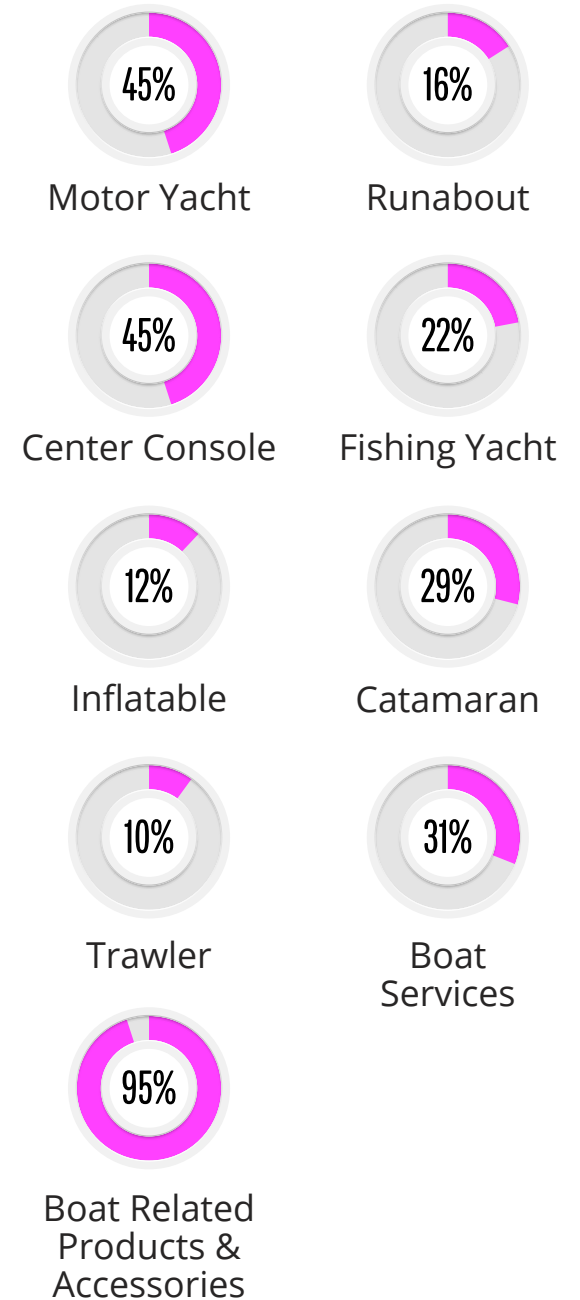


INCOME RANGE



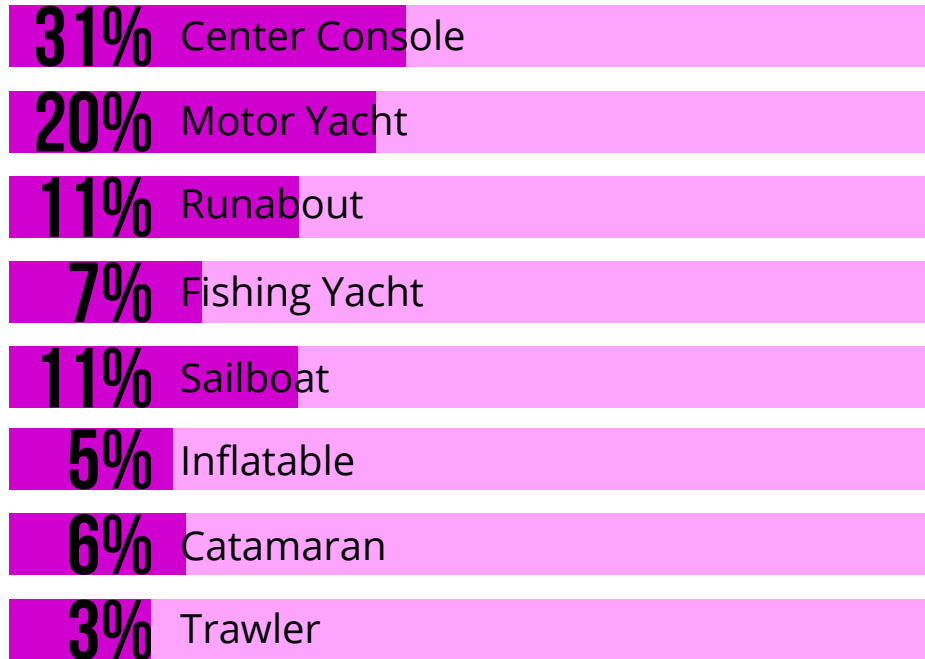
- Less than \$75,000
- \$75,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 - \$199,999
- \$200,000 - \$499,999
- \$500,000 or more

PRODUCT INTEREST

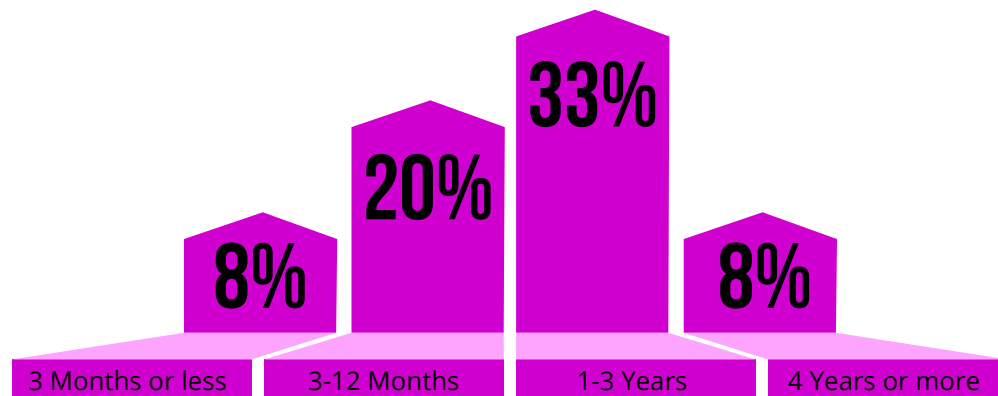


ATTENDEE DEMOGRAPHICS

BOAT OWNERSHIP



BOAT PURCHASE TIMELINE



ANNUAL BOAT BUDGET

