



ATTENDEE DEMOGRAPHICS

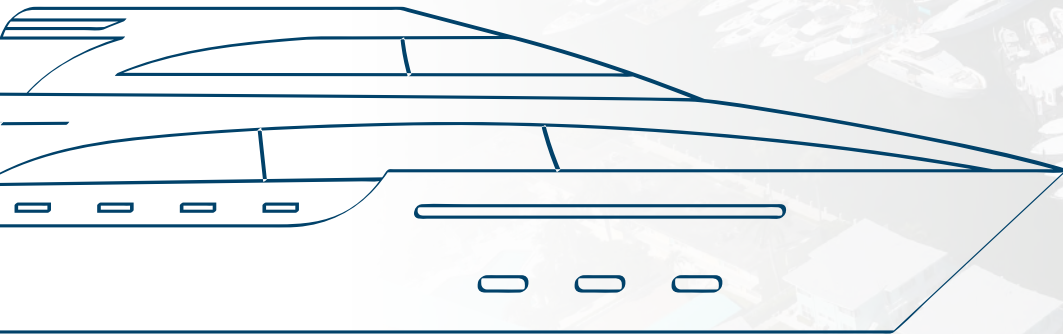


SHOW OVERVIEW

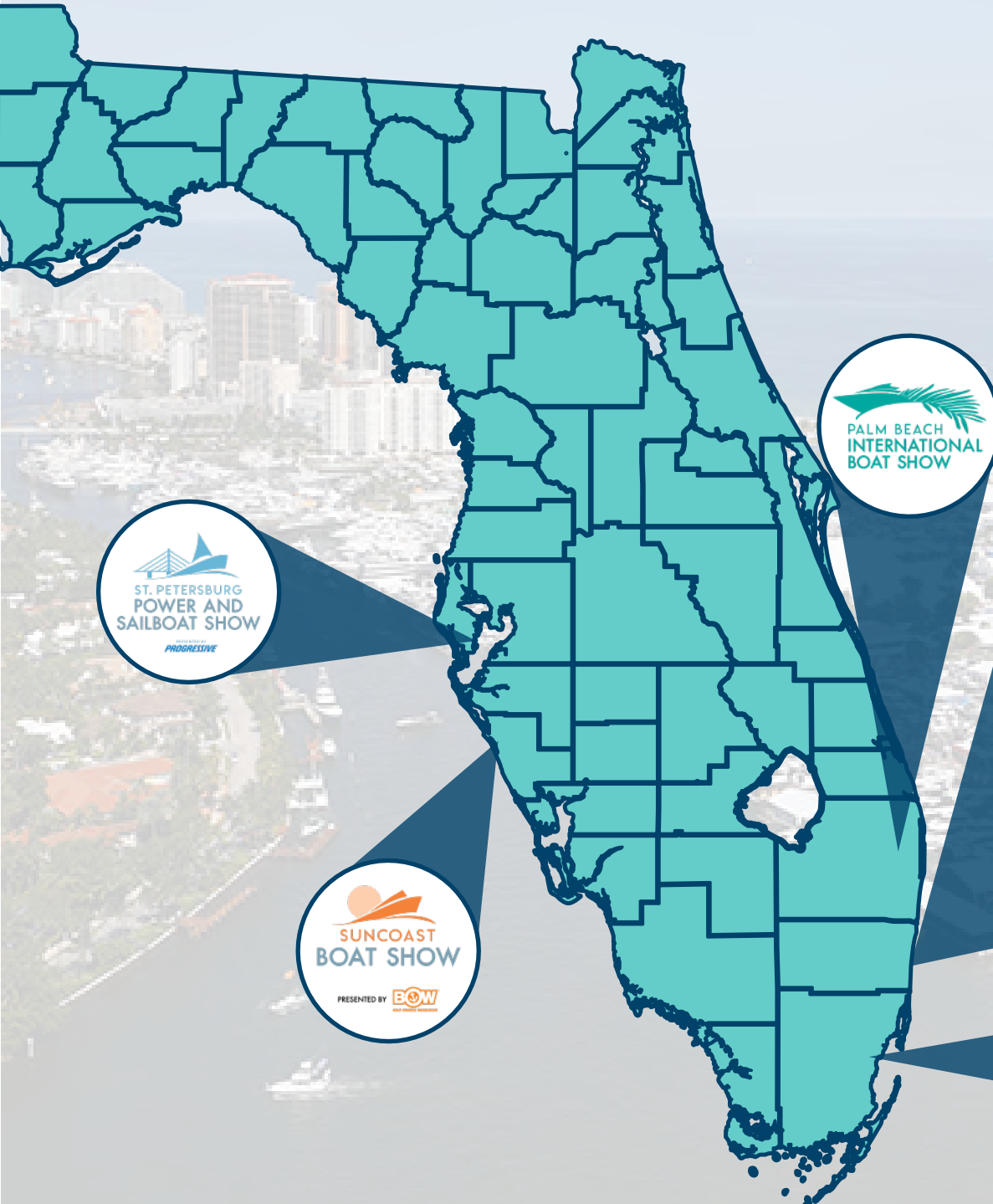
The **Fort Lauderdale International Boat Show (FLIBS)**, owned by the **Marine Industries Association of South Florida (MIASF)** and produced by **Informa Markets**, is recognized as the largest in-water boat show in the world.

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
- 17th Street Yacht Basin



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 2023

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 30
NOV 03

2024



OCT 29
NOV 02

2025

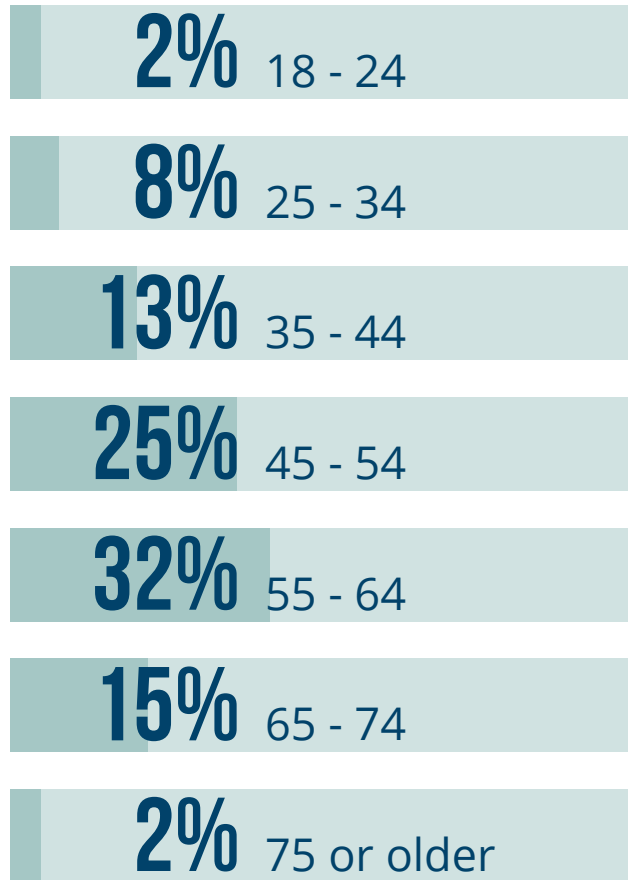


OCT 28
NOV 01

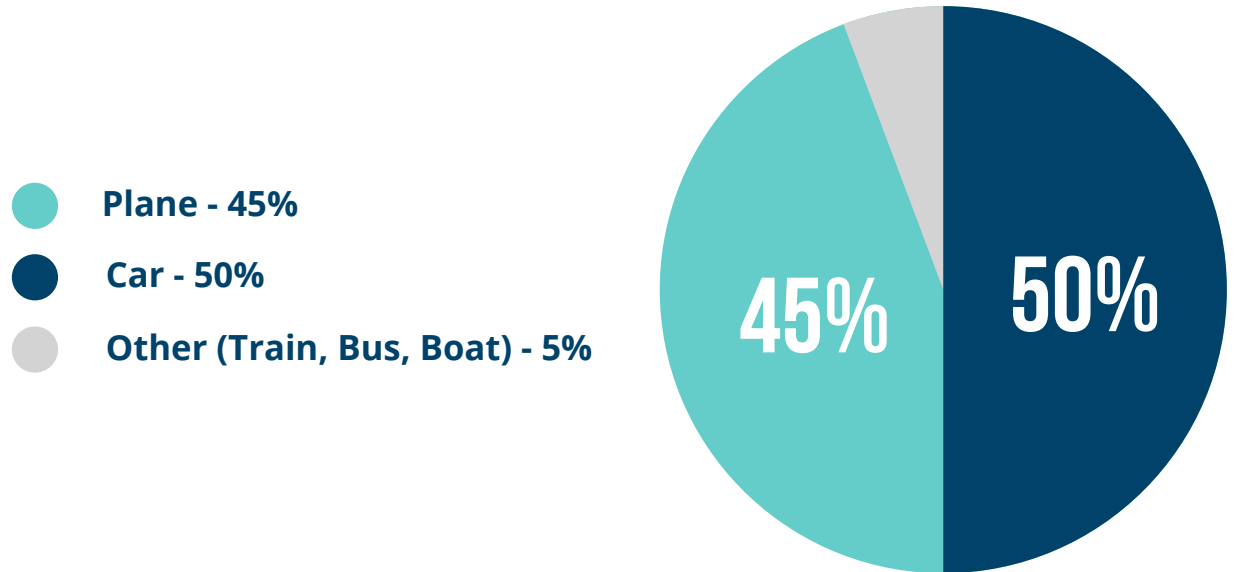
2026

ATTENDEE DEMOGRAPHICS

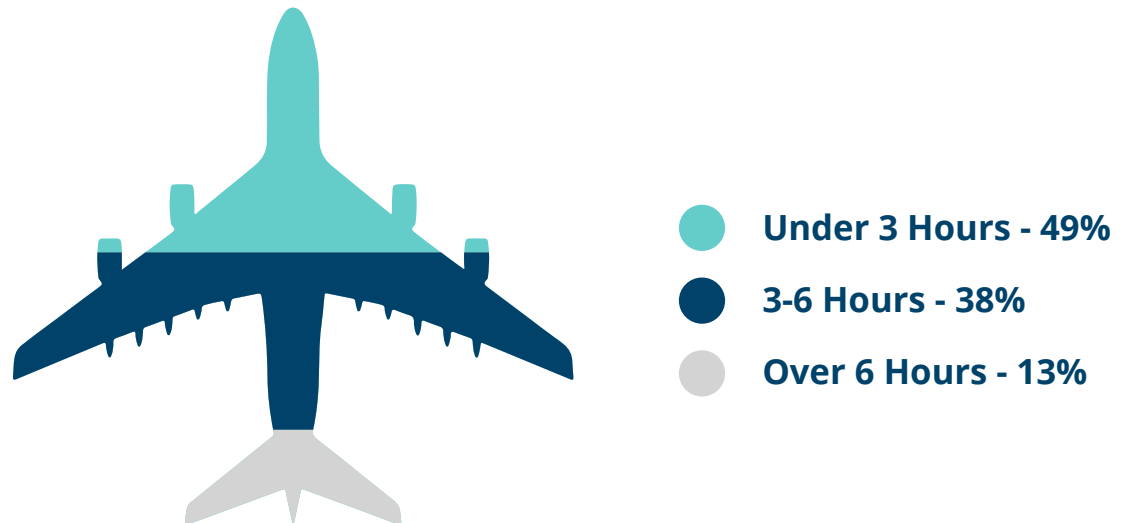
AGE



MODE OF TRANSPORT



DISTANCE TRAVELED (BY PLANE)

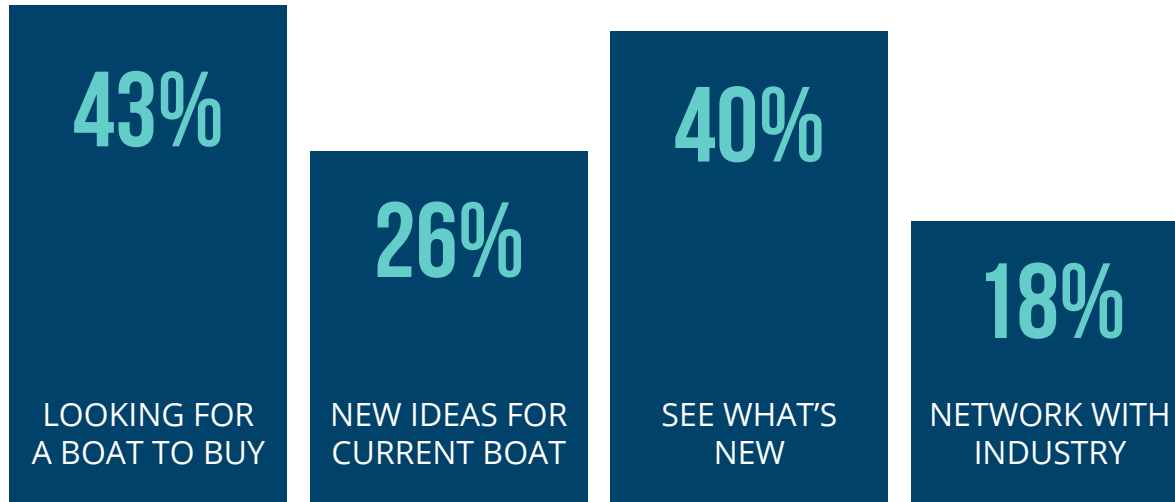


GENDER

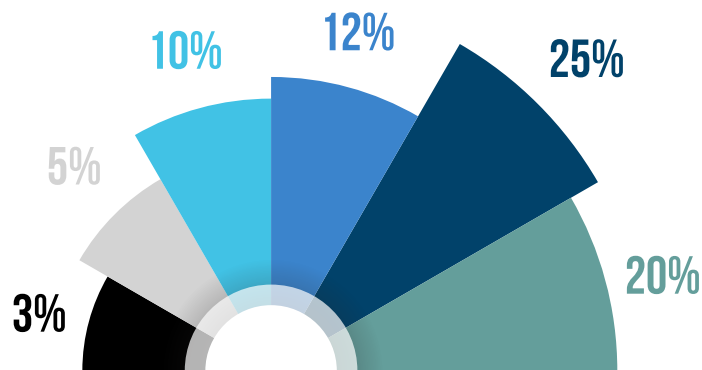


ATTENDEE DEMOGRAPHICS

REASONS TO ATTEND

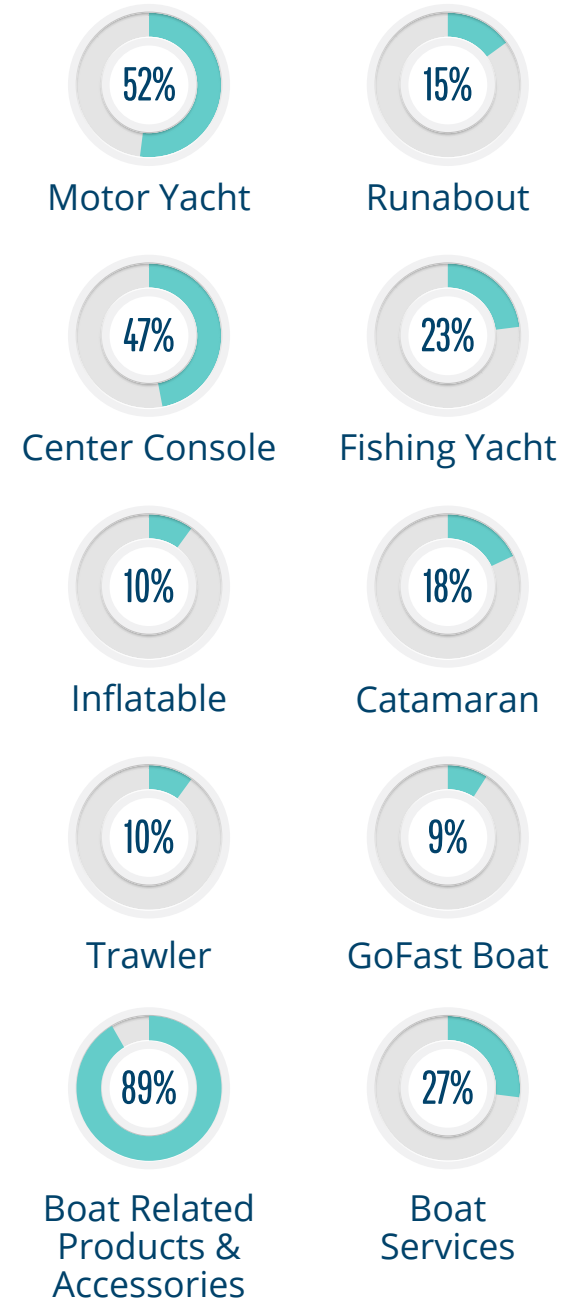


INCOME RANGE



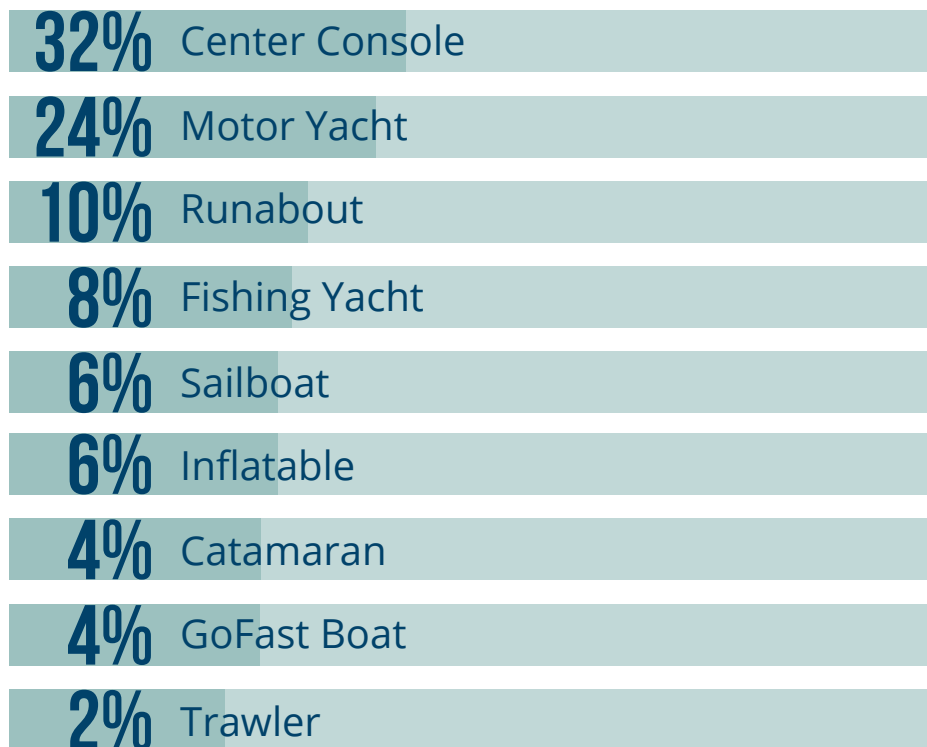
- Less than \$75,000
- \$75,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 - \$199,999
- \$200,000 - \$499,999
- \$500,000 or more

PRODUCT INTEREST

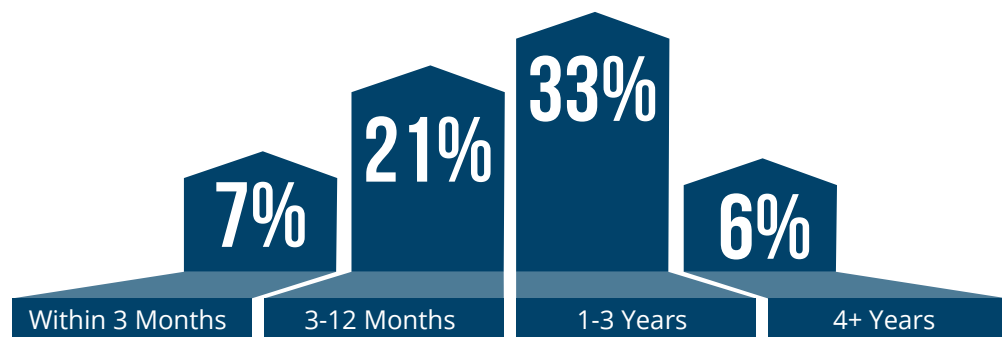


ATTENDEE DEMOGRAPHICS

BOAT OWNERSHIP



BOAT PURCHASE TIMELINE



ANNUAL BOAT BUDGET

