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## Sea to believe: Inside the 55th annual Miami International Boat Show



Side by side of the Miami International Boat Show.

February may mean cold weather in much of the nation, but in Miami, things are heating up like never before thanks to the arrival of the 55th edition of the annual [Discover Boating Miami International Boat Show](#).

This year's show, which starts today and runs to Feb. 18, offers family-friendly fun just when parents and kids need it most — over the President's Day weekend.

Following a year that has seen the debut of megayachts — such as the Koru, Jeff Bezos' \$500 million, 417-foot, triple-masted schooner — spectacular vessels are in the public eye like never before.

The boat show allows the public to get up close and personal with some of the most magnificent boats and yachts in Miami — and the world.

Some 1,000 vessels are expected to be displayed in total this year.

"The annual timing of the show is perfect," says Michael Orchard, a yacht broker with Sanlorenzo Americas, the US arm of the famed Italian ship-builder, which has been fashioning some of the world's most coveted luxury leisure vessels since 1958. "A buyer can basically purchase a new boat off the "lot" [at the show], and finish the winter in Florida and the Bahamas, undergo a brief warranty period in the spring, and then, off to the Hamptons and New England for the summer."

Everything from power boats to motor yachts — tenders, sailboats and catamarans — will be on display across the show's six separate-yet-integrated sites.



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**February 14, 2024****Unique Monthly Visitors: 19,956,989**

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There will also be a sizable presentation of boat engines and sailing accessories, along with plenty of ship-focused retail opportunities for sailing fans and fanatics.

This year's event, said Andrew Doole, president of US Boat Shows with Informa Markets, isn't merely about putting ships on display.

We're offering our guests more than just boats — we're providing a complete experience that highlights the best that the marine world has to offer, all while enjoying the wonders of South Florida."

Oh, and lest the show be left behind on the most popular sport in America, "we have also teamed up with the Miami Open to host a pickleball court for all guests to enjoy," Doole added.

This year's show is anticipated to deliver a windfall not just to boating fans, but to the city of Miami as well.

Over 100,000 total visitors from 35 countries are expected to descend upon the show, which is predicted to deliver upwards of \$1.34 billion in economic impact to the city during the event.

There will certainly be a lot to see.

"The Miami show is unique this year considering the amount of new yachts immediately available for sale," observed Sanlorenzo Americas' Orchard, "which is usually not the case given lead times of years past."

The show itself is actually a series of experiences and events.

The anchor of the show is the Miami Beach Convention Center, which will display power boats up to 49-foot in length, along with engine manufacturers, marine accessories, electronics and retail spaces.

Then, at the Herald Plaza just off the MacArthur Causeway in Downtown Miami, larger powerboats and motor yachts ranging from 50 feet to 125 feet in length will be on display.

There will also be an array of yacht tenders and engines, along with additional marine accessories and shopping.

Just off of the Venetian Islands at the Venetian Marina, the action kicks into high speed with a range of sea-trial vessels on display, along with essential products from notable boat and engine manufacturers. Sailboats, catamarans and sailing accessories will be on show at the Museum Park Marina, while Yacht Haven Grande Miami at Island Gardens, will present a range of the most luxurious superyachts imaginable — many upwards of 300 feet in length.

The show's superyachts component is particularly noteworthy, said industry insiders.



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“As a hub for superyachts ... the Miami show hold an especially important place on the international yacht show schedule,” observed Jonathan Beckett, CEO of Burgess.

This year, the London-based firm will be displaying Incentivized in Miami, a four-cabin, 82-foot vessel with underwater lighting and a “garage” large enough for a pair of Jet Skis.

The price tag: A cool \$11 million.

Finally, there’s the Progressive Boat Show Experience at Pride Park, which is geared toward boaters eager to test their onboard knowledge.

As Paul Flannery, COO of the International Yacht Brokers Association explained, “The show offers something for everyone whether it is a new pair of boat shoes or a 300-plus-foot yacht. Each year the producers of the show, along with the support of the entire boating industry, strive to bring a better consumer experience to the boating public.”

Throughout the show’s four-day run, there is far more on offer than merely spectacular yachts, sailboats, catamarans and other types of world-class vessels.

There are also a series of leisure-filled fun zones for boating fans eager to make the most of everything the sea has to offer.

There’s the Nautical Ventures AquaZone, which is designed to provide showgoers with the thrills of water sports and various marine products.

And Fred’s Shed Interactive Learning Center, which features a Fred’s Shed How-To Center.

Boating experts are on hand to offer free tips, advice and practical skills during daily seminars and demos that cover everything from getting started and operating your boat to keeping it serviced and maintained.

There are a range of educational seminars, featuring interactive presentations and activations taking place throughout the show. Among the most thrilling for visitors of all ages is the Hook the Future kids fishing clinics with Capt. Don Dingman, who will demonstrate various fishing techniques while showcasing a wide variety of fish species.

And, of course, there is an expansive range of culinary experiences inspired by kitchens from across the globe, along with a full-scale cocktail program.

Set, as it is, throughout Downtown Miami and Miami Beach, the show is easy to reach and enjoy.

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This year, for the first time ever, visitors arriving from Orlando can hop on the new Brightline train, which drops visitors off at the Brightline Miami Central Station (Brightline also serves Miami from existing entrepôts in Palm Beach, Boca Raton and Aventura).

From there, a complimentary shuttle takes you right to the show.

Once there, a fleet of thrilling Water Taxis whisk showgoers between each site and priced at just \$10 per day (pre-purchase is required via [WaterTaxi.com](https://www.WaterTaxi.com))

As for the show itself, there are a host of entry offers and packages at a range of prices and access levels.

One-day general admission for children is priced at \$16.50; adult one-day general admission is priced at \$43; adult two-day preview and general admission tickets come it at \$98 (and are valid from Wednesday through Sunday) and include an extra day of access; adult two-day general admission tickets run \$75 (and are valid from Thursday through Sunday); prime-time preview one-day tickets run \$64.

Although all of the boats and vessels at the Show are, well, showstopping — some are certainly grander than others. There's the Victorious, a 279-footer build by Akyacht out of Turkey in 2021 with 12 suites that can accommodate up to 24 guests. There's also the 200-foot-long Marguerite from Lurssen Yachts based in Bremen, Germany. The Marguerite is entirely self-sufficient and can cruise the seas for an entire month — and features six cabins and room for up to 12 guests.

There are plenty, plenty more.

Finally, with an eye towards the future of sailing — as well as the future of humanity — the 2024 Miami Boat Show will pay close attention to the environment. This year, for the first time ever, the show will generate 100% of its operational energy from renewable sources.

This way, the boat show goes green while still keeping the focus on the deep blue seas.