



SOMETHING FOR EVERYONE

LOOKING AHEAD TO THIS YEAR'S FORT LAUDERDALE INTERNATIONAL BOAT SHOW

With summer in full swing, it's time to look ahead to the biggest marine event of the year. The annual Fort Lauderdale International Boat Show (FLIBS) will return for its 62nd year this year from Oct. 27 to 31.

There is simply nothing more important to the marine industry — and the greater Fort Lauderdale area — than this annual boat show. In fact, FLIBS and tourism go hand-in-hand, boosting the local economy with booked hotel rooms, busy restaurants and bustling storefronts. Drawing half its attendees from beyond Florida's borders each year, FLIBS welcomes guests from more than 52 countries to stay, spend and discover the area by land and sea.

It is our city's opportunity to show off our best to an international audience. Nothing will make more of a statement this year than the debut of the renovated Broward County Convention Center. Many of the upgrades to the facility reflect the importance of the marine industry to the region's success. From the 65,000-square-foot ballroom facing the Intracoastal Waterway to the iconic waterfront plaza, Fort Lauderdale's marine lifestyle is front-and-center.

With renovations ongoing, FLIBS will return to the convention center this year. In fact, FLIBS will be the first major event held in the new facility. As the largest and longest user of the convention center, we are excited to return. To mark this extraordinary occasion, we're planning a celebration that reflects the dynamic relationship between Broward County and the marine industry.

A New FLIBS Tradition — Fort Lauderdale Concours

Kicking off the weekend festivities will be something new this year. The Fort Lauderdale Concours, produced by Maxim Sports Management, will bring together an exciting collection of iconic cars with a hip twist. The venue is the Las Olas Marina rooftop parking garage, which is one of seven FLIBS event sites this year. The Friday evening event will renew the concours experience for established car collectors,

while also attracting the next generation of enthusiasts. It pairs vintage vehicles with collectible sneakers, going beyond the expected to satisfy collectors of all ages.

Kicking off the FLIBS weekend with a car show — especially one that includes pop culture — may seem unusual. However, there is a direct relationship between classic cars and big boats. If a collector owns a seven-figure car (or a few), chances are they also own a yacht or plane (or two). This inaugural concours event is a sophisticated way to offer FLIBS attendees the chance to satisfy multiple passions in a single weekend, all in a stunning location.

FLIBS as a Brand

With more than six decades representing Fort Lauderdale and the south Florida marine industry, FLIBS has built a sterling reputation. The Greater Fort Lauderdale Convention and Visitor's Bureau recognizes this and is parlaying the FLIBS name into a new marketing campaign.

Visit Lauderdale and the Bermuda Tourism Authority have paired their nautical strengths in a new tourism campaign called Go Where the Yachts Go. This multi-year marketing endeavor leverages key events, including FLIBS, to attract visitors to the two yachting destinations.

We are excited to welcome Go Where the Yachts Go to this year's boat show. They'll be hosting the opening night FLIBS party, along with a number of other events for media, yacht owners, brokers, and crews throughout the show.

FLIBS as a Business Incubator

But it isn't just tourism that thrives at FLIBS. Countless small businesses have gotten their start at the show. When you walk the show floors, you'll find the biggest names in the industry right next to small vendors offering their unique services and products.

Any one of these small businesses could become the next big industry name. The direct access you have to all aspects of the boating community at FLIBS is invaluable and impossible to replicate anywhere else. Just ask Guy Harvey. Now a world-renowned artist, scientist, diver, angler, conservationist and explorer, he got his foot in the marine industry door as an exhibitor at FLIBS many, many years ago.

His is just one success story to flow from the annual Fort Lauderdale International Boat Show. We're excited to see who we'll meet and what happens at this year's show. We hope you'll join us. Tickets for FLIBS are on sale soon at www.flibs.com, including access to the inaugural Fort Lauderdale Concours on Friday evening.

We hope to see you there. 

