



# MIAMI INTERNATIONAL BOAT SHOW

## Supporting Jobs, Businesses and the Local Economy



Marking 79 years in 2020, the Miami International Boat Show has built a proud legacy as Florida's premier event for boating enthusiasts. **The five-day Show is a local institution and attracts nearly 100,000 guests each year**, delivering significant economic and jobs benefits to the Greater Miami community and the state of Florida. The show is produced by the National Marine Manufacturers Association, a **non-profit trade organization representing the U.S. recreational boating industry.**

### ECONOMIC IMPACT

#### Jobs & Income

Supports **5,700** Full-time Florida jobs



And **\$289M** in income

**\$854.2 M** Statewide economic impact



**3,597** Full-time jobs in South Florida

**\$180M** In labor income for South Florida

#### Visitors



**36,000** Out-of-state visitors

Over **100,000 (est.)** Local hotel room nights

**\$53M**

In local spending by out-of-town visitors & exhibitors



#### Exhibitors

**\$44.5M** in sales tax for the tri-county

(Miami-Dade, Broward, Palm Beach)

Florida exhibitors sell **\$350M** in marine products at the Show annually

**33%** Of exhibitors based in South Florida

**THOUSANDS** of news stories, advertisements and social media posts put Miami on an international stage as **the boating capital of the world**



#### Transportation

**A MODEL FOR COMPREHENSIVE, MULTIMODAL TRANSPORTATION PLANS**

**PARK & RIDE TO THE SHOW**

Nearly



**40,000 (est.)**

Attendees transported via **FREE** water taxi and shuttle bus



#### FL Industry Impact

**#1 STATE** FOR BOAT SALES AND JOBS

**\$2.9 BILLION** IN RETAIL SALES OF NEW BOATS, ENGINES AND MARINE ACCESSORIES

**6,091** MARINE BUSINESSES

**92,211** JOBS