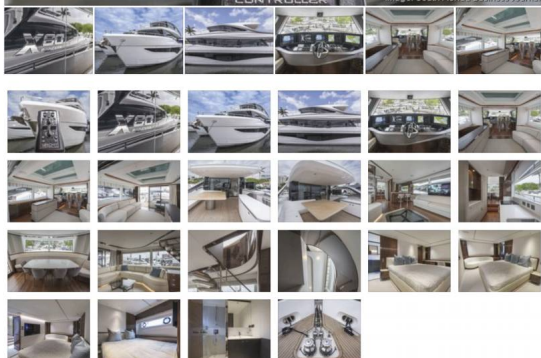


SOUTH FLORIDA BUSINESS JOURNAL

Palm Beach International Boat Show to display \$1.2 billion worth of watercraft in West Palm Beach (Photos)



Visitors to the Palm Beach International Boat Show will have the opportunity to check out the Yacht Group's, Yacht Controller Maximo³ and Yacht Controller Supremo³ (for super yachts) remote control systems, and its New Virtual Thruster software (Pat. Pend.) The new technology is installed on the Princess X80 yacht, which is making its US debut at the boat show.



By **Jasmine Floyd** - Reporter, South Florida Business Journal
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The 41st annual Palm Beach International Boat Show, a four-day event from March 23 to March 26, is looking to build on its 2022 success.

This year, visitors will see hundreds of boats, ranging from eight-foot inflatables to superyachts nearly 300 feet in length at the event along Flagler Drive on the West Palm Beach waterfront.

Presented by Marine Industries Association of Palm Beach County (MIAPBC) and produced by Informa Markets, the 2023 show will have more than \$1.2 billion worth of watercraft on display with boats and accessories from more than 600 different vendors.

Boat lovers will have the opportunity to check out the Yacht Group's Yacht Controller Maximo™ and Yacht Controller Supremo™ remote control systems for super yachts, and new Virtual Thruster software. The new technology is installed on the Princess X80 yacht, which is making its U.S. debut in West Palm.

Last year, the Palm Beach show had a **\$1.05 billion economic impact for Florida's marine** industry, according to a recent study from Thomas J. Murray & Associates. Sales for the local marine industry added up to about \$725 million.

The 2022 event drew 55,000 visitors, of whom 36% were from outside the tri-county area. Local expenditures from out-of-town visitors came to an estimated \$22.8 million.

Some of Florida's top boat shows are produced by London-based Informa Markets, including the Fort Lauderdale International Boat Show and Miami International Boat Show.