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Informa, a FTSE 100 listed company, and one of the world's leading international events, exhibitions and publishing groups, is set to enter the Australian boat show market with the launch of the **Australian International Boat Show**, to be held in Sydney's Darling Harbour, opening on 29 July 2027.

The new event will bring together Informa's global boat show experience, international marine industry connections and local Australian expertise to deliver a world-class boating and lifestyle event for both the recreational boating public and the marine industry.

The Australian International Boat Show will be staged across two of Sydney's most recognised waterfront venues: **ICC Sydney** and **Cockle Bay in Darling Harbour** and has secured dates for the next 5 years. The event will feature a substantial indoor exhibition showcasing trailer boats, smaller craft, engines, marine technology, accessories, equipment, services and lifestyle products, while Cockle Bay will provide an on-water display for larger vessels.

Informa's move into the Australian boat show market follows an extensive feasibility study and the development of a comprehensive five-year business plan. The company identified a significant opportunity to support Australia's recreational marine sector and return a major international-standard boating event to Darling Harbour.

Informa's global marine credentials are substantial. The company owns or operates a number of internationally recognised boat shows, including the Monaco Yacht Show, Fort Lauderdale International Boat Show, Discover Boating Miami International Boat Show, Palm Beach International Boat Show, Newport International Boat Show in Rhode Island, the St. Petersburg Power & Sailboat Show, and the Windy City Boat & Yacht Show in Chicago, which launches in June 2026.

Its understanding of the global marine industry is further supported by its ownership of key marine media, data and awards platforms, including BOAT International Media, BOATPro, Dockwalk, International Boat Industry, the World Superyacht Awards and the BOAT Design & Innovation Awards.

Informa Australia Managing Director Spiro Anemogiannis, said the company was excited by the opportunity to bring its international expertise to Sydney.

“Our intention is to combine Informa’s international experience, global resources and marine event knowledge with strong local expertise and industry partnerships to deliver a world-class boating and lifestyle event for Sydney,” Mr Anemogiannis said.

“We see a genuine opportunity to create an event that not only serves the boating public and supports exhibitors but also contributes to the long-term growth and sustainability of Australia’s recreational marine industry.

“To help deliver that vision, we have engaged three experienced individuals to lead the boat show delivery team, with a combined 60 years of experience in the Australian marine industry and boat show delivery. Their local knowledge, combined with Informa’s international capability, provides a strong foundation for the Australian International Boat Show.”

Informa has taken a collaborative approach to the development of the event, consulting with a broad range of marine industry stakeholders before progressing its plans. That consultation has focused on how a major boating event at Darling Harbour can best support the long-term prosperity of the recreational marine sector, while creating an engaging and accessible event for the boating public.

That consultation process will continue as planning advances.

Australia’s recreational marine industry supports one of the country’s favourite leisure activities. There are more than 2.6 million boat licence holders and more than 900,000 registered boats on Australian waterways, with hundreds of thousands of additional small non-registered craft, including sailing dinghies, kayaks, stand-up paddle boards and other passive watercraft.

The Australian International Boat Show will be designed to reflect the diversity of that boating community, from first-time boaters and families through to experienced owners, marine trade professionals and industry decision-makers.

The event is also expected to provide a significant platform for marine businesses, giving manufacturers, dealers, distributors, service providers and industry suppliers a major Sydney-based opportunity to connect directly with consumers, trade buyers and industry partners.

Minister for Jobs and Tourism Steve Kamper said:

“Sydney is one of the world’s great harbour cities, and it deserves a world-class boat show to match.

“The Australian International Boat Show will be a major boost for our visitor economy, bringing thousands of boating enthusiasts and marine industry professionals to Darling Harbour and showcasing the best of what the global and local marine industry has to offer.

“The NSW Government welcomes Informa’s investment in Sydney and looks forward to seeing this event grow for years to come.”

ICC Sydney Chief Executive Officer Adam Mather-Brown said:

“ICC Sydney is delighted to support the delivery of the Australian International Boat Show in Darling Harbour. We’re honoured to collaborate with Informa to showcase the diversity, innovation and craftsmanship of the global boating community. We look forward to welcoming exhibitors and visitors to a world class event at ICC Sydney in 2027.”

Executive Director for Business Sydney Paul Nicolaou said:

“The Australian International Boat Show is a significant win for Sydney and reinforces our position as Australia’s premier events and visitor economy destination. Bringing a world-class international boating showcase to Darling Harbour will attract visitors, generate economic activity for local businesses, support jobs across hospitality, tourism and retail, and further activate one of Sydney’s most iconic waterfront precincts. This event will not only celebrate Australia’s strong boating culture but also showcase Sydney to a global audience as a vibrant harbour city and leading destination for major international events.”

CEO for AIMEX and Superyacht Australia David Good said,

“AIMEX and Superyacht Australia currently exhibit at many of Informa’s major boat shows overseas and are excited to have the world’s largest boat show organiser deliver a major new event at Darling Harbour in Australia’s largest city.

“Many of our members will benefit from exhibiting directly at the Australian International Boat Show, while all will benefit from the significant growth and international profile the Australian marine industry will receive from Informa’s entry into the Australian market”

Further details about the Australian International Boat Show, including exhibitor information and public ticketing, will be announced in the coming months. Interested parties can register their interest at www.australianboatshow.com.au

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