



"Growth!" That is how Scott Burt of the Emerald Coast Boat & Lifestyle Show described this year's event, which returns to Panama City Beach March 6th-8th.

Boating, fishing, and outdoor enthusiasts, as well as those who love living the Coastal Lifestyle, will notice the show's growth, with dealers expanding their footprints and showcasing new brands and models. The Grand Lawn portion of the show will feature 50% more boats this year than in previous years, as Ashley Marine will join longtime Grand Lawn dealers MarineMax and Grander Marine.

Also joining the show this year is Bill Cramer Chevrolet GMC as the Official Truck of the 2026 Emerald Coast Boat and Lifestyle Show. The local dealer will be featuring Chevrolet and GMC trucks at Aaron Bessant Park for those who will need a new tow vehicle to match their new boat purchase.

Guests at the show will also notice the growth at the show's venue, Aaron Bessant Park. The 70-acre, meticulously maintained green space has added a new 4,800-square-foot pavilion, new fencing, enhanced landscaping, and a new lighting and sound system.

"The park has never looked better," said Burt. "The city has done a great job with all the new enhancements, and I know they will be well received by those coming to the show."

Again this year, the top dealers in the Southeast will display more than 400 boats, which is more than 40 million dollars' worth of bay boats, pontoons, cruisers, personal watercraft, and center consoles, from 17' to those well over 40 feet, along with the latest marine electronics and innovations.

This on-site collection of dealers and manufacturers allows buyers to compare boats side by side while taking advantage of the best discounts and incentives available exclusively at the show.

In addition to boats, a curated lineup of Coastal Lifestyle exhibitors and vendors will showcase the best of Gulf Coast living. Boating accessories, fishing, paddle boarding, kayaking, biking, electric carts, product demonstrations, seminars, beach furniture, coastal artists, condo and beach house furnishing, kids' activities, live music, food trucks, craft beer, and cocktails are all part of the show. Parking for the show is always free at the adjacent Pier Park. The show will once again honor military members and first responders on Sunday.