



‘Destin’s Boat Show’ Debuts May 1-3 300+ Boats to be Showcased at Sunset Isle Yacht Club on Okaloosa Island

Okaloosa Island is set to host the newest premier boating and celebration of the ‘Coastal Lifestyle’ event as the inaugural Destin Boat & Yacht Show, which will mark the final stop of the 2026 Gulf Coast Boat Tour, May 1–3 at Sunset Isle Yacht Club. The region's top dealers and boat manufacturers will showcase over 60 boats in the water and another 250 displayed on the marina property, making this the largest boat show in the Destin market.

The three-day event will feature a ‘Boat For Everyone!’ Whether you are an experienced boater looking to upgrade your current boat, looking to purchase your first boat, or just enjoy spending a day on the water admiring beautiful boats, this show is for you. Center consoles, tritoons, bay boats, and luxury yachts alongside the latest in marine technology, accessories, and coastal lifestyle exhibits will all be showcased at the 142-slip Marina at the Sunset Isle Resort and Yacht Club, one of the finest and largest marinas in Northwest Florida.

“Just as we do with our other shows along the Gulf Coast, this is more than just a boat show,” said Scott Burt of Wheels Up Special Events, which is the show operator. “This will be a weekend that celebrates Crab Island, East Pass, Destin Harbor, and all of the amazing on-the-water experiences that define Destin’s boating community.”

Destin, often referred to as the “World’s Luckiest Fishing Village,” provides the perfect setting for a show of this caliber, according to Chuck O’Neill of Legendary Marine. “The opportunity to have a boat show in Destin in early May is a very critical opportunity for us and other dealers who are most appreciative to be able to showcase our boats to the Destin-area clientele. We know it’s going to be a huge success.”

Jason Hatcher of MarineMax says Destin has long needed a show like this. “The opportunity for a boat show in May is something no one has done, and it's going to be a hit, because boat buyers have been asking for an event like this.” Hatcher also said the show's location is the perfect venue. “Sunset Isle is a brand new state-of-the-art marina, with huge slips, wide docks, plenty of parking, and getting in and out is easy for everyone.”

In addition to boats, a curated lineup of Coastal Lifestyle exhibitors and vendors will showcase the best of Gulf Coast living. Boating accessories, fishing tackle, paddleboarding, kayaking, product demonstrations, seminars, beach furniture, a food barge, beer, and cocktails are all part of the show.

The 2026 Gulf Coast Boat Tour culminates in Destin after highly successful shows in Panama City Beach and also in Orange Beach. Show hours for the 2026 Destin Boat & Yacht Show for Friday, May 1st, and Saturday, May 2nd, will be 10-6, and Sunday, May 3rd, from 10-4. Military members with a valid idea can enter the show for just \$5 any of the three days.