



Presented by:

**LESSING'S**  
HOSPITALITY GROUP



# PERFORMANCE REPORT

Dozens of boats lit up the waterways and residents' spirits on Saturday, December 6, 2025, during the Marine Industries Association of Palm Beach County (MIAPBC) 31st Annual Palm Beach Holiday Boat Parade.

Presented by Lessing's Hospitality Group, the parade included dozens of boats cruising along the Intracoastal Waterway from North Palm Beach to the iconic Jupiter Inlet Lighthouse. Not only were the waterways illuminated but also the skies, as a traveling fireworks show paved the path for boats. Participants in the boat parade decked out their vessels with colorful lights and decorations in an attempt to win cash prizes and other rewards in several categories.

In addition to kicking off Palm Beach County's holiday season, the boat parade also served as a charitable event benefiting Little Smiles and Toys for Tots. In total, 16,000 toys were collected to support children in the Palm Beach County community.

Boats of all sizes paid homage to classic holiday characters like The Grinch, Santa Claus, and Rudolph, as well as marine life themes, including flamingos, manatees, dolphins, and sea turtles. This year’s parade featured a new “Rookie of the Year” category, won by parade newcomer *Whiz Wit*. The 53-foot, high-speed yacht impressed the judges with a snowy rooftop, featuring a smoking chimney and Santa on his sleigh with reindeers. The stern of the boat was adorned with a large, illuminated martini glass with a candy cane garnish included. *Whiz Wit* also won first place for the “Over 35 Feet” category.

The 2025 “Fan Favorite” award was also won by a newcomer to the boat parade, *Pink Pony Pontoon*. For a third year, *Nauti Kitty* won the 2025 “Best of Parade.” Showcasing a circus theme, the 53-foot catamaran was decked out in yellow, red, and orange lights, with a giant, striped Big Top tent, an illuminated ticket stand, and inflatable elephants and giraffes. The owners of the vessel generously donated their cash prizes to Little Smiles and Toys for Tots.



THE FIRST PLACE WINNERS IN THE SEVEN CATEGORIES FOR THE 2025 PALM BEACH HOLIDAY BOAT PARADE COMPETITION ARE AS FOLLOWS:

**BEST OF PARADE**

*Nauti Kitty* (Boat #19)

**FAN FAVORITE**

*Pink Pony Pontoon* (Boat #11)

**ROOKIE OF THE YEAR**

*Whiz Wit* (Boat #6)

**UNDER 25 FEET**

*Palm Beach Peter Boat* (Boat #30)

**25 FEET TO 35 FEET**

*Nailed It* (Boat #26)

**OVER 35 FEET**

*Whiz Wit* (Boat #6)

**CORPORATE**

*Party Up* (Boat #3)



Toys Collected in 2024

**14,000**

TOYS COLLECTED IN 2025:

**16,000**

Celebrity Judge This Year:  
Captain Kerry Titheradge  
from *Below Deck*

# EMAIL MARKETING



**11,009**

Distribution List



**18**

Number of Emails

- July 3 Results:** 1,180 send (56%) open
- August 7 Results:** 1,317 send (57%) open
- August 18 Results:** 1,071 send (55%) open
- September 2 Results:** 1,427 send (55%) open
- October 3 Results:** 1,334 send (58%) open
- October 21 Results:** 296 send (66%) open
- November 5 Results:** 1,376 send (59%) open
- November 11 Results:** 321 send (61%) open
- November 17 Results:** 594 send (66%) open
- November 25 Results:** 467 send (66%) open
- December 1 Results:** 62 send (82%) open
- December 4 Results:** 57 send (85%) open
- December 5 Results:** 57 send (67%) open
- December 6 Results:** 61 send (75%) open
- December 11 Results:** 26 send (70%) open
- December 17 Results:** 1,256 send (55%) open
- December 18 Results:** 57 send (67%) open
- December 19 Results:** 50 send (64%) open

The Palm Beach Holiday Boat Parade Sponsor Board was included in boat parade event invites, reminders, and the monthly MIAPBC *CrossCurrents* e-newsletter.



## CROSSCURRENTS NEWSLETTER

Emailed July, August, September, October, November, and December.

**7,890+** Recipients



# SOCIAL MEDIA



**Total Page Impressions:** 804K

**Likes:** 11K

**Total Traffic:** 23K

**Total Engagement:** 10.8K

**Post Impressions:** 218K

**Post Shares:** 200

**Link Clicks:** 2.3K

**Followers:** 9.4K



**Total Page Impressions:** 180K

**Followers:** 3.7K

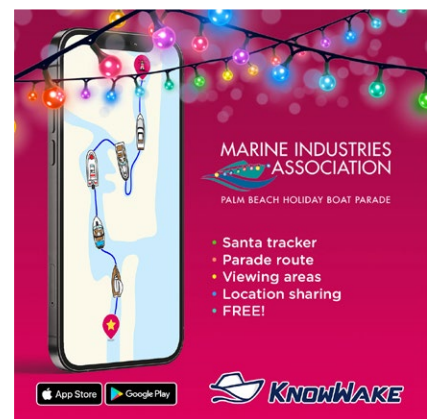
**Total Traffic:** 3.4K

**Engagement:** 6K

**Post Impressions:** 42K



@miapbc1135



# PRINT & DIGITAL ADVERTISING

- Coastal Angler Magazine Palm Beach Custom Cover & Advertisements (2)
- Florida Weekly Advertisements (2)
- Munchkin Fun Social Media Advertisements (1 Week) 34K Impressions
- Rack Card/Flyer
- Toy Box Flyer
- Palm Beach Holiday Boat Parade T-shirt
- Palm Beach Holiday Boat Parade Ornament
- VIP Viewing Party Invite
- Captains Meeting Invite
- Awards Invite
- Kickoff Party Invite
- Email Sponsor Ad
- Sponsor Board

Attendance for VIP Viewing Party: 545




# MEDIA/PRESS

PRESS RELEASES DISTRIBUTED: 5

October-December Coverage

Hits: 103 Value: \$279,832



# 96,923

Toys Collected since 2018



# Broadcast Partners

WPBF 25, the Palm Beach Holiday Boat Parade's exclusive broadcast partner and local ABC affiliate, delivered robust, multi-platform exposure through a coordinated broadcast, streaming, and digital campaign leading up to and during the event. Promotional efforts included social media announcements across WPBF 25's digital and social platforms, highlighting the exclusive partnership with consistent tagging of the Palm Beach Holiday Boat Parade in related posts and stories.

In advance of the parade, WPBF 25 conducted live interviews during its 9 a.m. newscasts and aired customized Palm Beach Holiday Boat Parade weather forecasts throughout the week of the event to drive awareness and viewership. Day-of coverage featured livestreaming of the parade on WPBF digital platforms and Very Local, supported by promotional spots running on a run-of-schedule basis across WPBF 25, Estrella TV, and MeTV. Additional digital support included vertical video content and customized forecast videos tied to boat parade week.

**Estimated Total Media Value:**

**\$285,795+**



# Radio Partners

## iHeartRadio

iHeartRadio West Palm Beach supported the Palm Beach Holiday Boat Parade through a focused on-air and digital promotional campaign in the weeks leading up to the event. The partnership included an on-air interview, providing an opportunity to share key event details, highlight the boat parade's charitable mission, and reinforce its importance to the local community.

Additional exposure was generated through on-air endorsements by Mo & Sally, referencing their roles as Parade Grand Marshals during The Mo & Sally Morning Show and related iHeart programming. The campaign was further amplified through social media promotion across iHeartRadio and The Mo & Sally Show platforms, incorporating event messaging, hashtags, and links to the Palm Beach Holiday Boat Parade website and ticketing pages.

## Estimated Total Media Value:

**\$42,000+**

## Hubbard Radio

Hubbard Radio delivered broad regional exposure for the Palm Beach Holiday Boat Parade through a strategic mix of broadcast, digital, and social media placements. This included a featured interview on South Florida Sunday, airing across multiple stations, including WIRK, WRMF, WEAT, WMEN, WFTL, and WMBX, extending the parade's reach across the South Florida market.

The interview was repurposed for the Megaphone platform beginning November 22, and was made available on the South Florida Sunday podcast pages across several stations' websites. Additional promotion included placement on multiple stations' online event calendars and the sharing of the Palm Beach Holiday Boat Parade Facebook event across various Hubbard Radio station social media pages, reinforcing awareness and community engagement.

## Estimated Total Media Value:

**\$45,000+**



**Save the Date for this year's  
32nd Annual Palm Beach Holiday Boat Parade!  
Saturday, December 5, 2026**