

# Trawler Fest®

BOAT SHOW – EDUCATIONAL EXPERIENCE – RENDEZVOUS

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For Immediate Release

PassageMaker Magazine's Trawler Fest, the premier niche boating event focused on the cruising-under-power lifestyle, kicked off its 2010 line up with huge success. Trawler Fest Ft. Lauderdale, Florida was held at the Bahia Mar Beach Resort and Yachting Center January 29-31. PassageMaker University, a two-day event offering in-depth educational courses, preceded the boat show.

The 2010 attendance far exceeded the 2009 turnout in Stuart, Florida with 2,400 people attending the three-day event, a 62% increase from the previous year. There were more than 90 in-water and land exhibitors. Attendees included buyers looking to purchase their first cruising boat and current cruisers looking to upgrade their boats. Land exhibitors met many new clients searching for the latest products and services to enhance their cruising experience.

“Abundant sunshine, the latest cruising designs moored to modern floating docks of the Bahia Mar Resort Marina, and a host of new-technology products on display in the massive on-land tent helped make the inaugural Trawler Fest Ft. Lauderdale a well-rounded experience for attendees,” said *PassageMaker Magazine's* Editor-In-Chief John Wooldridge. “Our well-known PassageMaker University and the Trawler Fest Seminar Series attracted South Florida boaters to classes in record numbers, helping them to understand the cruising lifestyle that drives this event and our magazine. There's just no better place for cruising-under-power owners and shoppers to be in January.”

The Dse Hybrid 12m power catamaran from Island Pilot won the coveted PassageMaker Magazine's People's Choice award. This comfortable and efficient vessel was designed from the outset to offer cruisers a beautifully finished, two-stateroom, two-head layout with an ultramodern galley and a large “great room” saloon with outstanding views. Additionally, it's equipped to allow owners to maintain a self-sustainable lifestyle afloat with its twin 75hp hybrid Steyr Motors that can run on diesel or electricity, large battery banks, and twin 24VDC 200Ah solar arrays. Island Pilot CEO Reuben Trane and naval architect George Petrie have collaborated to produce a thought-provoking design that points the way for designers of future cruisers.

Trawler Fest, in conjunction with PassageMaker University, offers a unique opportunity for both novice and experienced boaters to hone their skills and socialize with other cruisers. The next Trawler Fest will take place at the Kona Kai Resort and Marina in San Diego, California, March 5-7. Three-day packages and a variety of seminar packages are available online at [trawlerfest.com](http://trawlerfest.com). Details on pricing, exhibitors, local travel and registration can also be found at [trawlerfest.com](http://trawlerfest.com) or by calling 888.487.2953.

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