NEWS RELEASE

Route 9, New Gretna, NJ 08224 • P. 609.296.6000

FOR IMMEDIATE RELEASE

CHRIS LANDRY | 609.296.6000 ext. 1438
clandry@vikingyachts.com

2026 Viking and Valhalla VIP Boat Show

Record attendance, more than 80 sea trials and major product debuts highlight two days at the Viking Yacht Service Center in Riviera Beach.

(Riviera Beach, Fla. – Feb. 4, 2026) – The Viking and Valhalla VIP Boat Show marked the world premiere of the Viking 50 Billfish and drew record attendance at the Viking Yacht Service Center. Owners, Viking and Valhalla enthusiasts, dealers and media took part in two days of nonstop sea trials and dockside activity.

"This is what the VIP is all about – putting owners on the water, showing them the full lineup and letting the product speak for itself," said Viking President and CEO Pat Healey. "We have a great team, strong dealers and vendors, and the best boats in the industry. This event brings all of that together."

The VIP featured 24 boats from Viking Yachts and Valhalla Boatworks, spanning models from 28 to 90 feet, along with three yachts from sister company Princess Yachts America. Attendance exceeded 1,500 registered guests, setting a record for the VIP. An incredible 80 sea trials were completed across the Viking and Valhalla fleets. Dock traffic was steady throughout. Sales activity was strong, with transactions and follow-up still underway.

National marine media outlets, including *Marlin, Salt Water Sportsman*, Center Consoles Only, and Boats.com, were on hand, conducting sea trials and on-the-water evaluations across multiple models.

The Vendor Village was a major draw. More than 75 companies (a record) participated, with steady engagement throughout the event. Guests moved between boats and the Vendor Village, connecting with equipment manufacturers, service providers and Viking Marine Group companies between sea trials.

Activities began earlier in the week with Media Day on Wednesday, which also allowed dealer marketing teams time to collect photo and video content. Thursday was dedicated to dealer sea trials. Friday began with a dealer business meeting ahead of the public portion of the event. During the meeting, Healey reviewed product momentum and shared company updates, including the announcement of Delmarva Marine Group as the new authorized Viking Yachts and Valhalla Boatworks dealer for Maryland, the Chesapeake Bay region and sharing Delaware.

Marlin magazine Editor-in-Chief Jack Vitek presented Healey, who was named *Marlin* Person of the Year earlier this year, with a framed copy of the article recognizing the honor.

The Viking 50 Billfish made its world premiere and was among the most active boats at the docks. The new Viking 50 Convertible was also on display following its debut at the Fort Lauderdale International Boat Show. The Valhalla 55 Sport Yacht appeared at the VIP for the first time after its introduction at FLIBS, where it won Best of Show, alongside the Valhalla V-55 center console demo and V-46. Additional models included the Viking 82 Enclosed Bridge with tower and the Viking 90 Sky Bridge.

This year's VIP carried added significance, as Viking Yachts will not have an in-water display at the Miami International Boat Show. The in-water portion of the show has evolved toward European cruising yachts, making it less aligned with Viking's core sportfishing lineup. Valhalla Boatworks will be represented indoors at the Miami Beach Convention Center with models from 28 to 46 feet, while the V-55 center console and 55 Sport Yacht will be displayed in the water at the Miami Beach Marina.

This was the 30th year of the VIP event. The show reinforced its role as a key event for owner engagement and dealer momentum heading into the spring selling season.

"It takes a team effort, and we have a great team," said Healey. "We're all in – and we have been since 1964."

About the Viking Yacht Company
Established in 1964 on the banks of the Bass River in New Gretna, N.J., and following Co-founder Bill Healey's mantra of building a better boat every day, Viking has become the leading semi-custom production builder of sportfishing yachts and center consoles in the world, with 6,000 boats delivered. The Viking fleet consists of yachts from 46 to 90 feet, and in 2019 the company launched a lineup of premium, high-performance outboard yachts – Valhalla center consoles and sport yachts. Princess Yachts America, the U.S. distributor of the British-built yachts, is also part of the Viking portfolio. A vertically integrated company where the vast majority of every boat is built in-house, Viking operates several subsidiaries, including Valhalla Yacht Sales, Atlantic Marine Electronics, Palm Beach Towers and the Viking Yacht Service Center.

###