

2024 Porsche Parade - Information & Registration Timeline

We're just days away from the opening of Phase I Registration for the 68th Porsche Parade, set to begin on January 31st at Noon ET.

Having experienced the excitement of the 2021 Parade in French Lick, IN and the 2022 Parade in Pocono, Pennsylvania, I am looking forward to participating in the 2024 Parade in Birmingham, Alabama.

[So what is the Porsche Parade?](#)

Porsche Parade is an annual national convention hosted by the PCA, where we celebrate a week full of passion for Porsche. This event draws enthusiasts and their stunning Porsches from across the US & Canada, creating an unmatched atmosphere of camaraderie and automotive splendor.

Imagine a week where you can indulge in a variety of events such as Porsche Concours d'Elegance, Rally, Autocross, Technical Sessions, Driving Tours, Competitive Events, Boutique Shopping, Seminars, Gimmick Rally, Historical Display, Michelin Driving Experience, RC Car Race, TSD Rally, Tech Quiz, Historical Quiz, 5K Walk/Run, Parade of Porsches, Tech Sessions, Golf Tournament, Off-Road Tours, National Awards, PCA Sim Racing, PCA Juniors activities. The list of activities gets longer every year.

Beyond competition, the Parade is a haven for those seeking connection with fellow Porsche lovers. Enjoy driving tours on local roads and destinations, banquets, ice cream socials, Wine Tasting, Beer Tasting, Art Show, Painting with Kelly Telfer and more. It is a family's event also, with many events specifically for kids including model car concours, radio-controlled car racing plus judging full size concours cars to determine the "PCA Kids Favorite". For many club members, Parade is the highlight of the club year.

One of the nights is reserved for PCA National Awards' presentation, with trophy being distributed to multiple categories, such as PCA Region of the Year, PCA Enthusiast of the Year, PCA Family of the Year, PCA Zone Representatives Award and awards to the many competitive events and Concours' categories presented on the event.

[Not sure yet if attending to Porsche Parade is worth?](#)

Imagine seeing the biggest variety of Porsches, everywhere, all the time, for a solid week. We're talking about a breathtaking array of models, from vintage classics to the latest beauties, all gathered in one place. Imagine a resort transformed into a Porsche paradise with 800 to 1100 Porsches gracing the parking lots. Picture mingling with 1500 to 2000 fellow Porsche enthusiasts, sharing stories and laughs at the bar, by the pool, or just casually in the hallways.

The Porsche Parade is a driver's dream with multiple days of driving tours and rallies. It's a visual feast walking through a spectacular Concours and Historic display of Porsches. Witness or join in an Autocross event that draws some of the best drivers from across the country.

The Parade is also an educational haven with Tech Sessions led by factory representatives, sponsors, and PCA Tech Committee members. Plus, there's a unique mini-autocross where you can test the latest Michelin tires on a factory Porsche.

Every aspect of the Parade speaks to its top-notch organization - from the competitive events and prestigious awards to the lavish banquets and well-stocked Goodie Store. The scenic tours and unmatched hospitality only add to the grandeur of this event.

The Porsche Parade isn't just an event; it's an experience - a celebration of our shared passion for Porsche and a chance to make memories that last a lifetime. So, if you're still on the fence, consider this your invitation to be part of something truly extraordinary.

[Autocross](#)

The autocross event will take place at the renowned Barber Motorsports Park, utilizing a section of the track's bank. This alone is a fantastic reason to join us at the Parade. New to autocross? No problem! We're here to help you gear up for this exciting challenge. Join us at one of our local autocross events in the Knoxville area this spring. These sessions will help get you Parade-ready and comfortable with autocross, ensuring you're all set for the big event in June.

[Is the Parade expensive?](#)

We often get asked, "Is attending the Porsche Parade a considerable expense?" To give you a clearer picture, here's a rough breakdown of the potential costs:

- Parade Registration is set at \$270.
- A week's stay at the hotel will amount to approximately \$1,253, plus tax.
- A lot of events are free and some have a separate fee, so it depends on what you will attend. Most events range in cost from \$25 to \$80.
- The Parade offers numerous free events, adding value to your experience without additional cost.
- Dining and banquets offer a chance to socialize and enjoy the festivities, averaging \$75 per person. For two people and two banquets, the cost is about \$300. Note that a lot of participants elect to dine on their own in lieu of attending a banquet.

In total, you might expect to spend roughly \$2,000 to \$2,100 for two people over the course of a week. Again, note that this estimate can vary based on the number of events and personal choices.

The Porsche Parade is not just about cars—it's a celebration of our community and passion. I hope this gives you a better sense of the costs and encourages you to join us for this unforgettable experience.

[How to join the Parade?](#)

Check the associated file... [PDF Porsche Parade - Phase I Registration 2024 - Primer.pdf](#)

You must first be registered to take part in any Parade events. Only pre-registration is accepted; no onsite registration is available! You do not arrive in Birmingham to register for the parade or any of its events. All of this is done in advance (see dates below).

Registration is a two-phase process:

PHASE I

Phase I secures your spot for Parade and allows you to reserve a hotel room.

Phase I will be open for registration on January 31st at noon ET. You can get to

the registration site through www.pca.org or <https://porscheparade.org/> . Remember you must have an account on the PCA website. If you don't already, now is a good time to create one. Ensure your info is updated on <https://pca.org/members>. You can do that by clicking at EDIT MY PROFILE. Update your affiliated co-member email's address. You can do that by clicking at EDIT MY PROFILE as well. And be logged in before you click in the registration link.

From past experience, please don't delay and be ready to register as soon as it opens at 12:00 PM on January 31st. Be patient as PCA members from across the US and Canada are also trying to register. It may be slow, annoying, and the website may crash, but do not give up! Keep trying until you've completed the registration!

In Phase I registration, you will simply pay the standard attendance cost (\$270). After you've completed that, you will receive a confirmation email with information on how to book hotel rooms. Once you've completed Phase I, make your hotel bookings at the PCA discount rate. Note that there is plenty of time to cancel (with a \$50 cancellation fee). If you're unsure, it's better to get in and then cancel than to try to get in late.

PHASE II

Phase II of registration begins on April 3rd at 12:00 ET. During this phase, you sign up and pay for the various activities you wish to participate in. Between Phases I and II, you will receive a registration packet containing information about the many activities available and their prices. Please be aware that some events will sell out quickly. Some activities can accommodate anybody, but others are limited in space. If the event of your choice is sold out, consider rearranging your calendar to accommodate another day. Some events, like driving tours, are frequently repeated over numerous days. If you are unable to change days, you will be placed on a waiting list. Many things can happen between April and July. People will cancel or reschedule their plans. If you are patient, you will most likely be able to attend the event. Additional events may potentially be added to the calendar (if possible). If all fails, you will be refunded your money if you do not get in. At the Parade, there will be a whiteboard with people selling or giving away tickets to events they are unable to attend.

Another warning... do your homework before Phase II registration and know what you want to do and when. There is a lot of information to gather, especially if you

intend to participate in a variety of events. Before you begin, you should have the following information readily available:

- Membership numbers of each club member attending in your party
- The license plate number, year and model of the Porsche(s) you are bringing, along with the brand of tires that you have on your P-car
- Birthdates of all children attending in your party
- Banquets you want to attend and your meal selections, for each attendee
- Competitive event selection for each participant, and the class for each event
- All other events that each registrant wants to attend (don't forget Parade Kids!)
- Shirt sizes for all in your party
- Volunteer event selections for all volunteering

It is a good idea to keep the registration information package and itinerary ready while going through the registration process.

I hope this helps answer some of your questions and that you can see what a wonderful event the Parade is. If you enjoy your Porsche and the company of other like-minded Porsche owners, Porsche Parade is an excellent week and vacation. Every club member should try it at least once!

Summary - Key Dates

Phase I: Register for Parade & Reserve Housing Phase I Registration opens January 31 at 12 noon ET.

Phase II: Register Co-Entrants, Guests & Children, Register for Banquets and all Events & Activities. Phase II Registration opens April 3, 2024 at 12 noon ET.



PORSCHE CLUB OF AMERICA
