



**1.) 2018 marks the 60th anniversary of the Detroit Boat Show! What special anniversary promotions and/or events are planned?**

We are certainly excited to be celebrating. Our plans include a special ribbon cutting ceremony for opening day. At the main entrance, show attendees can walk through a sixty-year timeline of Detroit Boat Show and boating trends. In celebration of the 60th Diamond anniversary, the show is offering some fantastic giveaways to show-goers.

- 1. Grand Prize: **Diamond Solitaire Earrings**
- 2. Yeti A Day Giveaways

- 3. Pontoon Trailer by Wolverine Trailer
- 4. 60 Year Anniversary Commemorative T-Shirt Giveaway

Many of our exhibitors are taking their exhibits to the next level as well, taking more space, bringing in more boats, and offering great deals to help celebrate our 60 years together as the ultimate one-stop-shopping boating rendezvous in Michigan.

**2.) The boat show has experienced eight consecutive years of growth since 2010, and this year is no exception, expanding to nearly 450,000 square feet for 2018.**

Michigan is the 3rd largest marine market in the country and we have just finished our 8th consecutive growth year for new boats, motors, trailers and accessories with more than \$835 million spent this past year. As our industry rebounds, the Detroit Boat Show also grows, providing boaters the ultimate one-stop-shopping experience as it features boats, motors, trailers, electronics, marina slips, insurance, financing, service companies, docks, accessories, and so much more. Many new model introductions debut at this event and it would take weeks for someone to see as much product and as many businesses as you can in a day at the Detroit Boat Show.

**3) There is a lot happening at this year's show and so many attractions. What are some of the biggest attractions?**

For our 2018 event, we have blown out our entertainment budget. We booked the world-famous Rail Jam Wake Board Demonstration team and the equally famous Twiggy the Waterskiing Squirrel. Both attractions are a huge draw and will be featured during all nine days of the show. Other features include our very popular Kids Zone with nautical crafts, a live mermaid, Face Painting, and Water Rollers. It is very popular with the kids and gives the parents a chance to take a break and relax while they enjoy.

Each year the Detroit Boat Show host a Free Boaters Safety Course at the Detroit Boat Show. It fills to capacity every year. Participants will receive a free ticket to the boat show compliments of Yamaha. The Detroit Boat Show partners with the Oakland County Marine Division to offer this free boating safety class. Registration is required, and space is limited. The class fills to capacity each year, so be sure to pre-registration at [www.DetroitBoatShow.net](http://www.DetroitBoatShow.net).

We're also hosting our inaugural Career Day on Thursday, February 22, and have invited high school and college students from all over Michigan to attend. The students, who can attend the show for free, will have 10 stops within the show at exhibiting companies to learn more about careers available in the boating industry.

**4.) There will also be new model introductions. Can you tell me more about some of the new 2018 boats that will be on display (and for sale) at this year's show?**

Boat manufacturers are pulling out all the stops for the new 2018 model introductions premiering in Michigan at the Detroit Boat Show. They know new technology, improved performance, and comfort features entice new buyers. New introductions focus on making boats easier and safer to operate, improved performance and customized control, comfort, storage, passenger seating, and versatility.

For example, BRP is debuting a new personal watercraft which has a smart reconfigurable rear seat that transforms the watercraft into an onboard living room. It changes quickly from a 3-seat configuration to a flat lounge area, where two people can face each other for a picnic lunch.

Crossover boats are huge allowing boaters to tow, fish and cruise all with one vessel. As are entry level boats. Manufacturers have recognized there is a need for entry level boats to attract younger buyers and young families who are hungry for ways to spend quality family time with friends and family.

**5.) Even though it's February, now is the best time to buy a boat to ensure it will be ready for an early spring launch. The boat show offers the convenience of hundreds of dealers from around the state in one place, as well as competitive pricing. Can you tell me more?**

Unlike the Auto Show, the Detroit Boat Show is a selling show. Many of our dealers say they make 50% of their annual sales at this event or shortly after from the people they have met at the show. The Detroit Show really does offer the easiest way to shop and the best time to buy a boat because of competitive pricing and manufacturer's incentives in the first quarter. It also offers the best timing to buy because boats are manufactured differently than cars, and if you are ordering your boat you want to be sure it is ready for you in time for Spring launch.

For those who are unsure about buying, we encourage people to come learn more. Price shouldn't scare people away from this sport – there really is a boat for every budget. Many entry level boats can be purchased for less than \$200 per month. Additionally, Michigan has a sales tax on the difference law offering boat buyers a significant tax savings if trading in one boat for another boat purchase. And we made it through the tax reform and still, many boats will qualify for a 2nd home interest deduction (26 ft. long and has a head, galley, and sleeping berth). Fuel prices are low and interest rates are still low, so it really is the perfect time to buy that new boat.

**6.) Obviously boating is very popular in Michigan and I've heard you use the slogan, "BOATING IS A VACATION ON DEMAND." Tell me more about this concept.**

Buying a boat is a smart investment, as your boat is available to you every day of the summer, whenever you have the time. We are all very busy but when the opportunity to recreate opens up, if you have a boat you have a "VACATION ON DEMAND" – ready whenever you are. Also, if you take the same investment you could spend on a cruise or theme park vacation each year (which is over in a week) and turn those same dollars into a monthly boat payment you can have boating fun every day over the entire summer.

Boating is popular because it is a recreational activity that people of any age and agility can enjoy with their family and friends. Boating and fishing are heritage sports passed down through generations. These activities offer quality time away from phones, computers and TVs, and the opportunity to make memories that last a lifetime.

Not all people in this state are lucky enough to live on the water, but because of Michigan's incredible water resources, 1,064 marinas and 1,300 public access sites the joys of a boating lifestyle are available to everyone.

**The 60th annual Detroit Boat Show is February 17-25 at Cobo Center in Detroit.** Admission to the boat show is \$13 for adults; children 12 and under are free with an adult, and seniors 65 and older receive free admission on Monday. Tickets, other special admission days and hotel accommodations provided by the Courtyard Detroit Downtown are available at [Detroitboatshow.net](http://Detroitboatshow.net). HOURS: Saturdays: 10 a.m. – 8 p.m.; Sundays & Monday: 11 a.m. – 6 p.m.; and Tuesday through Friday: 3 p.m. – 9 p.m. Parking is available at Cobo Center and surrounding lots. The Detroit Boat Show is sponsored by Great Lakes Scuttlebutt, Official Magazine of the Detroit Boat Show and the Courtyard Detroit Downtown, Official Hotel of the Detroit Boat Show. FOR MORE INFORMATION visit [Detroitboatshow.net](http://Detroitboatshow.net), or call 1.800.932.2628.

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