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Detroit Auto Show move to June prompts Detroit Boat Show to move to January dates in 2020

COMMERCE TWP, MICH. – January 21st, 2019 – Because timing is everything, when the Detroit Auto Show announced its move to June in 2020, the producers of the iconic Detroit Boat Show were quick to move this show back into January for a number of reasons.

“For many years the Detroit Boat Show had late January dates, but with the growing Auto Show it got pushed later into the year to a February date pattern,” said MBIA Executive Director and Detroit Boat Show Manager Nicki Polan. “We are pleased to have the opportunity to move back as there are many reasons January dates will benefit our exhibitors as well as boat buyers in our state.”

Polan explained that unlike the auto shows, boat shows are strong selling events, and boats are manufactured much differently than cars. “If you are ordering a new boat and want to have it customized, it is important to get your purchase order in early enough to assure your boat is ready for spring launch,” said Polan.

Second, first quarter pricing is very competitive in the boating industry. It is also when buyers will see manufacturer incentives offered exclusively at the show. Filling 500,000 square feet of exhibit space, the Detroit Boat Show brings more than a hundred of Michigan’s finest marine businesses under one roof – making it super easy to shop, compare and save. This is the case for not only boats but for marina slips, accessories, docks and lifts, canvas, electronics, and more.

Third, for those who are new to the sport, it gives new boat buyers the time they need to learn more about this great American pastime. A boat show is the best place to discover boating by talking to experts and other boaters about which boat is right for you. They will ask questions like, “Where do you plan to boat? How many people will be enjoying this boat? What type of activities do you plan to enjoy?” It is also a great place to find out how affordable boats can be, as they are financed longer, and depreciate at a much slower rate than cars. And, it is a great place to

discover how easy it is to operate and maintain a boat whether it will be one you plan to keep at home and trailer to different lakes or keep at a local marina in a slip or dry stack. With this knowledge under their belt, boaters are ready to start shopping.

The Detroit Boat Show is the premier boating event in the state of Michigan according to Polan, drawing in more than 60,000 attendees each year, turning the Motor City in to the boater city! It is the largest of the three boat shows produced by the MBIA – a non-profit trade association that works year-round to protect boating access and the \$7.8 billion boating industry in Michigan. The other two MBIA shows are the Novi Boat Show, March 14 – 17, 2019 at the Suburban Collection Showplace in Novi and the Metro Boat Show, September 13 – 16, 2019 at Lake St. Clair Metropark.

The 61st annual Detroit Boat Show is February 16-24, 2019 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. 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, or call 1.800.932.2628.

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