



For Immediate Release

Contact: Nicki Polan, Executive Director
P: 734.261.0123, ext. 4 – E: npolan@mbia.org

Amanda Wendecker, VP of Marketing
P: 734.261.0123, ext. 3 – E: awendecker@mbia.org

Detroit Boat Show move to January helps MI Boaters & Industry

Commerce Twp., Mich., October 28, 2019 – The Michigan Boating Industries Association, producer of the Detroit Boat Show, announced earlier this year that the show will be moving to January 18-26 in 2020 at TCF Center, formerly Cobo Center.

The show was able to move earlier due to the departure of the International Auto Show, which moved its event to June in 2020. Like the Auto Show, new models and features are debuted at the Detroit Boat Show making the show a must-see for current and new boaters alike. Unlike the Auto Show, the boat show is one stop shopping with financing and purchasing happening right on the show floor. Many dealers attribute up to half of their annual sales from sales and leads gained from this show.

“We’re happy and excited to have the Detroit boat show moving to the new January spot! This will assist us in not only extending the selling season but being able to pass along the very best deals to our customers a full month earlier.” said Patti Smith, Vice President of Silver Spray Sports in Fenton. “First quarter pricing plus getting customers’ orders to manufacturers earlier, will help our buyers be assured that their boats arrive exactly as they want them and on time for spring delivery. This is a win-win situation for customers, their families, and dealers alike!”

The Detroit Boat Show is among the top shows in the country based on size, attendance and sales. The show spans more than 500,000 square feet at TCF Center and showcases hundreds of boats from top dealers from around Michigan and the Great Lakes.

Boating is big business in Michigan, having a \$7.8 billion annual impact on the state’s economy. Recent data from the National Marine Manufacturers Association reports that retail expenditures for new boat, motor, trailer, and accessory purchases exceeded \$1 billion in Michigan in 2018, an increase of nearly 11% over 2017, and the ninth consecutive year of growth.

"It's no secret that boating is a favorite pastime for Michiganders, and the numbers show that." said MBIA Executive Director Nicki Polan. "We're the 3rd largest marine market in the U.S. and that is very impressive since we're a four-season state. More than 40 percent of the people in Michigan get out on the water each year on a boat."

More than just the boats to see, many features and promotions make the Detroit Boat Show a great event that will entertain the whole family. A live and interactive stingray encounter, radio street teams with games and prizes, Kids Zone featuring water rollerz, a live mermaid, a take-home boat craft and more. Plus, enter to win \$1,000 to spend with an exhibitor at the show and a tropical getaway from Great Lakes Scuttlebutt!

For more information visit www.detroitboatshow.net. Tickets and hotel accommodations at the Courtyard by Marriott are available at www.detroitboatshow.net. HOURS: Saturdays: 11 a.m. – 8 p.m.; Sundays & Monday: 11 a.m. – 6 p.m.; Tuesday through Friday: 3 p.m. – 9 p.m. Parking is available at TCF Center and surrounding lots. The Detroit Boat Show is owned and produced by the Michigan Boating Industries Association (MBIA), the voice of boating in Michigan. Revenue generated from this event is returned to fund boater's interests via MBIA's programs and services.

The Detroit Boat Show is sponsored by the Great Lakes Scuttlebutt, the official publication of the MBIA Boat Shows.

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The Voice of Boating in Michigan

Michigan Boating Industries Association, 8625 Richardson Rd., Commerce Twp., MI 48390
P: 734.261.0123, F: 734.261.0880, E: boatmichigan@mbia.org