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Progressive Detroit Boat Show sets course for TCF Center Jan. 18-26

COMMERCE TWP, MICH. – December 16, 2019 – Now in January, the Detroit Boat Show sets course for TCF Center (previously Cobo Center) January 18 - 26. The show will span nearly 500,000 square feet and showcase hundreds of boats from top dealers from around Michigan and the Great Lakes. The Detroit Boat Show is among the top boat shows in the country, and after another successful boating season in Michigan, exhibitors are anxious to highlight their 2020 new model releases and the early order discounts provided by manufacturers at winter boat shows.

“It’s great to see a thriving boating industry in Michigan,” said Show Manager Nicki Polan. “We are in our 8th consecutive year of growth for sales of new boats, motors, trailers and accessories. In fact, these sales topped \$1 billion in Michigan in 2018. When sales are strong, dealers bring in more product, which makes for a bigger and better show that is sure to please our attendees.”

More than 60,000 consumers are expected to attend to see and buy hundreds of boats, including new model 2020 debuts as well as 2019 and 2018 model boats for fishing, skiing, wakeboarding, and cruising – also paddle boats, kayaks, paddleboards and inflatables. The Detroit Boat Show is the best place to shop for a boat as it would take weeks to visit as many dealers around the state.

“We are excited for our new January dates,” said Polan. “An earlier show helps buyers, dealers, and manufacturers.” Boat show prices can be extremely competitive as manufacturers offer early order incentives to keep production going through the off-season. Additionally, boats are manufactured differently, so buying a boat in January helps assure boats will be ready for an early spring launch.

Many dealers attribute up to 50-percent of their annual sales to sales and leads generated at this show. Past surveys have shown more than 1,500 boats, worth an estimated \$50 million, traditionally sell during the Boat Show’s nine-day run, and shortly after to leads generated at the show.

The Detroit Boat Show also offers exhibits selling boating accessories and services including motors, dockage, water toys, skiing and wakeboarding gear, boating and fishing accessories, electronics, boat gear, nautical gifts, artwork, and much more.

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Promotions featured this year include a live stingray encounter that is interactive and educational for people of all ages, Pirates Captains & Sailors Exhibit, kid's craft area, meet a live mermaid, the ever-popular water rollerz, a chance to win a free trip to the Islands of Tahiti, broadcast center with local radio street teams, a free boater safety course, and MORE!

Admission to the boat show is \$13 for adults; children 12 and under are free with an adult.

Special admission days include:

1. Mon., Jan. 20: **Senior Day** – seniors 65 and older receive free admission during show hours (11 a.m. – 6 p.m.)
2. Tues., Jan. 21: **Ladies Day** – Ladies are free all day
3. Wed., Jan. 22: **A Boat Load of Food** – Donate 5 cans of food to Gleaners Food Bank between 3 & 6 p.m. to get in free (Show is open until 9 p.m.)
4. Thurs., Jan. 23: **Millennial's Night Out** - 35 and under receive free admission show hours (3 – 9 p.m.)
5. Jan. 20 to 24: **Career Days** – During show hours, all students with a valid ID, high school or college, are admitted for free as well as their parents (*if applicable*)

Tickets and hotel accommodations at the Courtyard by Marriott are available at www.detroitboatshow.net. HOURS: Saturdays: 11a.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. FOR MORE INFORMATION visit www.detroitboatshow.net or call 1.800.932.2628.

The Detroit Boat Show is sponsored by Progressive Insurance, Great Lakes Scuttlebutt, Official Magazine of the Detroit Boat Show and the Courtyard by Marriott.

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