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Recreational boating & outdoor recreation are leading contributor to economy

COMMERCE TWP, MICH. – December 2019 – Outdoor recreation spending is driving the U.S. economy and with the Progressive Detroit Boat Show cruising into TCF Center January 18 – 26, boaters will continue to play an important role in the nation's economic growth.

The Bureau of Economic Analysis (BEA) ranked outdoor recreation as one of the nation's largest sectors, representing 2.2 percent of the U.S. GDP. While this number may sound small, it is actually quite distinctive in that it ranks higher than mining, legal, and agriculture.

According to the National Marine Manufacturers Association (NMMA), boating is one of the leading contributors to the Outdoor Recreation Economy.

The outdoor recreation economy is a force in our state. The marine market in Michigan has a \$7.9 billion economic impact on the state's economy each year, and Michigan has nearly one million boats registered and another 600,000 legally non-registered paddle craft. Recent data from the NMMA reports that retail expenditures for new boat, motor, trailer, and accessory purchases exceeded \$1 billion in Michigan in 2018, and 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 Nicki Polan, Executive Director of the Michigan Boating Industries Association. "We're the 3rd largest marine market in the U.S. and that is very impressive since we're a four-season state."

With the establishment of an Outdoor Recreation Advisory Council (ORAC) in 2018 and the Office of Outdoor Recreation in 2019, Michigan is on track to become a national leader of outdoor recreation.

"The state of Michigan has so many boating opportunities to offer with the Great Lakes and more than 11,000 inland lakes, and more than 1200 public boating access sites," said Patti Smith VP of Silver Spray Sports and Council Member to the Michigan's Outdoor Recreation Advisory Council. "With more coastline than all states except Alaska, the recreation opportunities in Michigan are endless."

The Progressive Detroit Boat Show is among the top boat shows in the country, and the largest in Michigan, filling nearly 500,000 square feet of space with hundreds of boats from top dealers around the Great Lakes. Promotions featured this year include alive and interactive stingray encounter that is fun and educational for people of all ages, Career Days for high school and college students, kid's craft area, a live mermaid princess, the ever-popular water rollerz, contests and giveaways, Broadcast Center with local radio street teams, a free boater safety course, and MORE! Plus, enter to win \$1,000 to spend with an exhibitor at the show and a tropical getaway from Great Lakes Scuttlebutt!

. Tickets and hotel accommodations at the Courtyard by Marriott are available at www.detroitboatshow.net. Admission to the boat show is \$13 for adults; children 12 and under are free with an adult. 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. FOR MORE INFORMATION visit www.detroitboatshow.net or call 1.800.932.2628.

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

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