



Increased attendance and robust sales cap off the 2017 Toronto International Boat Show

Bellwether for reenergized boating industry

Toronto, ON (January 30, 2017) – The 59th annual Toronto International Boat Show, North America's largest indoor boat show, saw all signs of positive growth for the boating industry with a nearly 10% increase in attendance from 70,643 last year to **77,105** attendees in 2017 over the show's 10-day run, January 20 – 29, marking one of the highest-attended shows in the past five years.

Marine manufacturers and retailers regard the Toronto Boat Show as the economic bellwether for the boating industry; and demand for exhibitor space for the 2017 show quickly sold-out, packing over a million square feet of the Enercare Centre.

Cynthia Hare, Show Manager for the event commented, “The show delivered its largest and most comprehensive advertising and marketing plan across the province, and exhibitors reaped the rewards with not only double-digit attendance growth over the first half of the show, but also with quality attendees who were eager to spend.”

Pete Moreau, Central Marine (dealer for Stanley, Rinker, Worldcat and Godfrey/Hurricane) said, “This has been a record breaking show for us. There hasn't been enough hours in the day to write up all the deals we have been closing!”

Bill Swift of Swift Canoe and Kayak raved, “The traffic flow, interest and quality of the customer made for an outstanding show. Customers came ready to buy, resulting in very strong sales.”

Exhibitors across all sectors from kayaks, powerboats and sailboats, reported sales that surpassed expectations and strong leads heading into the summer season. The growth in attendance and consumer spending could be contributed to later show dates this year, which gave patrons more time to recover from the holidays, paired with mild winter temperatures that put seasoned and new boaters in the mood to get out on the waters.

This year, the Toronto Boat Show provided extensive programming and education for all levels of boaters and interests from on-water pedal board demos to discover watersports and hands-on skills training, and more than 250 free seminars and workshops to empower and excite new visitors to get into the boating lifestyle.

Save the Date: 2018 will mark the 60th Anniversary of the Toronto International Boat Show, January 12 – 21, Enercare Centre.

More Testimonials:

“The Toronto Boat Show is the barometer by which we measure the success of the upcoming year and all indicators are that it's going to be great!”

- Marc Duhamel, Legend Boats

“The sales are up compared to any other year for us. The crowds were willing to buy!”

- Rick Gerritsen, Quiet Waters Sailboats

“There’s obvious pent up demand from last year and our sales have doubled. We were very happy with the crowd.”

- Bob Spencer, Bennington Marine

“This has been our best year ever. We have been introduced to a lot of new clients, love the show!”

- Donna Rork, Cottage Toys

ABOUT THE TORONTO INTERNATIONAL BOAT SHOW

The Toronto International Boat Show is owned and produced by Canadian Boat Shows. In generating more than \$354 million in economic impact to the region, it is the largest indoor boat show in North America. During the last five years, the Show has annually attracted more than 550 exhibitors and over 70,000 attendees. More boats are purchased at the Toronto International Boat Show than at any other place or event in Canada. About 44% of Canadians (15 million people) participate in boating and Canadians own more than 4.3 million boats. Direct revenues across Canada’s core recreational boating industry total \$5 billion per year and it directly employs approximately 67,000 Canadians. (NMMA Canada – *The Economic Impact of Recreational Boating In Canada; 2013.*)

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