

North America's Largest Indoor Boat Show

January 19-28, 2024

Energare Centre, Exhibition Place

TORONTO
INTERNATIONAL

BOAT
SHOW



66 Years





**The Toronto International Boat Show is THE
Premiere show in Canada,
AND one of the World's Leading Boat Shows
2023 Show:**

Over 65,000 attendees

**More than 400,000 Net sq.ft.
of exhibitor and feature space**

Over 460 exhibitors

Over 1,000 boats on display

**Mariner's Marketplace and
Cottage Country**

NEW! Early Bird Rates for 2024

RENEWING & NEW exhibitors who submit their application & 25% deposit for the 2024 show by August 15, 2023 will pay 2023 space rates!

All applications & deposits received after August 15th will pay 2024 rates.





2023 Exhibitors:

86% rate their satisfaction with the Show as Excellent or Very Good!

75% rate their overall satisfaction with the quality of attendance & buyer leads as Excellent or Very Good

A photograph of a busy boat show floor. In the background, a white yacht is displayed on a raised platform. Various banners and signs are visible, including 'ASTIR', 'BEYOND', 'ERS', 'CRATES', 'RUI', and 'YAC'. The floor is crowded with people of various ages and ethnicities, some looking at displays and others talking. The lighting is bright, typical of an indoor exhibition space.

2023 Attendees:

81% rate their experience at the Show as Excellent or Very Good

79% came to the Show to shop for Boats, Accessories and Services

37% plan to purchase a boat in the 12 months after the Show

64% own a boat

32% were First Time Attendees

2023 Attendees:

Type of Boater:

- 47% Cottage boaters
- 20% Marina boaters
- 27% Trailerable boaters
- 6% Yacht Club boaters

Distance Travelled :

- 41% less than 60 km
- 34% 61- 120 km
- 14% 121- 200 km
- 11% more than 200 km



First Look Friday

Marine Trade, Media & Public
Preview the Show ahead of
General Admission opening on
Saturday

New Product Launch Day

**FIRST
LOOK
FRIDAY**
JAN. 19, 2024



World's Largest Indoor Lake for Boaters

Wakeboard & Water ski shows

Learn to Wakeboard Lessons

Stand Up Paddle Board Races

Electric Boat Demos

Free Boat Rides and More !



Toronto Boat Show Team >>>



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