



## 60<sup>th</sup> Annual Toronto International Boat Show Delivers Outstanding Results

**Attendance and sales surpass high expectations at  
industry's flagship event**

**Toronto, ON (January 23, 2018)** – The 60<sup>th</sup> annual Toronto International Boat Show, North America's largest indoor boat show, bid farewell to another banner year on Sunday, January 21, with impressive results. Attendance at the 2018 Show totalled **77,493**, an increase of 1% from 2017 (which was one of the highest-attended in the past five years at 77,105).

Widely regarded among marine manufacturers and retailers as the flagship economic indicator for the boating industry in Canada, demand for exhibitor space at the 2018 show sold out in record time in early fall of last year to fill the Enercare Centre with over 550 exhibitors, 1200 boats, and thousands of accessories and services.

"Exhibitors had high expectations coming into this year's show following what was one of our strongest for attendance growth in 2017 (10% higher than 2016) matched by robust sales," said Cynthia Hare, Show Manager for the Toronto Boat Show. "We're continually focused on expanding our strategies that bring qualified buyers and potential future boaters to the show. Our aggressive marketing, special events and education programs have been instrumental in connecting exhibitors with consumers."

New this year, the Toronto Boat Show introduced a \$5 After 5pm ticket and free parking after 4pm on weekdays, which offered great value to attendees. Despite high water levels in the spring and mediocre boating weather across the province, consumer spending throughout the show dominated the conversation amongst sales exhibitors and staff.

Dave Mayhew of The Boat Warehouse (dealer for Four Winns, Glastron, Wellcraft, Lowe) reported, "We are very pleased with the success we've had at the Toronto Show and excited to see our sales getting back to record numbers. The quality of traffic was stronger than in recent years, resulting in a very positive outlook for the rest of 2018."

Save the Date: The 61<sup>st</sup> Toronto International Boat Show is scheduled for January 18 – 27, 2019 at the Enercare Centre.

More Exhibitor Quotes:

"Toronto Boat Show 2018...The best year yet! The boost in weekday attendance after 5pm contributed to excellent sales. We are excited for the next 60 years!"

- Jack Summers, Radioworld

"The Toronto Boat Show always provides an extremely robust start to our year. This year we continued to see quality customers."

- Matt French, Desmasdons Boat Works (dealer for Grady-White, Key West, Rossiter)

“This was the strongest show we have ever had!”

- Pete Moreau, Central Marine (dealer for Rinker, Stanley, Worldcat, Godfrey/Hurricane and Jeanneau Power)

“The Toronto Boat Show provides a great start to the spring season. It’s an important part of our marketing strategy. This show is a must attend as it sets us up for the entire summer.”

- Phil Hodgson, HB Cycle & Outdoor Center (dealer for BRP)

“We are shocked that after a cold summer our sales are up from last year! Sales have been more consistent throughout the week. Two thumbs up – this is a great 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 with more than 1,200 boats on display. The Show has annually attracted more than 550 exhibitors and in 2017 welcomed more than 77,000 attendees. More boats are purchased at the Toronto International Boat Show than at any other place or event in Canada. About 43% of Canadians (12.4 million people) participate in boating and 20% (6 million) own a boat. Direct revenues across Canada’s core recreational boating industry total nearly \$5 billion per year, and directly employ approximately 45,000 Canadians. (NMMA Canada – *The Economic Impact of Recreational Boating In Canada; 2016.*)

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