



## **Canada's First-Ever Virtual Boat Show**

Toronto International Boat Show Launches Online January 18 – 24, 2021

FREE to Register at [TorontoBoatShow.com](http://TorontoBoatShow.com)

*Sign-up for all-access to new products, virtual boat tours, live-streamed events, workshops and seminars, and exclusive show deals on thousands of boats and accessories*

Toronto, ON (January 9, 2021) -- This past year as the global pandemic shifted workplace and social behaviours, one thing remains steadfast – Canadians love to boat. In fact, boating emerged among the top recreational activities in 2020 as seasoned and first-time boaters went out on local waterways in record droves. The 63<sup>rd</sup> annual Toronto International Boat Show (TIBS), Canada's premier boating event, is set to launch its first-ever virtual show in response to the unprecedented demand for boats and growing interest in the boating lifestyle.

**The 2021 Virtual Toronto International Boat Show** officially goes live on **Monday, January 18 – Sunday, January 24**, to offer a whole new way to get ready for the boating season. The virtual show packs the depth of products, seminars, and workshops that boaters have come to expect from the Toronto Boat Show; while introducing new digital features to enhance the show experience including virtual boat tours, interactive showrooms, community chat forums, and all-new **TIBS LIVE** channel featuring content created for boaters.

### **2021 VIRTUAL TORONTO BOAT SHOW HIGHLIGHTS:**

**ENHANCED SHOPPING EXPERIENCE:** Thousands of new products, boats, accessories and services will be available online for consumers to shop at exclusive Boat Show deals and plan for the summer boating season ahead. Industry manufacturers, dealers, and retailers will be presenting innovative ways to showcase their products including virtual boat tours, 360° showrooms, and video content for a better shopping experience. Consumers can also connect directly with participating dealers who will be available during virtual show hours for live chats, video and phone appointments, or by email.

**NEW PRODUCT LAUNCHES:** Explore all the latest 2021 boat models, accessories, technology, and lifestyle products that will be trending on the waters this summer. Exhibitors will also be hosting live-streamed events and product launches exclusively at the Virtual Toronto Boat Show.

**TIBS LIVE:** A dedicated live platform featuring video content created for TIBS viewers. Watch real-time demos, guided boat tours, interviews with industry experts, speaker panels, Q&A sessions, and creative videos. New content will be streamed daily during the entire show run.

**VIRTUAL SEMINARS:** An engaging and comprehensive line up of virtual seminars for boaters of all interests – enhanced with interactive participation to ask questions and share comments just as you would in-person. Get inspired for the next adventure with Behan & Jamie Gifford, Liza Copeland, and Pam Wall; improve boating skills and know-how on a variety of topics including diesel engines, lithium batteries, and green alternatives; as well as DIY projects and much more.

Seminars will also cover helpful introductory topics for new boaters such as Boat Buying 101, Inboard Engine Basics, What Kind of Dock Do I Need, and much more. [Click here](#) for daily virtual seminar schedules.

**COMMUNITY CHATROOM:** While many regions remain in lockdown for the foreseeable weeks and months ahead, TIBS organizers have created a new Community Chatroom for virtual attendees to socially gather online. Users will be able to post questions, create discussions, and to connect with boaters on a variety of subjects in a friendly and welcoming space.

Pre-registration is open now for the 2021 Virtual Toronto Boat Show, January 18 – 24. Sign-up is FREE at [www.TorontoBoatShow.com](http://www.TorontoBoatShow.com).

Virtual Toronto International Boat Show Hours: (For TIBS LIVE, Virtual Seminars, and Online Customer Service)  
Monday to Friday: 11am – 7pm ET  
Saturday and Sunday: 9am – 5pm ET

@TorontoBoatShow on Facebook

@TorontoBoatShow on Twitter

@TorontoBoatShow on Instagram

**ABOUT THE TORONTO INTERNATIONAL BOAT SHOW:**

The Toronto International Boat Show is owned and produced by Canadian Boat Shows Inc. In generating more than \$354 million in economic impact to the region, it is the Largest Indoor Boat Show in North America. 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).

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Media Contact:

Tran Nguyen, Centric PR

416-220-4285

[tran@centricpr.ca](mailto:tran@centricpr.ca)