



62nd Annual Toronto International Boat Show Continues to Deliver Qualified Buyers

Retail Activity Strong at Canada's Premier Boating Event

Toronto, ON (January 27, 2020) - The 62nd annual Toronto International Boat Show, North America's Largest Indoor Boat Show, concluded another successful year this past Sunday, January 26 with many satisfied exhibitors reporting surpassed expectations. Retail results were strong with a noted emphasis on fiberglass sales in several categories, despite a slight dip in attendance due to inclement weather, which suggests the quality of attendees and buyers had much more impact than foot traffic.

2020 attendance numbers totalled 69,530 down 5% from 2019, having experienced a major winter snowstorm on opening weekend effecting travel for show-goers. Upon the conclusion of the Show there were 1,700+ e-tickets not redeemed, likely due to weather conditions.

The Toronto Boat Show is highly regarded among marine manufacturers and retailers as the flagship economic indicator for the boating industry in Canada. The demand for exhibit space continues to exceed venue capacity, with the 2020 floor plan selling out early in November with exhibitors coveting to secure their presence. The Toronto Boat Show features over 1,200 boats on display, 550 exhibitors, 300-plus seminars and workshops, as well as thousands of accessories and services in the marine marketplace.

Cynthia Hare, Show Manager for the Toronto Boat Show says, "We are sensitive to the objectives of our exhibitors and continue to focus marketing efforts to highlight the retail environment in our messaging." She adds, "We're pleased that the majority of exhibitors met or exceeded their sales goals; but recognize that these results are not shared across the board. We will continue to prioritize our strategies that attract new and diverse buyers in all categories of boating, which we pro-actively do by creating significant value for attendees through our special events, features and educational programming."

Feedback from exhibitors include, Rob Rule of Maple City Marine (dealer for Beneteau, Bennington, Kingfisher, Lund, Mastercraft, Ranger, Regal, Scout) was thrilled with his results, "Great start to the season! The Boat Show is a big part of our business and our 2020 show goals have been exceeded."

Bill Swift, Swift Canoe & Kayak is pleased with the buyers, "Once again, the Toronto Boat Show has delivered qualified buyers!"

Bruce Hatherley of Gordon Bay Marine (dealer for Boston Whaler, Bayliner, Malibu, Harris, Monterey, Stanley, Lund, Thunder Jet, Donzi, J Craft, Rossiter, Hey Day) says "The 2020 show has been very strong for us surpassing our sales expectations!"

Lisa Reagan, Teak Barn says “Last year we blew the doors off in sales. At the 2020 show we surpassed last year’s numbers! Great show for us!”

Jack Summers, Radioworld sentiments were, “The Toronto Boat Show continues to grow and provide the very best the industry can offer; and organizers have delivered quality customers right to our doorstep again in 2020!”

Some of the highlights for the Toronto International Boat Show include the World’s Largest Indoor Lake (wakeboard & waterski shows, learn to wakeboard, FREE boat rides, stand up paddle board demos and sea flea races). The Lake hosted for the 2nd year the Toronto Indoor Wakeboard Championships on closing weekend. New this year, the event was sanctioned by the World Wake Association, kicking off the 2020 WWA Wake Park World Series. Top pros in men’s and women’s categories competed for \$10,000 cash and world series points.

Save the Date: The 63rd Toronto International Boat Show is scheduled for **January 15 – 24, 2021** at the Enercare Centre, Exhibition Place.

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. 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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