



For Immediate Release

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Boat show and industry continue to ride the wave of success

Livonia, Mich., August 31, 2016 – The Metro Boat Show, coming to Lake St. Clair Metropark September 15-18, has a new name and a new look this year, nearly doubling in size, expanding into the North Marina after filling the South Marina, due to demand from exhibitors for more space to bring more boats to the show.

Show goers will be impressed with 110 slips filled with boats (26 boat slips more than in 2015), as well as 6,000 more square feet of land space bringing total bulk space to 48,000 square feet. Overall, space sales are up ten percent over 2015. Hundreds of boats are expected to be on display from 10 to 60 feet in length for all interests and for all budgets.

“Exhibitors who have downsized in the past are increasing their spaces again,” said Director of Exhibitor Sales Bethany Sly. “The show is growing and we’ve heard boat sales are up this year from our exhibitors, we’re expecting a great show.”

“Gas prices are low, water levels are up, the weather has been warm... all great factors leading to a great season of boating,” said MBIA Executive Director and Show Manager Nicki Polan. “Dealers have told us that they are seeing more new customers and younger people buying boats, a great indicator for our industry.”

After seven years of continued growth since the Great Recession, the Michigan boating industry continues to climb with sales of new boat, engines, trailers and accessory purchases in 2015 exceeding \$843 million! Consumer confidence in August of 2016 hit the highest level in nearly a year according to The Conference Board. So far in 2016, the main segments in powerboat sales are up 3.7 percent. Ski and wake board boat sales are up 7.6 percent according to Statistical Surveys.



The Boat Show is produced by the Michigan Boating Industries Association (MBIA). The Show, located at Lake St. Clair Metropark, will be held September 15-18. Hours: Thurs., Fri.: Noon – 7:30PM, Sat.: 11AM – 7:30PM and Sun.: 11AM – 6 PM. For more information, current promotions and contest information, visit Metroboatshow.net. Admission: \$10 for adults, children 12 and under free with an adult. Parking is \$10 – or free to those with a Metroparks permit. General park information can be found at www.metroparks.com.

The Metro Boat Show is sponsored by Great Lakes Scuttlebutt, the official publication of the Metro Boat Show, the Huron Clinton Metroparks, Grosse Pointe Yacht Club and Genesis Cadillac.

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The Voice of Boating in Michigan

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