

**PROGRESSIVE  
METRO** 12th ANNUAL  
**BOAT SHOW**  
September 16-19, 2021  
Lake St. Clair Metropark

**For Immediate Release**

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## **Progressive® Metro Boat Show deemed a success!**

**Commerce Twp., Mich., September 22, 2021** – The Progressive® Metro Boat Show, held September 13-16 at the Lake St. Clair Metropark was deemed a success by producer Michigan Boating Industries Association, exhibitors, sponsors, and attendees. Nearly 12,000 attendees strolled the walkways of the Shore and South marinas at the Metropark, spanning nearly a 1-mile footprint.



“Beautiful weather, hundreds of boats and accessory displays, and boating enthusiasts coming together made for four fantastic days of the boat show,” said Show Manager Nicki Polan. “And similar to national trends, it appears sales were strong across all boat types with new buyers continuing to come into the market.”

A 17% increase in attendance was attributed to sunny skies, warm temperatures, as well as the growing boating industry in Michigan.

Stacie Westrick of Tommy’s of Detroit said, “We had an AMAZING show. We had so much fun and sold A LOT of boats!”

“Due to the exponential increase in demand, dealers have less inventory than they’ve had in the past, but there was a great showing of product at the show,” said Polan. “It’s important to note, if you’re interested in a boat – now is the time to get your order in.”

The boating industry continues to ride the wave of success in Michigan. In 2020, new boat, motor, trailer, and accessory purchases increased 12%, nearing \$1.3 billion, and was the 11th year of consecutive growth in our state. The recreational boating industry has an impressive annual economic impact of \$7.8 billion in Michigan and employs nearly 40,000, according to the National Marine Manufacturers Association.

The Progressive® Metro Boat Show is produced by the Michigan Boating Industries Association (MBIA). Save the date for 2022 show, September 15-18. For more information, visit [Metroboatshow.net](http://Metroboatshow.net). The MBIA also produces the Progressive® Detroit Boat Show at TCF Center and the Progressive® Novi Boat Show at Suburban Collection Showplace. Proceeds from MBIA boat shows are returned to the boating industry through MBIA programs and services. For more information, visit [mbia.org](http://mbia.org).

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***The Voice of Boating in Michigan***

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