



For Immediate Release

Contact: Nicki Polan, Executive Director
P: 734.261.0123, ext. 4 – E: npolan@mbia.org

Amanda Wendecker, VP of Marketing
P: 734.261.0123, ext. 3 – E: awendecker@mbia.org

MI Boating expenditures sail again in 2021, continuing 12-year growth trends with strong predications for 2022

Commerce Twp., Mich., September 7, 2022 - Recent data from the National Marine Manufacturers Association reports that retail expenditures for new boat, motor, trailer, and accessory purchases in Michigan grew another 17% in 2021, exceeding \$1.5 billion, the 12th consecutive year of growth.

“It’s no secret that boating is a favorite pastime for Michiganders, and the numbers show that.” said Michigan Boating Industries Association’s Executive Director Nicki Polan. “The pandemic only magnified the safe and fun experiences boating offers and we welcome thousands of new boaters to the sport. Michigan continues to be the 3rd largest marine market in the U.S. and that is very impressive since we’re a four-season state.”

Michigan has more than 800,000 boats registered, and another 600,000 legally non-registered paddle craft, also ranking number three in the country for registrations. Boating has a \$7.8 billion economic impact on the state each year and supports more than 58,000 jobs in the state.

A recent update from National Marine Lenders Conference held in late August states that according to Wells Fargo research, the industry gained 320,000 first-time boat buyers across the U.S. in 2021, and 80 percent of new boat buyers are still in boating after five years. Sixty percent of new boat buyers are still in boating after 10 years.

2021 was the second consecutive year that the industry gained more than 320,000 first-time boaters. If you factor in used boats, more than 415,000 people became first time boaters last year, according to the National Marine Manufacturers Association. While demand is beginning to normalize, sales estimates for 2022 are predicted to continue above pre-pandemic levels.

MBIA, the state’s marine trade association produces the upcoming Progressive® Metro Boat Show, cruising into the Lake St. Clair Metropark in Harrison Township, September 15-18.

“The Progressive® Metro Boat Show is a major selling event at the marinas of the Lake St. Clair Metropark,” said Polan. “This year the show is about 30 percent larger than last year and better than ever with 68 new model introductions, and hundreds of boats of all sizes to see and purchase.” Many features and promotions make the boat show a great event that will entertain the whole family. Food trucks with tasty offerings, yard games, kid’s take-home crafts and more. Street teams from local radio stations will entertain crowds with games, contests, and live talent from your favorite radio stations. Visit metroboatshow.net for highlights and event schedules.

The Progressive® Metro 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.: 1 p.m. – 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 metroparks.com.

The Progressive® Metro Boat Show is sponsored by Progressive Insurance, the Huron Clinton Metroparks and Great Lakes Scuttlebutt, the official publication of MBIA Boat Shows.

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The Voice of Boating in Michigan

Michigan Boating Industries Association, 8625 Richardson Rd., Commerce Twp., MI 48390
P: 734.261.0123, F: 734.261.0880, E: boatmichigan@mbia.org