



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

Progressive Detroit Boat Show cruises into Huntington Place January 14

Commerce Twp., Mich., December 20, 2022 – The Progressive Detroit Boat Show will cruise into Huntington Place (Cobo) January 14-16 & 19-22, 2023 for the first show since the pandemic.

The Progressive Detroit Boat Show is among the top shows in the country based on size, attendance, and sales. Hundreds of boats will be on display from top dealers from around Michigan and the Great Lakes, with more than 110 brands represented and 166 new models for 2023 on display!

Like the Auto Show, new models and features are debuted making the show a must-see for current and new boaters alike. Unlike the Auto Show, the boat show is one stop shopping with financing and purchasing happening right on the show floor. Many dealers attribute up to half of their annual sales from sales and leads gained from this show. New this year, dealers will be allowed to showcase used “like new” 2021 and 2022 and boats that will be for sale at the event.

The show also offers exhibits selling boating accessories and services including motors, dockage, water toys, skiing and wakeboarding gear, boating and fishing accessories, electronics, boat gear, nautical gifts, artwork and much more.

Boating is big business in Michigan, having a \$7.8 billion annual impact on the state’s economy. Recent data from the National Marine Manufacturers Association reports that retail expenditures for new boat, motor, trailer, and accessory purchases exceeded \$1.5 billion in Michigan in 2021, an increase of 17% over 2020, and the 12th consecutive year of growth.

“It’s no secret that boating is a favorite pastime for Michiganders, and the numbers show that.” said MBIA Executive Director and Show Manager Nicki Polan. “We’re the 3rd largest marine market in the U.S. and that is very impressive since we’re a four-season state. More than 40 percent of the people in Michigan get out on the water each year on a boat.”

-more-

More than just the boats to see, many features and promotions make the Progressive Detroit Boat Show a great event that will entertain the whole family. Lively Tiki Bars with live music on the weekends, a new giant indoor Lawn with games to play, a new Boating Industry Sustainability Exhibit, radio street teams with games and prizes, Kids Zone with a take-home boat craft, meet a Live Mermaid, Paint a Paddle Nautical Décor, and more.

For more information visit www.detroitboatshow.net. HOURS: Saturdays: 11 a.m. – 8 p.m.; Sundays & Monday: 11 a.m. – 6 p.m.; Thursday and Friday: 3 p.m. – 9 p.m. **The show will be closed on Tuesday and Wednesday mid-week.** Parking is available at Huntington Place (Cobo) and surrounding lots. The Progressive Detroit Boat Show is owned and produced by the Michigan Boating Industries Association (MBIA), the voice of boating in Michigan. Revenue generated from this event is returned to fund boater's interests via MBIA's programs and services.

The Progressive Detroit Boat Show is sponsored by Progressive Insurance and Great Lakes Scuttlebutt, the official publication of the MBIA Boat Shows.

###

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