



For Immediate Release

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State and national statistics boast booming boating industry!

Source: National Marine Manufacturers Association

Commerce Twp., Mich., December 20, 2022 – Since the onset of the pandemic, Americans have found a great resource in outdoor recreation as a healthy and fun way to relax and have fun with family and friends. Boating is one of the top categories in outdoor recreation, and in Michigan it is a favorite way to recreate with the abundance of water resources Michigan has to offer. The result has caused a boom in the industry!

- Boating is big business in Michigan, having a \$7.8 billion annual impact on the state's economy.
- Annual U.S. sales of boats, marine products and services totaled \$56.7 billion in 2021, up 12.7 percent from 2020.
 - 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.
 - Michigan is the third largest marine market in the country behind Florida and Texas in retail sales, and also in the number of registered boats.
- It's not just new boats being sold; an estimated 1.1 million pre-owned boats were sold in the U.S. in 2021.
- The recreational boating industry supports more than 690,000 American jobs and 35,000 American businesses.
- Outdoor recreation accounts for 1.9 percent of U.S. GDP, generating \$862 billion in gross economic output, of which recreational boating and fishing is the single largest segment, contributing nearly \$31 billion in gross output and supporting 4.3 million American jobs. (Source: U.S. Department of Commerce, Bureau of Economic Analysis)
- Ninety-five percent of boats sold in the U.S. are American made.
- An estimated 100 million Americans go boating each year.
- Sixty-one percent of boat owners have an annual household income of \$100,000 or less.
- Ninety-five percent of boats on the water in the U.S. are less than 26 feet—boats that can be trailered by a vehicle to local waterways.

- Michigan has more than 1,300 public boating access sites, 80 Harbors of Refuge, and the largest freshwater coastline in the country!

The upcoming Progressive Detroit Boat Show at Huntington Place will feature hundreds of boats on display from top dealers around the state, more than 150 new model introductions, and 110 brand represented. Also new this year, the show will have used “like-new” product from 2021 and 2020 available. Features and promotions 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. **New: 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.

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The Voice of Boating in Michigan

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