

PROGRESSIVE



January 27- February 4, 2024

Huntington Place (Formerly Cobo Center)

For Immediate Release

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Progressive Detroit Boat Show cruises into Huntington Place in January

Commerce Twp., Mich., January 3, 2024 – The Progressive Detroit Boat Show will cruise into Huntington Place (Cobo) January 27-February 4, 2024, with a premier showing of all things boating, featuring hundreds of new boats, accessories, marinas, docks & hoist, services and much more.

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. Like the Auto Show, new models and features are debuted making the show a must-see for current and new boaters alike. More than 113 new models boats will be on display! 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.

Boating is big business in Michigan, having a \$11.7 billion total 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 \$1.6 billion in Michigan in 2022, an increase of 9% over 2021, and the 13th 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 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. New this year live sand sculpting (Jan 27-28), Meet Capt. Sandy from BELOW DECK (Feb. 3 and 4), and Flip Flop Exhibit with Jimmy Buffet Tribute. Other entertainment includes Tiki Bars with live music; Kids Zone with the return of the popular water rollerz, bracelet making, backpack stamping and

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interactive activities; Paint a Paddle Nautical Décor; The Lawn featuring a bar area and fun games for the family; a free Boaters Safety Course; and much more! Visit detroitboatshow.net for Highlights, features, and promotion schedules.

For more information visit www.detroitboatshow.net. HOURS: Saturdays: 11 a.m. – 8 p.m.; Sundays & Monday: 11 a.m. – 6 p.m.; Tuesday through Friday: 3 p.m. – 9 p.m. 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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