



## **61<sup>st</sup> Annual Toronto International Boat Show Delivers Strong Results**

### **New Initiatives Elevate Canada's Premier Boating Event**

**Toronto, ON (January 30, 2019)** - The 61<sup>st</sup> annual Toronto International Boat Show, North America's Largest Indoor Boat Show, concluded another very successful year this past Sunday, January 27 with many exhibitors reporting strong sales results, despite a slight dip in attendance due to inclement weather. The 2019 Show attendance totalled 73,464 down 5% from 2018, having experienced 8 out of the 10 days with major snowfall, ice and extreme cold across the province effecting travel for show-goers. The closing weekend had over 1,800 e-tickets unredeemed, likely due to weather conditions.

The Toronto Boat Show is highly regarded within the marine manufacturers and retailers as the flagship economic indicator for the boating industry in Canada. The demand for exhibitor space at the 2019 show was the highest in recent history selling out in early November, encompassing over 1,200 boats on display, 550 exhibitors, 250-plus seminars and workshops, as well as thousands of accessories and services in the marine marketplace.

"Show results and exhibitor feedback have exceeded expectations this year," said Cynthia Hare, Show Manager for the Toronto Boat Show. "Exhibitors were feeling unsure heading into the new year of what the retail environment would be; however, our continued focus on helping more people become boaters, providing an experiential environment to grow knowledge, and new exciting initiatives have all contributed to a strong show and quality attendees."

New for 2019, the Toronto Boat Show hosted a major event: The Toronto Indoor Wakeboard Championship. Pro riders in both men's and women's categories competed for \$10,000 in prize money. The event attracted pro riders, including the world's No. 1 female rider Meagan Ethell, and 2018 Rider of the Year Guenther Oka, competing in front of more than 5,000 consumers each day of the championship.

"Taking advantage of the world's largest indoor lake to host the first-ever Toronto Indoor Wakeboard Championship was a brilliant addition to the Toronto International Boat Show attracting thousands to watch the world's best wakeboarders in an electrifying stadium setting! Wake Canada applauds the Toronto International Boat Show's leadership to support and grow wake sports. We're excited to work with TIBS and the leading industry brands and athletes to help build on this exciting initiative!" - *Steve Jarrett, Wake Canada National Director*

Also new for 2019, the Toronto show introduced a very successful Women's Day, a full day program of seminars, workshops, on the water docking lessons and in vehicle trailering attended by over 100 women.

**Save the Date: The 62<sup>nd</sup> Toronto International Boat Show is scheduled for January 17 – 26, 2020 at the Enercare Centre, Exhibition Place.**

Exhibitor Quotes:

“We feel we are getting more quality attendees each and every year. Although attendance was down our sales were up for the 2019 show!” - *Rob Rule, Maple City Marine (dealer for Scout, Beneteau, Kingfisher, Ranger, Regal, Mastercraft & Bennington)*

“This year’s show was much better than expected. Our dealers have more leads to follow up than they’ve had in the past. We are very happy with the results in spite of today’s economic climate.” - *Bob Spencer, Bennington Pontoons*

“GREAT show with strong sales results!”- *Don Hood, IMTRA Corporation*

## **ABOUT THE TORONTO INTERNATIONAL BOAT SHOW**

The Toronto International Boat Show is owned and produced by Canadian Boat Shows. In generating more than \$354 million in economic impact to the region, it is the largest indoor boat show in North America with more than 1,200 boats on display. The Show has annually attracted more than 550 exhibitors and in 2018 welcomed nearly 77,500 attendees. More boats are purchased at the Toronto International Boat Show than at any other place or event in Canada. About 43% of Canadians (12.4 million people) participate in boating and 20% (6 million) own a boat. Direct revenues across Canada’s core recreational boating industry total nearly \$5 billion per year, and directly employ approximately 45,000 Canadians. (NMMA Canada – *The Economic Impact of Recreational Boating In Canada; 2016.*)

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