



For immediate Release

## **Toronto International Boat Show Cancelled for January 2021**

September 28, 2020 (Toronto, ON) – Due to the ongoing concerns surrounding the COVID-19 pandemic, Canadian Boat Shows has made the decision to cancel the 2021 Toronto International Boat Show. It is the Largest Indoor Boat Show in North America.

The event was scheduled for January 15 – 24 at the Enercare Centre, Exhibition Place. It has never been cancelled in its 62-year history. The next in-person show will now be January 21 – 30, 2022.

The health and safety of everyone involved with the Toronto Boat Show is our primary concern and has led the contributing factors coming to this decision.

“Despite our extensive efforts and multiple plans to provide a safe environment for attendees and exhibitors, we did not feel comfortable proceeding having the current information from public health and case #'s heading into the fall,” explained Linda Waddell, President/Show Director. “Our primary concern has always been safety. Every exhibitor who has worked with us in the past has experienced our culture of prioritizing a safe environment above everything else.”

One of the plans included a COVID FREE Show, where each attendee, exhibitor, supplier and venue staff member would have a Rapid Test prior to entering each day. The concept of creating a “daily bubble” was applauded and well received by Exhibitors. However, it became apparent that the approval of tests by Health Canada and the availability would not meet the Show’s timeline or planning standards, even if the show dates were postponed.

“We are disappointed for the exhibitors and attendees who were hoping the show would be held; and will now need to wait until 2022. If there is one thing that COVID is teaching us all, it is the value of face to face,” says Linda Waddell

While large indoor gatherings remain prohibited in Ontario and restrictions expected to be in place for the foreseeable future, prioritizing sufficient notice to exhibitors was also a factor in the decision.

The Toronto Boat Show has been exploring on-line/virtual options, in place of the in-person 2021 Show. There will be a focus on looking to the future, expanding digital and unifying the in-person experience to deliver even more value to the Toronto Boat Show community. Details will follow in the coming months on these initiatives.

The Toronto Boat Show is highly regarded as the flagship economic indicator for the boating industry in Canada. More boats are sold here than at any other place or event in the country. Occupying 1 Million square feet of space, with over 1,200 boats on display, 550 exhibitors, 300-plus seminars and workshops, as well as thousands of accessories and services in the marine marketplace.

The Show also includes the World's Largest Indoor Lake, which it builds exclusively each year within the event and holds ten days of programming including: the Indoor Wakeboard Championships, Water Ski Shows, free boat rides, wakeboarding lessons, Sea Flea races, canoe, kayak and paddle board events, remote control boat races and sailing regattas.

Visit [www.TorontoBoatShow.com](http://www.TorontoBoatShow.com)

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#### **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. 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)

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