



## **Virtual Toronto Boat Show Opens Tomorrow – 5 Days Only! January 26 – 30, 2022**

*Ripple effect from record boat sales is fueling demand for docks, accessories and services; while continued interest in the boating lifestyle is creating need for more boater-centric education*

Toronto, ON (January 25, 2022) -- Although pandemic-related restrictions have forced the much-anticipated Toronto International Boat Show to return as a virtual event, it has not dampened the strong demand and continued interest among boaters for a one-stop destination to shop for products and accessories, find educational resources and boating experts, as well as to connect with the boating community – all of which have been mainstays of Canada's flagship boat show for more than 60 years.

The 2022 Virtual Toronto Boat Show will be condensed into a five-day live event beginning tomorrow through to Sunday, January 30. While organizers recognize that it will not compare to the in-person experience, there is a strong need to help boaters get ready for the upcoming season, and to support new and experienced boaters alike with educational seminars led by industry experts.

Registration to the Virtual Toronto Boat Show is FREE at [www.TorontoBoatShow.com](http://www.TorontoBoatShow.com). One-time registration will offer unlimited access to all five days of programming, including more than 100 live drop-in seminars (advance seminar sign-up is not required).

The demand for boating is at an all-time high; however, inventory has been significantly reduced and delayed with global supply chain challenges that have affected boat dealerships and almost every manufacturing sector. In the interim, the marketplace for boating accessories is flourishing as boaters are turning their focus on outfitting and upgrades, technology enhancements, personal watercraft and must-have toys, safety gear, docks, and marine services.

Stay tuned for the Toronto Boat Show's Top Picks of new product innovations later this week!

With an influx of new boaters and first-time boat owners, the need for education and resources is greater than ever. Preparation is top-of-mind for boaters during the off-season, and organizers have curated a comprehensive line-up of new and returning speakers, relevant topics including cruising during a pandemic, and informative workshops to inspire, educate and empower better boaters.

"We received overwhelmingly positive feedback last year on the quality and variety of seminars from boaters of all backgrounds and skill levels, and we anticipate our seminars to be well attended this year," said Linda Waddell, President & Show Director of Canadian Boat Shows. "Attendees really value the interaction and access to industry experts, as well as having content to help them as they plan and prepare for the boating season ahead."

The Show will feature exhibitors offering thousands of boats, accessories, docks and services; while hourly live seminars, and the return of TIBS Live TV augments the show with new and exclusive content. To enhance the virtual experience, user-friendly functions include a search bar to find specific products or services among the list of exhibitors, and an Information Resource Centre with a live chat feature to assist with topics of interest, seminar schedules, and to ask general questions. The Toronto Boat Show's annual Buy a Boat and Win is also back for a chance to win \$10,000 towards the purchase of a new boat.

Toronto Boat Show exhibitors have been eager for the opportunity to connect face-to-face with customers again; but as current restrictions do not allow it, they have adapted to the virtual format and are ready to offer their products and services on a platform that is focused on engaging attendees with exhibitors.

For full seminar schedules, and more information about the 2022 Virtual Toronto Boat Show, go to [www.TorontoBoatShow.com](http://www.TorontoBoatShow.com).

**Virtual Show Hours:**

Wednesday to Friday (January 26, 27, 28): 11am – 7pm ET

Saturday & Sunday (January 29 & 30): 9am – 5pm ET

**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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