



## Canada's Flagship Boat Show Connects Consumers and Industry Virtually Pandemic Restrictions Result in Second Year of On-Line Format

Toronto, ON (February 4, 2022) -- **The 2022 Virtual Toronto International Boat Show** closed on Sunday, January 30 following a five-day event, held January 26 - 30.

The Virtual Toronto Boat Show attracted **19,309 registrations** made up of returning boat show patrons, new boaters, and first-time show attendees. **14,306** of the registered individuals actively attended the show at least once, contributing to total visits of **25,698**.

In addition to connecting consumers with thousands of new and used boats, accessories and services, the Virtual Show again offered an extensive line-up of live content. There were **107 Seminars viewed by 14,319 attendees**. In addition, **TIBS TV streamed 492 segments** throughout the 5 days of boating-centric programming, including live interviews, expert panels, new product introductions, boat walk arounds, and boating lifestyle segments, which drew **6,794 viewers**.

As inventory levels are expected to remain low through the spring and summer, consumer awareness of shortages was evident, resulting in a heavy search focus on the platform to connect with exhibitors to purchase ahead of this season.

The Virtual Platform will remain open for 6 months, until July 31. This means Attendees can continue to use the search features and connect with Exhibitors through Email, Phone, and their websites. If attendees missed any Seminars or want to re-watch, they were recorded and are available On Demand.

Preparations had already been completed for the 2022 Show to be held in-person, however less than 30 days before move-in was scheduled to start, the show was cancelled due to Government restrictions on events. Following months of strategic preparation, North America's Largest Indoor Boat Show was ready to unveil an all-new reimagined floorplan. The event was set to showcase more than 300 exhibitors, plus 250 seminars & workshops. A new initiative for the show was the launch of a 5000 square foot Boater's Resource Centre, featuring 15 industry and government organizations.

Anticipating consumer resistance to another virtual show following the cancellation of in-person, the show had increased the marketing budget by 15%, strengthening the presence in digital ads, social media, and a targeted Toronto radio buy.

According to Boat Show President, Linda Waddell, "This year's show reflects a trend we have become very familiar with since the pandemic started; the strong desire from consumers to return to in-person events, and to connect on a personal level."

## Consumer Post Show Survey Results:

- 7% of attendees purchased a Boat during the Virtual Show
- 28% of attendees plan to purchase a Boat after the Show
- 30% of attendees purchased Accessories and Services during the Show
- Breakdown of other categories planned to be purchased after the Virtual Show: 41% Accessories, 24% Electronics, 8% Marina/Boat Services, 8% Nautical gifts & clothing, 7% Docks, 7% Insurance, 5% Destination/boating (charters), 4% trailers.

## Exhibitor Quotes:

- “Thank you to the Toronto Boat Show team for all the hard work in ‘Lifting and Shifting Fire’ from an in-person event to this platform, connecting attendees & exhibitors.  
Joe Lineberry, owner of Paris Marine Limited
- “Overall, the virtual show was good for us! Wednesday was great both online and contributed to walk-in traffic for marine sales. The balance of the show was good as well by the numbers. Considering many factors, including participation at the Virtual Show, retail sales indicate no slowdown and a continuing trend of unprecedented sales growth in 2022.”  
Jack Summers, Radioworld
- “Kudos and sincere thanks to the TIBS team for pulling yet another great virtual event together. While the industry strongly desired to be in person at the Toronto Boat Show this year, the presence of Omicron simply made that impossible. In the absence of the in-person show, the virtual show provided an important platform for attendees to connect with exhibitors. As an industry we all need to recognize the importance of maintaining our visibility in the eyes of boaters and new boaters. The Virtual TIBS accomplished that perfectly.”  
Rick Layzell, CEO, Boating Ontario Association

**Save the date for the 2023 Toronto International Boat Show, January 20 to 29, Enercare Centre, Exhibition Place**

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

## **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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