



Canada's Official Boating Event of the Year

**66th Annual Toronto International Boat Show Returns to the Enercare Centre, Exhibition Place
Jan. 19 – 28**

*Growing demand for electric boats, riding the wave of surf sports, and innovative inflatables,
are among top trends for 2024*

The largest showing of manufacturers, boats and new products under one roof

Connecting consumers, industry and the boating community for more than 65 years

Toronto, ON (December 21, 2023) – Cast your sights on North America's largest indoor boat show coming to Toronto's Enercare Centre next month! The 66th edition of the Toronto International Boat Show officially launches January 19th to 28th, 2024, to connect consumers and the boating community with the industry's top boat dealers, manufacturers, retailers, services, and experts over a million sq.ft. of space at Exhibition Place.

The annual 10-day show kicks off on First Look Friday (Jan. 19) when organizers anticipate dozens of product unveilings across the show floor among 500 exhibitors; and welcomes the boating public to rendez-vous, re-connect, and rev up for the upcoming season.

No other show in Canada can boast the most product launches from the marine industry, the most comprehensive offering of educational resources for new boaters, and the most-ever seminars and hands-on demonstrations for a wide array of boating interests and lifestyles. The 2024 show just announced more than 440 free seminars, 8 seminar locations throughout the show, and new engaging speakers including record-breaking solo kayaker **Mark Ervin Fuhrmann** who just completed his 11,000km adventure at 65 years young.

Returning highlights include the **Great Canadian Fish Tank, Antique & Classic Boats, Boating Resource Centre, Cottage Country** for accessories, and the **Ontario Sailing Booth** where visitors can try virtual sailing, and learn about sailing programs for women, sustainable initiatives, and the newest in sail technology and sports including kiteboarding and windsurfing.

NEW this year – **Glow in the Dark Boating!** The world's largest indoor lake for boating (and wakeboarding) is back, and cooler than ever. Transforming the ice rink in Coca-Cola Coliseum with over a million gallons of water, boaters will enjoy an all-new glow in the dark immersive boating experience with colourful LED lights. The Lake will also offer free boat rides and demonstrations, stand up paddleboard races, sea flea races, and exhilarating wakeboarding and waterskiing shows.

The Indoor Wakeboard Canadian Championship takes over on Opening Weekend (Jan. 19 – 21) when the best riders from across the country converge to compete, including reigning Canadian champions Riley Dillon (Men) and Kelsey Chiappa (Women).

Visitors can whet their appetites après-boating at the **NEW Traeger Grills Flavour Stage** featuring cooking demonstrations, bbq recipes, and sampling!

Accreditation to the Toronto International Boat Show is now open. [Click here to submit.](#)

(Media Note: Any media who have recently applied before December 21 should re-submit due to a technical error)

DATES: January 19 – 28, 2024

LOCATION: Enercare Centre, Exhibition Place

TICKETS: Ticket prices range from \$5 to multi-day passes; General Admission tickets are \$25.
Kids 16 and under attend for FREE.

WEBSITE: For programming and seminar schedules, and more information about the 2024 Toronto International Boat Show, go to www.TorontoBoatShow.com.

2024 Toronto International Boat Show Highlights:

First Look Friday (January 19): A preview opportunity for the boating community to come together, and for industry and exhibitors to celebrate new product launches and special announcements on the show floor which will be live streamed and hosted by Water Ways television personality, Steve Bull. A portion of ticket sales from First Look Friday will be donated to the show's partner charities. Stay tuned for the official schedule of product launches, special guests, and exhibitor events taking place on First Look Friday.

New Products Showcase: In addition to First Look Friday where some of the most exciting new products for 2024 will be unveiled, the Toronto International Boat Show is Canada's BIGGEST and ONLY event with thousands of boats and accessories from the industry's top manufacturers and dealers. More new products are launched than anywhere in Canada; and expect more electric boats, surfboards, motors and NEW green technologies than ever before!

The Great Canadian Fish Tank – A 40ft aquarium stocked with native Ontario marine species, where fishing enthusiasts and novices can gain tips and techniques to cast, lure, and catch the big one. New seminars include product reviews for anglers, multi-species fishing, and electronics for your fishing boat.

Get Into Sailing: Join Ontario Sailing and some of the most innovative and exciting companies, products, technologies, activities, and programs to get into sailing from hands-on virtual sailing to the world's first robotic sailing mark, and information sessions and seminars. North Sails is proud to partner with Ontario Sailing to bring the latest in wing foiling to clubs across Ontario. Discover a new generation of high-performance products featuring the most advanced materials and technology including the latest products in kiteboarding, windfoiling, and windsurfing that will be on display.

Celebrate Antique and Vintage Boats: 2024 marks the 43rd year that the Antique and Classic Boat Society-Toronto has been celebrating the magic of antique, vintage, and classic watercraft with an in-water boat show. Canada's rich boating history spans over 100 years; and Ontario is home to an amazing array of antique mahogany launches, cedar strips, classic fiberglass runabouts, and ski boats. Get up close to the craftsmanship of these beautiful boats and learn about the history behind them.

NEW Traeger Grills Flavour Stage: More than your average BBQ, Traeger Wood-Fired Grills will have you BBQing, baking, roasting, braising, grilling and smoking with the confidence of a true pitmaster. Impress family and friends with flavourful creations at the cottage, or on a boat, with recipes and grilling tips. Come see daily cooking seminars (G267 in Mariners Marketplace) such as how to grill fish four ways – and stay to enjoy some of the delicious prepared samples!

440 New Seminars – the most ever! Boating experts from around the world will be on stage to educate, inspire, and entertain audiences by sharing their spellbinding adventures, advice and expertise on a variety of boating subjects and interests. As boats evolve, trends emerge, and lifestyles change, so do the seminars: from learning about electric boats electric motors, navigation technology, discovering new adventures and boating destinations, and new watersports such wind foiling. Newly added speakers include record-breaking Canadian kayaker **Mark Ervin Fuhrmann** who just completed his 11,000km solo adventure at 65 years young. Click [here](#) for seminar speakers and schedules.

Boaters Resource Centre. Various boating authorities and recreational organizations including Parks Canada, Canadian Power and Sail Squadron, Transport Canada, and Boating Ontario to name a few, will be on hand to provide unbiased answers and information to empower safe boating, confidence, and preparation to get out on the water and discover the boating lifestyle. The Show offers plenty of educational resources from licenses to boat insurance and boat-handling for boaters of all skill levels.

The World's Largest Indoor Lake for Boaters: Put some summer in your winter at the world's largest indoor lake for boaters; the only place in Canada to get out on the water in January and enjoy FREE boat rides in a kayak or pedal boat. Sign up for wakeboard lessons and learn from the experts! And so much more!!

PLUS - Grab a seat on shore to watch professional wakeboarders at **Winter Wake Fest Slam Dunk**, or catch the **Mad Scientist Water Ski Show**, and some of the world's top riders who will make your jaw drop as they compete during the **Indoor Wakeboard Canadian Championships** on opening weekend. The competitive spirit continues with **Indoor Seaflea Races** and **Stand-Up Paddleboard Races** taking place daily throughout the show.

NEW – Glow in the Dark Boating: Boating enjoyment doesn't have to be limited to daylight, in fact it's even more fun for all ages when it's glow in the dark! The Toronto International Boat Show is debuting a new immersive experience that offers visitors to enjoy boating activities such as kayaking and pedal boating - in the dark - guided by colourful LED lights on the vessels and surrounding The Lake.

And MORE programming announcements to be announced in the coming weeks.

2024 Toronto International Boat Show Hours

Energare Centre, Exhibition Place

First Look Friday (Preview) – January 19

1pm – 7pm

January 20 – 28, 2024:

Weekdays (22 – 26)

11am - 7pm

Saturdays (20 & 27)

10am - 6pm

Sunday, January 21

10am - 6pm

Sunday, January 28

10am - 5pm

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).

-30-

Media Contact:

Tran Nguyen, Centric PR

416-220-4285, tran@centricpr.ca