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8th year of growth for MI's boating industry

LIVONIA, MICH., MARCH 5, 2019 – The Novi Boat Show cruises into the Suburban Collection Showplace March 14-17 with 100 exhibitors lining the showplace wall-to-wall with hundreds of boats to see and purchase along with motors, trailers, electronics, marina slips, insurance, financing, service companies, docks, accessories, entertainment, and fun!

Michigan is the 3rd largest marine market in the country. 2017 was the 8th consecutive growth year for sales of new boats, motors, trailers and accessories with more than \$982 million spent.

The boating industry is flourishing in Michigan and across the country. Manufacturers saw the need for entry-level boats and now they're on the market. There was a growing interest in cross over boats allowing boaters to fish, tow, and cruise all on one vessel, and now more boats are fulfilling this role. Manufacturers are also committed to providing innovation, comfort features, performance enhancements, and fuel economies which are driving new boat sales for current owners interested in enjoying the latest and greatest features while on the water.

The industry has identified and established key messages which dispel the barriers to entry for boat purchasers both new and current owners. "To help people understand the value of boat ownership we focus on four key messages," said Show Manager Nicki Polan. "Affordability, ease of operation, accessibility and value. Many people don't realize that boats do not depreciate like cars, so they can be financed up to 20 years. Typically, people keep their boats much longer than their cars, which means when purchasing you can get lower payments or can afford more boat than you realize."

Ease of operation is another key industry message. More and more boats are becoming extremely easy to operate, dock, and cover. Features such as joy-stick docking, automated sensors, one touch cover systems, pre-programmed speed controls, virtual anchoring, and so much more are making boat operation a breeze.

"In regard to accessibility, Michigan is the clear winner with more than 11,000 inland lakes and more coast line than any other state in the country except Alaska," said Polan. Michigan has more than 1,200 state boating access sites, 80 harbors and 1,500 marinas. "You don't need to live on the water to get on the water when you live in Michigan."

Value is also an important message. The industry challenges families to take the cost of a family spring break vacation, cruise, or theme park vacation (which is over in a week) and turn that same dollar amount into a monthly payment on a boat. "You might be

surprised at what you can afford, and your boat will be a vacation on demand for the entire summer, ready when you are, every night or weekend for many, many years,” said Polan.

With more than 100 exhibitors at the show and featuring boats from 10 – 35 feet in length for fishing, cruising, wake surfing, pontoon boats, personal watercraft, and so much more, the Novi Boat Show offers a true a one-stop-shopping experience. It is also an opportunity for those who are curious about the sport to tap into a tremendous amount of information – providing a valuable resource to understand which boat is right for you and your budget. “We like to say there is a boat for every budget,” said Polan. “And whether you are looking for solitude, speed, family time, fishing excitement, or extreme watersports, there is a boat and a lake that is right for you.”

Tickets and hotel accommodations are available at Noviboatshow.net. Regular admission is \$11 for adults, children 12 and under free with an adult. Hours: Thursday and Friday: 2pm-9pm; Saturday: 11am-9pm; Sunday: 11am-6pm. Parking is available on-site at the Suburban Collection Showplace for \$5. The Novi Boat Show is owned and produced by the Michigan Boating Industries Association (MBIA), the voice of boating in Michigan. Revenue generated for this event is returned back to fund boater’s interests via MBIA’s programs and services. For more information, visit Noviboatshow.net or call 734.261.0123. **The Novi Boat Show is sponsored by Great Lakes Scuttlebutt, the Official Magazine of the Novi Boat Show.**

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