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Recreational boating & outdoor recreation are leading contributor to economy

COMMERCE TWP, MICH. – February 13, 2020 – Outdoor recreation spending is driving the U.S. economy and with the Progressive Novi Boat Show cruising into the Suburban Collection Showplace March 12-15, boaters will continue to play an important role in the nation's economic growth.

The Bureau of Economic Analysis (BEA) ranked outdoor recreation as one of the nation's largest sectors, representing 2.2 percent of the U.S. GDP. While this number may sound small, it is quite distinctive in that it ranks higher than mining, legal, and agriculture.

According to the National Marine Manufacturers Association (NMMA), boating is one of the leading contributors to the Outdoor Recreation Economy.

The outdoor recreation economy is also a force in our state. The marine market in Michigan has a \$7.8 billion economic impact on the state's economy each year, and Michigan has nearly one million boats registered and another 600,000 legally non-registered paddle craft. Recent data from the NMMA reports that retail expenditures for new boat, motor, trailer, and accessory purchases exceeded \$1 billion in Michigan in 2018, and increase of nearly 11% over 2017, and the ninth consecutive year of growth.

"It's no secret that boating is a favorite pastime for Michiganders, and the numbers show that," said Nicki Polan, Executive Director of the Michigan Boating Industries Association. "We're the 3rd largest marine market in the U.S. and that is very impressive since we're a four-season state."

With the establishment of an Outdoor Recreation Advisory Council (ORAC) in 2018 and the Office of Outdoor Recreation in 2019, Michigan is on track to become a national leader of outdoor recreation.

"The state of Michigan has so many boating opportunities to offer with the Great Lakes and more than 11,000 inland lakes, and more than 1200 public boating access sites," said Patti Smith VP of Silver Spray Sports and Member of the Michigan's Outdoor Recreation Advisory Council. "With more coastline than all states except Alaska, the recreation opportunities in Michigan are endless."

Recent statistics from the NMMA stated outboard engine sales reached a 13-year high in 2019. With high-performance engines with 200hp and 300hp+ accounting for 45% of sales. "Outboard engines have been a trend in fiberglass boats and an increase of power and performance is clearly growing the outboard engine segment," said Polan.

The Progressive Novi Boat Show is one of the last boat shows of the season and known as the "time to buy show," filling nearly 300,000 square feet of space with hundreds of boats from top dealers around the Great Lakes. Promotions include the Harborside Market, kid's craft area, a live mermaid princess, fishing and boating simulators, contests and giveaways, Broadcast Center with local radio street teams, a free boater safety course, and MORE! Plus, enter to win \$1,000 to spend with an exhibitor at the show!

Tickets and hotel accommodations at the on-site Hyatt are available at www.noviboatshow.net. Admission to the boat show is \$12 for adults; children 12 and under are free with an adult. HOURS: Thursday and Friday: 2 p.m. – 9 p.m.; Saturday: 11 a.m. – 9 p.m.; Sunday: 11 a.m. – 5 p.m. Parking is available at Suburban Collection Showplace for \$5 per vehicle. The Progressive Novi Boat Show is owned and produced by the Michigan Boating Industries Association (MBIA), the voice of boating in Michigan. Revenue generated from this event is returned to fund boater's interests via MBIA's programs and services. FOR MORE INFORMATION visit www.noviboatshow.net or call 1.800.932.2628.

The Progressive Novi Boat Show is sponsored by Progressive Insurance and Great Lakes Scuttlebutt, Official Magazine of the MBIA Boat Shows.

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