

Media Advisory

FIVE REASONS PEOPLE BUY AT THE BOAT SHOW

The boat show's atmosphere is fun, nautical entertainment and warm summer thoughts in mid-winter. But, for many boaters and wannabe's, the annual Progressive Mid-America Boat Show is a serious place to buy a boat.

Studies of buying habits at boat shows conducted by firms like Foresight Research document a whopping 95 percent of new boat buyers visited the exhibit of the brand they ultimately purchased while at a boat show. Moreover, the average buyer spent at least 1 hour in the display.

So, why do so many boaters buy at the boat show? Here are five reasons:

1. Touch and Feel! Gary Tennefoss, president of Ravenna Marine, says: "We're living in a digital age now where people can do a great deal of research on the Internet. That's good. But you can't touch and feel the boat on a computer screen. The boat show allows buyers to come face-to-face with a wide variety of boats and, particularly, spend time boarding and fully inspecting the model they may be considering."

2. Saves Valuable Time: "The boat show is the only place where a buyer can see dozens of brands and models in a single location," explains Tom Mack, president of South Shore Marine. "It saves a lot of driving time going from one dealer's showroom to another, and time these days seems to be a commodity in short supply these days. It's so easy to compare boats on the floor of the boat show."

3. Good Incentives: "Sales incentives have become an important part of marketing today," says Hart Morrison, president of Parma Marine, "and our boat and motor manufacturers back up dealers like us with their biggest yearly incentive packages. These can range from extra show discounts to free extended warranties to major rebates and other valuable offers while we're exhibiting in a major boat show like the Mid-America. We pass them on to every buyer."

4. Competition: John Sima, Sima Marine, puts it this way: "As dealers, we are unified in supporting boating and our boating industry. But there's no denying we do compete with each other for a market share whether we're selling small aluminum skiffs or 50-foot motor yachts. And that's never truer than when we're looking across the aisle at each other on the floor of the boat show. The result is very competitive pricing and, ultimately, real savings for buyers."

5. Timing is Everything: The boat show is in January. The weather outside is frightful, as they say. People aren't rushing into showrooms to buy their boat. It's actually the reason the boat show is held when it is – the dealers need to sell their boats in dead winter, a predictably slow time. Voila – the boat show crowds produce a successful sales month for most dealers because serious buyers take advantage of the pricing and incentives being offered during the show. It's a win-win.

This year's 61st edition of Ohio's oldest and largest boat show is slated for Thursday – Sunday, January 18 – 21 in the I-X Center. Get the latest information at: www.clevelandboatshow.com

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