



## FOR IMMEDIATE RELEASE

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### Boating's Popularity Rises at the New Jersey Boat Sale & Expo

**Manasquan, NJ** – Like a rising tide, there is a swell of excitement and opportunity awaiting boating enthusiasts based on the recently concluded [New Jersey Boat Sale & Expo](#), which took place on February 20-23, 2014. Returning to the New Jersey Convention & Exposition Center at Raritan Center in Edison, New Jersey, for the third straight year, the boat show is organized by the Marine Trades Association of New Jersey, which continues to break new ground for dealers in the Tri-state area by creating affordable events with wide family appeal.

Embracing the boating lifestyle for every budget, the show featured 70 different boat lines from kayaks to express cruisers to offshore fishing machines. A boating marketplace with accessories, marinas, fishing equipment, electronics and other water sport gear provided aisles of what's new for the coming season. A vibrant and well-rounded seminar series presented by *On The Water Magazine* featuring boating safety, maintenance tips and fresh and saltwater topics highlighting New Jersey's fishing opportunities attracted men, women and children each of the four days of the show. Youngsters even had their own Kid's Cove presented by New Jersey Sea Grant Consortium with special attractions to keep them entertained.

Exhibit show space was completely sold out and attendance was strong, upbeat and continues a moderate growth pattern indicative of a strengthening marine market place. According to a recent report in *Soundings Trade Only*, a marine industry journal, the recreational boating industry topped the 200,000 mark in sales for the second year in a row with a gain of nearly six percent in its main powerboat segments. Additionally, new models always attract interest at shows and there were numerous introductions at the New Jersey Boat Sale & Expo. For instance, Comstock Yacht Sales of Brick, New Jersey, featured three new Formula boats, C & C Marina of Bayville, offered several new NautiStar and Veranda pontoon models, and Green Cove Marina of Brick displayed several just introduced Southwind Sport Deck models.

“Providing affordable boat shows to the attendees and for the exhibitors is but one goal of the MTA/NJ and creating lasting relationships between dealers and boating families is a clear path to continued growth,” stated Executive Director, Melissa Danko. “Dealers left the show with deals, leads and indications pointing to a strong rebound from lingering effects of Hurricane Sandy. The 2014 boating season is shaping up to be a good year and we are very excited about that!”

The 2014 show was presented by [Interlux Yacht Finishes](#), [Starbrite](#) and [Travelers Ocean Marine Insurance](#). The next Marine Trades Association of New Jersey show will be the **Jersey Shore Boat Sale & Expo, September 19-21, 2014** at FirstEnergy Park, the home of the Lakewood Blue Claws. Information on this show can be found at [JerseyBoatExpo.com](http://JerseyBoatExpo.com).

#### **About the MTA/NJ**

The Marine Trades Association of New Jersey (MTA/NJ), established in 1972, is a non-profit organization dedicated to promoting, advancing and protecting the recreational marine industry and waterways in the State of New Jersey. The MTA/NJ is dedicated to the interests of the industry as a whole for the benefit of its individual members and the consumers whom they serve. In addition to many accomplishments, the MTA/NJ produces two boat shows, the Jersey Shore Boat Sale & Expo held in September at FirstEnergy Park in Lakewood and the New Jersey Boat Sale & Expo held in February at the New Jersey Convention & Expo Center in Edison. The MTA/NJ proudly endorses the Progressive Insurance Atlantic City Boat Show held in February.

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