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Summer-Ready Boaters Pack Sixth Annual New Jersey Boat Sale & Expo

Manasquan, NJ – Strong crowds and sales at the sixth annual New Jersey Boat Sale & Expo, February 16-19, 2017 were proof that the boating industry is strong and growing in New Jersey. Unseasonably warm temperatures had New Jersey dreaming of summer boating, as evidenced by the record number of attendees who sailed through the doors of the New Jersey Convention & Exposition Center in Edison in search of their new boat.

The show featured something for every age and interest. Over thirty dealers showcased over 70 boat brands of all types and sizes ranging from aluminum utility boats to canyon capable blue-water offshore fishing machines. The impressive fleet of over 250 vessels demonstrated a broad scope of new products available for 2017 that meet any budget and offer amazing boating opportunities. Attendees also shopped the boater's marketplace for boat slips, accessories, insurance and more. Hundreds attended the seminars that were presented by The Recreational Fishing Alliance and The Fisherman Magazine, and younger boaters enjoyed activities and crafts in the popular Kids Cove presented by NJ Sea Grant.

“It’s always a great show for The Fisherman Magazine because we see so many of our longtime members, both at the booth and in the seminar area,” stated Jim Hutchinson of The Fisherman Magazine. “This year we had a lot more new subscribers and saw attendance in the conference room swell to 100 or more at points on Saturday, both exceptional signs for angler optimism in 2017 and intensified interest in a show that’s been growing by leaps and bounds every year.”

Exhibit show space was again completely sold out, sales and strong leads were reported all throughout the four day show and attendance hit another record with a 13% increase in attendance from the previous year.

“As with previous years, the Marine Trades Association of New Jersey has done an excellent job with the New Jersey Boat Show & Expo,” stated Barry Constanzo of New Jersey Outboards, Bayville. “They did not disappoint this year. Attendance was great, the show was organized, the marketing was excellent, and as always the venue is inexpensive for the consumers as well as the dealers. It’s just a great show and I would never miss it.”

“This year’s Edison show was one of the best shows in years,” stated Fred Brueggemann of Statewide Marine Services, Waretown. “The attendance was up and sales were strong. There were a variety of boats sold from aluminum runabouts, pontoon boats, center consoles and cruisers. The mood of the show was upbeat with dealers yielding sales and future prospects. The reduction in sales tax has played a large part in the uptick of sales.”

Produced by the Marine Trades Association of New Jersey, the theme of the New Jersey Boat Sale & Expo has always been to offer an affordable and convenient venue to give show attendees the best opportunities to find what they are looking for to get out on the water. According to Executive Director, Melissa Danko, “We are very excited with the results of the show this year as the crowds were the strongest ever and excitement for boating was clearly evident in speaking with both attendees and exhibitors. We are looking forward to a prosperous boating season.”

The 2017 show was presented by [Interlux Yacht Finishes](#) and [Travelers Ocean Marine Insurance](#). The New Jersey Boat Sale & Expo will return to the NJ Convention & Exposition Center, February 15-18, 2018. The next MTA/NJ show will be the Jersey Shore Boat Sale & Expo, September 22-24, 2017 at FirstEnergy Park, the home of the Lakewood BlueClaws. Information on both MTA/NJ boat shows can be found at [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.

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