

## FIVE REASONS PEOPLE BUY AT THE BOAT SHOW

It's fun and entertaining to visit the Progressive North American Demo Boat Show at Cedar Point. But, for many boaters and wannabe's, this largest in-water show on the Great Lakes is a serious place to shop and compare.

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!** We're living in a digital age where people can do a great deal of online research. That's good. But one 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. 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. It's so easy to compare boats at a show.
- 3. Good Incentives:** Sales incentives have become an important part of marketing today. Boat and motor manufacturers offer their biggest incentive packages at boat shows. These can range from extra show discounts to free extended warranties to major rebates or other valuable offers.
- 4. Competition:** Boat dealers do compete with each other for market share whether they're selling inflatables or 50-foot motor yachts. That's especially true when they're looking across the docks at each other in this boat show. It means competitive pricing and real savings for buyers.
- 5. Timing is Everything:** The fall is coming soon, new models are coming out now, and dealers need to sell their current inventory. It's actually a prime reason the boat show is held. The boat show crowds produce sales for most dealers because serious buyers take advantage of the show pricing and clearance incentives. It's a win-win.

For the latest information on the show at Cedar Point, go to: [www.cedarpointboatshow.com](http://www.cedarpointboatshow.com)

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