



Virtual Vancouver International Boat Show Explores New Horizons: from Online to Onboard

The 2021 Vancouver International Boat Show will be different than previous years as the event adapts to COVID; 2021 marks an all-new online format with free registration for showgoers. But even with an all-new format, the Boat Show is sure to offer great deals for the start of the boating season in BC, as well as an extensive selection of new and “must see” innovative products for all levels of boater.

Across the board, 2020 saw increased interest in the boating lifestyle, with enthusiasm from veterans, hobbyists and newcomers alike. This was reflected in strong commercial and retail sales throughout the industry within Canada and across North America.

Here in B.C., as we begin to transition from the wetter and colder months, boating season remains one of the most anticipated activities that residents have circled in bold on their calendars. Known across the industry as the “unofficial start” of BC’s boating season, the Vancouver International Boat Show’s virtual event will allow people from across the province to connect with product specialists and salespeople representing all of the major brands, with everything available in a simple, interactive format that makes shopping streamlined, easy and convenient.

With more and more families realizing that BC has some of the best waterways in the world to explore, boating continues to be the ideal outlet to create exceptional family memories outdoors, in a safe and enjoyable manner.

With the widest selection of products, services and accessories available in one place for all levels of boaters, show guests can expect to find a range of affordable entry-level options, with competitive pricing suitable for budgets of all types, all the way up to luxury yachts.

This year’s Virtual Vancouver Boat Show will provide visitors with an extensive selection of new and innovative products that the in-person event has traditionally showcased. Only now, the excitement of boating season can be felt from the comfort of home. Exhibitors will be

showcasing their products in a number of innovative ways in 2021, which include virtual boat tours, 360° showrooms, and video content for an enhanced shopping experience.

B.C.'s warmer months provide nature lovers ample opportunity to explore the provinces' abundance of salt and fresh waterways and thousands of kilometers of coastline. With current provincial health orders and international travel restrictions keeping vacations and getaways hyper-local, venturing out from land-to-sea-or-lake in search of new adventure has never been more appealing.

Heading out on your boat with your family and a close bubble is not only a relaxing activity, but also one that can be enjoyed safely and at leisure. And before heading out on the water this boating season, a visit to the Virtual Vancouver Boat Show will get you prepared and equipped with the tools and knowledge to help you navigate the waters that lay ahead on your next adventure.

Attending the show is FREE! Registration is made possible by Yamaha Canada and is open now for the 2021 Virtual Vancouver Boat Show, February 24-27. Sign-up at www.VancouverBoatShow.ca

Western Canada's largest consumer boating event, the Vancouver International Boat Show is owned by the Boating BC Association and produced by Canadian Boat Shows.