



For additional information contact:
Shiroma Southwest
800-382-3059 or 972-732-6100
pat@shiromasouthwest.com

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DALLAS INTERNATIONAL BOAT SHOW ECONOMIC REPORT POSITIVE FOR BOATING INDUSTRY AND LOCAL ECONOMY

Thousands of shoppers, including a substantial percentage of young families, shopped and bought at the [Dallas International Boat Show](#) (DIBS), Feb 5-7 and 20-24. Show producers report that In spite of a Super Bowl weekend and a record breaking snow storm with the subsequent travel and power outage issues, the final attendance showed an increase of 20 percent over the 2009 event.

As in other parts of the nation, 2009 sales lagged for some North Texas dealers. However, local dealer sales beginning in January and continuing through the show indicate a strong recovery.

According to Boat Show Marketing Director Franklin Pillsbury IV, “In my 40 years of selling, servicing, and promoting family boating I have never seen a better time for a young family to get started because the show offered great boating options for anyone’s budget.”

The show featured a variety of boats, brands and models to fit every lifestyle, body of water and activity imaginable. There were power boats, the latest in bass boats, adaptable pontoons, the finest sailboats and luxury yachts plus water toys including wake boards and personal watercraft waiting for shoppers.

Harry Hite, [MarineMax Dallas](#) General Manager, reported that, “Our sales were up more than 1/3 over what the 2009 show grossed and our closing ratio is over twice last year’s. Our booth was filled on weekends with families looking to go out and have fun boating and we are very optimistic about our 2010 sales and improving industry sales as a whole.”

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DIBS 2010 FINAL NUMBERS—ADD 1

MarineMax Dallas offers a great selection of boats and yachts including Baja, Boston Whaler, Laguna, Meridian Yachts, Princecraft, and Sea Ray as Master Dealer. They repair and service most premium brands using factory trained technicians in top rate marine service centers. In most cases, they even have a mobile service team! Marine Max Dallas is a #1 Ranked Dealer by *Boating Industry Magazine* for superior customer service.

Joe Wallace, owner of [North Texas Marine](#), notes that, “We sold more boats at this show than we sold at each of the two previous shows and we have a large number of strong leads that we are working now.” The dealer, located in both Gainesville and Fort Worth, Texas, carries Chris Craft, Glastron, Triton and South Bay Boats including pontoon boats, fishing boats, ski boats, powerboats and a wide array of wakeboards, accessories apparel, parts and more. Their strong service department services boaters from North Texas to Oklahoma City.

[North Texas Marine](#) supported by Triton is also a primary sponsor of the [Tournament of Heroes Invitational Bass Tournament](#) sponsored by [Dallas Boat Shows, Inc.](#) and held each July during the Dallas Summer Boat Show and Sale. They provide Triton Elite and other fishing pros to host the soldiers during the tournament.

[Phil Dill Boats](#) Sales Manager Delinda Davis is excited about the prospects for 2010.

“Interest was high at the show; consumers seem more confident. Our sales were good and we generated a strong number of leads we are now working.” Phil Dill Boats, a veteran of the show, is the #1 Yamaha dealer in the world, also carrying Four Winns, Regal and Berkshire Pontoons along with a wide selection of pre-owned boats.

Davis also commented on the activities and excitement generated for families with young children in the Kids Cove Powered by Radio Disney and other kid-friendly features, “Young families buying boats are critical to strengthening our industry and the Radio Disney games, costumed characters, kids fishing tank, wake boarding lessons and scuba diving opportunities created a positive show experience for the whole family.”

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DIBS 2010 FINAL NUMBERS—ADD 2

[Plano Marine](#), another longtime exhibitor with two dealerships in Plano and Longview, Texas, sells Skeeter, Chaparral, G3 Pontoon Boats and Cruisers Yachts. “The two annual Dallas shows combined generally account for around 50% of our annual sales but as a result of this show, we have already sold or will soon close on almost 30% of our anticipated 2010 sales,” reports Tom Lewis, Sales Manager at Plano Marine. “We are very optimistic about this year.”

In addition to selling new or pre-owned fishing boats, ski boats, pleasure boats and sport cruisers, Plano Marine’s parts and boating accessories department is complete with everything needed to outfit a boat, and their service department takes care of any maintenance or warranty requests.

“We had several sales goals in mind for the show. The show attendance was great and while we did not reach our “exceptional sales show-goal”, we are very pleased that we sold almost 72% of that number,” reports [Vaughn Whittle of Jerry Whittle Boats](#). “I have already sold a large number off show leads,” he added.

The Lewisville, Texas dealer stocks over 40 models of new boats from 8 different manufacturers including pontoons from Bennington and Sedona, deckboats and sport boats from Azure and Southwind along with bass boats and fish-n-ski’s from Ranger and Stratos and Sea Doo jet boats. They have a vast variety of quality pre-owned boats and a strong service department.

Dallas International Boat show guests were also treated to the [Yellow Jacket Project](#), a stunning array of nostalgic wooden boats produced in the 1950’s and early 1960’s by the famed Roy Rogers-owned company in Denison, TX.

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