

Chicago, Louisville Shows Report Steady Attendance, Boat Sales Gains

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The [Discover Boating Chicago Boat Show](#) and [Discover Boating Louisville Boat, RV & Sportshow](#), in partnership with Progressive®, wrapped Sunday, February 1, with steady attendance and exhibitors reporting encouraging sales activity. Early feedback from both markets points to an increase in qualified buyers year over year — a trend NMMA is tracking across Discover Boating winter boat shows.

“The 2026 boat show was a huge success, surpassing our expectations in both sales numbers and attendance and offering a promising outlook for the year ahead,” said Neil Moulis, General Manager, Munson Marine and Discover Boating Chicago Boat Show exhibitor.

“It was a great year for us. Between the Still Lake and Fentress booths, we sold 28 units by Sunday night,” said Jason Timberlake, Owner/GM, Still Lake Marine and Discover Boating Louisville Boat, RV & Sportshow exhibitor. “Attendance was strong and buyers were engaged. With follow-up leads, we expect to close even more sales and are already looking forward to next year.”

Beyond sales activity, both shows featured lifestyle activations designed to connect attendees to boating and outdoor recreation. The Discover Boating Beach Club and Lake Life Lounge offered daily entertainment, while immersive features like the Paddle Sports Pool and kids' fishing zones helped engage families and first-time boaters.

Up next: the [Discover Boating Miami International Boat Show](#) Feb. 11-15, and the [Discover Boating Atlantic City Boat Show](#), in partnership with Progressive®, Feb. 25-Mar. 1.