

Atlantic City Boat Show Helps Propel Sales into Spring

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The 2026 [Discover Boating Atlantic City Boat Show®](#), in partnership with Progressive®, capped off winter boat show season on Sunday, March 1, attracting nearly 32,000 attendees to the Atlantic City Convention Center. Mirroring sales trends across winter boat shows, several exhibitors reported stronger YOY sales compared to 2025, while others reported more moderate demand.

Aaron Krenzer with Chaparral and Robalo Boats said, “The Atlantic City Boat Show did not disappoint this year. Chaparral and Robalo boats saw strong sales throughout the event. Our booth was busy, and it was one of the most successful sales events of our season.”

“The Atlantic City Boat Show stood out as the best attended show I’ve attended this year. The weekend turnout was the highest we’ve experienced in years. We had numerous meetings with qualified leads and successful sales transactions. I was

extremely pleased with the atmosphere, strong attendance, and enthusiastic buying,” echoed Zach Crane, Sea Pro and Monterey Boats.

Booth exhibitor Todd Laker with Connley Fishing noted, “We’ve had a really good show. We’re up from last year, and we had a great year in 2025. We’ve even had people that bought boats at the show come to order custom rod packages.”

Boat show activations and education to engage attendees included the Discover Boating Beach Club, Paddlesports Experience, Art of Casting Pond with daily fishing seminars, Classic & Wooden Boat Collection, and Fred’s Shed How-To Center presented by Progressive®.

In its 11th year, the annual Captain’s Table Gala and Visit AC’s *Taste Atlantic City* kickoff attracted 635 guests. Supporting Let Us Eat, the Gala benefited the Community Food Bank of New Jersey’s summer feeding programs. [Taste Atlantic City](#) provided dishes from a variety of local restaurants along with tastings from regional breweries, wineries, and distilleries.

Next year’s boat show is set for February 24-28, 2027. For more information, visit ACBoatShow.com.