



FOR IMMEDIATE RELEASE

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## Leaders Prepare for Inaugural MRAA Industry Summit, April 6–8, 2026

MINNEAPOLIS, Minn. — March 6, 2026 — This April, the Marine Retailers Association of the Americas (MRAA) will bring together top industry leaders for the inaugural MRAA Industry Summit, an exclusive, invitation-only gathering taking place April 6–8, 2026, at the Coeur d’Alene Resort in Coeur d’Alene, Idaho. Designed for high-level discussion and strategic alignment, the Summit arrives at a pivotal moment for the recreational boating industry.

The marine industry is experiencing rapid change, from evolving consumer expectations to tightening market pressures, technology shifts, and growing operational complexity. The MRAA Industry Summit is intentionally built to create a structured environment where leaders can challenge long-held assumptions, examine the forces reshaping the industry, and collaborate on the models needed to strengthen long-term industry health.

“There is never a ‘perfect time’ in our industry to step away and address the future — which is exactly why we must do it now. The MRAA Industry Summit is designed to bring the right people into the room for the conversations that matter most,” said Matt Gruhn, MRAA President. “Together, we’ll explore the challenges and opportunities shaping marine retail and build the clarity and alignment our industry needs moving forward.”

### A Program Designed for Strategic Insight

Over three days, the Summit will engage participants in facilitated discussions centered on the industry’s most pressing topics, including:

- Closing the price-transparency gap
- Preparing dealerships and manufacturers for an AI-driven operational future
- Leading innovation and managing organizational change
- Addressing economic and structural pressures across the marine ecosystem

The format is crafted to promote candid dialogue, collaborative discovery, and actionable shared direction between key influencers across marine manufacturing and retail.

### Focused on Strengthening the Marine Retail Ecosystem

Although exclusive to invited participants, the purpose of the Summit extends across the entire marine retail network. By uniting leaders to evaluate emerging challenges and opportunities, the event reinforces MRAA’s mission to advance a stronger, more aligned marine industry — one where dealers have the support, stability, and forward-thinking environment needed to evolve.

### Event Details

Dates: April 6–8, 2026

Location: The Coeur d’Alene Resort, Coeur d’Alene, Idaho

Audience: Exclusive, invitation-only group of marine industry leaders

Purpose: Strategic collaboration and industry-wide future planning



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### **About the Marine Retailers Association of the Americas**

The Marine Retailers Association of the Americas is the trusted catalyst for success in the marine retail industry. Dedicated to fueling dealer growth and strengthening the boating experience, MRAA delivers industry-leading insights, expert guidance and proven solutions that assist marine retailers in navigating challenges and seizing opportunities. Through education, advocacy and innovative resources, MRAA empowers dealers to thrive, and help drive a stronger more sustainable marine industry. Learn more at [MRAA.com](http://MRAA.com).