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For Immediate Release:

56th Annual Los Angeles Boat Show Boasts Improved Attendance
Boating Industry Encouraged As More People Are "Getting Back On the Water"

Orange, CA – February 13, 2012 -- The 56th Annual Los Angeles Boat Show, which took place February 9 through 12 at the Los Angeles Convention Center, saw an increase in attendance of 10% over last year's numbers, according to show producer Dave Geoffroy, Executive Director of the Southern California Marine Association. "We had more boats on display this year, and the exhibitors we spoke with had positive feedback and were pleased with leads and boat sales at the show" said Geoffroy. "The show was jam-packed with fun and activities for the whole family. We worked hard in our marketing and public relations to stimulate attendance and it paid off. We're pleased that the boating industry is seeing increases in attendance at many boat shows, and that some growth is occurring in the Southern California market. This is a good sign for the economy and for boating enthusiasts."

Presented by the Automobile Club of Southern California, the Official Watercraft Insurance Provider, this annual event is the largest and most prestigious boat show in the western United States.

This year's show featured everything from affordable family-oriented boats to the most luxurious motor yachts, speed boats, fishing boats, family cruisers and boating and marine accessories.

For more information, please call Bill Long at 949-683-4990.

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