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Dealers Turn Out in Droves for Discussion on the Future of Marine Retail

Nearly 600 Registrants Joined Industry Webinar Exploring Forces, Challenges and Opportunities Currently Shaping Marine Dealerships

MINNEAPOLIS, Oct. 27, 2026 — The Marine Retailers Association of the Americas (MRAA) attracted 590 registrations and more than 400 live attendees for its recent webinar, *The Future of Marine Retail*, demonstrating strong industry interest in understanding and responding to the forces reshaping marine retail.

Led by **Matt Gruhn**, MRAA President, the webinar explored the evolving recreational boating marketplace and the adjustments dealerships may need to make to remain competitive. Webinar participants also engaged in a live question-and-answer session focused on the real-world obstacles facing marine retailers.

“Marine retail has reached an inflection point, a time when incremental adjustments are no longer enough,” said Gruhn. “Dealership leaders must look beyond the demands of day-to-day operations and begin thinking like architects of their businesses. That requires a shift in mindset and approach, a clear focus on the needs of the next generation of boaters and the willingness to make transformational changes that protect the business today while building a stronger foundation for its future.”

The webinar discussion reflected many of the themes currently influencing dealership decision-making, including how dealers can strengthen customer relationships, improve sales processes, leverage technology more effectively and identify new opportunities for growth. Dealers’ opportunities to capture a larger share of the pre-owned boat market and provide buyers with a higher-quality purchase experience than traditional private-party transactions were two additional discussion points.

“The registration and attendance figures make this one of MRAA’s most successful webinars in recent years, but the bigger takeaway is what that level of engagement says about our industry,” said **Gunnar Davies**, MRAA Marketing Manager. “Retailers and other recreational boating stakeholders are actively seeking answers, guidance and meaningful conversations around the challenges and opportunities currently reshaping marine retail. The response to this webinar demonstrates a strong desire among retailers to better understand what is changing and how they can successfully adapt to it.”

Many themes discussed in the webinar relate to the educational content focused on The New Fundamentals at [Dealer Week 2026](#). MRAA has built the educational curriculum at its annual conference to help marine retailers move beyond identifying their pain points and toward implementing practical solutions and tactics within their businesses today. Four educational pathways will provide attendees with fresh strategies for developing a modern marine retail

playbook, improving customer acquisition and retention, strengthening operational performance, leveraging artificial intelligence and adapting to changing consumer buying behaviors.

A webinar recording and PDF presentation are available at: <https://mraa.com/webinar-the-future-of-marine-retail/>.

About Dealer Week

For more than 50 years, the Marine Retailers Association of the Americas has delivered world-class education to marine dealers, retailers and service operations that power the boating industry. Dealer Week exists to engage, energize and empower the dealer community. MRAA envisions a brighter future for marine retail, and Dealer Week is a key part of bringing that vision to life. Learn more at dealerweek.com.

About the Marine Retailers Association of the Americas (MRAA)

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](https://mraa.com).