

## More Brands. More Choices. More Deals. At The Portland Boat Show® Presented By Progressive®

**Portland, OR** – There's more to see, shop and experience at the 66<sup>th</sup> Annual Portland Boat Show presented by Progressive. The Portland Boat Show returns to the Portland Expo Center, January 7-11, 2026 with 250,000 square feet of boats to shop and buy.

Every major category of boats used in the Northwest is represented. Wakeboard and wake surfing boats, fishing boats, cruisers, pontoons, PWC's, drift boats, pleasure boats, river boats and sleds, yachts, offshore models, a few sailboats and more all make their 2026 debut at the year's first major boat show.

"For boat shoppers, it's their opportunity to land their best deal in 2026. Dealers come together to compete for the business while shoppers have the unique opportunity to shop hundreds of different boats side-by-side in one place. It's the ultimate boat buying experience", said show manager, Peter O'Loughlin. "Even better are the choices, you won't find a bigger and more complete selection of boats anywhere in the Northwest."

There are nearly a hundred different brands of boats on display and for sale at this year's show with dozens of new, never-before-seen models being introduced.

You'll be hard-pressed to find a better selection of wakeboard and wake surfing boats anywhere in the Western states. From the all-new and compact Axis A200 at Active Water Sports to the awe-inspired Mastercraft X24 in the NW Boat Sports display. There are half a dozen dealers in the show with wake boats.

The Portland Boat Show is, without a doubt, one of the premier fishing boat shows in North America. This show attracts the region's top dealers and manufacturers showcasing the brightest and best boat designs in Northwest fishing. Jacobsen's Marine has traveled all the way from Edmonds, Washington to show and sell their Grady White Marlin 300. This walk-around sportfisher, ideal for offshore pursuits, is in a class all its own. Alumaweld at the Stevens Marine display will be unveiling their new Columbia XL. This new addition to the Alumaweld line has a 10" wider bottom width (90") --- the widest in its class --- and a slightly taller sidewall. Duckworth Boats is previewing a new offshore, the 26' Ocean Pro. Portland Marine Electronics is bringing a 22' Willie Raptor and the list goes on and on. More than a dozen new fishing boat models will be making their first appearance at this year's Portland Boat Show.

Adding to the excitement of this year's show is an expanded retail presence. Englund Marine will be hosting its sprawling accessories sale complete with stacks of crab pots, safety gear, rain gear and new equipment like Rugged Road Outdoors coolers. These super-coolers keep ice up to 5 days in 90 degree heat yet only weigh 10 pounds! It's a genuinely new and important breakthrough in cooler technology. Fishermen's Marine & Outdoor has joined the 2026 show for the first time in over a decade bringing their unique retail set to this year's show...expect some special buys! You'll find specials on Scotty downriggers and boating accessories, Fish Eng products, compasses, seats, fish finders and more --- all at show-only prices!

And when it comes to boating accessories, there's plenty! In addition to Englund Marine there's Miller Marine, Stevens Marine, Active Water Sports, Portland Marine & Electronics, Burnewin, Haxton's Canvas & Upholstery, Fishermen's Marine & Outdoor and Sheffield Propellers are all coming to this year's show with boatloads of useful, new and unique marine accessories.

The used boat section of the show has been a perennial favorite for boat shoppers...with plenty of honest-to-goodness deals to land with more than 50,000 square feet of space dedicated to pre-owned boats of all sizes and descriptions. Expect to see a nice variety of fishing boats, wakeboard and wake surfing boats, cruisers and plenty of surprises --- we never know for sure what will be in the line-up until just before the show opens but in past years tour boats, big inboard jets, small yachts and PWC's have all been in the mix. Pro Tip: For serious buyers, Wednesday's the best day to shop --- get

# Portland **BOAT SHOW**®

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there early at the show's open and go right to the used boat area for the first look at the inventory and your best opportunity to find what you're looking for.

Free for the kids are push boats! These are scaled down models of mini hydroplanes and are, as they say, designed to be pushed on the water. You'll find the free push boats in the Columbia Outboard Racing Association (C.O.R.A.) booth.

The Progressive Bucking Bass is a wonderful photo opportunity for all ages. It's free and the photos are fun keepsakes. Just check-in at the Progressive display and they'll get you lined up to mount the Bucking Bass (it doesn't really buck...it just looks like it does) and get your picture taken. And again, thanks to our friends at Progressive --- it's FREE!

Haxton's Canvas & Upholstery is the local leader in marine canvas, upholstery and repair. From boat tops and mooring covers to custom seats and benches, they're the area's best resource for keeping you dry and comfortable on the water. They'll have a full display of their products at the show.

Repowering boats is a way to curb costs especially if you love the boat you own. The Portland Boat Show has several resources for repower with outboard specialists like Stevens Marine, Pacific Boatland, St. John's Marine and Portland Marine in this year's mix.

And for inboard repower there's Multnomah Yacht Repair & Commercial Power Systems and KEM Equipment Company. Both are excellent choices for inboard power.

In addition to all the great products at the show, including food and beverage items are the government agencies and associations all there to answer questions and share ideas for better, safer boating. The Oregon Marine Board has been a fixture at this show for decades and for 2026 we're welcoming the Oregon Department of Fish and Wildlife to the show. Also joining the show for 2026 are the U.S. Coast Guard, United State Power Squadron, Oregon Department of Veterans Affairs and Multnomah County River Patrol.

There is an equally impressive list of associations including the Columbia River Sailing Association, Columbia Outboard Racing Association (C.O.R.A.), Christmas Ships, Antique and Classic Boat Society, Rivers West Small Craft Center, Portland Yacht Club and Sauvie Island Yacht Club.

And then there's a smattering of other marine-related businesses at the show ranging from marine lifts and docking, trailer companies, shrink wrap experts and Sea Dek/marine flooring installation to name a few.

Les Schwab is offering a free trailer inspection for boat trailers and tow trailers at any of their stores. Drop by their booth in the show for a free brochure or make an appointment at any of their locations for a free trailer inspection. "An ounce of prevention is worth a pound of cure."

The first 100 people through the door every day of the show receive a free pass into the Pacific Northwest Sportsmen's Show, good any day of the show. That's a \$20 value!

There's also free parking after 5PM on the weekdays. That's a \$15 value!

General admission into the show is \$20 (fees may apply). There is a 2-for-1 discount coupon available online at [www.PDXBoatShow.com](http://www.PDXBoatShow.com) that can be downloaded and used at the gate. Kids under 12 are free. Show hours are Wednesday-Friday (January 7-9, 2026): 11AM-9PM, Saturday (January 10, 2026): 10AM-8PM and Sunday (January 11, 2026): 10AM-6PM. The Portland Expo Center is located at 2060 Marine Dr., Portland OR, 97217.

For complete show information and tickets visit: [www.PDXBoatShow.com](http://www.PDXBoatShow.com).