Loads of Boats and Boatloads of Fun at the 2026 Seattle Boat Show

The Ultimate Boating Experience Returns January 30 – February 7, 2026

SEATTLE, January 7, 2026 — The 2026 Seattle Boat Show, the largest recreational boating event on the West Coast, returns to Lumen Field Event Center and Bell Harbor Marina Jan. 30 – Feb. 7, 2026. Visitors can explore hundreds of boats, shop the latest marine products and accessories, attend expert-led seminars, and enjoy family-friendly activities across two locations—indoors at Lumen Field Event Center and afloat at Bell Harbor Marina. A free shuttle connects both venues, and $5 parking is available at Bell Street Pier Garage.

Whether you're an experienced boater or just beginning to dip your toe into the boating lifestyle, there's plenty to see and do. Showgoers can browse everything from fishing boats, sailboats, pontoons and surf boats to luxury yachts, and take advantage of hundreds of seminars and interactive features to learn, ask questions, and discover pathways to getting on the water—whether upgrading skills, purchasing a boat, or joining a boat club.

Discover boats, gear, and the boating lifestyle

This year's show features more than 280 exhibitors and over 800 new and brokerage boats from leading brands, plus an extensive selection of marine electronics, accessories, and gear. Educational seminars presented by respected Pacific Northwest experts round out the experience.

Features & Promotions to Explore

The Seattle Boat Show isn't just about boats — it's about the lifestyle that comes with them. This year's show mixes hands-on experiences, social events, family-friendly fun, and crowd-favorite traditions, giving attendees plenty of reasons to linger, explore, and enjoy.

- **Boat Show After Dark** — Friday evenings, January 30 and February 6, 5–9 p.m. The West Hall transforms with soft blue lighting and warm magenta hues. Elsewhere, live music from an eclectic lineup of local musicians and pour stations will be on tap, creating a flowing, festival-like energy. Come for the boats. Stay for the vibe.
- **Sip & Sketch** — Saturday, January 31. Enjoy a glass of wine (included with admission) and watch Seattle muralist and sketch artist **Dozfy** create custom keepsakes for attendees during this one-of-a-kind experience. Each guest receives a hand-painted souvenir created on the spot. It's art, boats and a memorable takeaway rolled into one.
- **Bubbly at the Boat Show** — Sunday, February 1. Start your Sunday in style. Included with admission for the first 1,000 guests (21+) is zesty orange juice or juicy peach mimosa in a souvenir flute.

- **Dogs on Deck** — Thursday, February 6. Boaters love dogs, and dogs love boats! There's no need for Fido or Fifi to miss out on some tail-wagging fun. They are welcome when accompanied by their owners and can even have a custom dog tag made.
- **Family-Friendly Fun** — Little mariners (ages 3–8) can paddle around the **Aqua Paddlers** pool (life jackets required and provided), or on Saturdays and Sundays join the **Center for Wooden Boats** to build toy boats and learn nautical skills like knot tying and propulsion.
- **Themed Days & Special Events** — Other daily promotions include **Women's Day**, **2-for-1 Tuesday**, **Taco Tuesday**, **Military & First Responder Appreciation Day**, and **Boating's in Our Blood**.

Learn from the Experts

Education and skill-building are central to the Seattle Boat Show experience. Hundreds of free boating and fishing seminars led by maritime experts help attendees expand their knowledge on everything from fishing techniques and safety to boat maintenance to sailing around the world. Advanced classes are also offered through the show's Boat Show University program.

Tickets & Admission

Tickets are available online or at the door, including single-day, multi-day, and 2-for-1 passes. Kids 17 and under receive free admission, making the show accessible, educational, and fun for the whole family.

About the Seattle Boat Show

The **79th annual Seattle Boat Show** is the largest show on the West Coast and the third largest in North America. The show takes place indoors at **Lumen Field Event Center** and on the water at **Bell Harbor Marina**, with a free shuttle running continuously between both locations. For hours, ticket pricing, exhibitors, seminars, features, and promotions, visit **www.SeattleBoatShow.com**.

Photos:

- **After Dark photos**
- **General Show photos and b-roll:** https://seattleboatshow.com/media/

Social Media:

- Twitter, Facebook, Instagram: @SeattleBoatShow

Media Contact: Lisa Samuelson, Samuelson Communications
lisa@samuelsoncom.com or 206-954-2574

The Seattle Boat Show is presented by **Sundance Yacht Sales** and the **Port of Seattle**.
Boat Show After Dark is sponsored by **Basta Boatlifts** and **S3 Maritime**.

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