

# STATE OF THE RECREATIONAL BOATING INDUSTRY

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Robert Newsome  
Senior Vice President

***NMMA***<sup>®</sup>

# Shifts in How People Live, Work & Play





# OUTDOOR RECREATION IS STRONGER THAN EVER

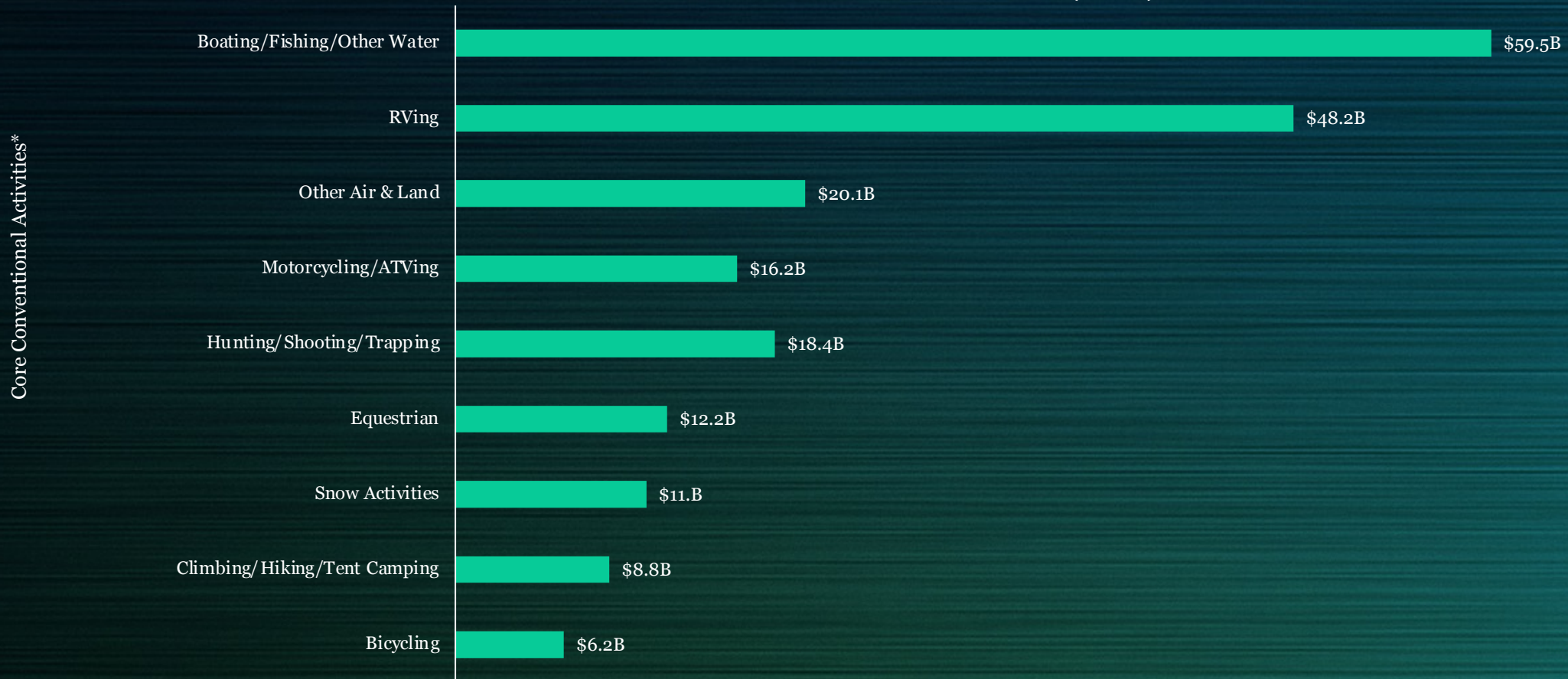
# OUTDOOR RECREATION IS BIG BUSINESS

- An overlooked economic giant, outdoor recreation makes up 1.9% of GDP.
- Outdoor recreation exceeds such industries as mining and agriculture, which combined, have a lower contribution than outdoor recreation



# U.S. OUTDOOR RECREATION

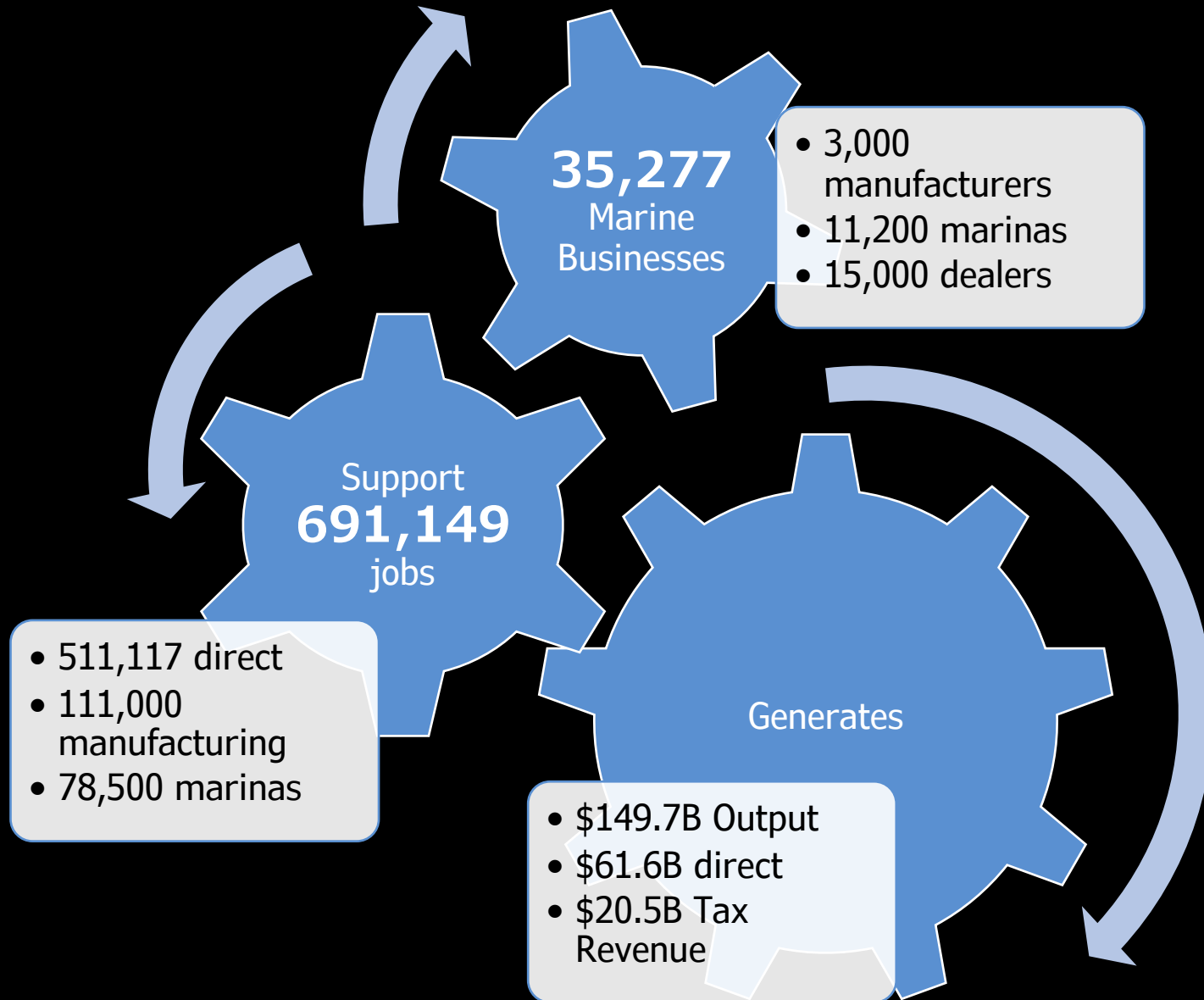
2021 GDP (Billions)



Core Conventional Activities\*

source: U.S. Bureau of Economic Analysis

\*excludes apparel and accessories

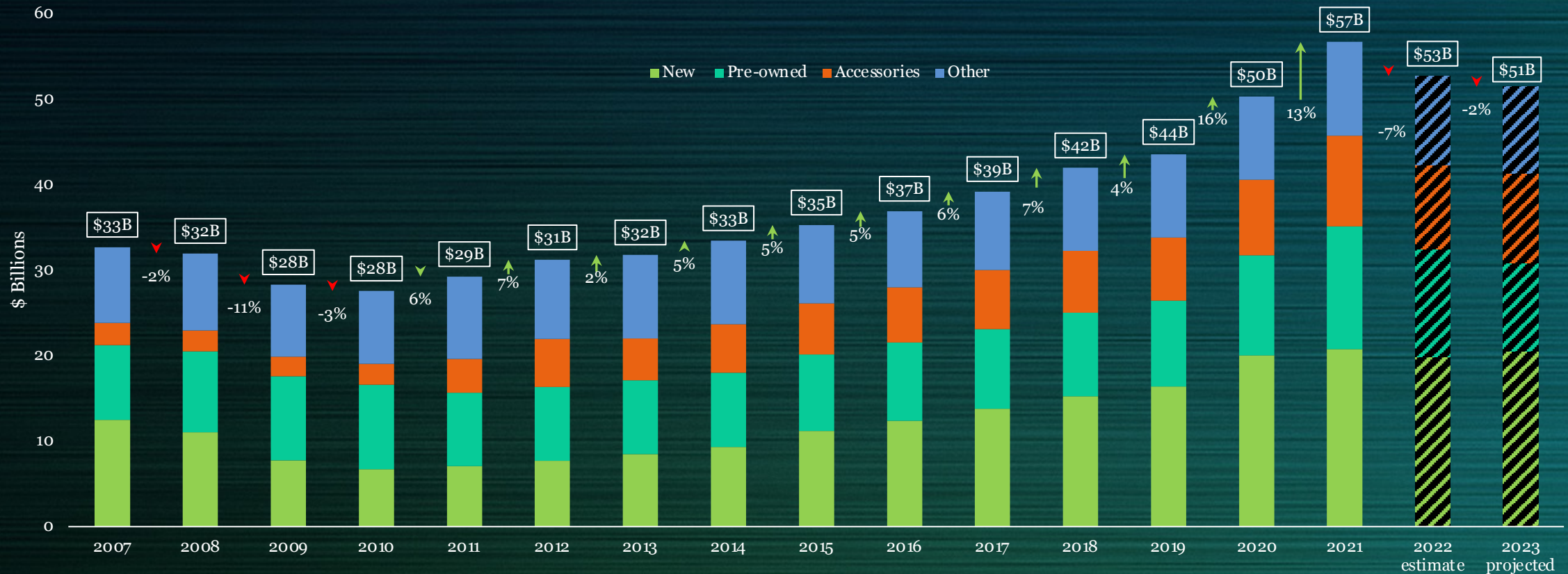


## RECREATIONAL BOATING IS AN ECONOMIC ENGINE

**\$170.3B**

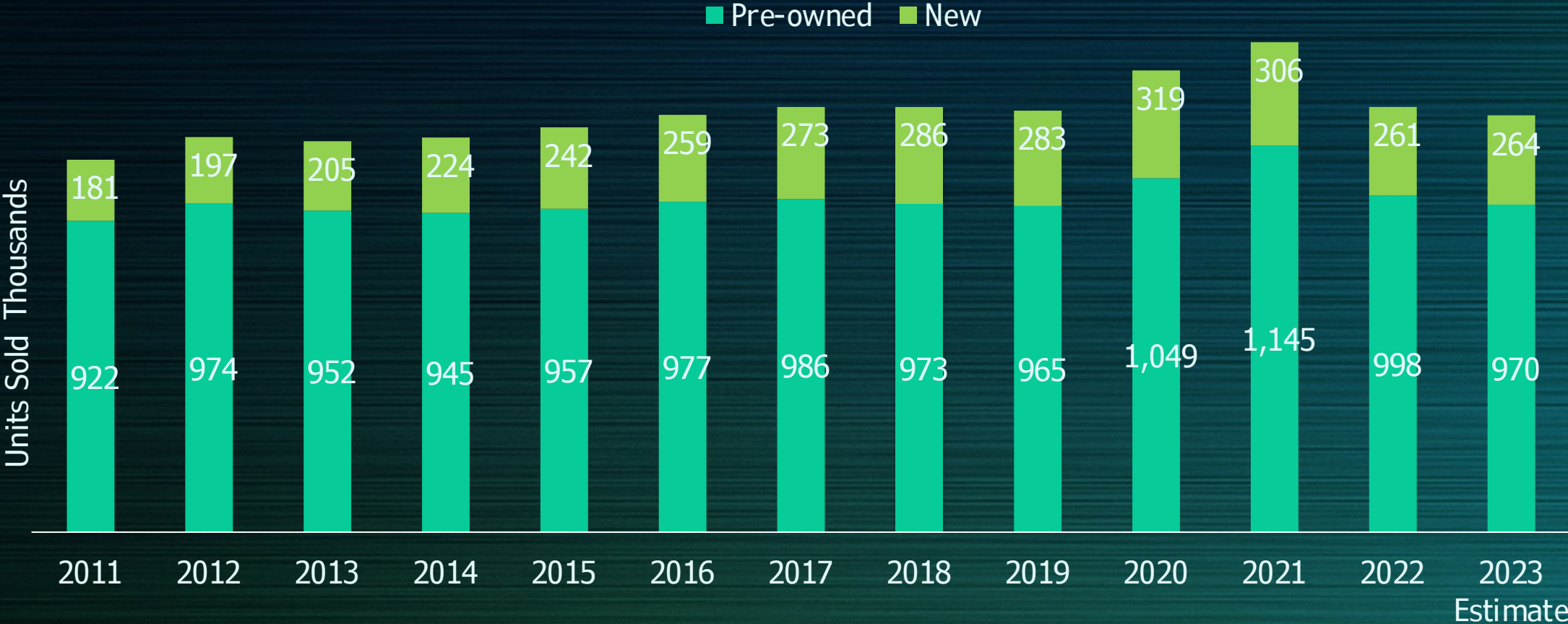
**ANNUAL ECONOMIC IMPACT**

# ANNUAL MARINE EXPENDITURES



Source: NMMA Business Intelligence

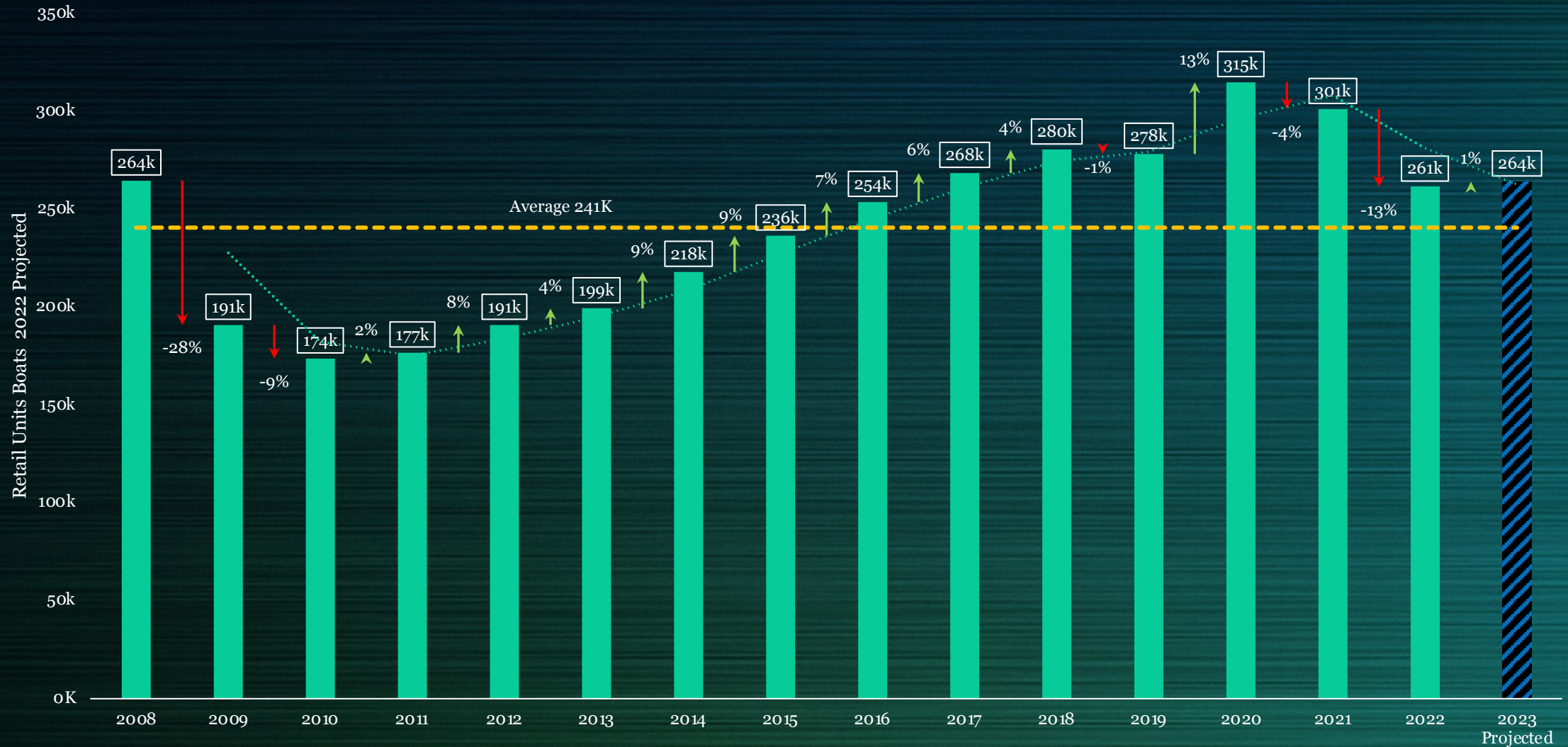
# BOATING MARKETPLACE



Source: Info-Link Technologies & NMMA Business Intelligence



# RETAIL SALES REMAIN HEALTHY



# WHAT TO WATCH

Interest Rates	Grey	Grey	Red
New Private Housing Starts	Grey	Orange	Grey
Fuel Prices	Grey	Orange	Grey
Fuel Availability	Green	Grey	Grey
Consumer Sentiment	Green	Grey	Grey
Wholesale & Retail Credit Availability	Grey	Grey	Red
Wages & Employment	Grey	Orange	Grey
SUV & Light Truck Series	Green	Grey	Grey
Marine Dealer Inventories	Green	Grey	Grey
Consumer Net Worth/Debt	Grey	Orange	Grey
RV Inventories	Grey	Orange	Grey



# TIME FOR TRANSFORMATION



# FOCUS ON SUSTAINABILITY

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# NEXT GENERATION TECHNOLOGIES AND FUELS

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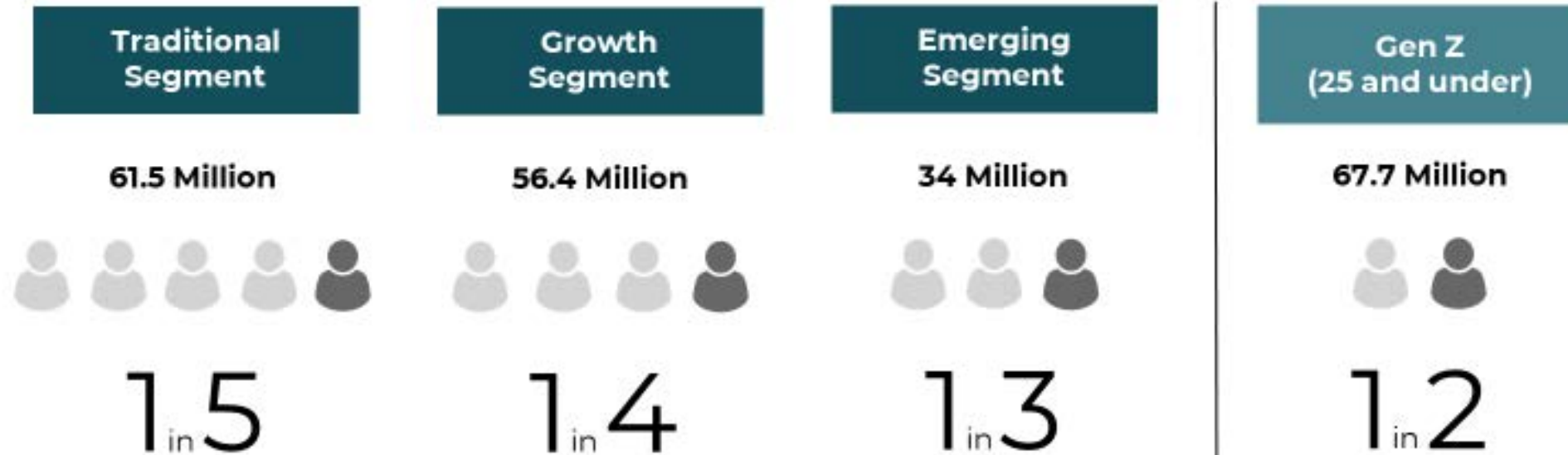
# PROTECT BOATING ACCESS

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# The Next Generation of Boaters Are Increasingly Diverse and Many Did Not Grow Up Boating

Diversity Share of Population





**61%** of boat owners have an annual Household income of \$75K or less





# DISCOVER BOATING™

SEE  
YOU  
OUT

HERE

DISCOVER  
BOATING™



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# Questions