

#Boating - An American Pastime &

BIG BUSINESS for U.S. Economy in 2013



95% of power boats sold in the U.S. are made in the U.S. vs. 2% of clothes**

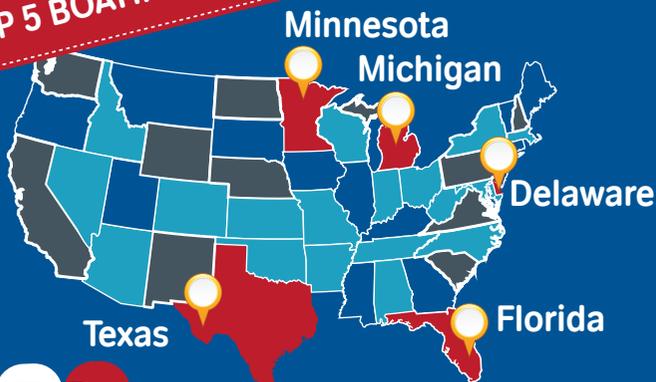
2014 Boating Forecast:

Sunny with a
5-7% INCREASE
in new powerboat
retail sales

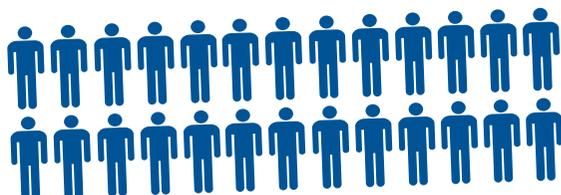


Boating is a middle-class pastime
two-thirds of boat owners have a household income less than \$100,000

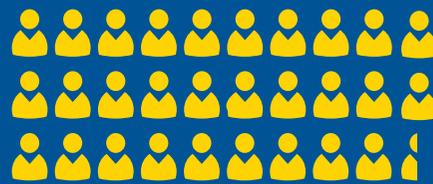
TOP 5 BOATING STATES



There are **12 million registered boats** in the U.S. More boats than the number of registered voters in every state except California and Texas****



1 boat registered | for every 26 Americans



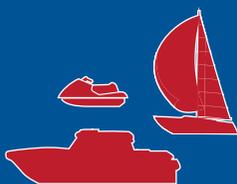
3 million Americans

89 million

Americans went boating last year

This many U.S. boaters would create the 13th largest country in the world!***

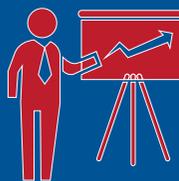
Recreational boating is a \$37 billion U.S. industry, up 3% from 2012



More than **200,000** new powerboats, sailboats and PWCs sold, up 2% from 2012



Recreational Boating creates more than **300,000** marine industry jobs



Supporting **35,000** businesses in the U.S.

Pontoons, fishing boats and small family cruisers (outboard boats) are leading the charge in new boat sales.
Average Cost:



Of a new outboard boat is **\$33,123**



To remodel a basement **\$61,303**



Of major kitchen remodel **\$53,931***

Fishing is the #1 boating activity.

Boaters are natural conservationists: Fishing license revenues and taxes help fund wildlife conservation programs in the U.S.



Tubing and waterskiing are the #2 and #3

Most popular boating activities



National Marine Manufacturers Association

The National Marine Manufacturers Association advocates for and promotes the strength of marine manufacturing, the sales & service networks of its members, and the boating lifestyle.

Source: National Marine Manufacturers Association, 2013 Recreational Boating Statistical Abstract

*<http://www.remodeling.hw.net/cost-vs-value/2013/>

**<http://abcnews.go.com/Business/MadeInAmerica/made-america-clothes-clothing-made-usa/story?id=13108258>

***<http://worldatlas.com/aatlas/populations/ctypopls.htm>

****<http://www.theguardian.com/news/datablog/2012/oct/15/voter-registrations-us-election>

Infographic: Marco Caridad / Vine Communications