

The Economic Value of Recreational Boating & Perspective on Future Trends

NH Marine Trades Association - April 6, 2020

Presented by John Whalley & Peter MacCallum

Overall Economic Value of Boating - USA

95% of boats sold are manufactured in the United States

Annual Economic Impact - \$170.3 billion (manufacturers, suppliers, sales/services, boating activities, & business tax revenue)

Close to 700,000 jobs

95% of boats are towable (under 26 ft)

\$42 billion in annual US sales of boats, marine products and services

* National Marine Manufacturers Recreational Boating Report (2018)

Boating the Economic Engine

Boating/Fishing was the *largest conventional activity* for the nation as a whole.

The Outdoor Recreation *economy grew by 3.9 percent* in 2017, faster than the 2.4% growth of the overall US economy.

3.3% of New Hampshire's GDP is related to outdoor recreation – a larger percentage than many other industries.

NH is one of the *top 10 states* where outdoor recreation economy presents a significant percentage of the state's GDP.

* US Bureau of Economic Analysis on Outdoor Recreation report (2019)

Economic Impact of Boating – New Hampshire

Annual Economic Impact - \$1.2 billion (manufacturers, suppliers, sales/services, boating activities, & business tax revenue)

Close to 6,700 jobs (direct & indirect), approximately 278 businesses

\$209 million retail sales of new boats, engines & marine accessories.

*National Marine Manufacturers Association (NMMA) Recreational Boating Report 2018 for New Hampshire

New Hampshire Jobs

Direct Jobs	Total	Indirect Jobs	Total
Boat Manufacturing Jobs	66	Supplier Agriculture Jobs	14
Service At Dealership Jobs	92	Supplier Business and Personal Services Jobs	442
Service & Repair Shops Jobs	58	Supplier Construction Jobs	32
Clubs Jobs	40	Supplier Finance, Insurance and Real Estate Jobs	210
Associations Jobs	12	Supplier Government Jobs	24
Marinas Jobs	611	Supplier Manufacturing Jobs	133
Club Jobs	81	Supplier Mining Jobs	2
Dealerships Jobs	673	Supplier Other Jobs	0
Sporting Goods Jobs	19	Supplier Retailing Jobs	44
Other Retailers Jobs	1	Supplier Transportation and Communication Jobs	153
Distribution Jobs	0	Supplier Travel and Entertainment Jobs	75
Financing Jobs	2	Supplier Wholesaling Jobs	64
Aftermarket Engines Jobs	2	Total	1194
Aftermarket Electronics Jobs	4		
Aftermarket Other Mfg Jobs	17		
Aftermarket Retail Jobs	783	Total Direct & Indirect Jobs in New Hampshire	6789
Aftermarket Wholesale Jobs	68		
Restaurants - Power Jobs	1930		
Retail - Power Jobs	418		
Recreation - Power Jobs	179		
Other - Power Jobs	72		
Restaurants - Non-Power Jobs	369		
Retail - Non-Power Jobs	44		
Recreation - Non-Power Jobs	34		
Other - Non-Power Jobs	14		
Publications Jobs	6	Source - NMMA	
Total	5595		

The Boating Culture

Boating is a social pastime.

Almost all active boaters (95%) say they spend time with *friends or family while boating*.

Key target markets for boat ownership include people *who fish and engage in water sports*.

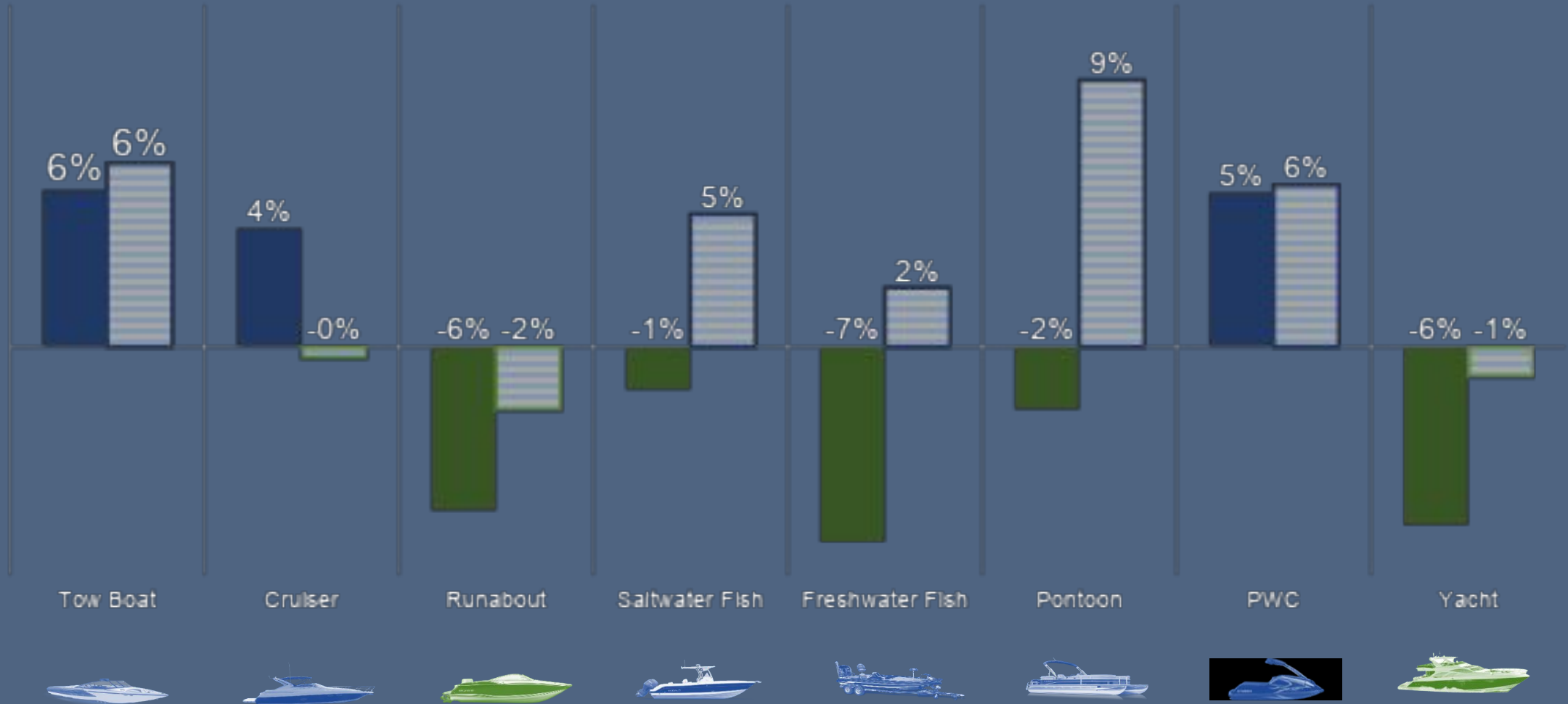
These groups spend the most time boating and are most likely to consider boat ownership.

* National Marine Manufacturers Recreational Boating Study (2016)



Where is the Growth in Boating?

■ 2019 ■ 10Y AVG



NH Marine Trade Association Mission

- Who:

Any person, partnership, corporation, or association who derives income by the retailing or association with Marine products and/or services; subject to the approval of the membership committee. General membership status shall be awarded upon payment of annual dues. The membership year shall be twelve (12) months following the first day of the fiscal year of the association.

- Purpose:

This association is organized exclusively to promote the common business interest and not to engage in a regular business of any kind ordinarily carried on for profit. Its activities are directed to the improvement of the business conditions in the recreational marine trades

- To promote the interest of the marine trades in the State of New Hampshire and nationally.
- To promote boating safety and help develop boater education and safety awareness.
- To help develop legislation on both state and national levels favorable to the boating industry.
- To lead as steward, in preserving the ecological harmony and beauty of all New Hampshire waterways.
- To promote all programs beneficial to the marine industry and to engage in fundraising projects to raise money for the exclusive purpose of furthering the objects and purposes set forth herein.

NH Marine Trades Association Member Perspectives on Future Trends

- Dealers reported that “spending family time” is a major factor in customer boating purchases.
- Dealers noted three major factors in the success of the marine industry in New Hampshire: the economy, the weather, and state regulations.
- Dealers were concerned about potential restrictions, regulations, or limitations on segments of boating as a negative impact to their business.