

#Boating - An American Pastime &

# BIG BUSINESS for U.S. Economy in 2013

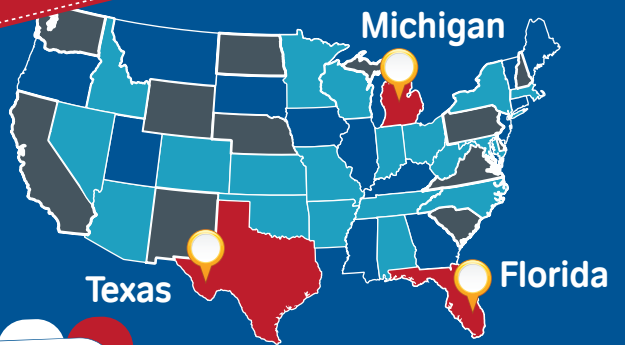


2014 Boating Forecast: 

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

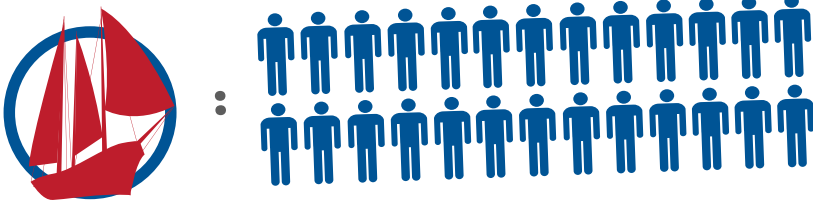
**95%** of power boats sold in the U.S. are made in the U.S. vs. 2% of clothes\*\*

**TOP 3 BOATING STATES**



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

**There are 12 million registered boats in the U.S.** More boats than the populations of Iowa, Kansas, Nevada, Nebraska and Maine combined \*\*\*\*



**1 boat registered** | for every 26 Americans



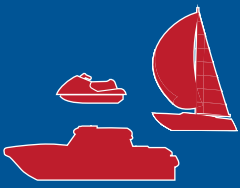
 : 3 million Americans

**89 million**

Americans went boating last year

This many U.S. boaters would create the 13<sup>th</sup> largest country in the world!\*\*\*

**Recreational boating is a \$37 billion U.S. industry, up 3.5% from 2012**



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

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



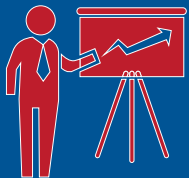
Recreational Boating creates more than **300,000** marine industry jobs



Of a new outboard boat is **\$34,838**

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

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



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

**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.census.gov/popest/data/state/totals/2013/tables/NST-EST2013-01.xls>

Infographic: Marco Caridad / Vine Communications