



National Marine Manufacturers Association

nmma.org

# Economic Significance of Recreational Boating in SOUTH CAROLINA

TOTAL ANNUAL ECONOMIC IMPACT\*  
**\$3.7 Billion**



Number of Jobs  
direct **14,454**  
indirect **5,465**  
total **19,919**



Number of Businesses

total **682**

\*INCLUDES DIRECT, INDIRECT AND INDUCED SPENDING

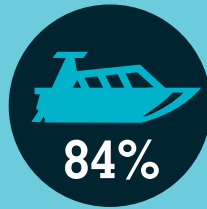
Recreational Boats in State<sup>†</sup>

TOTAL  
**466,589**

SAILBOAT



POWERBOAT



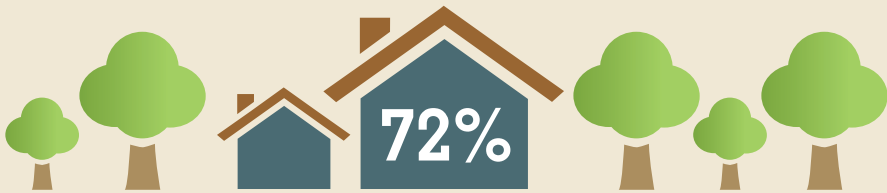
PWC



OTHER



<sup>†</sup>Percentages may not sum to 100 due to rounding



**72%**  
**OF BOAT OWNERS HAVE A HOUSEHOLD INCOME OF LESS THAN \$100K**

**95%**

**OF BOATS SOLD IN THE U.S. ARE MADE IN THE U.S.**



**\$35.4 BILLION** Total U.S. expenditures on boats, engines, accessories & related costs\*

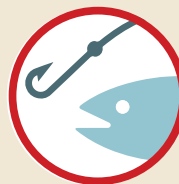
\*includes maintenance, storage, fuel, insurance, taxes and interest

**\$445.7 MILLION** Annual retail sales of new boats, engines & marine accessories in South Carolina

**87.3 MILLION** Boaters took to the water in the U.S. in 2014

**Top 3 Most Popular Boating Activities**

FISHING



SWIMMING



ENTERTAINING



**95%** of boats in the U.S. are small, towable boats sized at 26 feet or less

**DATA SOURCES:** Unless otherwise noted, data is from the NMMMA 2014 Recreational Boating Statistical Abstract. Data for Economic Impact, Jobs and Businesses is taken from the NMMMA 2012 Boating Economic Impact Study. Data for Boat Registrations is taken from the NMMMA 2013 Boating Registrations Report.