

An aerial, top-down view of a boat moving through dark blue water, leaving a wide, white, frothy wake that curves to the left. The boat is visible at the bottom right of the frame, moving towards the top right. The water's surface is textured with small waves and ripples.

NATIONAL **MARINE MANUFACTURERS** ASSOCIATION

FRANK HUGELMEYER PRESIDENT



\$170 BILLION ECOSYSTEM



2.2% OF U.S. GDP

\$778 BILLION

IN GROSS OUTPUT

SUPPORTING

5.2 MILLION JOBS

SINGLE LARGEST SEGMENT

OF THE OUTDOOR RECREATION ECONOMY

**\$39.9
BILLION** **BOATING
& FISHING**

**\$36
BILLION** **GAME AREAS
(GOLFING, TENNIS)**

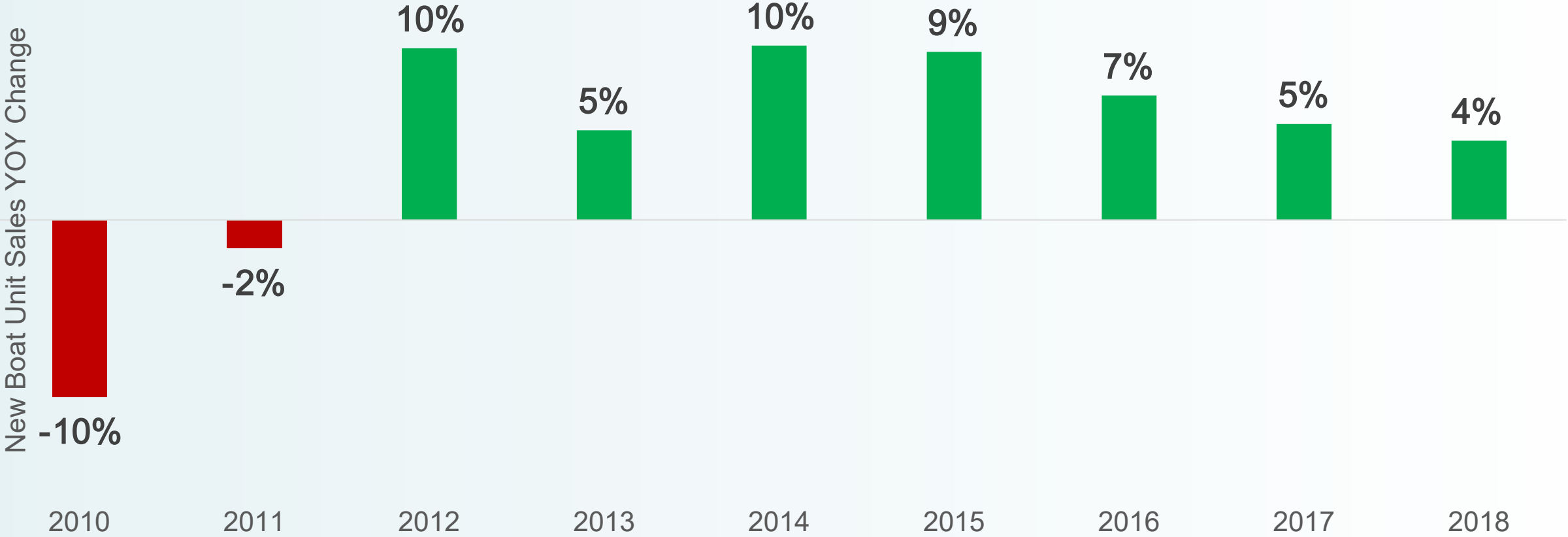
**\$36
BILLION** **RVing**

**\$28.4
BILLION** **GUIDED TOURS
OUTFITTED TRAVEL**

**\$27.2
BILLION** **FESTIVALS, SPORTING EVENTS,
CONCERTS**

**\$19.6
BILLION** **MOTORCYCLING, ATVing**

7 CONSECUTIVE YEARS OF GROWTH

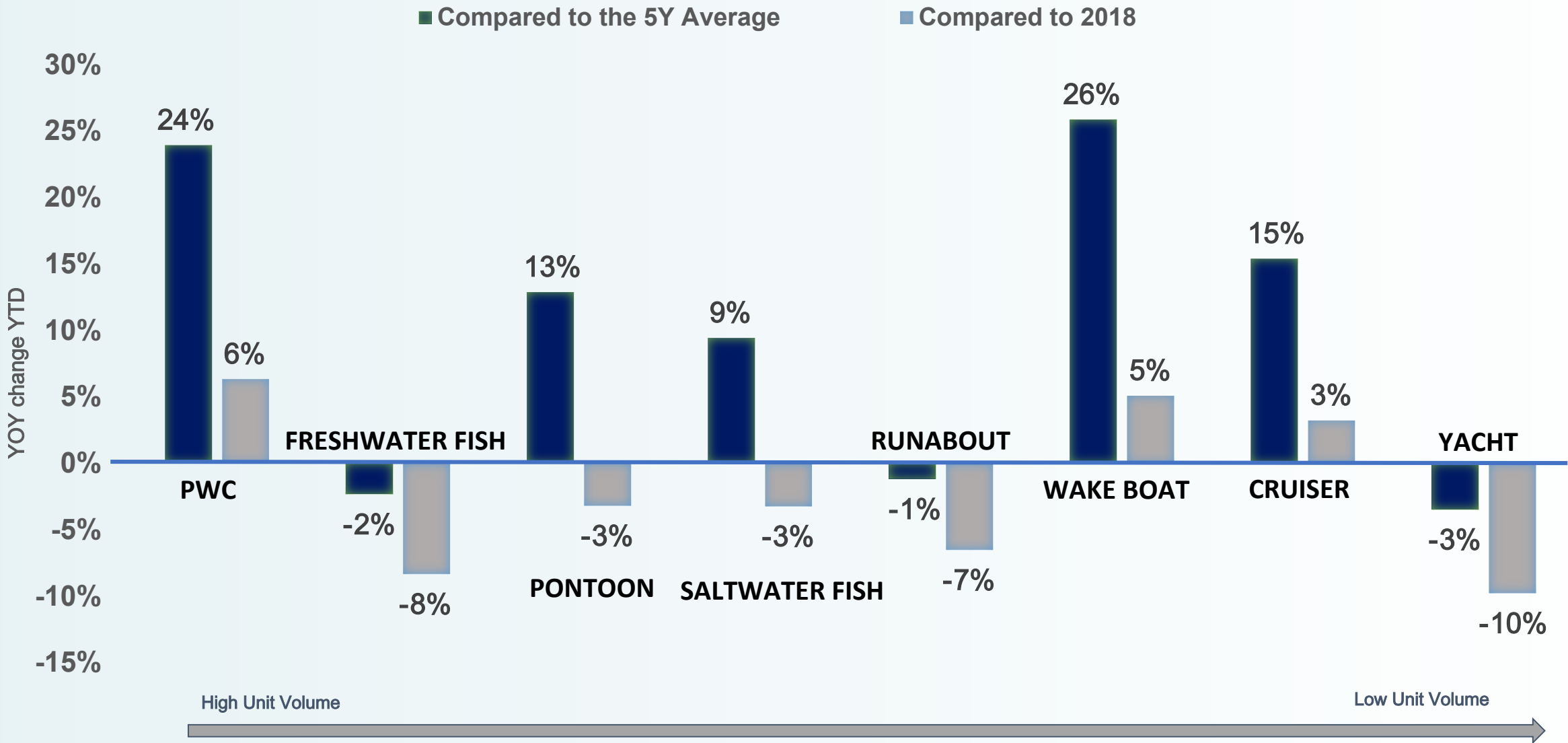


By NMMA using Info-Link data

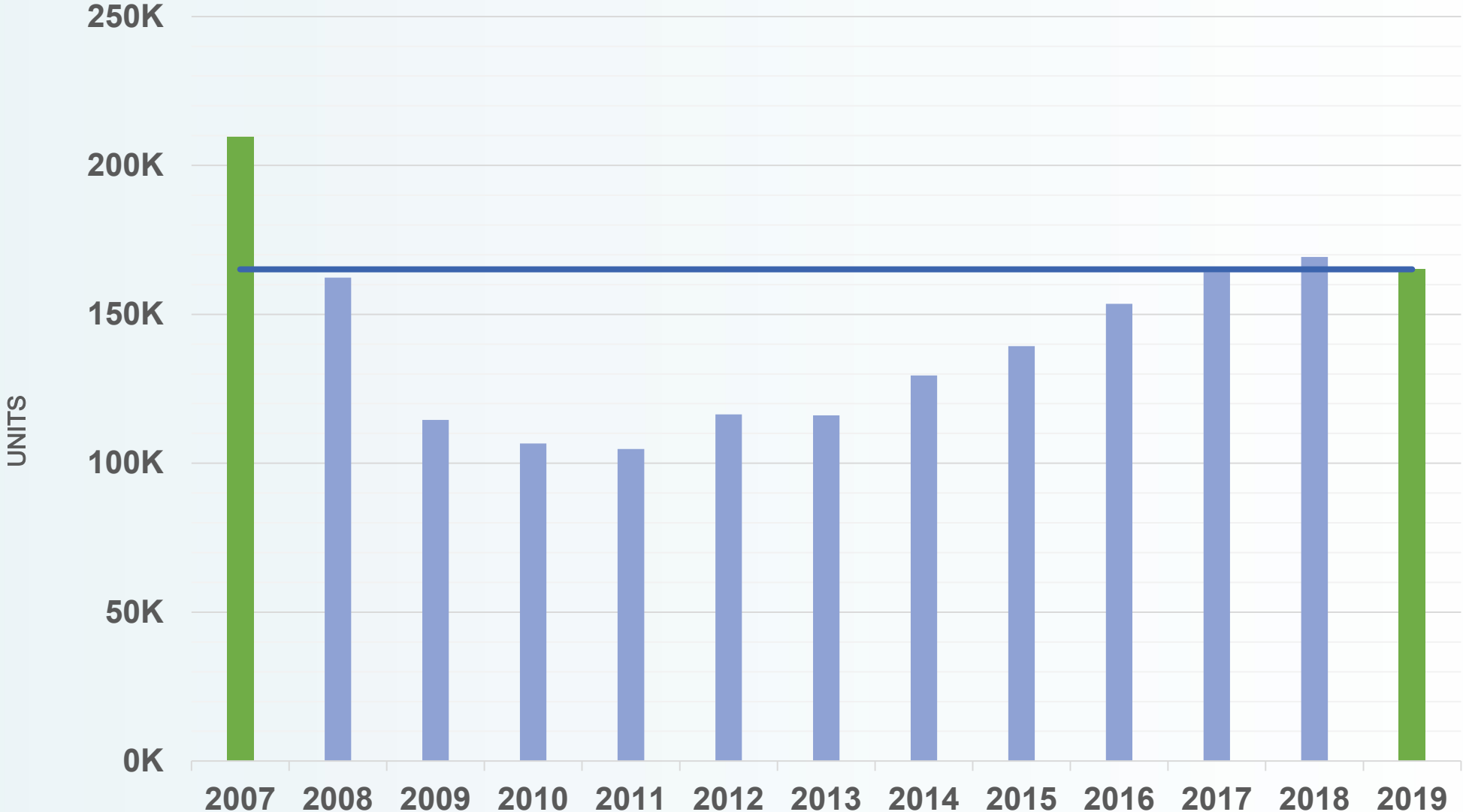
HEALTHY ECONOMIC INDICATORS FOR BOATING

	GOOD	CAUTION	TROUBLE
2019 GDP FORECAST			
HIRING			
NEW BOATS SOLD			
RV SHIPMENTS			
TRUCK SALES			
NEW HOME SALES			
DISPOSABLE INCOME			
CONSUMER CONFIDENCE			

PWC AND WAKE BOATS LEAD GROWTH



THROUGH
JUNE 20 19,
SALES ARE
AT THE
SECOND
HIGHEST
LEVEL IN 11
YEARS



By NMMA using Info-Link data



8 OUT OF 10
OUTDOOR PARTICIPANTS
WANT TO TRY
ANOTHER
OUTDOOR ACTIVITY



A photograph of the United States Capitol building in Washington, D.C., featuring its iconic dome and classical architecture. The building is shown from a low angle, emphasizing its grandeur. The sky is a clear, pale blue.

A D V O C A C Y

A photograph of a blue and white pontoon boat on a river. Several people are on board, including a man in a light blue shirt and a woman. The boat is surrounded by lush green trees and foliage. The water is calm and reflects the surrounding greenery.

**M A R K E T
E X P A N S I O N**

An aerial photograph of a marina with a long wooden pier extending horizontally across the center. Numerous white and light-colored motorboats are docked on both sides of the pier. The water is a deep blue with some whitecaps. The word "ACCESS" is written in large, white, sans-serif capital letters across the middle of the pier.

ACCESS



HEALTHY WATERS



**FRIENDLY
REGULATION**

A D V O C A C Y W I N S

-  PASSAGE OF THE **MODERN FISH ACT**
-  **REMOVAL OF MILLIONS IN RETALIATORY TARIFFS**
ON U.S. BOATS TO CANADA AND MEXICO AND
MILLIONS IN CHINESE TARIFF EXCLUSIONS
-  **NEW TITLING BILLS** IN GEORGIA AND FLORIDA
-  GROWING THE NUMBER OFFICES OF OUTDOOR
RECREATION FROM **10 TO 15 STATES**



BOATPAC

**RAISE
\$500,000
ANNUALLY
BY 2022**



A photograph of a man and a woman at a trade show booth. The man is wearing a yellow cap and a light-colored button-down shirt, and is looking towards the woman. The woman has long brown hair and is wearing a blue and white plaid shirt. They are standing in front of a booth structure with black metal beams. In the background, there are other people and a sign that says "50th ANNIVERSARY EDITION FREE UPGRADE!". The entire image has a blue tint.

**EVERY
TOUCHPOINT
MUST
BE
RECONSIDERED**

