



National Marine Manufacturers Association

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# ECONOMIC SIGNIFICANCE OF RECREATIONAL BOATING IN MICHIGAN



**TOTAL ANNUAL ECONOMIC IMPACT OF RECREATIONAL BOATING:**

**\$7.43** BILLION

Number of Recreational Boats*	<b>771,439</b>
Recreational Boating Industry Businesses	<b>1,404</b>
Total Jobs	<b>58,863</b>
Annual Recreational Boating-Related Spending	<b>\$3.2</b> BILLION

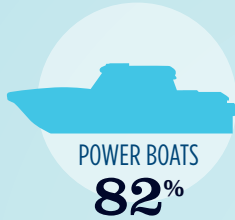
## RECREATIONAL BOATS IN MICHIGAN

**TOTAL BOATS\*** ▶ 771,439

**REGISTERED BOATS** 771,439

Power boats	635,168
PWCs	97,758
Sailboats	25,957
Other Boats	12,556

**HOUSEHOLDS PER BOAT** 5.0

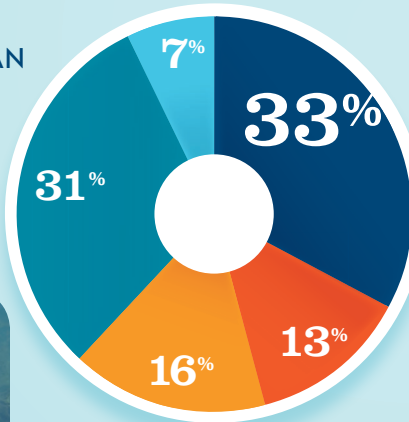


\* Total boats are registered boats as reported by states to the USCG.

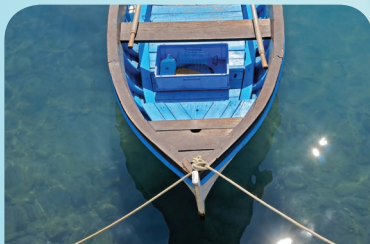
## RECREATIONAL BOATING CREATES JOBS IN MICHIGAN

**TOTAL BOATING JOBS** ▶ 16,670

Boat Building	1,121
Motor / Engine Mfg.	5,184
Accessory / Supplies Mfg.	2,649
Dealers / Wholesalers	2,097
Boat Services	5,519



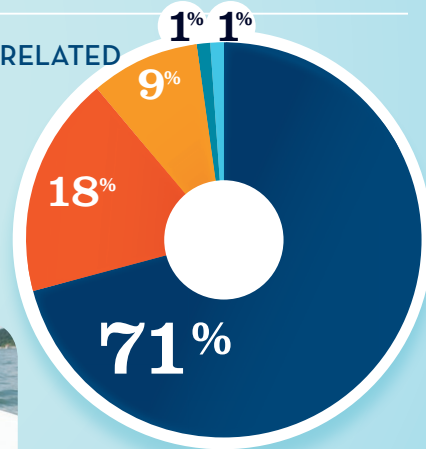
● BOAT BUILDING  
● MOTOR/ENG. MFG.  
● ACC./SUPPLIES MFG.  
● DLRS/WHOLESALEERS  
● BOAT SERVICES



## RECREATIONAL BOATING-RELATED BUSINESSES IN MICHIGAN

**TOTAL BUSINESSES** ▶ 1,404

Boat Building	22
Motor / Engine Mfg.	11
Accessory / Supplies Mfg.	124
Dealers / Wholesalers	247
Boat Services	1,000



● BOAT BUILDING  
● MOTOR/ENG. MFG.  
● ACC./SUPPLIES MFG.  
● DLRS/WHOLESALEERS  
● BOAT SERVICES

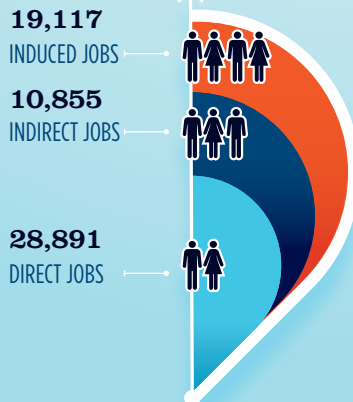


## ESTIMATED JOBS IMPACT OF RECREATIONAL BOATING-RELATED SPENDING IN MICHIGAN

**EST. TOTAL JOBS** ▶ 58,863

**EST. TOTAL LABOR INCOME** ▶ \$2,430.1 MILLIONS

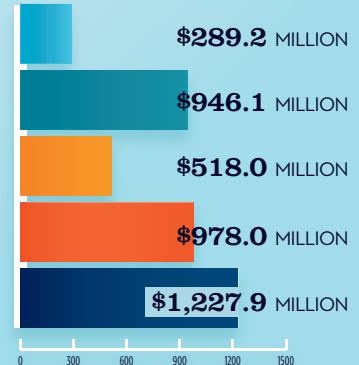
Est. Direct Income	\$987.0
Est. Indirect Income	\$606.3
Est. Induced Income	\$836.8



## RECREATIONAL BOATING INDUSTRY SALES IN MICHIGAN

Boat Building	\$289.2 MILLION
Motor / Engine Mfg.	\$946.1 MILLION
Accessory / Supplies Mfg.	\$518.0 MILLION
<b>TOTAL MFG. SALES</b>	<b>\$1,753.3</b>
Dealers / Wholesalers	\$978.0 MILLION
Boat Services	\$1,227.9 MILLION
<b>TOTAL RETAIL &amp; SERVICES SALES</b>	<b>\$2,205.9</b>

● BOAT BUILDING  
● MOTOR/ENG. MFG.  
● ACC./SUPPLIES MFG.  
● DLRS/WHOLESALEERS  
● BOAT SERVICES



Source: NMMMA's Center of Knowledge; Recreational Marine Research Center at Michigan State University