



National Marine Manufacturers Association

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# ECONOMIC SIGNIFICANCE OF RECREATIONAL BOATING IN WISCONSIN

## CONGRESSIONAL DISTRICT 8

Number of Recreational Boats*	<b>85,093</b>
Recreational Boating Industry Businesses	<b>141</b>
Total Jobs	<b>5,825</b>
Annual Recreational Boating-Related Spending	<b>\$317.1</b> MILLION

TOTAL ANNUAL ECONOMIC IMPACT OF RECREATIONAL BOATING:

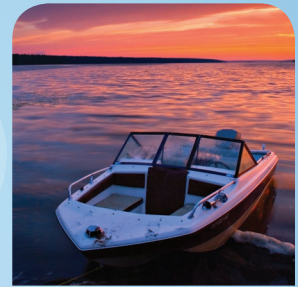
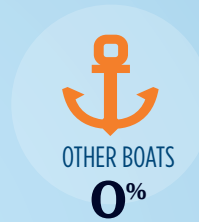
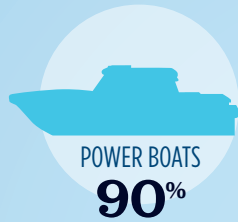
**\$742.8** MILLION



### RECREATIONAL BOATS IN WI-8

TOTAL BOATS\* **85,093**

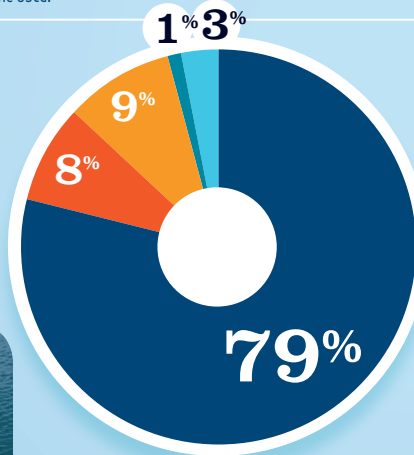
REGISTERED BOATS	85,093
Power boats	76,887
PWCs	6,494
Sailboats	1,591
Other Boats	121
HOUSEHOLDS PER BOAT	3.4



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

### RECREATIONAL BOATING CREATES JOBS IN WI-8

TOTAL BOATING JOBS	<b>3,355</b>
Boat Building	89
Motor / Engine Mfgr.	52
Accessory / Supplies Mfgr.	303
Dealers / Wholesalers	268
Boat Services	2,643

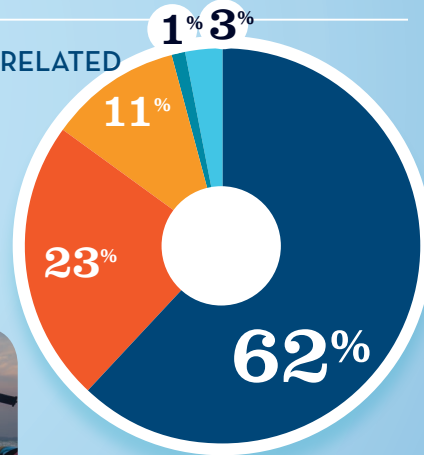


BOAT BUILDING  
MOTOR/ENG. MFGR.  
ACC./SUPPLIES MFGR.  
DLRS/WHOLESALERS  
BOAT SERVICES



### RECREATIONAL BOATING-RELATED BUSINESSES IN WI-8

TOTAL BUSINESSES	<b>141</b>
Boat Building	4
Motor / Engine Mfgr.	2
Accessory / Supplies Mfgr.	16
Dealers / Wholesalers	32
Boat Services	87

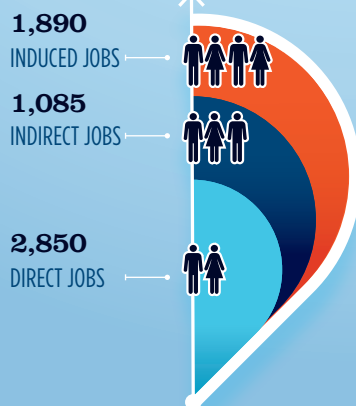


BOAT BUILDING  
MOTOR/ENG. MFGR.  
ACC./SUPPLIES MFGR.  
DLRS/WHOLESALERS  
BOAT SERVICES



### ESTIMATED JOBS IMPACT OF RECREATIONAL BOATING-RELATED SPENDING IN WI-8

EST. TOTAL JOBS	<b>5,825</b>
EST. TOTAL LABOR INCOME	<b>\$240.2</b> MILLIONS
Est. Direct Income	\$96.6
Est. Indirect Income	\$60.9
Est. Induced Income	\$82.7



### RECREATIONAL BOATING INDUSTRY SALES IN WI-8

Boat Building	\$23.0	<b>\$23.0</b> MILLION
Motor / Engine Mfgr.	\$30.6	<b>\$30.6</b> MILLION
Accessory / Supplies Mfgr.	\$37.1	<b>\$37.1</b> MILLION
TOTAL MFGR. SALES	<b>\$90.6</b>	
Dealers / Wholesalers	\$126.2	<b>\$126.2</b> MILLION
Boat Services	\$373.7	<b>\$373.7</b> MILLION
TOTAL RETAIL & SERVICES SALES	<b>\$499.9</b>	

BOAT BUILDING  
MOTOR/ENG. MFGR.  
ACC./SUPPLIES MFGR.  
DLRS/WHOLESALERS  
BOAT SERVICES

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