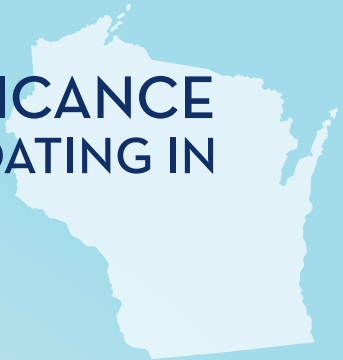




National Marine Manufacturers Association

nmma.org

ECONOMIC SIGNIFICANCE OF RECREATIONAL BOATING IN WISCONSIN



TOTAL ANNUAL ECONOMIC IMPACT OF RECREATIONAL BOATING:

\$4.75 BILLION

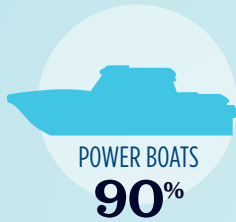
Number of Recreational Boats*	560,580
Recreational Boating Industry Businesses	798
Total Jobs	37,233
Annual Recreational Boating-Related Spending	\$2.0 BILLION

RECREATIONAL BOATS IN WISCONSIN

TOTAL BOATS* ▶ **560,580**

REGISTERED BOATS	560,580
Power boats	504,473
PWCs	34,916
Sailboats	10,300
Other Boats	10,891

HOUSEHOLDS PER BOAT 4.1

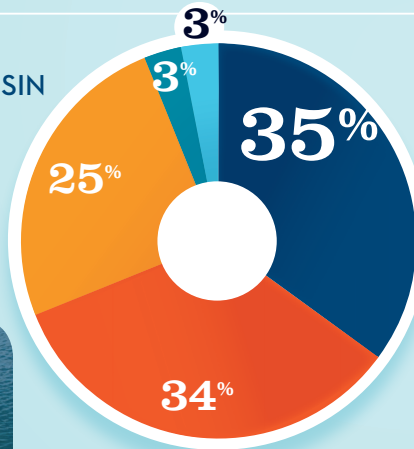


* Total boats are registered boats as reported by states to the USCG.

RECREATIONAL BOATING CREATES JOBS IN WISCONSIN

TOTAL BOATING JOBS ▶ **14,350**

Boat Building	468
Motor / Engine Mfgr.	350
Accessory / Supplies Mfgr.	3,624
Dealers / Wholesalers	4,942
Boat Services	4,966



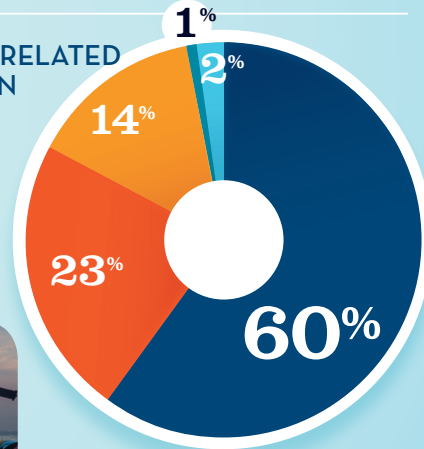
● BOAT BUILDING
● MOTOR/ENG. MFGR.
● ACC./SUPPLIES MFGR.
● DLRS/WHOLESALERS
● BOAT SERVICES



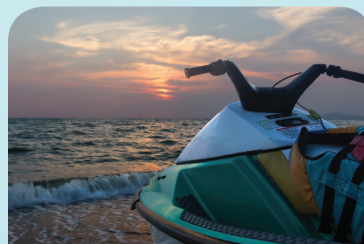
RECREATIONAL BOATING-RELATED BUSINESSES IN WISCONSIN

TOTAL BUSINESSES ▶ **798**

Boat Building	14
Motor / Engine Mfgr.	10
Accessory / Supplies Mfgr.	115
Dealers / Wholesalers	183
Boat Services	476



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

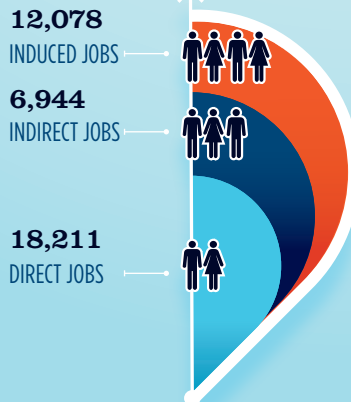


ESTIMATED JOBS IMPACT OF RECREATIONAL BOATING-RELATED SPENDING IN WISCONSIN

EST. TOTAL JOBS ▶ **37,233**

EST. TOTAL LABOR INCOME ▶ **\$1,535.2 MILLIONS**

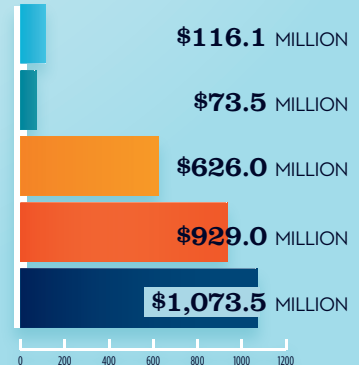
Est. Direct Income	\$617.0
Est. Indirect Income	\$389.6
Est. Induced Income	\$528.6



RECREATIONAL BOATING INDUSTRY SALES IN WISCONSIN

Boat Building	\$116.1 MILLION
Motor / Engine Mfgr.	\$73.5 MILLION
Accessory / Supplies Mfgr.	\$626.0 MILLION
TOTAL MFGR. SALES	\$815.6
Dealers / Wholesalers	\$929.0 MILLION
Boat Services	\$1,073.5 MILLION
TOTAL RETAIL & SERVICES SALES	\$2,002.5

● 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