

A man and a woman are in the ocean, both wearing life jackets. The woman, on the left, has long dark hair and is wearing a red and grey life jacket. She is laughing and looking towards the man. The man, on the right, has a beard and is wearing a dark life jacket. He is also laughing and looking towards the woman. The water is clear blue, and the sky is a bright blue with some white clouds. The overall mood is joyful and celebratory.

THERE IS MUCH TO CELEBRATE

NMMA[®]

OUTDOOR RECREATION IS WINNING

Key Highlights

Outdoor recreation generated **\$689 billion** in economic impact

Outdoor recreation accounted for **1.8%** of the 2020 U.S.GDP

4.3 million American jobs

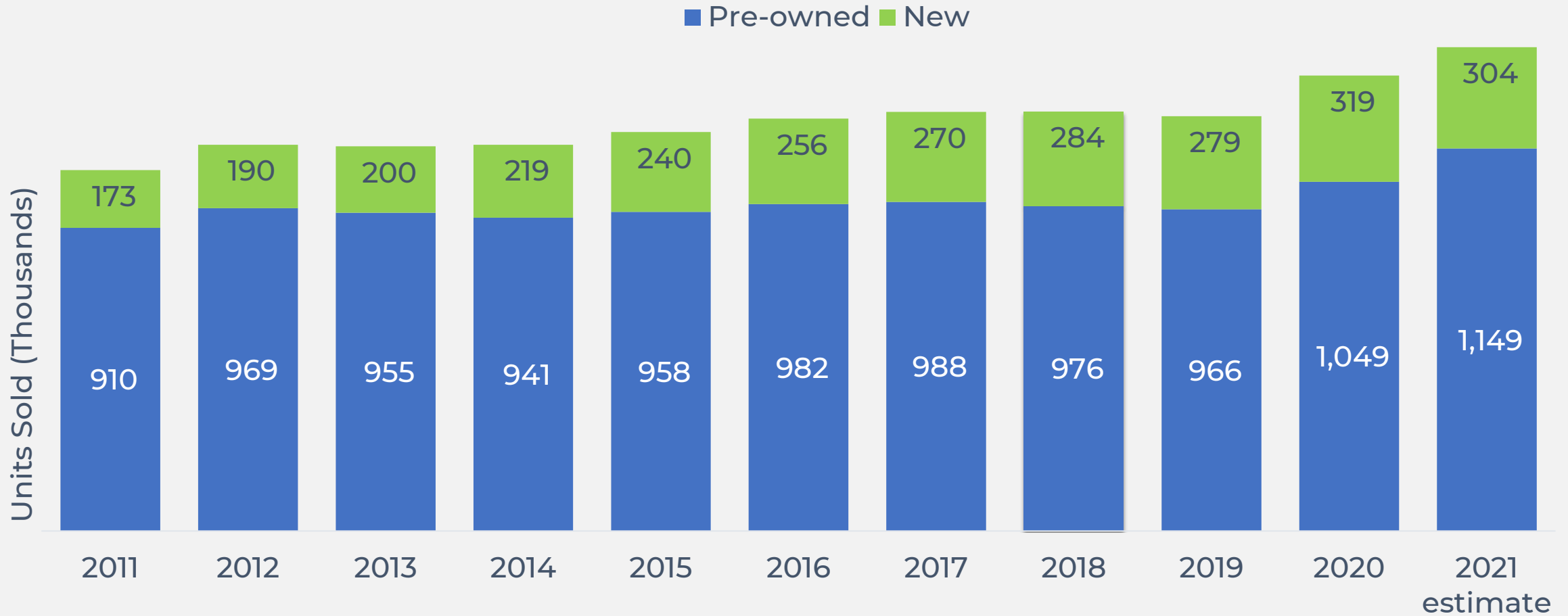
Boating/fishing is the largest driver of America's outdoor recreation economy

3% of U.S. employment

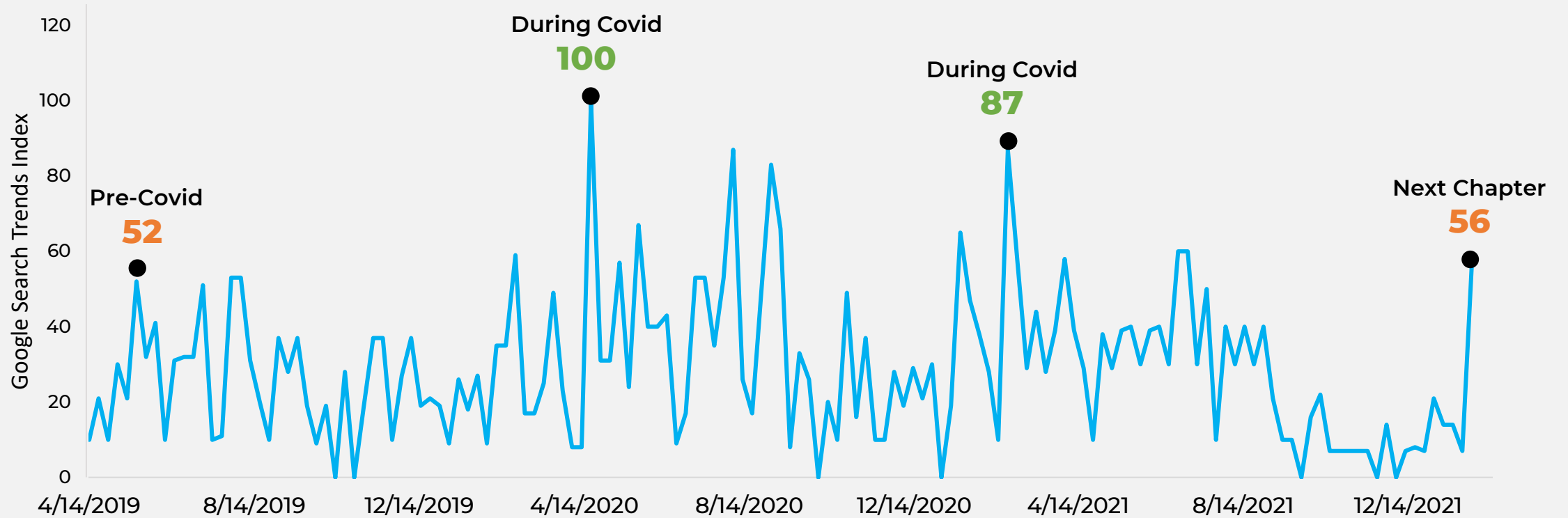
HEALTHY ECONOMIC INDICATORS FOR BOATING

	GOOD	CAUTION	TROUBLE
CONSUMER SPENDING			
GDP			
HIRING			
BOAT SALES			
RV SALES			
TRUCK SALES			
NEW HOME SALES			
DISPOSABLE INCOME			

BOATING MARKETPLACE IS EXPANDING



INTEREST IN BOATING REMAINS HIGH



How to buy a boat: (United States)

As of Feb 2nd, 2022



SHARING BOATING WITH MILLIONS

Nearly 1B PR Impressions **\$3MM+ Value**

36 Influencers + Paid Social = **20.5MM Impressions**

Social Media Engagement: **+73% (7.5MM)**

YouTube Views: **6MM** and growing

+22% traffic from Instagram from pre-pandemic

3.4B impressions for Get on Board campaign

MANUFACTURER REFERRALS

2.2MM Manufacturer referrals
+30% Increase from digital ads
+107% FY22 to date from pre-pandemic

TOP PAGES

Boat Shows **+358%**
Loan Calculator **+48%**
How-To **+50%**
Affordable Boats **+74%**
Safety **+128%**

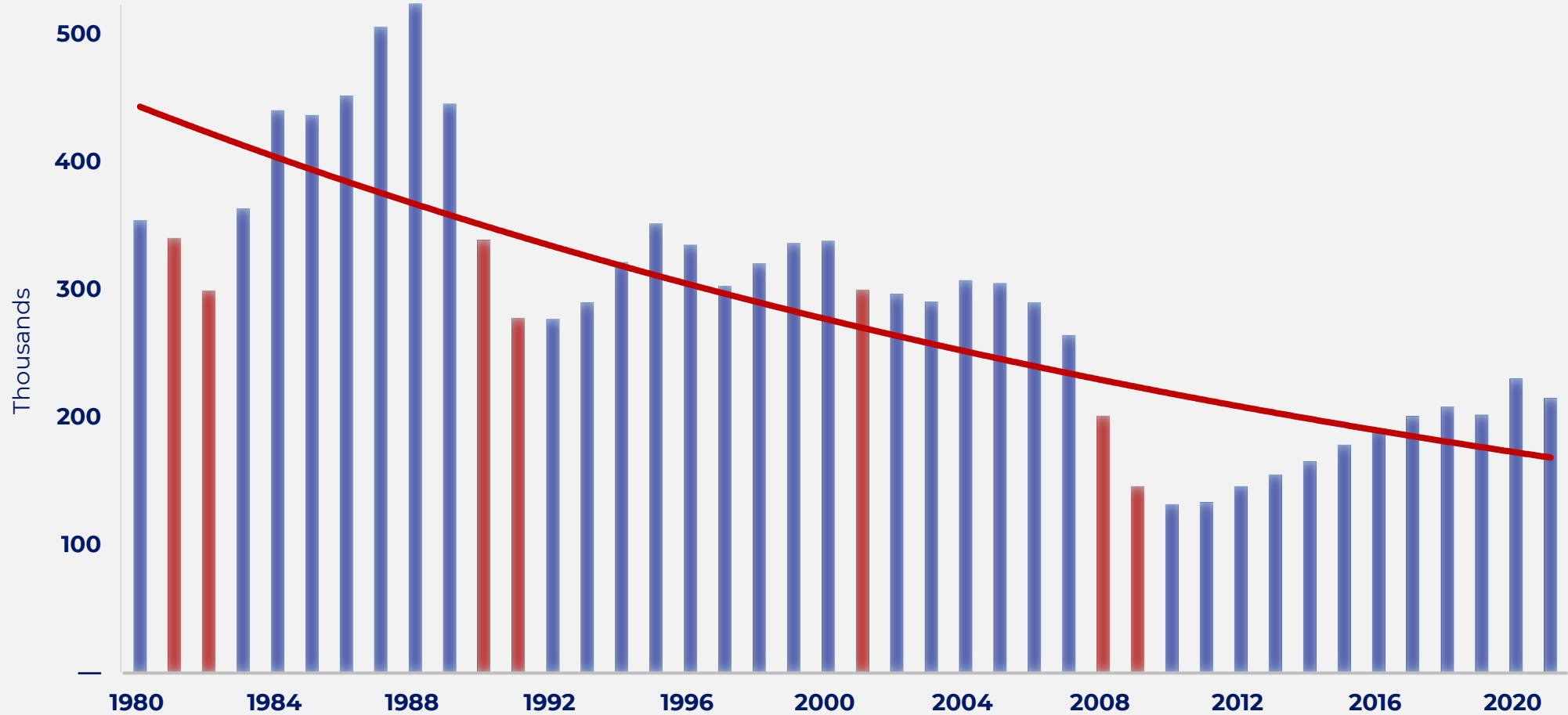
The background of the slide is a photograph of the United States Capitol building in Washington, D.C., showing the iconic white dome and classical architecture under a clear blue sky. In the foreground, a paved plaza is visible with a few people walking and a red pickup truck parked on the right side.

OUR ADVOCACY IS BIPARTISAN AND VITAL

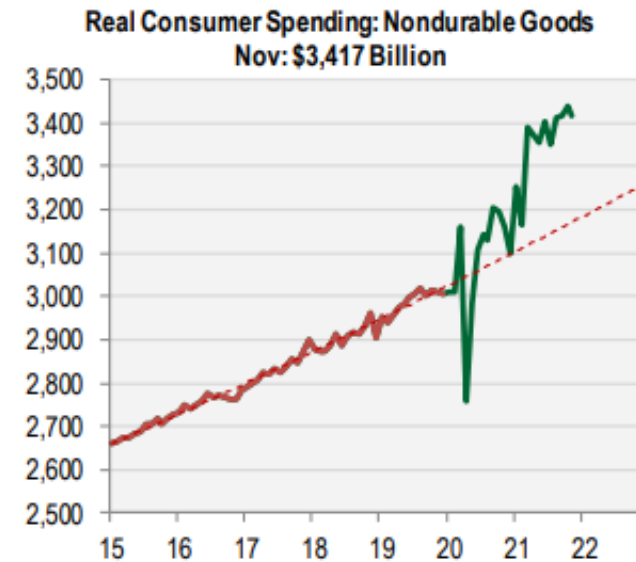
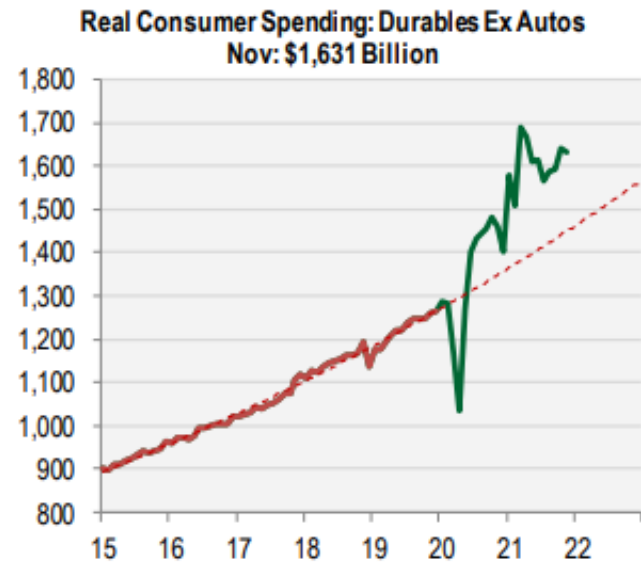
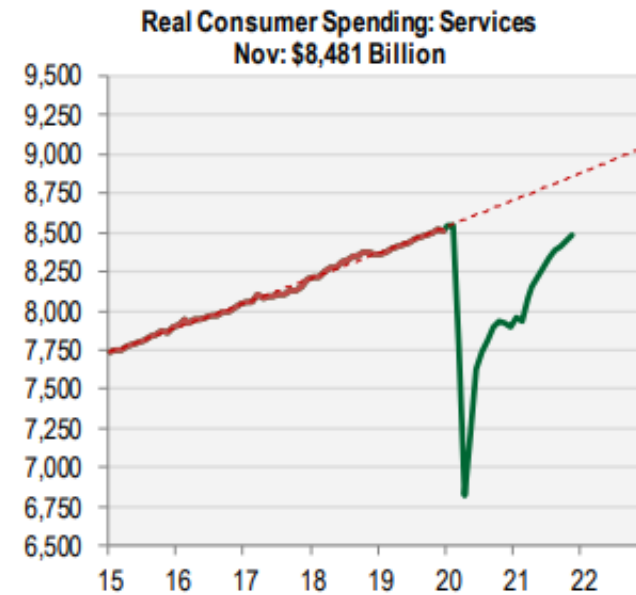
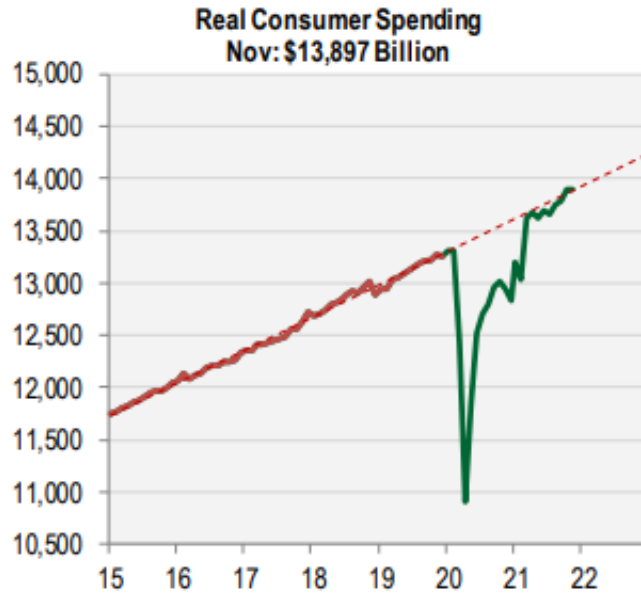
- Great American Outdoors Act
- Built strong working relationship with new administration/congress
- Prevented boating access restrictions in more than 10 states
- 18 states formed offices of outdoor recreation
- Secured top industry priorities in bipartisan infrastructure bill
- Eliminated EU's 25% retaliatory tariff

WE'RE WINNING BUT WE HAVEN'T WON

New Traditional Powerboat Sales



CONSUMER SPENDING IN SERVICES WILL RETURN



Source: William Blair

A sunset over a body of water with the sun low on the horizon and its reflection shimmering on the dark, rippling surface. The sky is a mix of orange, yellow, and dark blue.

DISCOVER BOATING™

- Attracting a new generation of boaters
- Retaining and growing the current audience

STRATEGIC PRIORITIES: DISCOVER BOATING

Sustain the momentum

- **Launch the Discover Boating Miami International Boat Show**
- **Refresh Discover Boating across web, digital and boat shows**
- **Update aging consumer segmentation studies and identify the highest ROI emerging markets, recruit influencers from these segments**
- **Update the annual Discover Boating campaign and build an industry-owned Digital Show Guide to drive greater lead generation**
- **Rebrand all NMMA owned boat shows under Discover Boating by 2023**

DISCOVER
BOATING™
MIAMI
INTERNATIONAL
BOAT SHOW*

DISCOVER
BOATING™
NEW YORK
BOAT SHOW*

DISCOVER
BOATING™
CHICAGO
BOAT SHOW*

DISCOVER
BOATING™
NASHVILLE
BOAT SHOW*

DISCOVER
BOATING™
ATLANTIC CITY
BOAT SHOW*

DISCOVER
BOATING™
LOUISVILLE
BOAT, RV &
SPORTSHOW*

DISCOVER
BOATING™
MINNEAPOLIS
BOAT SHOW*

DISCOVER
BOATING™
ST. LOUIS
BOAT & SPORTSHOW*

DISCOVER
BOATING™
ATLANTA
BOAT SHOW*

DISCOVER
BOATING™
NORTHWEST
SPORTSHOW*

DISCOVER
BOATING™
BALTIMORE
BOAT SHOW*

DISCOVER
BOATING™
NORWALK
BOAT SHOW*

DISCOVER
BOATING™
NEW ENGLAND
BOAT SHOW*

**WE RESEARCHED HOW TO ENGAGE AND RECRUIT CURRENT
AND NEXT GENERATION BOATERS AND DISCOVERED...**

**It's not about the boat — it's
where the boat can take you**

Boating the verb

GROWTH AUDIENCES OF NEXT GENERATION BOATERS

Traditional Segment

61.5M people in U.S.



45-53 yrs

Older, male and rural

Least active, less exercise

Heavy hunting/fishing

Least College Educated

Domestic travelers



Growth Segment

56.4M people in U.S.



39 yrs

Active and outdoorsy—hiking, fishing, wakeboarding, kayaking, cycling, climbing, skiing

Most likely to have kids at home

Tech savvy/Heavy Social Media

Environmentally aware



Emerging Segment

34.3M people in U.S.



47 yrs

Highest Net Worth/Luxury Buyers

Most Diverse

Global and Adventure travelers

Least likely to hunt/fish

Most environmentally conscious



Source: MRI Simmons, National Survey of 25,000 US Adults







SEE YOU OUT HERE

DISCOVER
BOATING™

STEP YOU OUT

HERE

DISCOVER
BOATING™



DISCOVER
BOATING™

SEE

YOU

OUT

HERE



SEE
YOU
OUT

HERE

DISCOVER
BOATING™



2022 AMERICAN BOATING CONGRESS

May 11-13 | Washington D.C. | nmma.org/abc

NMMA[®]