



National Marine  
Manufacturers Association

A white boat is shown from a high-angle perspective, moving away from the viewer and leaving a long, white wake on the blue water. The wake is composed of two main lines of white foam, with smaller waves in between. The boat is positioned in the upper center of the frame.

# STATE OF THE RECREATIONAL BOATING INDUSTRY

Frank Hugelmeyer  
President & CEO

A person is captured mid-jump from the stern of a white motorboat into the ocean. The boat is on the water, and the person is in the air above it. The sky is blue with scattered white clouds. On the left side of the image, there is a large, stylized, semi-transparent graphic of the letter 'W' in shades of blue and purple. The text 'PERSISTENT DYNAMICS' is overlaid in the lower right portion of the image.

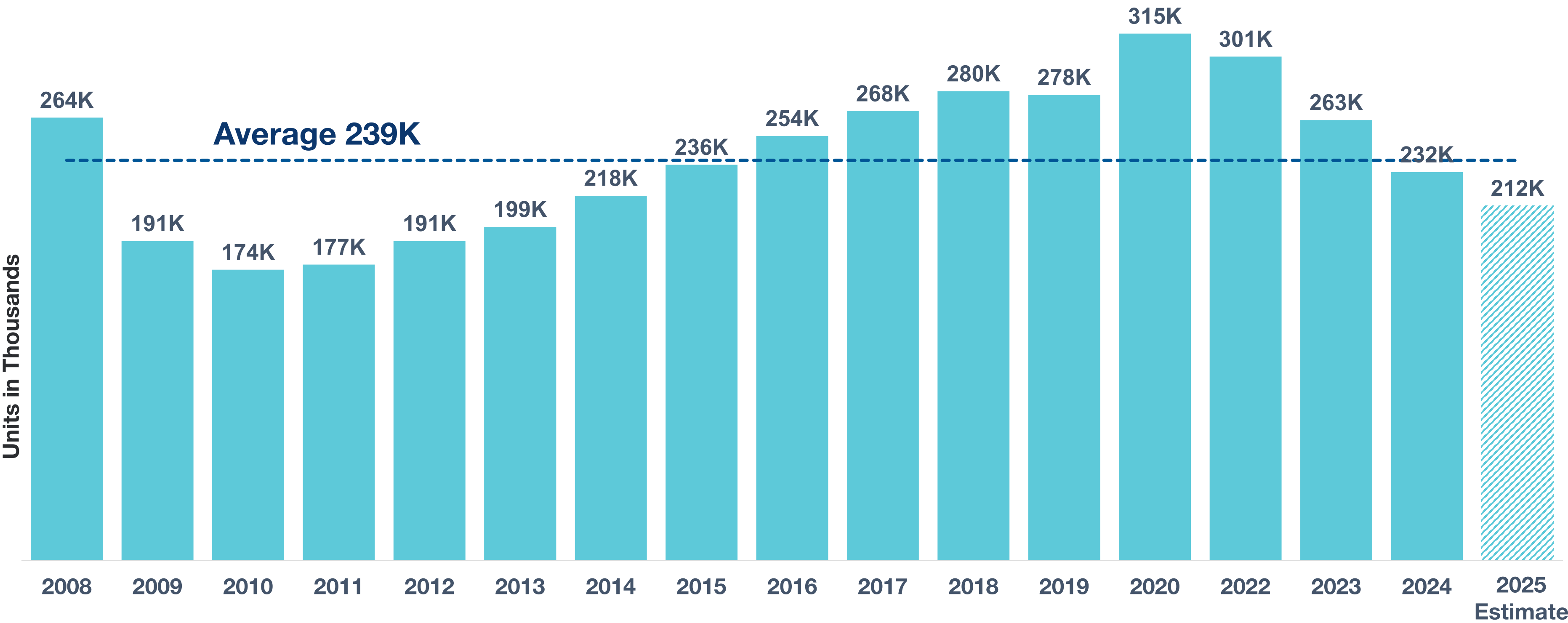
# PERSISTENT DYNAMICS

# WHAT TO WATCH

	GOOD	CAUTION	TROUBLE
Interest Rates			
New Private Housing Starts			
Fuel Prices			
Consumer Confidence			
Consumer Sentiment			
Wholesale & Retail Credit Availability			
Wages & Employment			
SUV & Light Truck Series			
Marine Dealer Inventories			
Consumer Net Worth/Debt			
RV Inventories			

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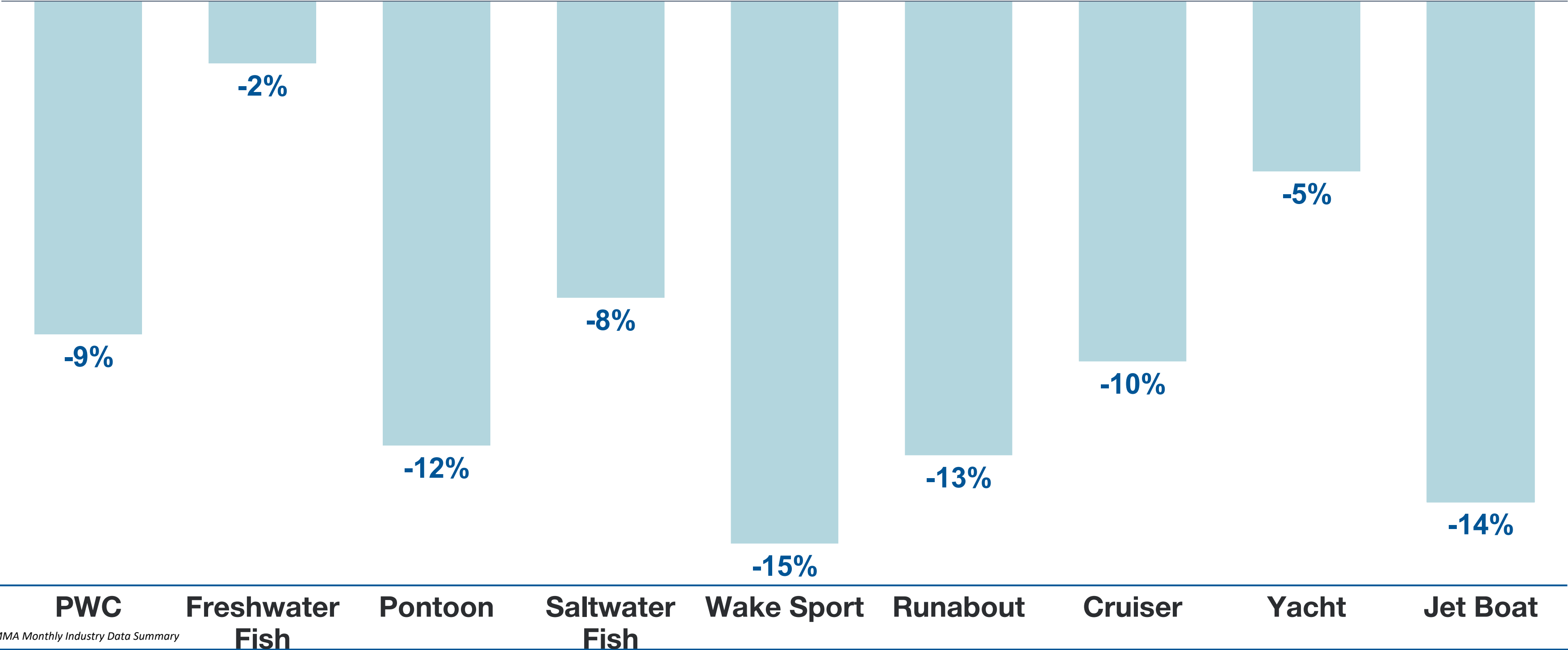
# NEW POWERBOAT RETAIL UNIT SALES



Source: NMMA Business Intelligence Abstract

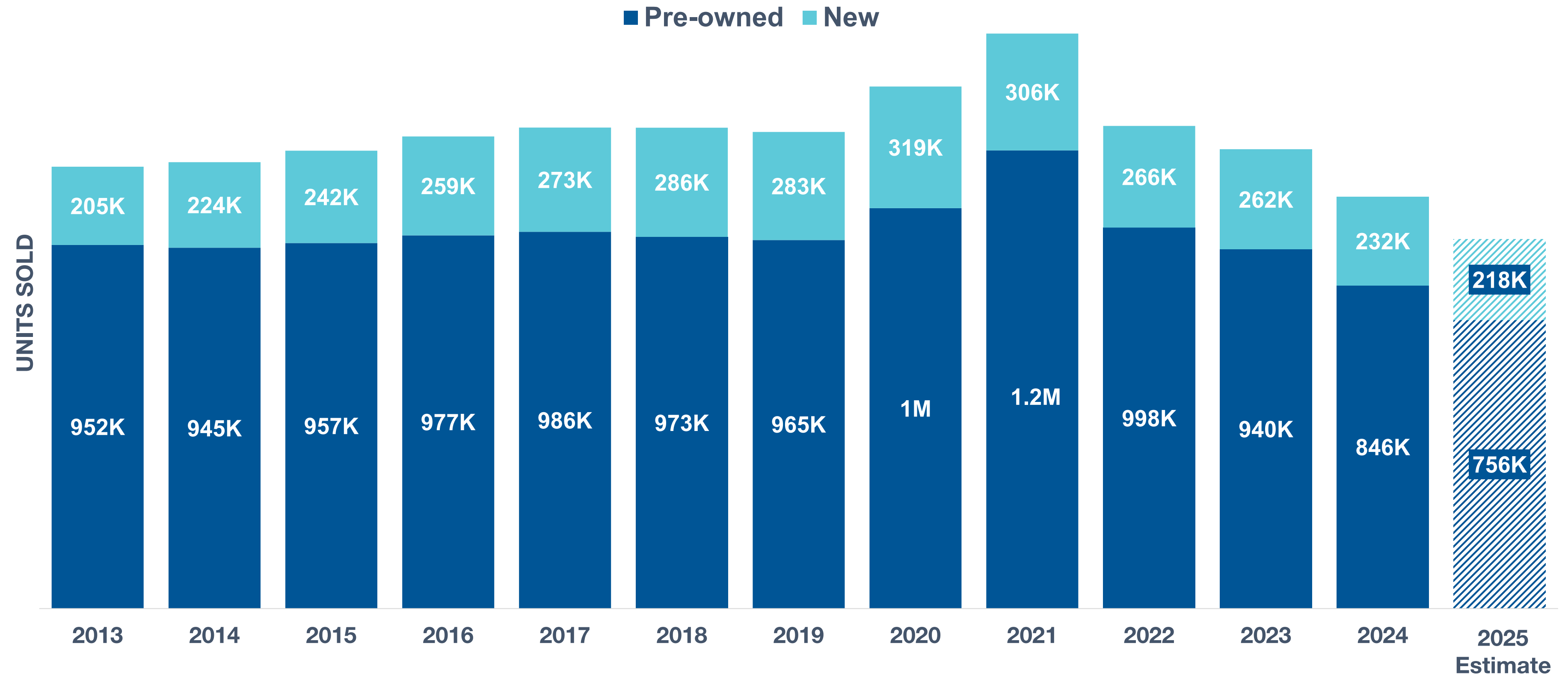
# U.S. RETAIL UNIT SALES BY SEGMENT

R12M through November 2025



Source: NMMA Monthly Industry Data Summary

# BOATING MARKETPLACE



Source: NMMA Business Intelligence Abstract (includes sailboats)

# PARTICIPATION IS HEALTHY

Outdoor Recreation Participation **+3%**

**85m+** Americans go boating each year.

**640k+** Member trips through world's largest boat club, setting record for 2025.

A person wearing a hat and sunglasses is on a boat, looking out at a body of water during sunset. The scene is bright and warm, with the sun low on the horizon. The person is holding a drink. The background shows a calm lake or river with some distant lights and trees. A large, semi-transparent blue triangle is overlaid on the left side of the image.

# CAUTIOUS OPTIMISM



**ACT AND  
PREPARE**



# MARKET EXPANSION

# TASKS TO ACCOMPLISH

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**WHY:** Determine How to Measure Success for Discover Boating

**WHAT:** Determine How to Achieve That Success



**ADVOCACY**



# **PRO-GROWTH TAX POLICY**



# GLOBAL TRADE POLICY



# **REGULATORY MODERNIZATION**

An aerial photograph of a marina. In the foreground, a large number of white and blue boats are docked in neat rows. Behind the boats is a paved parking lot with several cars. Further back is a green grassy area with some trees. A curved concrete wall separates the land from the water. The water is a deep blue-green color. The text "BOATER ACCESS" is overlaid in large white letters with a drop shadow.

# BOATER ACCESS



THE AMERICAN  
BOATING  
CONGRESS

**SAVE THE DATE**

# **American Boating Congress**

**May 4-6 | Washington, D.C.**

***NMMA***®

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