



National Marine  
Manufacturers Association

# STATE OF THE RECREATIONAL BOATING INDUSTRY

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*President, NMMA*

**IBEX 2023 – October 3, 2023**

A young boy with light brown hair is smiling broadly while wearing a blue and yellow snorkel mask and a dark wetsuit with a yellow life vest. He is in the water, and a white boat is visible in the background. The water is a deep blue-green color with some ripples. The text "OUTDOOR RECREATION REMAINS STRONG" is overlaid on the right side of the image in a bold, dark blue font.

**OUTDOOR  
RECREATION  
REMAINS  
STRONG**

# BOATING AND FISHING DRIVE THE OUTDOOR RECREATION ECONOMY

## Outdoor Recreation\*



**1.9%**

of U.S. GDP



**\$862B**

In economic impact



**4.5M**

jobs supported

## Recreational Boating\*\*



**\$230B**

in annual economic impact



**812,558**

jobs supported



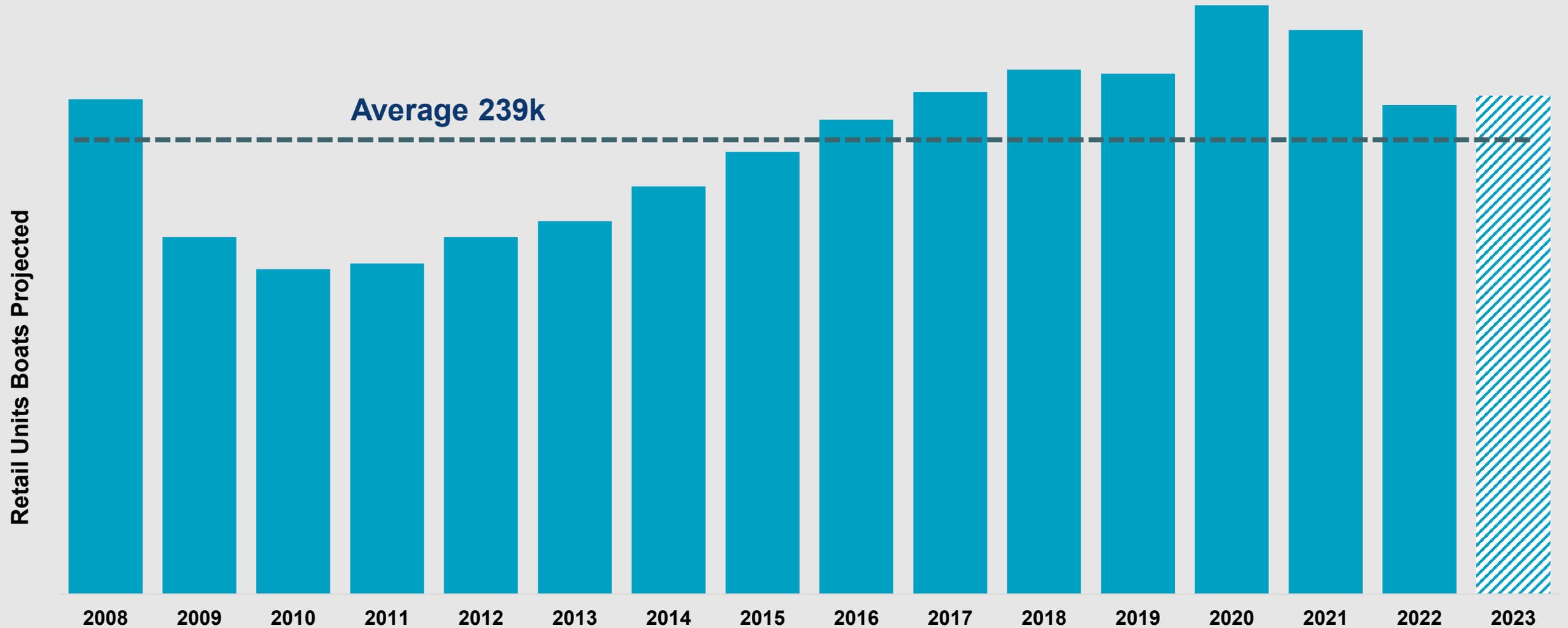
**36,101**

businesses supported

# WHAT TO WATCH

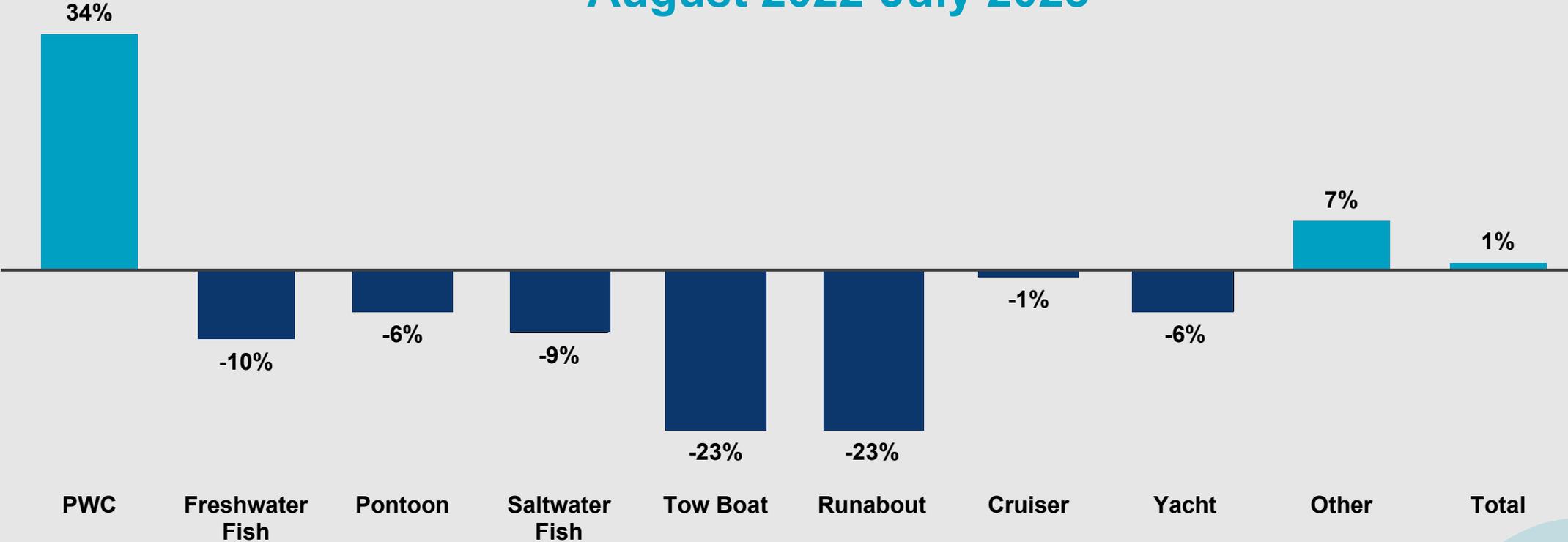
	GOOD	CAUTION	TROUBLE
Interest Rates	White bar	White bar	Red bar
New Private Housing Starts	White bar	Orange bar	White bar
Fuel Prices	White bar	Orange bar	White bar
Fuel Availability	Green bar	White bar	White bar
Consumer Sentiment	White bar	Orange bar	White bar
Wholesale & Retail Credit Availability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

# NEW RETAIL UNIT SALES NORMALIZING



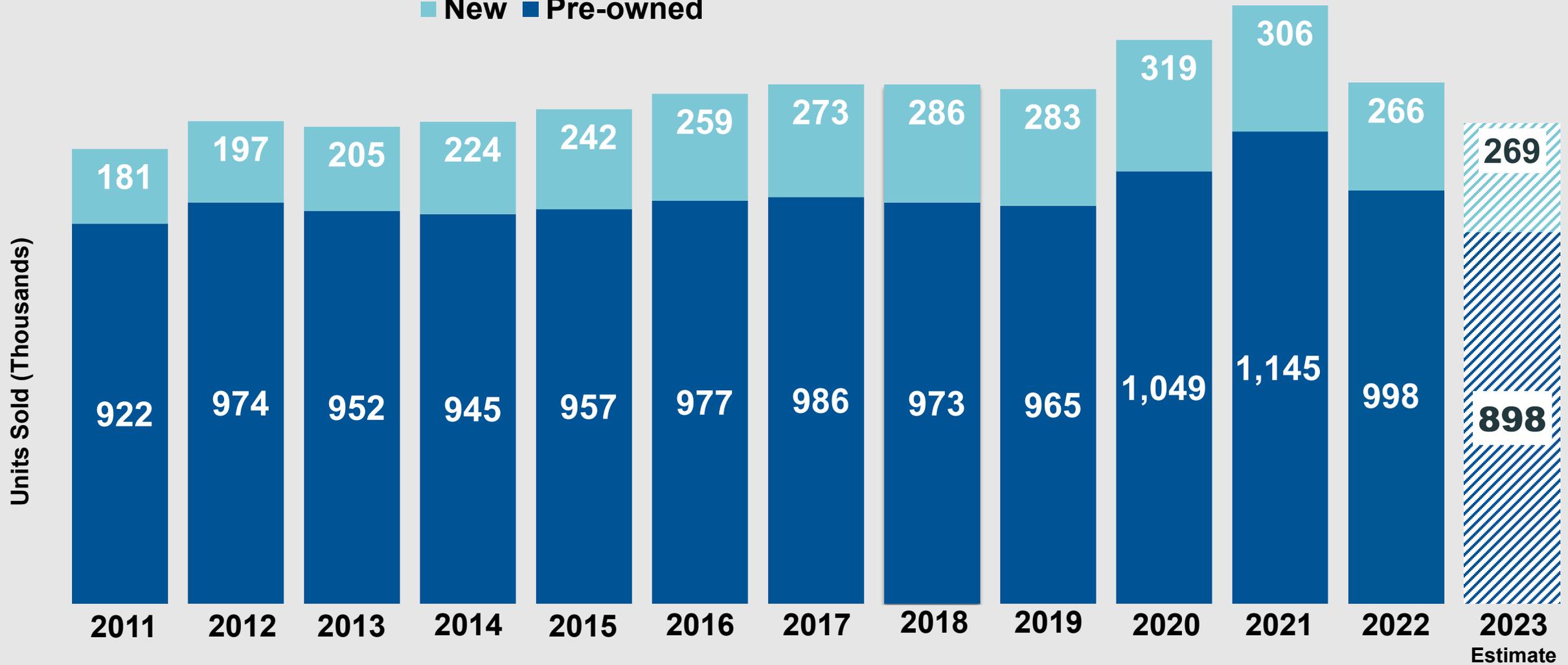
# NEW RETAIL UNIT SALES BY SEGMENT

August 2022-July 2023



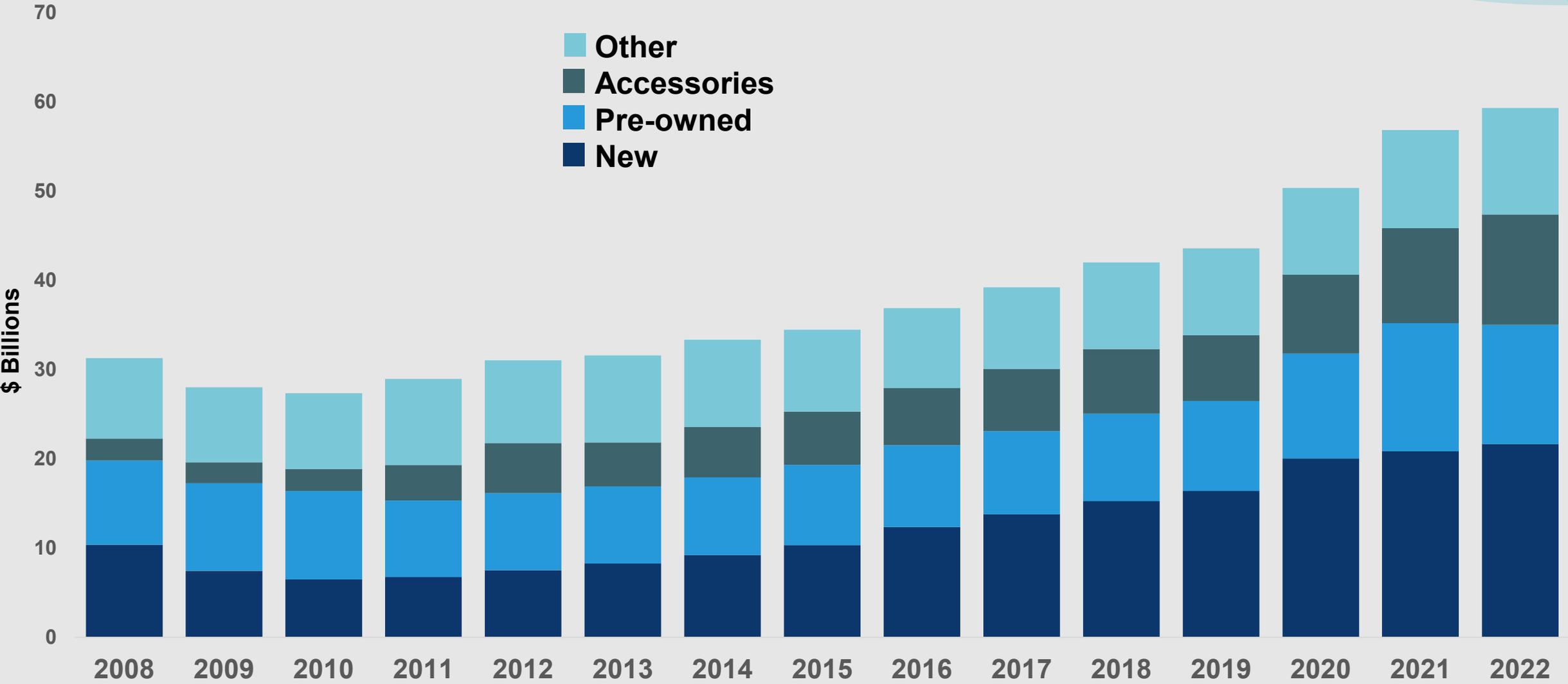
# BOATING MARKETPLACE

■ New ■ Pre-owned



Estimate

# SPENDING REMAINS STEADY



A man and a woman are smiling and looking out over a body of water from the deck of a boat. The scene is overlaid with a semi-transparent blue filter. The text "STRATEGIC PRIORITY: MARKET EXPANSION" is prominently displayed in the lower half of the image.

**STRATEGIC PRIORITY:  
MARKET EXPANSION**

# SUCCESSFUL TRANSITION TO A FULLY INTEGRATED OMNI-CHANNEL STRATEGY







# **STRATEGIC PRIORITY: ADVOCACY**

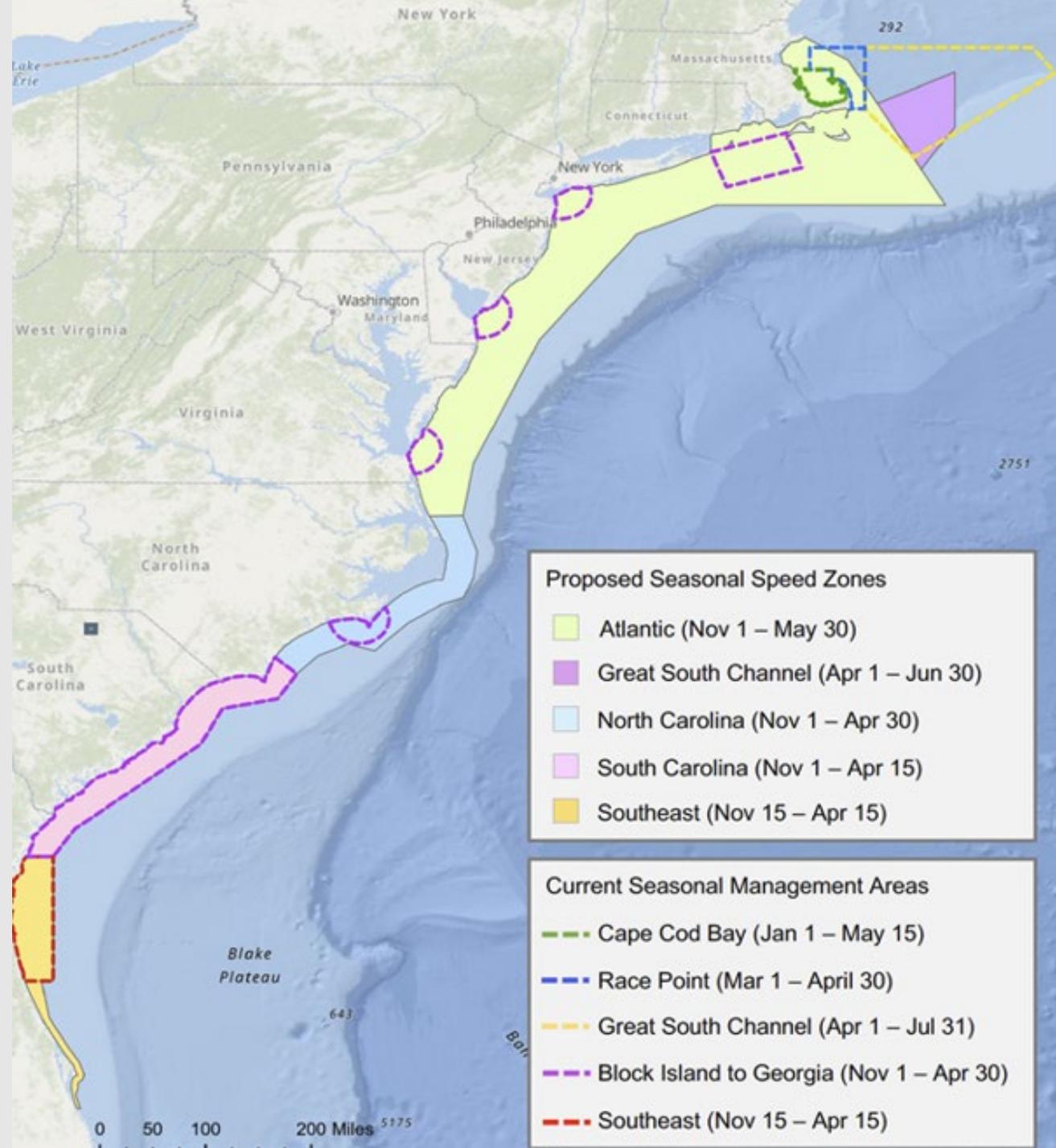


# **POLICY PRIORITIES: TRADE & TARIFFS**



**POLICY PRIORITIES:  
VESSEL SPEED  
RESTRICTIONS**

# PROPOSED SEASONAL SPEED ZONES





**THE TIME TO  
ACT IS  
NOW**

# WHERE YOU CAN HELP TODAY



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**Letters & Outreach  
to Decision  
Makers**



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**Partner  
Engagement**



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**Boating  
United**



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**Local  
Spokespeople**



# VIBRANT & PROSPEROUS FUTURE



***Being on a boat is one of the best ways to access the wellness benefits of the water.***

**-Dr. Wallace J. Nichols**

**THANK YOU**