

An aerial, top-down view of a boat's wake in dark blue water. The wake is a large, circular, white and light blue pattern that spreads out from the boat, which is visible as a small white object at the bottom right of the frame. The water is a deep, dark blue, and the wake is a bright, frothy white and light blue. The overall scene is dynamic and energetic.

NATIONAL **MARINE MANUFACTURERS** ASSOCIATION

FRANK HUGELMEYER PRESIDENT



2.2% OF U.S. GDP

\$778 BILLION

IN GROSS OUTPUT

SUPPORTING

5.2 MILLION JOBS



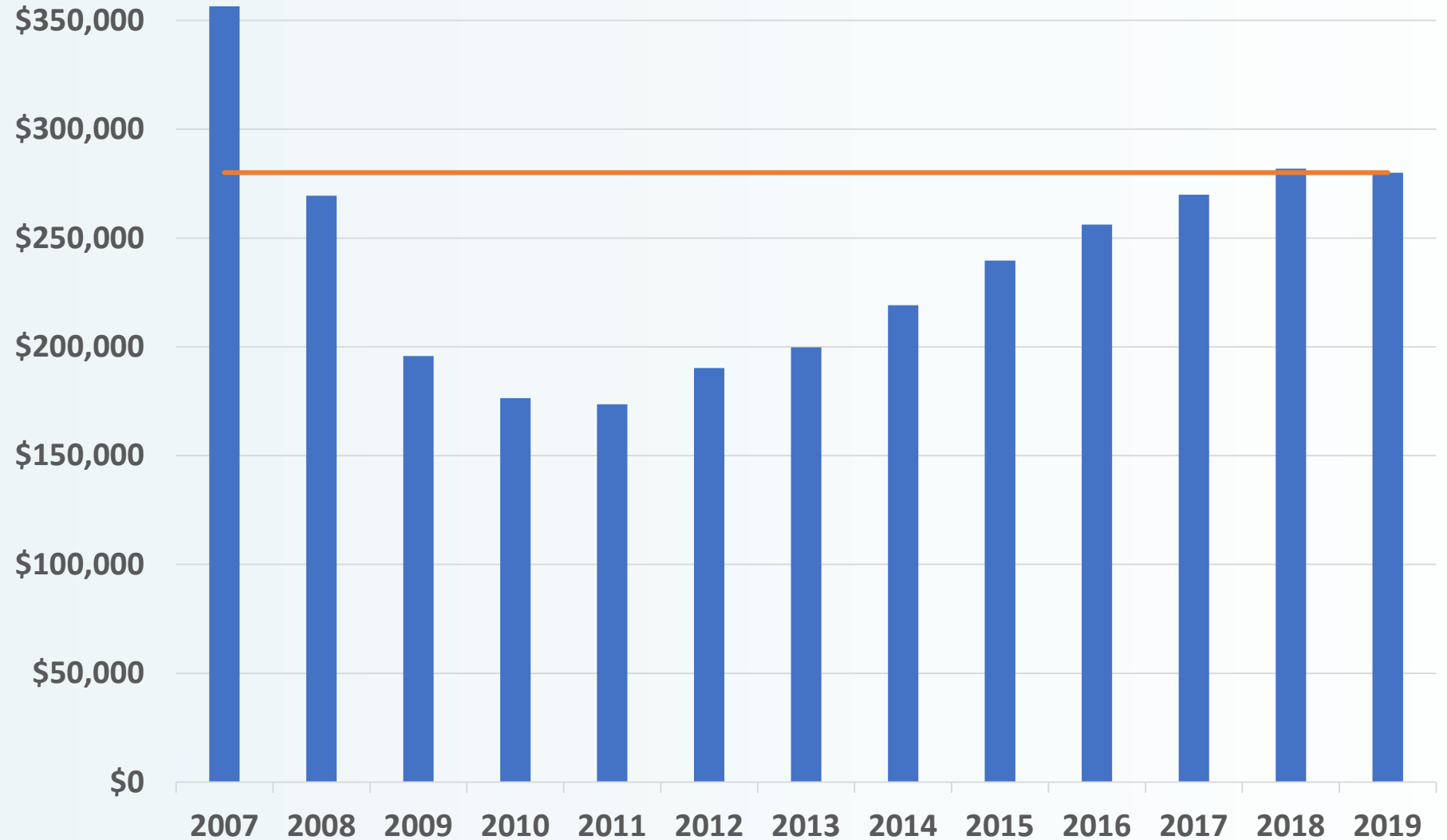
\$170 BILLION ECOSYSTEM

OUTDOOR RECREATION IS BIG BUSINESS IN FLORIDA

4.3% OF THE STATE'S GDP
CREATES MORE THAN
500,000 JOBS

2ND LARGEST CONTRIBUTOR
TO THE OVERALL U.S. OUTDOOR
RECREATION ECONOMY

2019 SALES ARE
AT THE **SECOND**
HIGHEST LEVEL
IN 12 YEARS



By NMMA using Info-Link data

HEALTHY ECONOMIC INDICATORS FOR BOATING

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

A large, curved metal hull structure, likely for a boat or ship, is shown in a factory setting. The structure is made of metal frames and is filled with insulation. The text is overlaid in white, bold, sans-serif font.

**MARINE CEOs:
CONFIDENT & OPTIMISTIC
HEADING INTO 2020**



ADVOCACY

ADVOCACY PRIORITIES

1 ACCESS &

INFRASTRUCTURE

2 RECREATIONAL

FISHING

3 CONSERVATION &

THE ENVIRONMENT

4 TRADE AND TARIFFS

5 BUSINESS CLIMATE &

REGULATIONS

6 FUEL POLICY



2020
REPUBLICAN
&
DEMOCRATIC
NATIONAL
CONVENTIONS



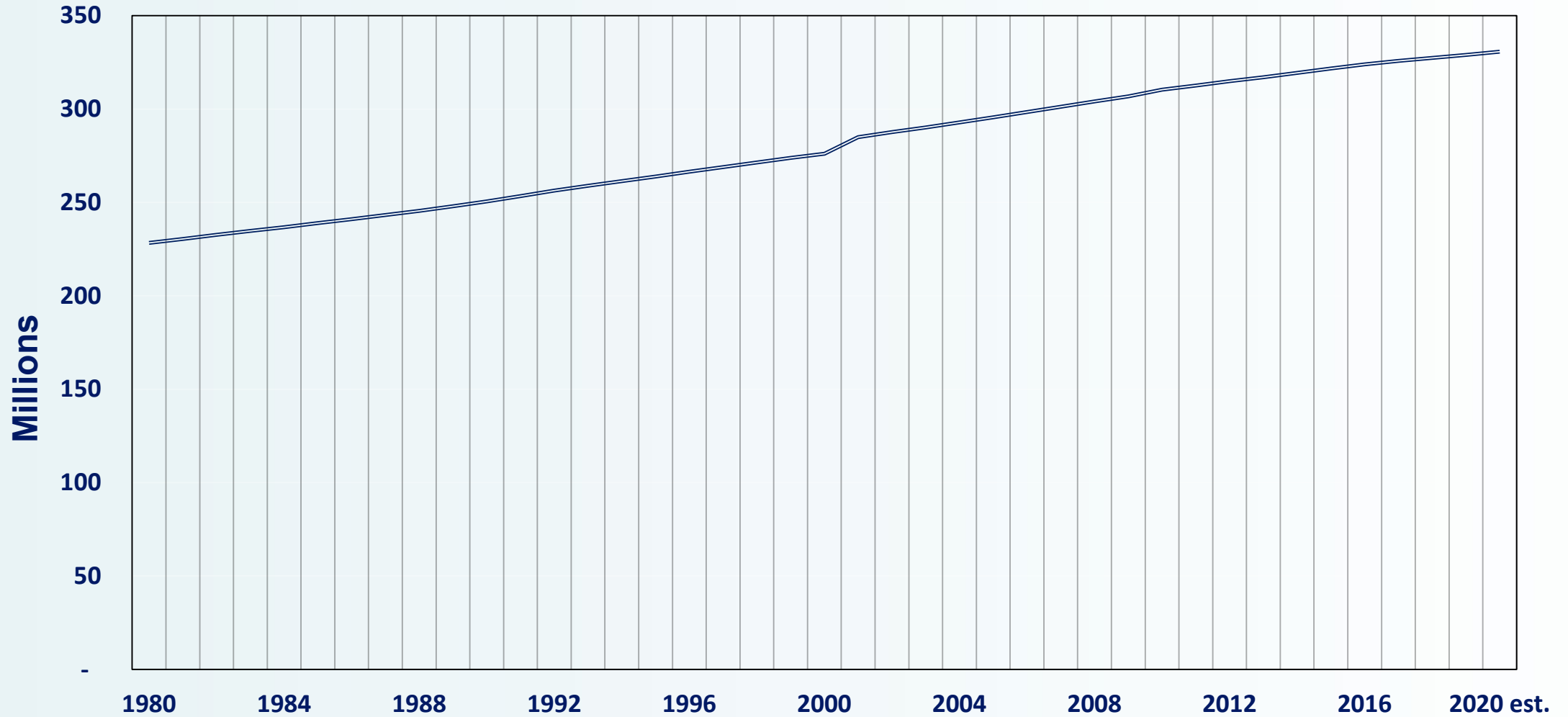
**THE AMERICAN
BOATING
CONGRESS**

**MAY 12-14, 2020
WASHINGTON, D.C.
REGISTER AT
[NMMA.ORG/ABC](https://nmma.org/abc)**

An aerial photograph of a white speedboat on clear turquoise water. Five people are on board, some lying down and some sitting. The boat has a black outboard motor at the stern. The text 'MARKET EXPANSION' is overlaid in large white letters across the center of the image. The boat's hull number 'IA 1549 AW' is visible near the stern.

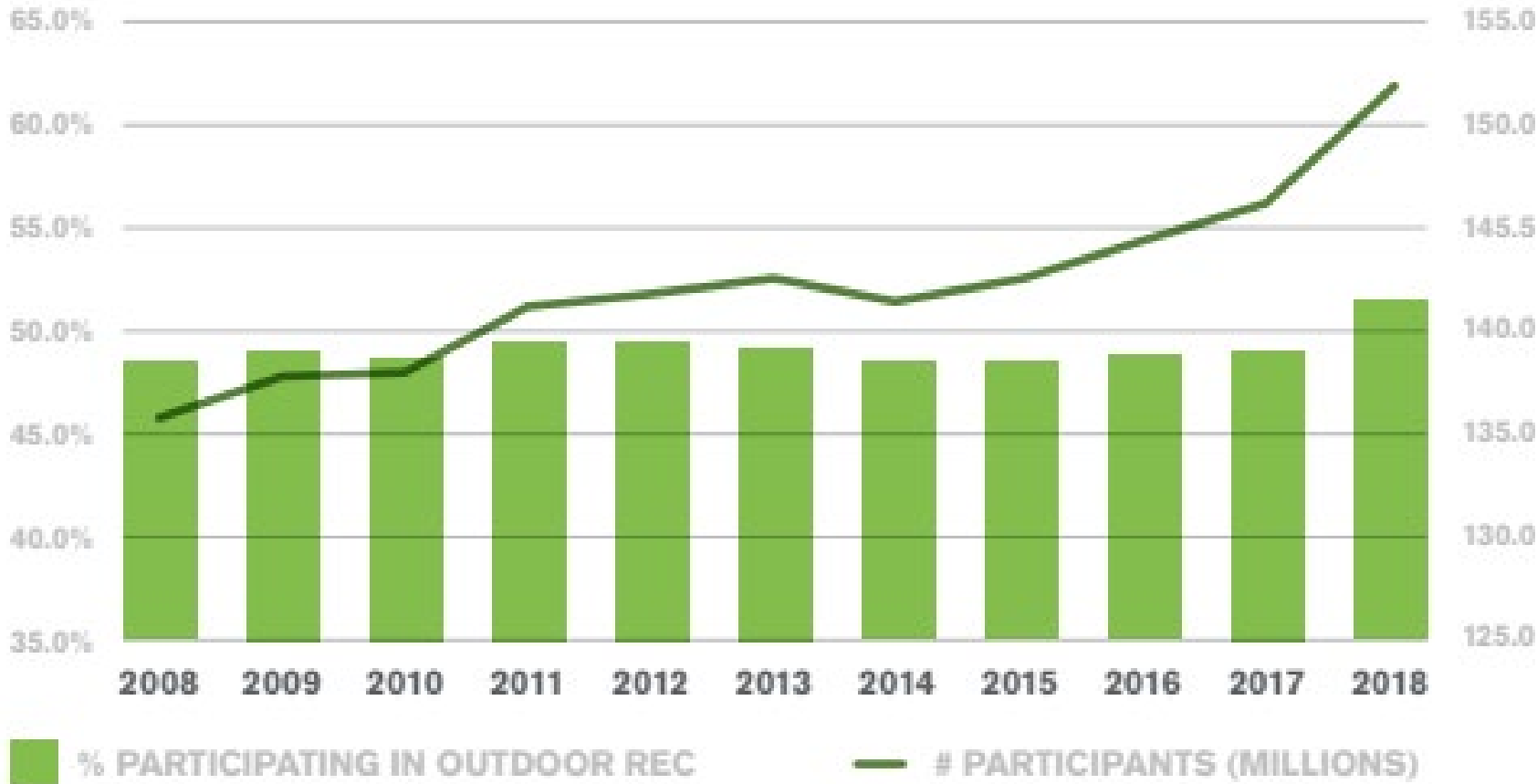
MARKET EXPANSION

U.S. POPULATION GROWTH

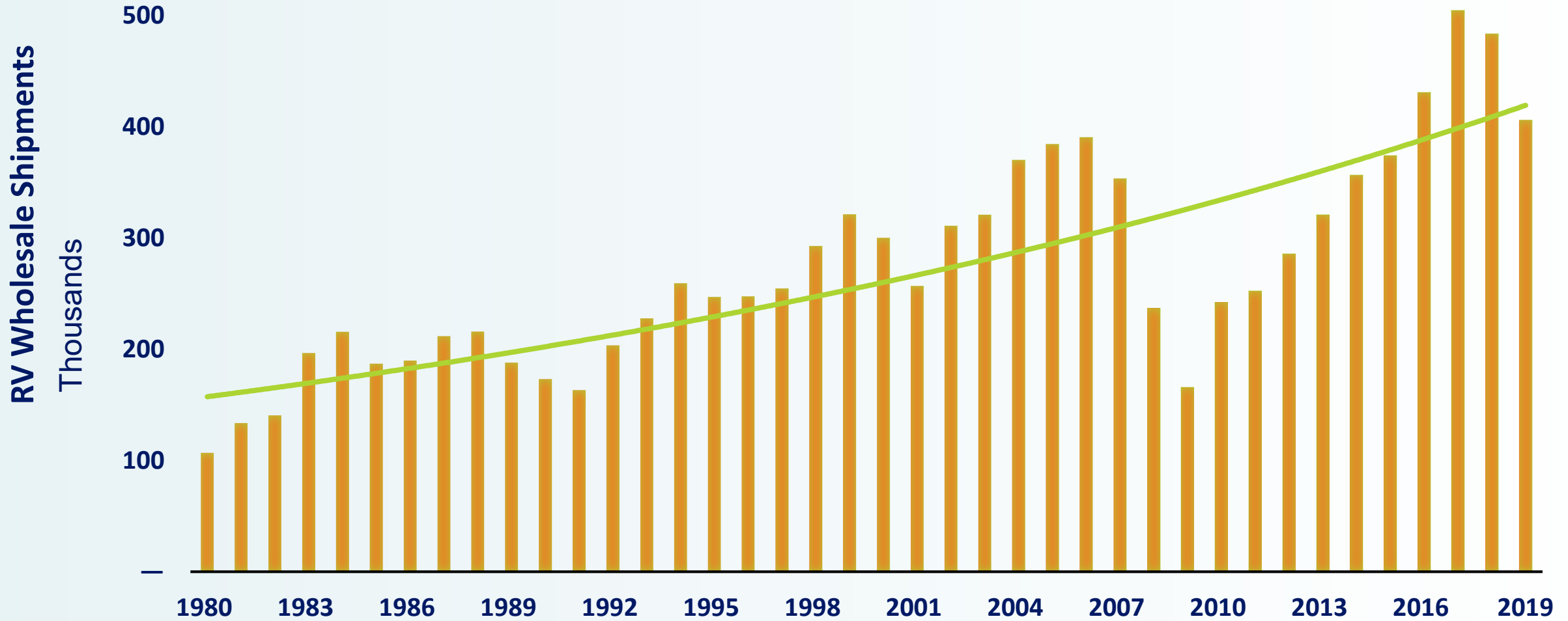


OUTDOOR RECREATION PARTICIPATION IS UP

OUTDOOR PARTICIPATION TRENDING

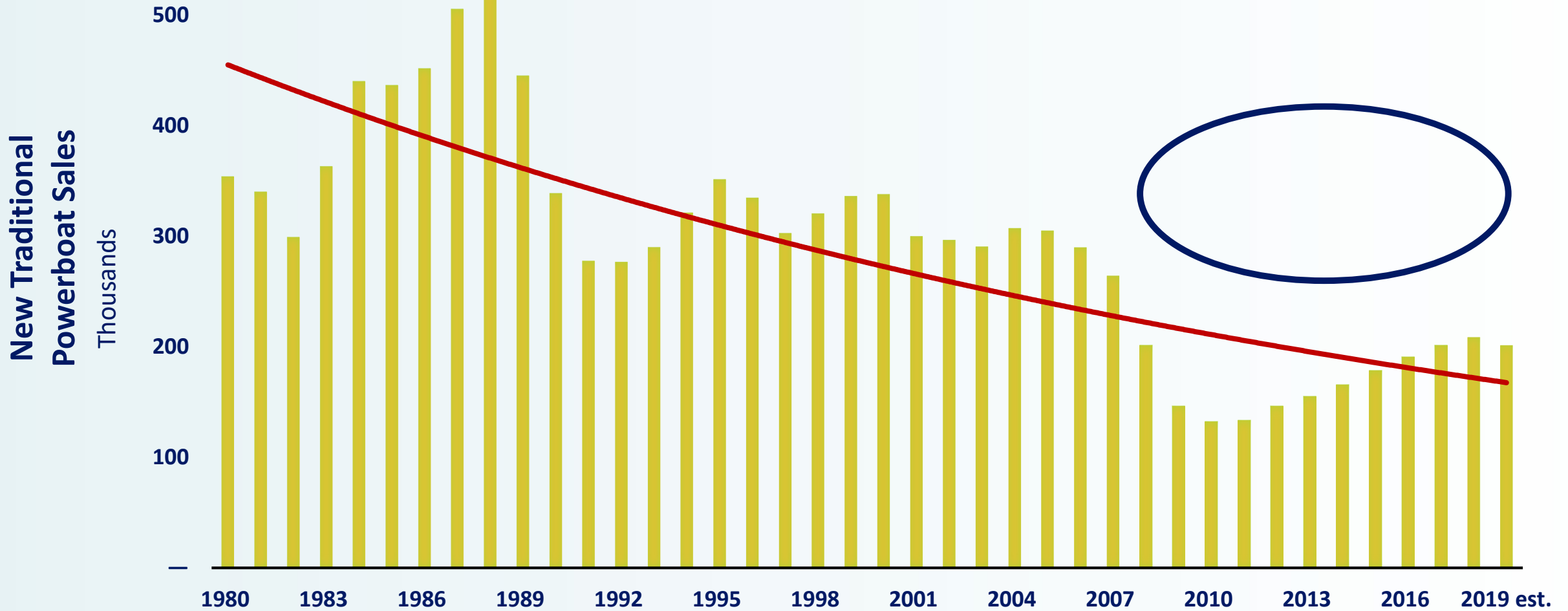


RV SALES



source: Info-Link

MISSED OPPORTUNITIES



source: Info-Link



**PROVIDE
PATHWAYS FOR
ENTRY LEVEL
CONSUMER**



**FIRST-TIME BUYERS STILL IN
BOATING AFTER 5 YEARS**

NEW BOAT BUYERS: 71%

PRE-OWNED BOAT BUYERS: 53%

The image features a dark blue background with silhouettes of several people in a meeting. Two people are in the foreground, facing each other as if in conversation. Behind them, a row of five more silhouettes is visible, also appearing to be part of the same group. The overall mood is professional and collaborative.

TARGET FUTURE CONSUMERS



**BUILD A UNIFIED
MESSAGE AROUND
EXPERIENCES**



F O M O

