NATIONAL MARINE MANUFACTURERS ASSOCIATION
FRANK HUGELMEYER PRESIDENT
2.2% of U.S. GDP

$778 billion in gross output

Supporting 5.2 million jobs
OUTDOOR RECREATION IS BIG BUSINESS IN FLORIDA

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

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

SOURCE: BUREAU OF ECONOMIC ANALYSIS
NATIONAL MARINE MANUFACTURERS ASSOCIATION
2019 SALES ARE AT THE SECOND HIGHEST LEVEL IN 12 YEARS
## Healthy Economic Indicators for Boating

<table>
<thead>
<tr>
<th></th>
<th>Good</th>
<th>Caution</th>
<th>Trouble</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Spending</td>
<td><img src="green" alt="Green" /></td>
<td><img src="yellow" alt="Yellow" /></td>
<td><img src="red" alt="Red" /></td>
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<tr>
<td>GDP</td>
<td><img src="green" alt="Green" /></td>
<td><img src="yellow" alt="Yellow" /></td>
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<tr>
<td>Hiring</td>
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<tr>
<td>Boat Sales</td>
<td><img src="green" alt="Green" /></td>
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<tr>
<td>RV Sales</td>
<td><img src="green" alt="Green" /></td>
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<tr>
<td>Truck Sales</td>
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<tr>
<td>New Home Sales</td>
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<tr>
<td>Disposable Income</td>
<td><img src="green" alt="Green" /></td>
<td><img src="yellow" alt="Yellow" /></td>
<td><img src="red" alt="Red" /></td>
</tr>
</tbody>
</table>
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
U.S. POPULATION GROWTH

Millions

OUTDOOR RECREATION PARTICIPATION IS UP

OUTDOOR PARTICIPATION TRENDING

% PARTICIPATING IN OUTDOOR REC

# PARTICIPANTS (MILLIONS)
RV Wholesale Shipments
Thousands


source: Info-Link
MISSED OPPORTUNITIES

New Traditional Powerboat Sales

Thousands


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%

SOURCE: INFO-LINK
TARGET FUTURE CONSUMERS
BUILD A UNIFIED MESSAGE AROUND EXPERIENCES