FY2023 YEAR IN REVIEW
OCTOBER 1, 2022 THROUGH SEPTEMBER 30, 2023
National Marine Manufacturers Association
Dear Valued NMMA Members,

Despite facing shifting market dynamics, and thanks to your support and engagement, NMMA closed out 2023 with a strengthened foundation and the right strategies and focus to meet today’s greatest challenges.

As a member-owned trade association, we strive towards the following board-approved priorities:

1. Solidifying NMMA’s proactive political influence at the federal, state and international levels
2. Driving and advancing the industry’s environment, safety and CSR initiatives
3. Attracting and retaining the next generation of boating consumers
4. Establishing NMMA as the leading data hub for industry and consumer trends

In FY2023, the list of accomplishments in support of our strategic priorities is extensive. From leading the industry defense of the National Oceanic and Atmospheric Administration’s (NOAA) harmful Vessel Speed Restriction Rule, conducting economic impact studies that are vital to our advocacy in both the U.S. and Canada, moving our U.S. headquarters to Washington D.C. and Canadian office to Ottawa, to delivering a record-breaking year for Discover Boating - the NMMA team brings a deep sense of purpose to ensuring the growth and success of the recreational boating industry.

As we begin the new year, NMMA is committed to delivering meaningful impact and greater value for all our stakeholders. Thank you for your extraordinary support and continued confidence. It is an honor to serve our members.

Sincerely,

President
National Marine Manufacturers Association
The National Marine Manufacturers Association (NMMA) is the industry’s leading trade organization for the North American recreational boating industry. NMMA member companies produce more than 80 percent of the boats, engines, trailers, marine accessories and gear used by millions of boaters in North America.

NMMA serves its members and their sales and service networks by improving the business environment for recreational boating including providing domestic and international sales and marketing opportunities, reducing unnecessary government regulation, decreasing the cost of doing business, and helping grow boating participation. As the largest producer of boat and sport shows in the U.S., NMMA connects the recreational boating industry with the boating consumer year-round.

WE ARE THE UNIFYING FORCE
and powerful voice for the recreational boating industry, working to strengthen and grow boating.
**OUR WHY**  Create Transformational Experiences

**OUR VISION**  Recreational boating is the #1 leisure activity in America

**OUR MISSION**  To ensure the growth and success of the recreational boating industry

**OUR CORE VALUES**  Respect | Serve Others | Be Curious | Collaborate | Focus on the Consumer

**OUR SERVICE PROMISE TO MEMBERS**  NMMA will shape the future of recreational boating through advocacy, self-regulation, business insights and Discover Boating promotion.

**WE WILL**
- Convene, unify and expand the North American recreational boating market
- Foster a favorable business environment for members
- Cultivate a best-in-class boating experience for consumers
- Encourage continuous improvement of recreational boating products
- Champion industry information, learning and knowledge
- Ensure the health and success of NMMA and Discover Boating
NMMA membership can provide your business with a distinct advantage, connecting you with market research and exclusive regulatory alerts, economic impact updates, and programs vital to success in today’s fast-paced, ever-changing global economy.

NMMA would like to thank the 96 new members who joined in FY2023 for helping to protect and promote recreational boating industry.
THANK YOU to our 2022-2023 NMMA Board of Directors for their service, guidance and support.

EXECUTIVE COMMITTEE
- Bill Yeargin, Correct Craft (Chairperson)
- Steve Heese, Chris Craft (Past Chair)
- Eric Braitmayer, IMTRA (Treasurer)
- Matt Peat, Transhield (Secretary)
- Scott Porter, Formula (BMD Representative)
- Ben Speciale, Yamaha (EMD Representative)
- Craig Clawson, Magic Tilt Trailers (MACD Board Representative)
- Aine Denari, Brunswick Boat Group

ADDITIONAL DIRECTORS
- Ann Baldree, Chaparral Boats
- Bernard Guy, BRP
- Bill Boehman, Yamaha
- Bill Watters, Syntec Industries
- Doug Smoker, Smokercraft
- Eric Nelson, Mercury Marine Limited (NMMA Canada Representative)
- Fredrik Hogberg, Volvo
- Greg Lentine, NorCross
- Gus Blakely, Suzuki
- Jack Springer, Malibu Boats
- Jason Blackburn, Faria Beede Instruments
- Joe Neber, Contender
- John Buelow, Mercury Marine
- John Livingston, Cutwater/Ranger Tugs
- John Swick, Safe Harbor Marinas (AMI Representative)
- Josie Tucci, Travelopia (Sail America Representative)
- Kevin Carlan, Yanmar
- Kris Carroll, Grady White
- Mark McKinney, PCM Crusader
- Matt Wood, ASA Electronics
- Nick Harvey, Four Winns/Wellcraft
- Rick Tinker, Skier’s Choice
- Robert Oswell, Roswell Marine (WSIA Representative)
- Ron Bailey, Smart Plug
- Steve Tilders, Xylem
- Thomas Slikkers, Tiara Yachts
HIGHLIGHTS
NMMA EFFORTS ON BEHALF OF MEMBER BUSINESSES IN FY2023
NMMA is actively engaged in policy and regulatory issues at both the state and federal levels to ensure the growth and success of the recreational boating industry. NMMA is the industry’s first line of defense against harmful policies and regulations, and the NMMA team continually educates and engages key decision-makers at all government levels to protect and defend Americans’ access to oceans, lakes, and inland waterways.

Protected boating access from harmful vessel speed restrictions, through the introduction of bipartisan, bicameral legislation, appropriations language, public briefings, testimony in congressional hearings, coalition development, earned media, and the launch of CoastalRecreation.org.

$350K RAISED in BoatPAC contributions, ensuring the recreational marine industry has the necessary resources to establish and nurture relationships with boating champions in Congress.

100+ MEETINGS conducted with congressional offices during the American Boating Congress, laying the groundwork for advocacy wins throughout the year. The Washington, D.C. event welcomed more than 250 attendees from across the recreational boating industry and featured more than a dozen congressional speakers.

Produced a commission report analyzing Aquatic Invasive Species (AIS) prevention and reduction measures and issued recommended next steps. Draft legislation has been developed with key committees and congressional staff.
were engaged through efforts to protect and defend the boating industry, including defeat of 34 right to repair bills across the country, enactment of boater safety education in Minnesota and enhanced education in Colorado; and wakesurfing access protection in nine states.

SECURED
REINTRODUCTION

of bipartisan, bicameral legislation to provide small businesses with much-needed capital to invest in disaster-resilient infrastructure.

INVESTED
IN INFRASTRUCTURE

that is climate resilient and provides recreation access by spearheading the introduction of the Lake Access Keeping Economies Strong (LAKES) Act—new, bipartisan legislation to provide essential funding to maintain recreation access at lakes and reservoirs managed by the U.S. Army Corps of Engineers, the second largest provider of federal recreation access.

STATES

were engaged through efforts to protect and defend the boating industry, including defeat of 34 right to repair bills across the country, enactment of boater safety education in Minnesota and enhanced education in Colorado; and wakesurfing access protection in nine states.

20K+ LETTERS

sent to lawmakers through our grassroots platform in support of the recreational boating and fishing industry.
Discover Boating® successfully transitioned to a fully integrated omni-channel strategy, taking the industry's collective effort to expand the market for recreational boating from a six-month marketing campaign to a robust, year-round brand experience. Powered by NMMA and the Marine Retailers Association of the Americas, Discover Boating is attracting the next generation of boaters while retaining current boaters, expanding the market for the industry as we navigate consumer and economic shifts.

**3.6 BILLION**

impressions generated to build positive awareness for boating. The team engaged the next generation of boaters by meeting them where they consume content—including paid media and strategic partnerships with YouTube, SHAPE, Complex, The Root, Uptown, Telemundo, Golf Channel and NBC.

**$11.8 MILLION**

in media value from public relations efforts, public service announcements (PSAs) and high-profile influencer partnerships.

This included more than 33,000 news stories—including PSA airings on hundreds of TV stations across the country and key media placements on Fox & Friends, Fox News, Women's Health, CNN.com, PureWow, and more.

**7.7 MILLION**

social influencer engagements from 65 Instagram and TikTok content creator partners who engaged next generation audiences through compelling content designed to inspire them to go boating.

**800 THOUSAND**

followers on Discover Boating's Instagram, TikTok, X/Twitter, and Meta/Facebook platforms, accounting for 400,000 engagements (+82K YOY) and 86 million impressions (+289K YOY).

**5.4 MILLION**

visits to the brand's websites, introducing nearly 2 million consumers to manufacturers and dealers through website referrals, boat shows, and leads. Discover Boating effectively reached its target audience, with DiscoverBoating.com traffic from the 35 to 55 age group comprising up to 45% of the audience, compared to 42% the previous year.
NMMA is one of the world’s leading producers of consumer boat shows with 10 shows in some of the largest markets in the U.S., including New York, Chicago, Miami, and Atlanta. Discover Boating boat and sport shows provide the recreational boating and outdoors industries with quality sales venues that engage the next generation of boaters while retaining and growing the existing boat owner community.

10 BOAT and SPORT SHOWS were launched under the Discover Boating brand in 2023. Three boat shows in Atlanta, Chicago and Nashville were rebooted following pandemic-related issues and supply chain shortages in 2022.

330K VISITORS attended the 2023 Discover Boating boat and sport shows, in partnership with Progressive Insurance®. Current boaters and next-gen customers were attracted to these Discover Boating events through floorplan expansions, enhancements to the show experience and launch of the Boat Finder tool.

118 Boat Brands were featured in BOAT FINDER, the online tool that empowers customers to begin the boat-shopping process weeks ahead of the show they plan to attend, more than 162,000 people engaged with Boat Finder in their search to buy a new boat in 2023. The average user viewed more than 53 boat models and spent an average of 4.5 minutes shopping—nearly 5x the industry averages.

Enhanced EXPERIENCE elements through the introduction of the new Discover Boating Beach Club experience in New York and Chicago, featured a host of activities and entertainment to immerse attendees in the boating lifestyle and attract the next generation of boaters.

162K people engaged with Boat Finder

53 boat models viewed by the average user
The International BoatBuilders’ Exhibition & Conference (IBEX), the recreational marine industry’s largest technical trade event in North America, is powered globally by METSTRADE, a global event for professionals in the leisure marine equipment industry. NMMA owns and produces IBEX with RAI Amsterdam.

The 2022 show was canceled due to Hurricane Ian. Prior to the cancellation, IBEX exhibit space was sold out with a wait list of 20 companies.

13% up in exhibit space sales prior to the show’s weather-related cancellation.

4,700+ registrants with 30% of those registrants being boatbuilders, 90% domestic and 10% international.

METSTRADE, the world’s largest B2B trade exhibition of equipment, materials and services for the international marine leisure industry, is produced by RAI Amsterdam in association with the International Council of Marine Industry Associations (ICOMIA). NMMA organizes and operates the Canadian and U.S.A. Pavilions to make it easy for member marine companies to reach the global market.

ICAST is the world’s largest sportfishing trade show. NMMA organizes the Marine Accessories Pavilion (MAP) to provide members with the opportunity to promote their products, introduce the latest innovations and get in front of key buyers. The show continues to grow with participants sharing positive results.
NMMA Certification is the premier product compliance program for boats, yachts, boat trailers, personal watercraft (PWC) and marine oils in the U.S. with a mission to assist marine manufacturers in providing safer products for the boating industry. Throughout the year, NMMA spearheaded improvements to several North American product construction and safety standards for the industry, helped prevent the introduction of standards that could potentially damage the industry and advocated for favorable interpretations of existing standards and regulations.

159 boat brands received NMMA Certification in FY2023

5 SAE standards were published that govern the personal watercraft certification program and 2 new standards were updated covering the Display of Capacity Information as well as Maximum Velocity.

85% of boats sold in the U.S. are NMMA Certified

SAE J3309 review, which covers TPMS sensors, was a focus of trailer certification efforts

3rd consecutive year of a successful virtual Engineering Compliance Seminar, educating marine manufacturers on changes to standards for the upcoming model year.

ISO Working Groups included NMMA representation on international technical affairs and issues through standards review.
NMMA is the industry's leading source of recreational boating statistics and technical data. The Association's Business Intelligence department collects, analyzes and distributes industry, economic and consumer insights to serve the business interests and needs of our members.

**ECONOMIC IMPACT STUDY**
was launched, encompassing every U.S. state and district, and an updated Canadian Economic Impact Study, addressing key economic trends across all provinces.

**MONTHLY REPORTS**
focused on wholesale shipment and retail sales, covering all engine and boat segments in the U.S. and Canada, were published and delivered to members to help inform their business decisions.

**ANNUAL ABSTRACTS**
were published in both the U.S. and Canada, providing comprehensive data on retail and sales trends (new, pre-owned, state-by-state, import/export) across all boat segments.

**WHOLESALE/RETAIL DASHBOARD**
from the collection of key data from engine member manufacturers provided insights on historical and monthly field inventory and registration velocity.

**102K VIEWS**
of NMMA statistical reports in FY2023 reinforced the vital role of industry data and insights to members and stakeholders.
NMMA Canada leads a collaborative industry effort to both protect recreational boating in Canada through public policy advocacy and to increase participation and industry sales by expanding the market for recreational boating. Through Canadian member-focused programs related to export development, government relations and Discover Boating, our team is committed to representing, advocating for, and advancing the interests of the recreational boating industry across Canada.

**PROACTIVE ADVOCACY**
To address strategic threats such as luxury tax regulations, boating restrictions, potential engine noise limits, and proposed prohibitions on manufacturing chemicals (DBDPE).

**STRENGTHENED RELATIONSHIPS**
With the Canadian government and stakeholders by relocating NMMA Canada headquarters to Ottawa and the hire of Marie-France MacKinnon as a bilingual Executive Director.

**$100K SECURED**
In CanExport government grants to support Canadian manufacturers at METSTRADE 2022. These funds covered half of the booth and travel costs for the exhibitors who are NMMA Canada members.

**SUPPORTED MANUFACTURERS**
Through the application of a Memorandum of Understanding with Transport Canada that allows NMMA-certified boats to enter Canada using ABYC standards and with a simplified declaration of conformity and streamlined process.

**DEALER FINDER**
On DiscoverBoating.ca launched to support Canadian consumers searching for dealers in their area, resulting in a 40% increase in visits to DiscoverBoating.ca.
FY2023 FINANCIAL REPORT

**REVENUES**
- Dues & Assessments: $14.4 million
- Discover Boating Contributions: $10 million
- Discover Boating In-Kind Contributions: $11.2 million
- Discover Boating Shows: $24.4 million
- Other Program & Event Revenue: $1.5 million
- Certification: $1.9 million

**EXPENSES**
- Marketing & Communications: $2.2 million
- Business Intelligence: $1.5 million
- Discover Boating Shows: $17.2 million
- Discover Boating Campaign Spending: $20.2 million
- Certification: $1.7 million
- Operations & Administration: $5.9 million
- Government Relations: $7.5 million

FINANCIALS
RECOGNIZING
AND CELEBRATING THE CONTRIBUTIONS OF OUR MEMBERS
for their vision, leadership & accomplishments
AWARDS

NMMA industry awards celebrate the contributions of those whose vision, leadership and accomplishments have profoundly shaped the recreational boating industry. Congratulations to the FY2023 recipients.

NMMA’s most prestigious recognition honoring individuals who have made or continue to make substantial contributions toward the advancement of the marine industry.

**BEN SPECIALE**
PRESIDENT, YAMAHA U.S. MARINE BUSINESS UNIT

Honors individuals who, during their careers, have made outstanding contributions to the marine accessories industry through leadership, creativity, and personal motivation.

**MATT BRIDGEWATER**
CEO, GEMLUX
Innovation Awards recognize manufacturers and suppliers who bring new, innovative products for the boating industry to market.

### Boatyard and Marina Hardware and Software:
- VoltSafe
- VoltSafe Marine
  - (Honorable Mention: Sunstream Boat Lifts, Sunstream Power Systems)

### Boat Care and Maintenance:
- PowerTech! Propellers, Seascour
  - (Honorable Mention: SeaWide Distribution, Hempel Silic One)

### Boatbuilding Methods and Materials:
- beSpline,
- Shaped Foam Kit and Infinity Luxury Woven Vinyl,
- Infinity Grip

### Deck Equipment and Hardware:
- Lippert,
- Lewmar Venta Pontoon Winch

### Electric Motor / Battery Powered Propulsion / Hybrids:
- Temo,
- Temo-450

### Electrical Systems:
- Arco Marine,
- ARCO’s Zeus High Energy Alternator Regulator
  - (Honorable Mention: Navico Group, Mastervolt Mac Plus 48V)

### Furnishings and Interior Parts:
- Roswell Marine, Roswell Marine Auto-Rolling Fabric System

### Mechanical Systems:
- Scanstrut,
- Scanstrut ATMOS 12V Integrated Airstation

### OEM Electronics:
- Garmin USA GPSMAP® 9227 with Garmin BlueNet
  - (Honorable Mention: Syntec Industries, Murano Multifunction Display)

### Propulsion Parts, Propellers:
- Volvo Penta, Joystick Driving

### Safety Equipment:
- WIF-PRO, WIF-PRO

### Entertainment:
- Hertz Marine/Audison Marine, HTX 8H S-FL-G
**AWARDS**

**CENTER CONSOLE/ WALKAROUND FISHING BOATS:**
Viking Yachts, Valhalla Boatworks
(Honorable Mention: Boston Whaler, 280 Dauntless)

**CONSUMER ELECTRONICS, MOBILE APPLICATIONS AND SOFTWARE:**
Navico Group, Lowrance® HDS PRO with Active Imaging HD and ActiveTarget 2
(Honorable Mention: Maretron, WS0200 Ultrasonic Wind and Weather Station)

**CUDDY CABIN, BOWRIDER, DECK BOATS:**
Sea Ray, SLX 260 Outboard

**DECK EQUIPMENT:**
Deckpad, Deckpad

**ELECTRIC MOTOR/ BATTERY POWERED PROPULSION/ HYBRIDS:**
Mercury Marine, Avator 7.5e Electric Outboard Motor

**CONSUMER SAFETY EQUIPMENT:**
ACR Electronics, Inc., ResQLink AIS Personal Locator Beacon
(Honorable Mention: Navico Group, B&G Zeus S)

**MECHANICAL & ELECTRICAL SYSTEMS:**
Navico Group, Fathom e-Power System

**OUTBOARD ENGINES:**
BRP, Rotax S

**PERSONAL WATERCRAFT:**
BRP, Sea-Doo Explorer Pro 170

**PROPULSION EQUIPMENT & PARTS:**
Volvo Penta, Joystick System for Single Diesel Aquamatic Sterndrives

**FISHING BOATS:**
Lund Boats, Veer X13

**PONTOON BOATS:**
BRP Inc., Manitou Explore Premier Marine, 230 Sunsation Angler

**FURNISHINGS:**
Barletta Boats, Meridian Lounge
The Marine Industry Customer Satisfaction Index (CSI) Awards recognizes boat and engine manufacturers who actively measure customer satisfaction and pursue continuous improvement to better serve their customers.

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Additionally, 1,017 boat dealers were recognized for customer satisfaction excellence in sales and 884 boat dealers for excellence in continued service.
STRATEGIC PRIORITIES

**SOLIDIFY** NMMA’s proactive political influence at the federal, state and international levels

**DRIVE** and advance the industry’s environmental and safety initiatives and advance Corporate Social Responsibility (CSR)

**ATTRACT** and retain the next generation of boating consumers

**BECOME** the data hub for industry and consumer trends

**ALIGN** culture, resources, operations, and IT systems to drive our strategic priorities

*Thank you to our member-owners for your support—it is our privilege to serve your businesses.*

For more information on NMMA programs serving the North American recreational boating industry, visit nmma.org.