



*PROGRESSIVE*<sup>®</sup>  
**MIAMI**  
INTERNATIONAL  
**BOAT SHOW**

February 17<sup>th</sup> 2017

***NMMA***



# Thom Dammrich

President  
National Marine Manufacturers Association



# Going to Even Greater Lengths

**\$3 Billion in Product + 550 Boats In-Water**



# 800 Boating Courses and 200 Sea Trials



# 10,000 Steps While Browsing 3 Miles of Docks



# More than 8 Miles of Tent Carpet

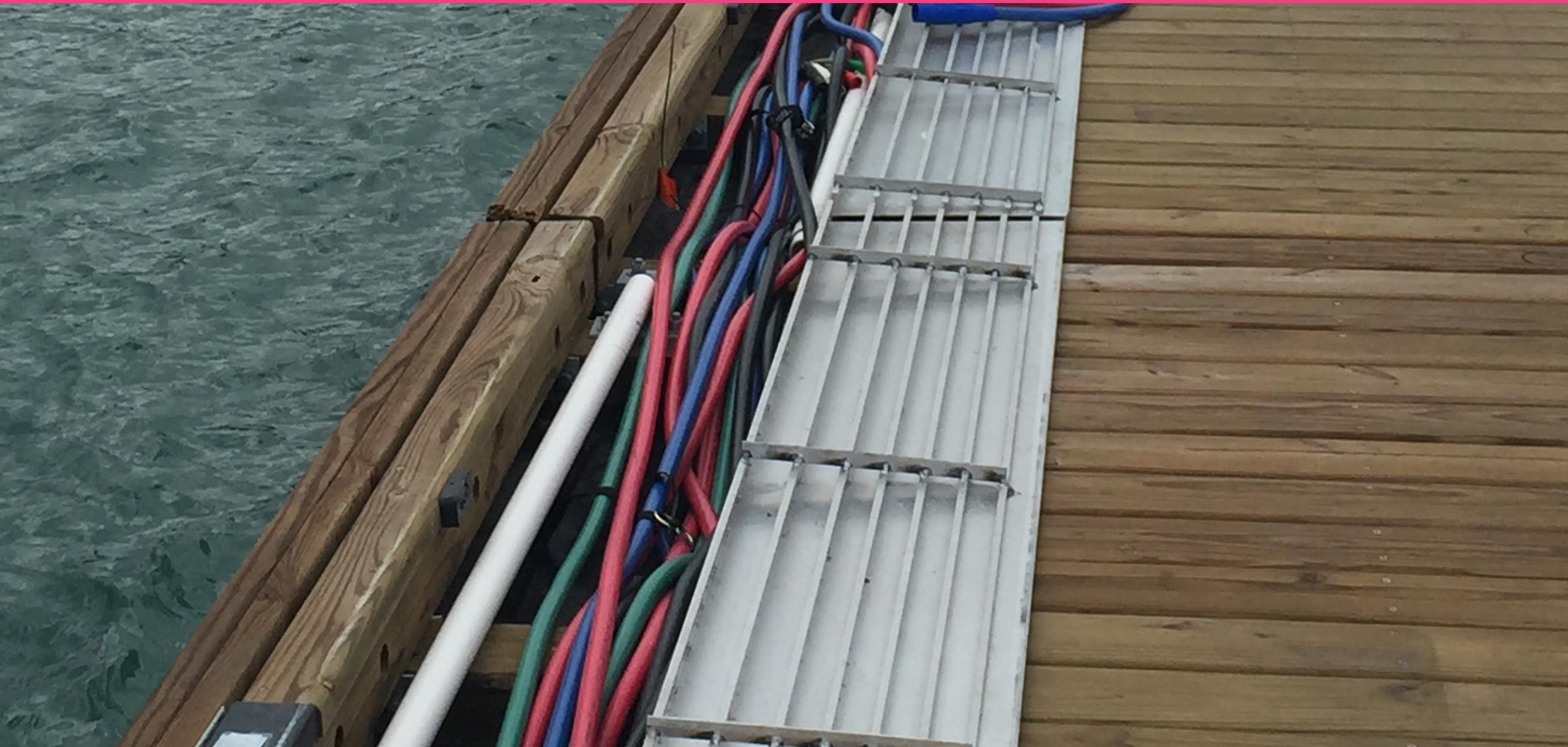


# 1.5 Million lbs. of Freight Transported for Exhibitors





# 22 Miles of Electrical Cable



# 10 Miles of Steel for Boat Show Structures



# 96 Buses and 25 Water Taxi Boats Used Daily



# 90 First Responders on Duty Every Day



# 3,000 lbs. of Rice for Sushi



**4,800 Fresh Squeezed Lemonades, 10,750 Sodas and  
1,750 Bottles of Champagne**



# The Largest 100% Temporary Marina in The World!





**A year-round show: Set up started in December, we'll dismantle until March 15, and have contracts out by April 1 to begin planning for 2018!**



# 2018: More Boats + Continued Improvements + Prospering Industry = Even Bigger and Better Show!





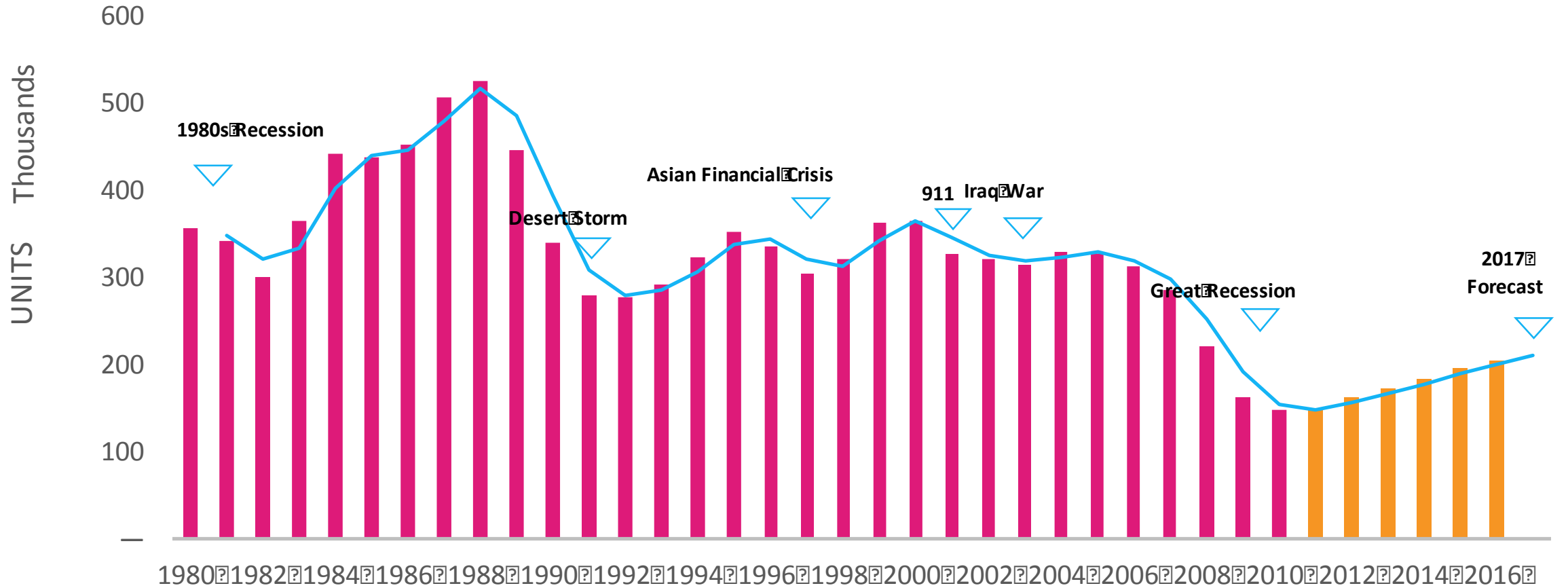
# Recreational Boating Industry Update

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**Thom Dammrich**

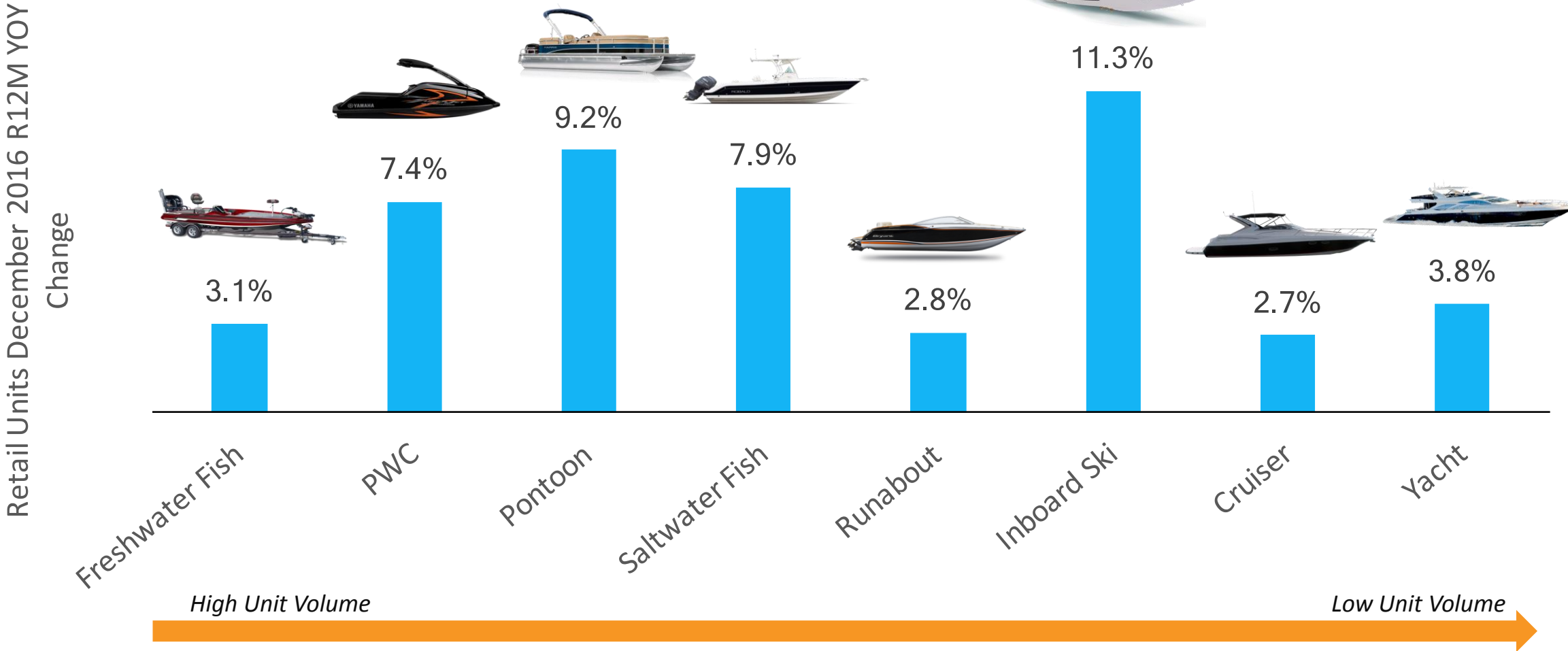
National Marine Manufacturing Association

# Traditional Powerboat Retail Sales

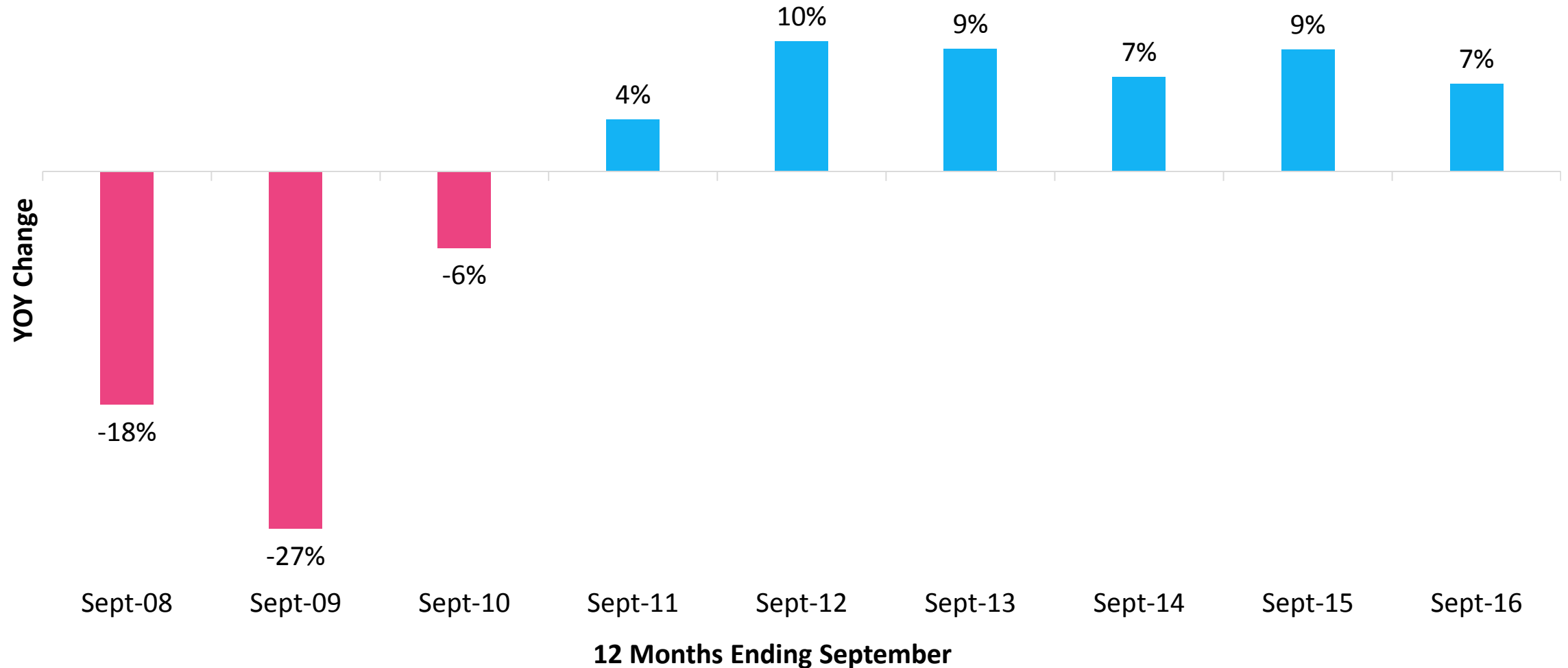


source: Info-link

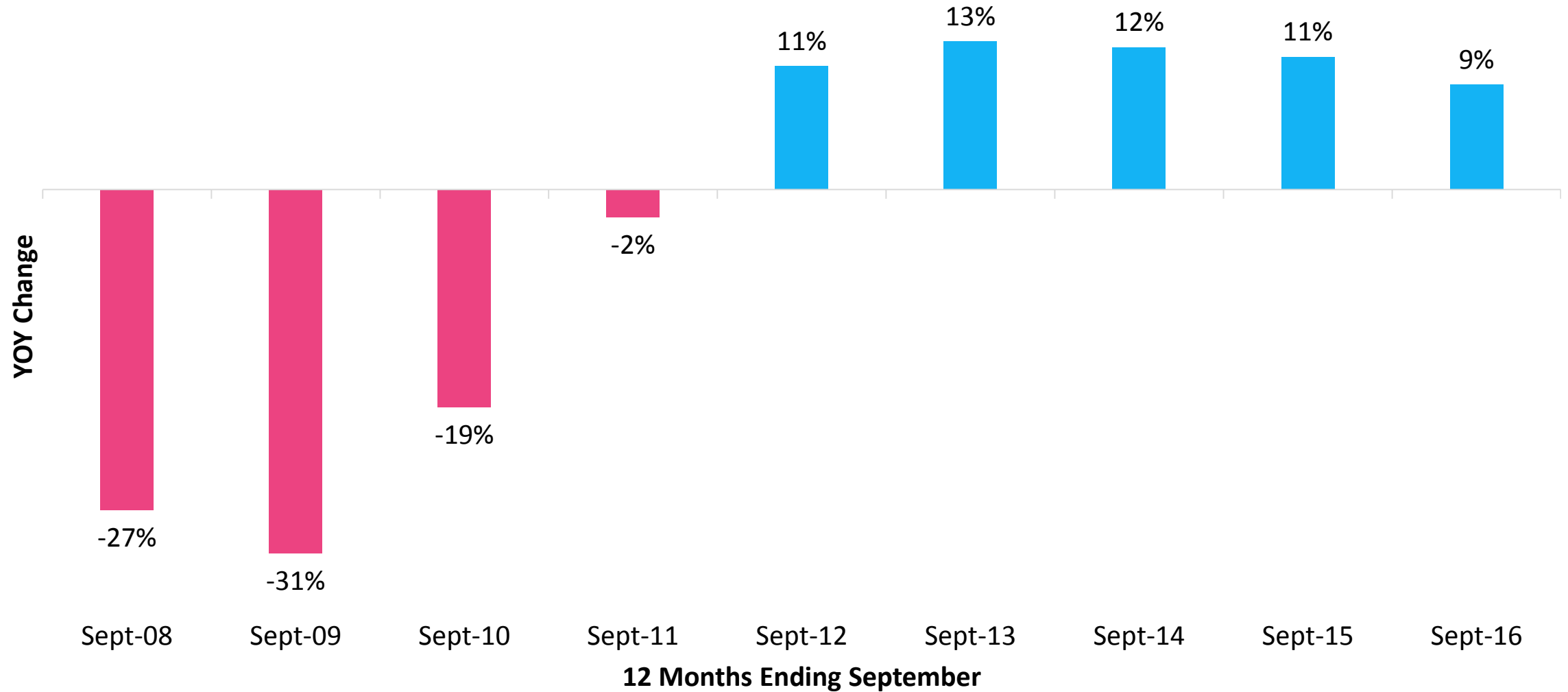
# Growth In 2016



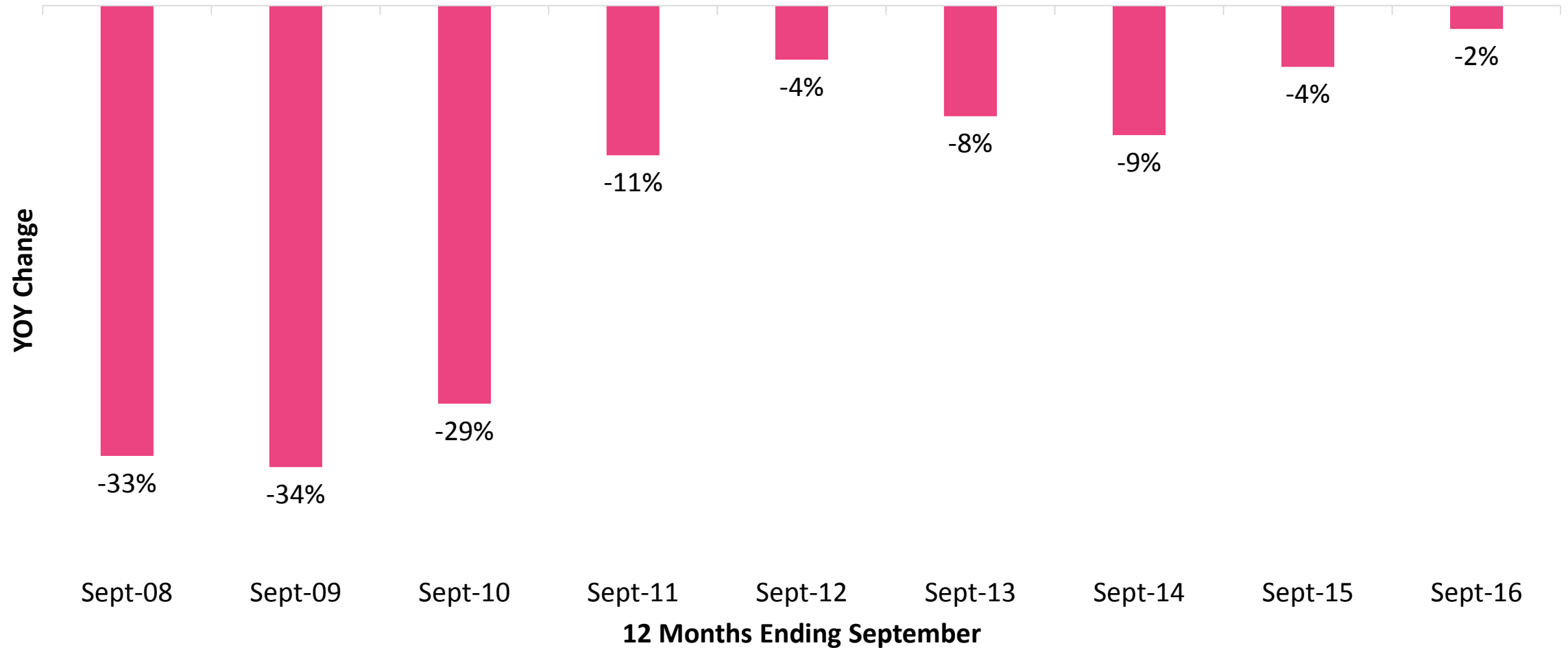
# Outboard Boat Retail Sales



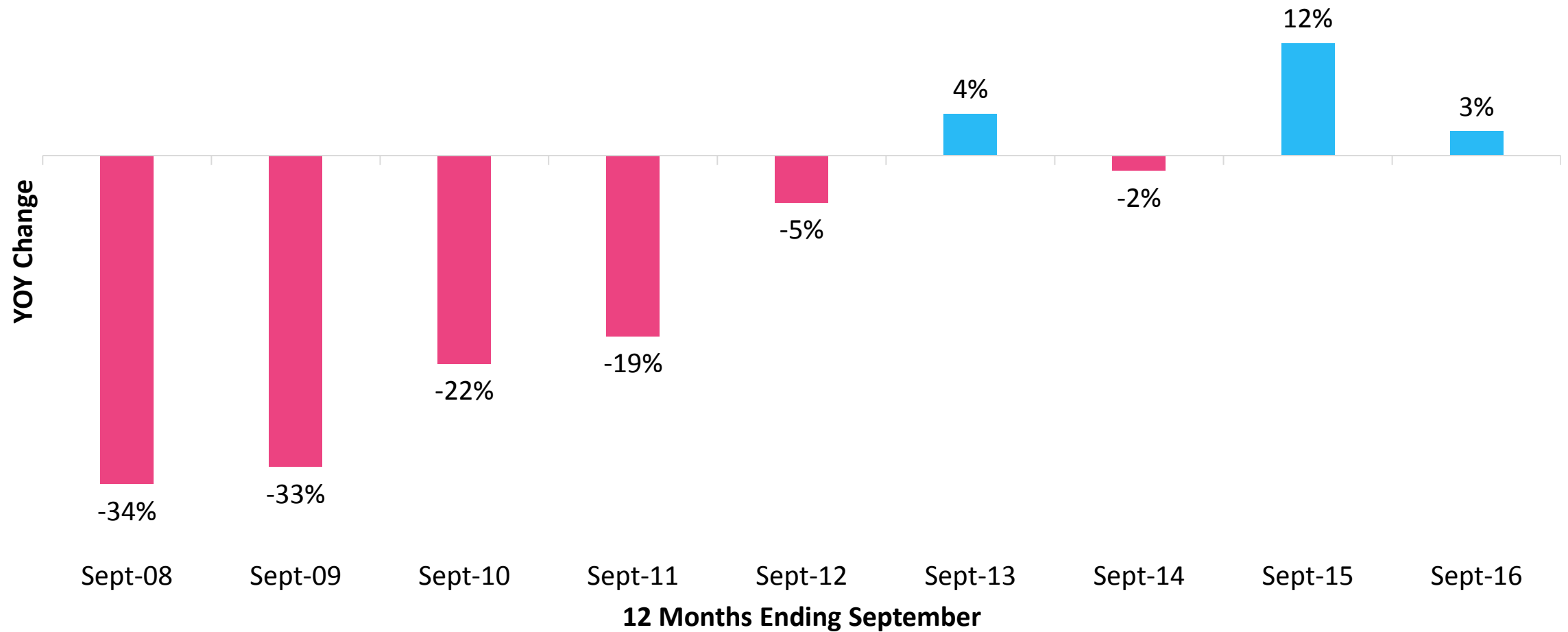
# Saltwater Fishing Boat Retail Sales



# Sterndrive Boat Retail Sales

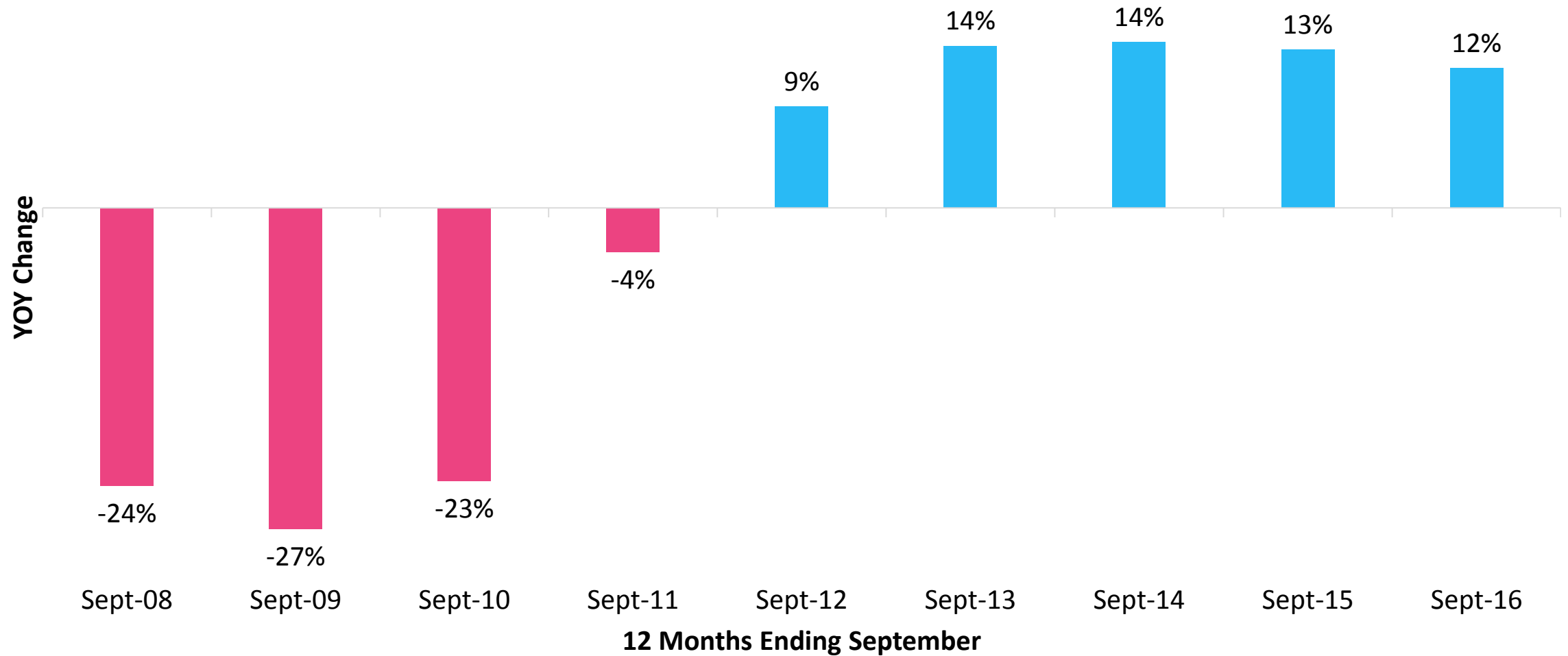


# Inboard Cruiser Retail Sales

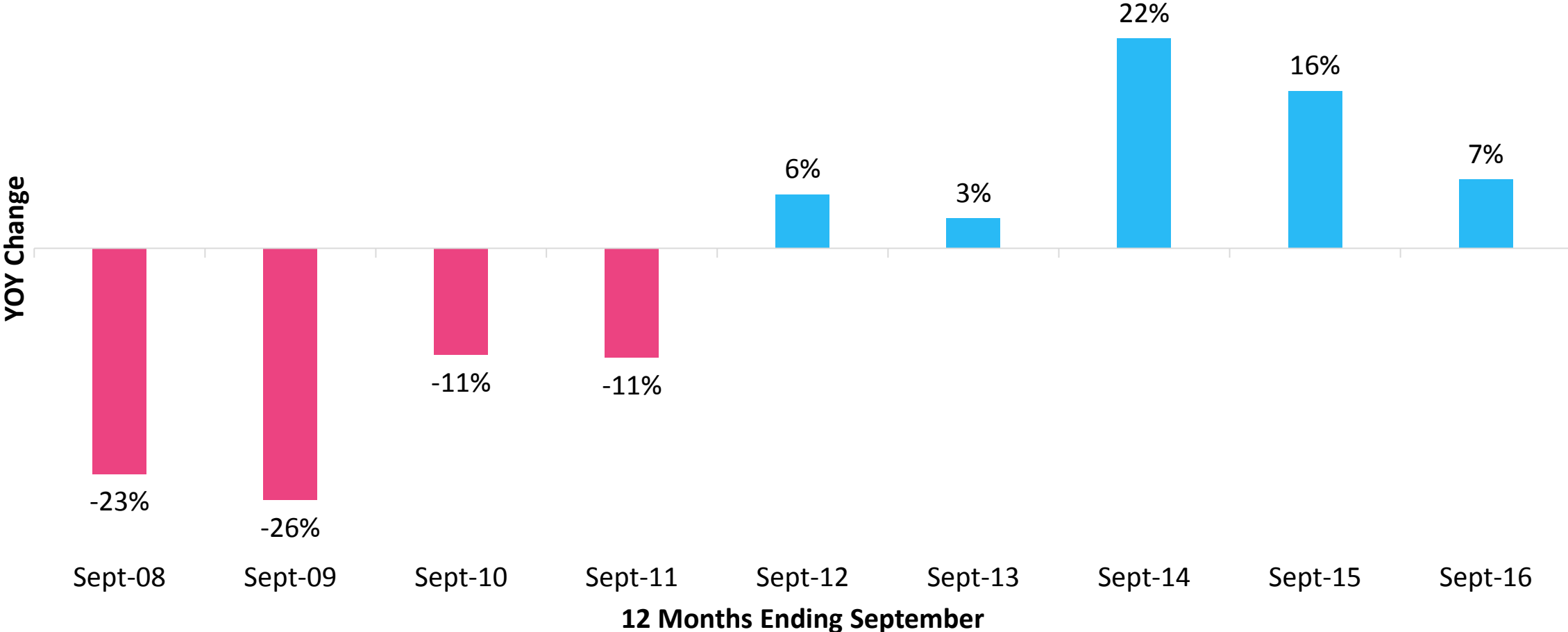




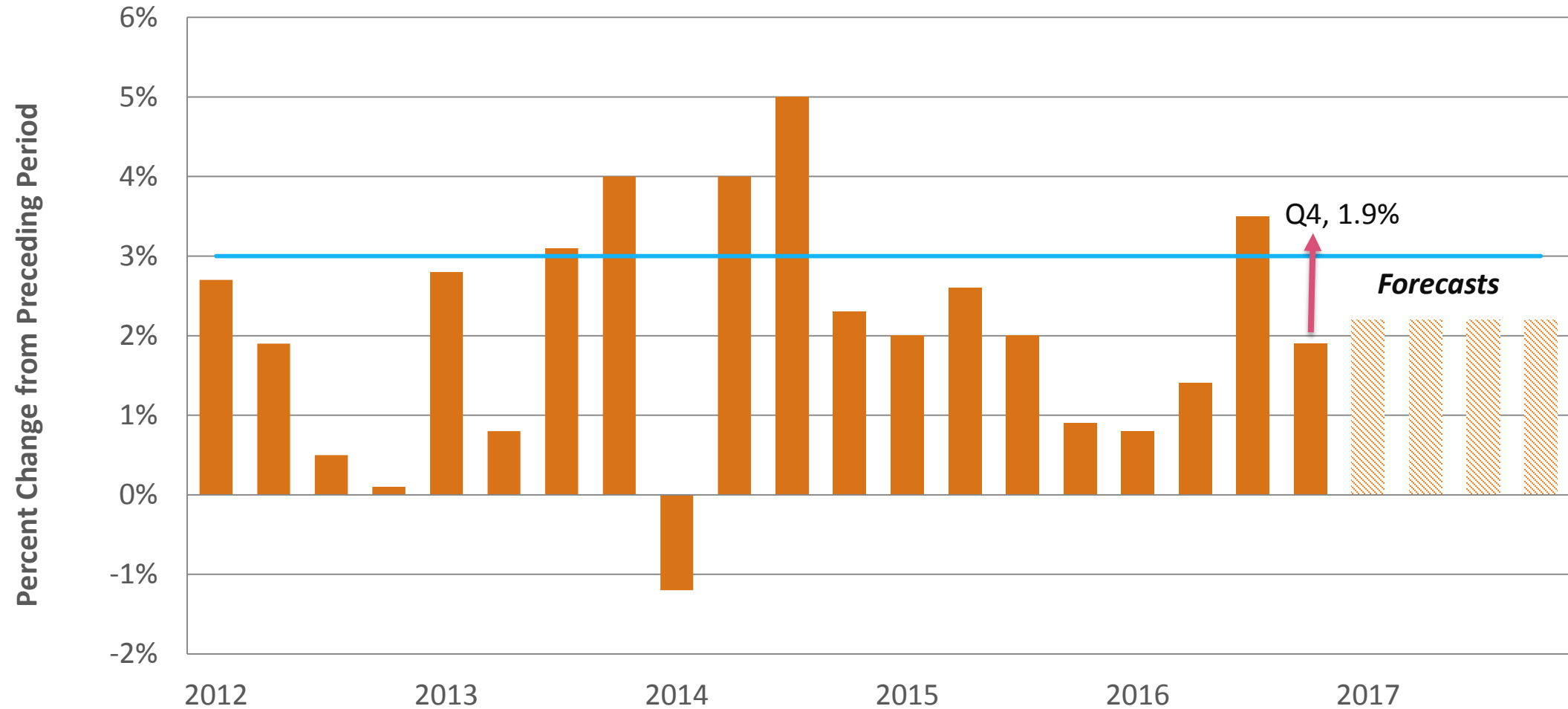
# Ski Boat Retail Sales



# PWC Retail Sales

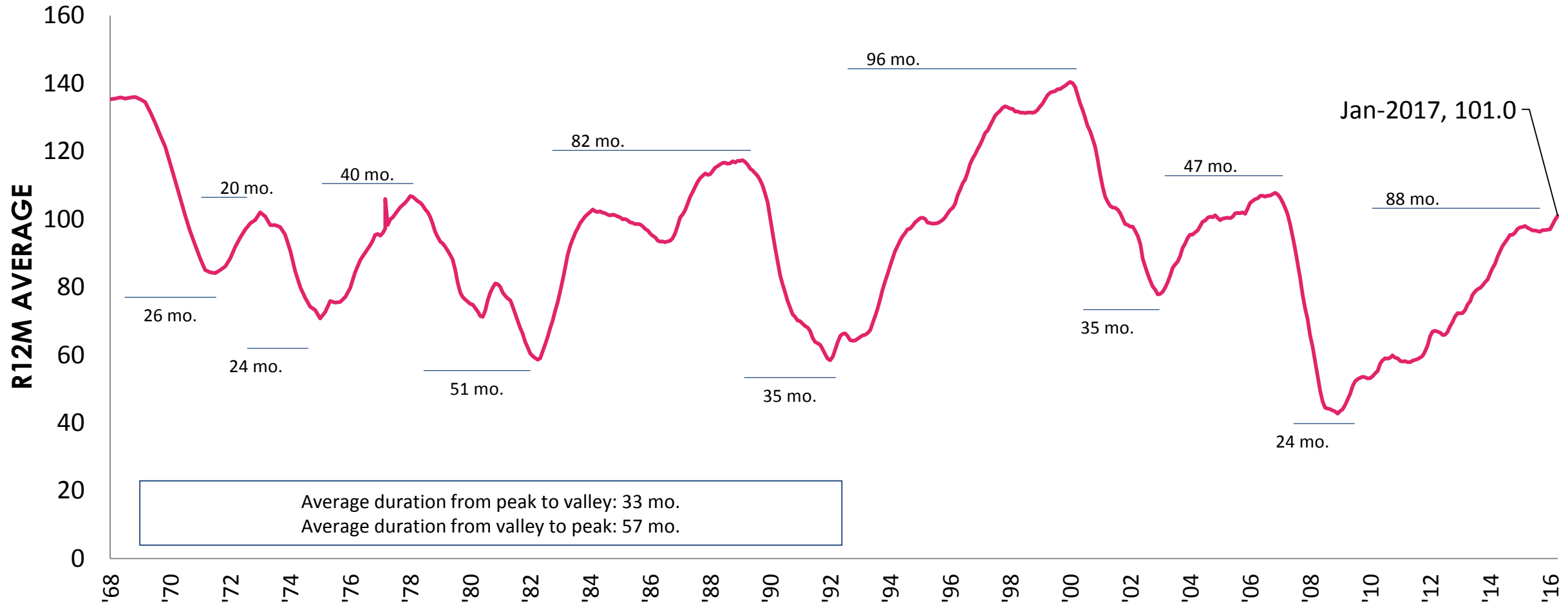


# Real GDP



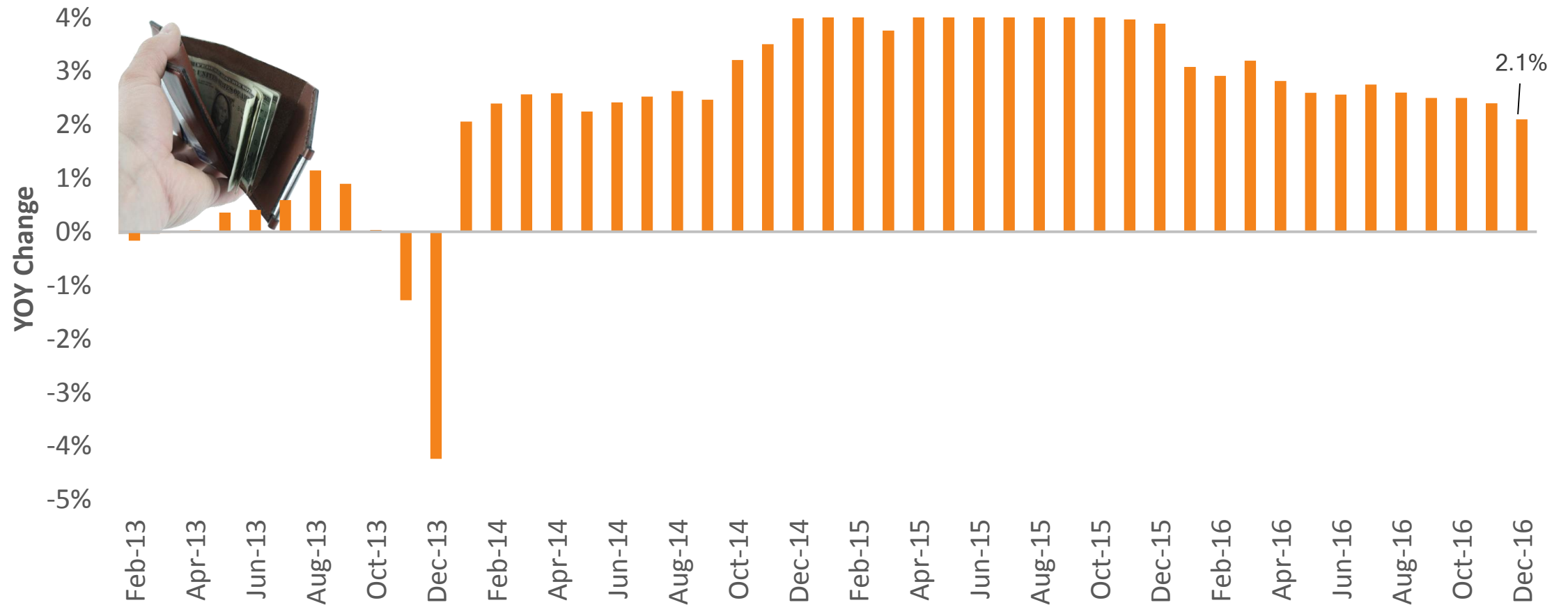
source: BEA, Philadelphia Fed

# Consumer Confidence Index

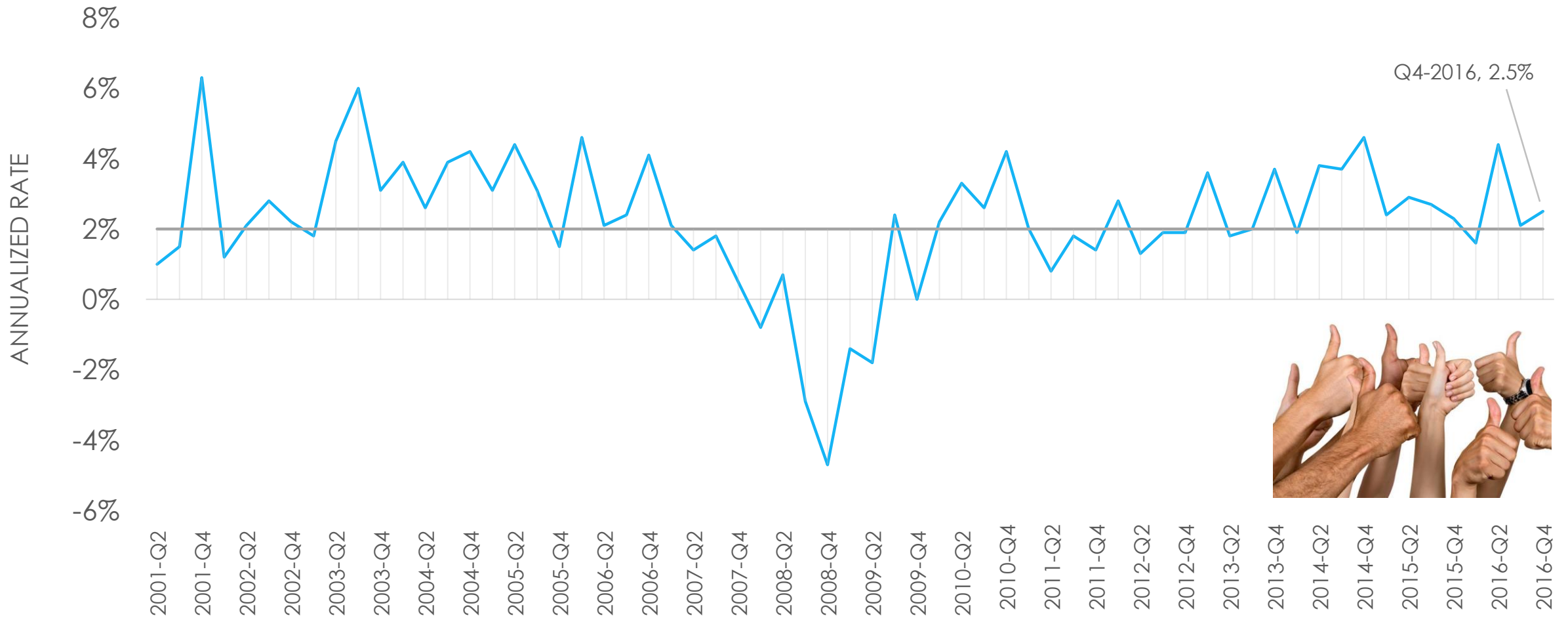


source: The Conference Board

# Real Disposable Income



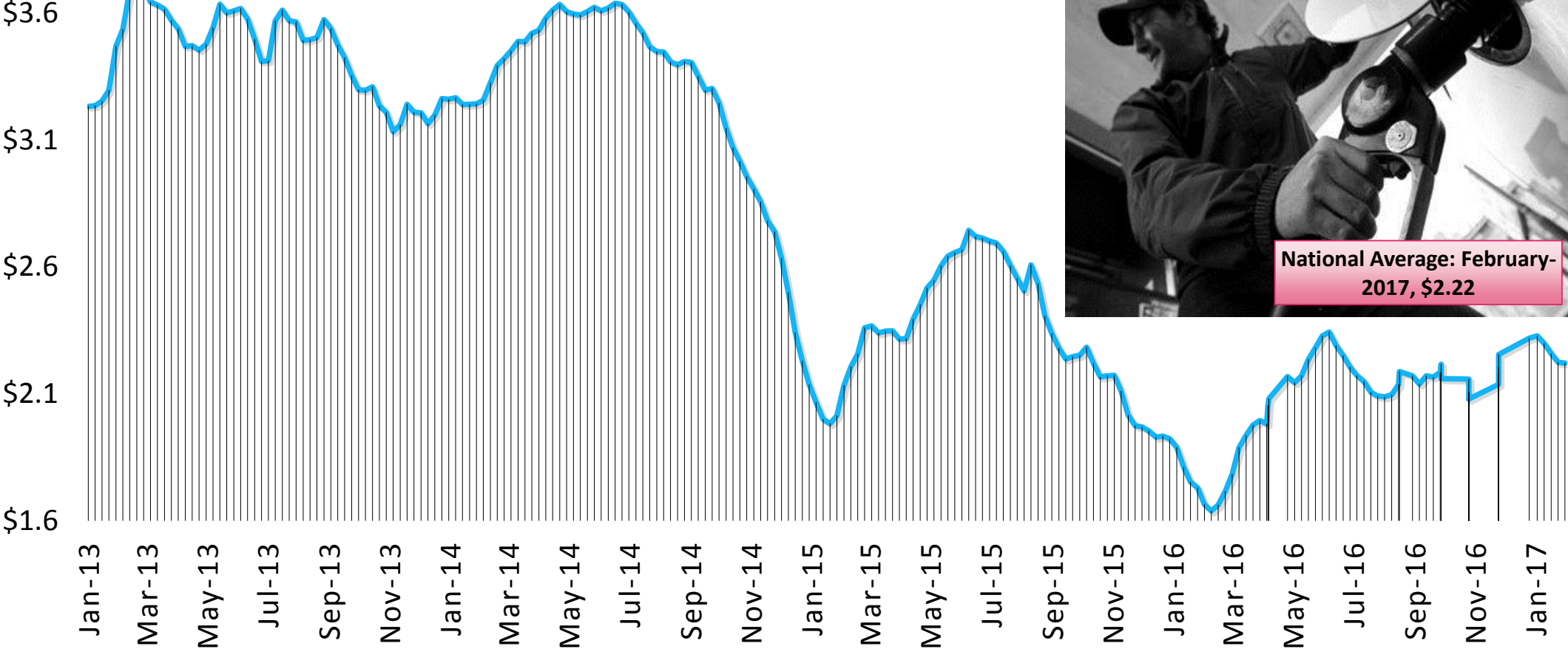
# Consumer Spending



source: BEA

# U.S. City Retail Gas Prices

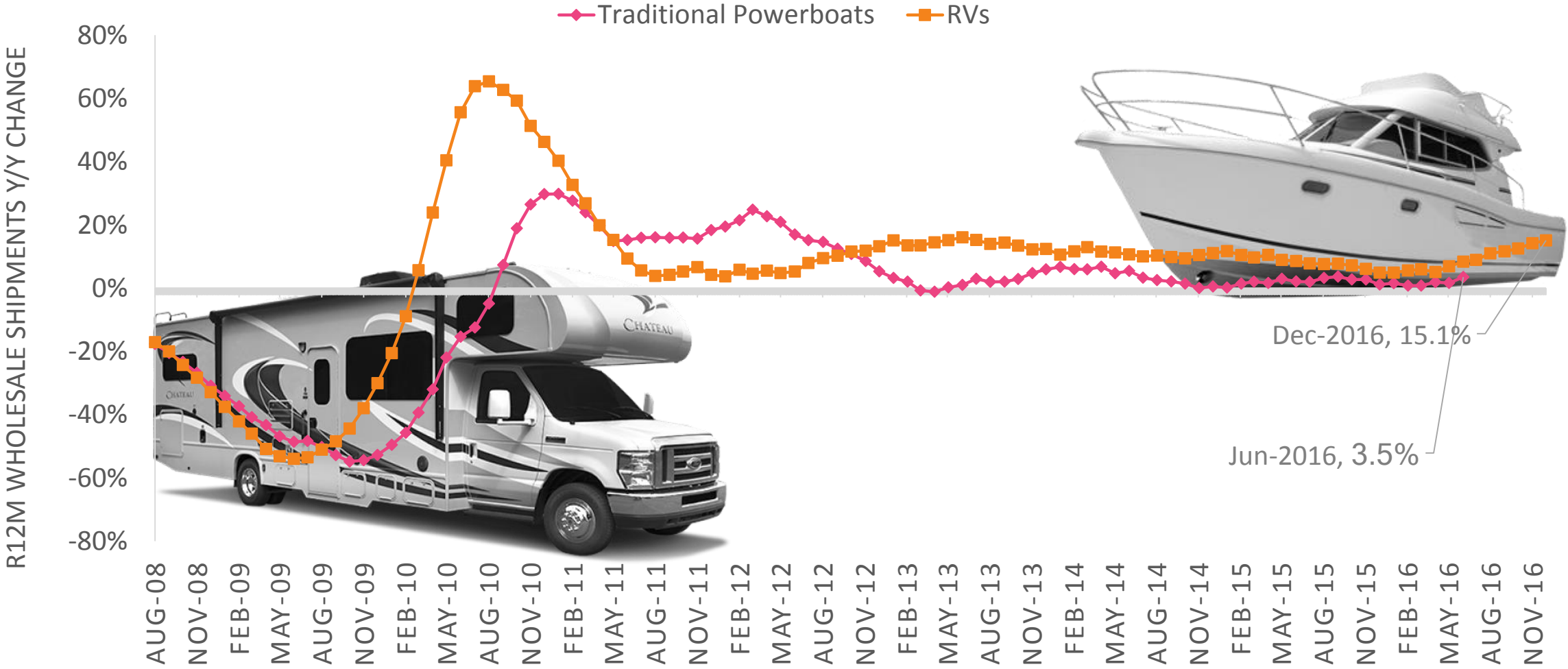
Regular, Conventional Gas – Weekly Price



National Average: February-2017, \$2.22

source: EIA

# RV vs. Boat Sales

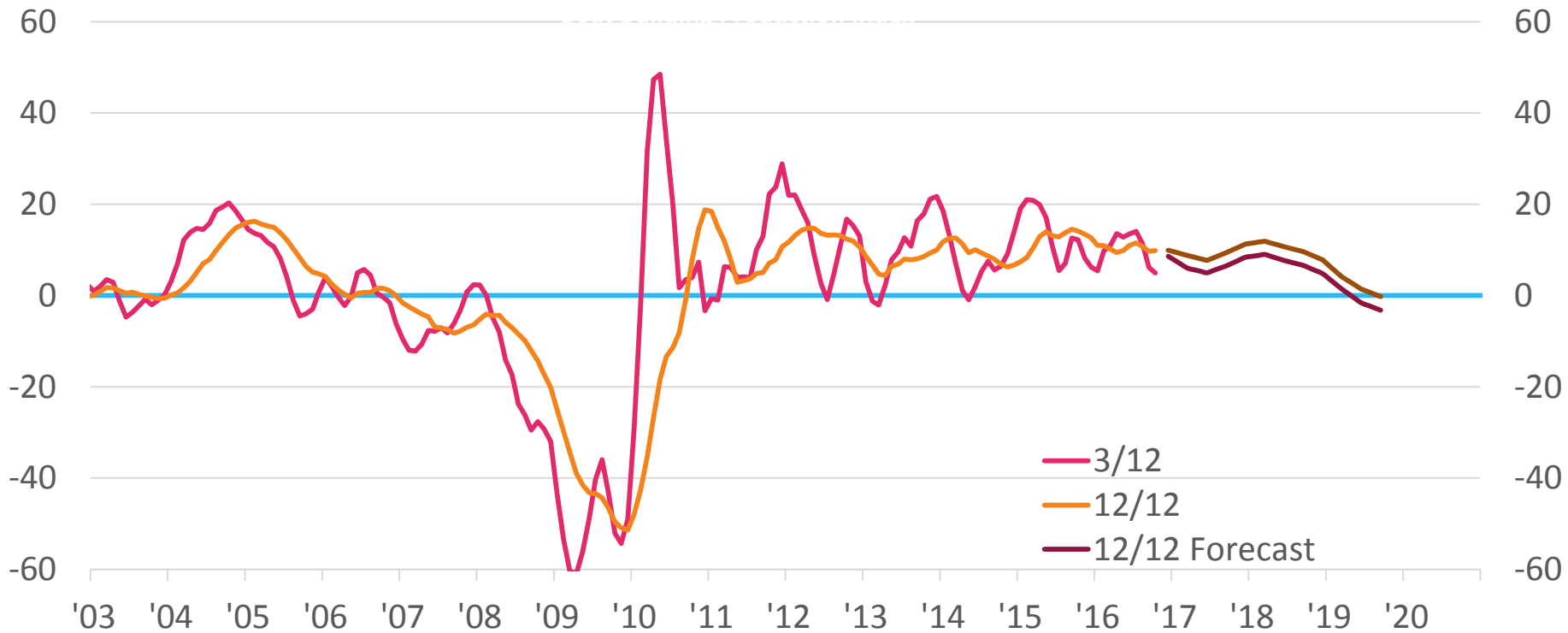


source: NMMA, RVIA





# Wholesale Forecasts



	Dec-16	Mar-17	Jun-17	Sep-17	Dec-17	Mar-18	Jun-18	Sep-18	Dec-18	Mar-19	Jun-19	Sep-19
Lower Forecast Range	8.6	6.0	5.0	6.5	8.4	9.0	7.7	6.6	4.8	1.4	-1.6	-3.2
<b>Annual Growth Rate (%)</b>	<b>9.3</b>	<b>7.4</b>	<b>6.4</b>	<b>8.0</b>	<b>9.9</b>	<b>10.5</b>	<b>9.2</b>	<b>8.1</b>	<b>6.3</b>	<b>2.8</b>	<b>-0.1</b>	<b>-1.7</b>
Upper Forecast Range	9.9	8.8	7.7	9.4	11.3	11.9	10.7	9.6	7.8	4.1	1.4	-0.2

**PHASE C**  
Decelerating Growth

**QUARTERLY GROWTH (3/12)**  
4.9%

**ANNUAL GROWTH (12/12)**  
9.8%

**NEXT 12/12 LOW**

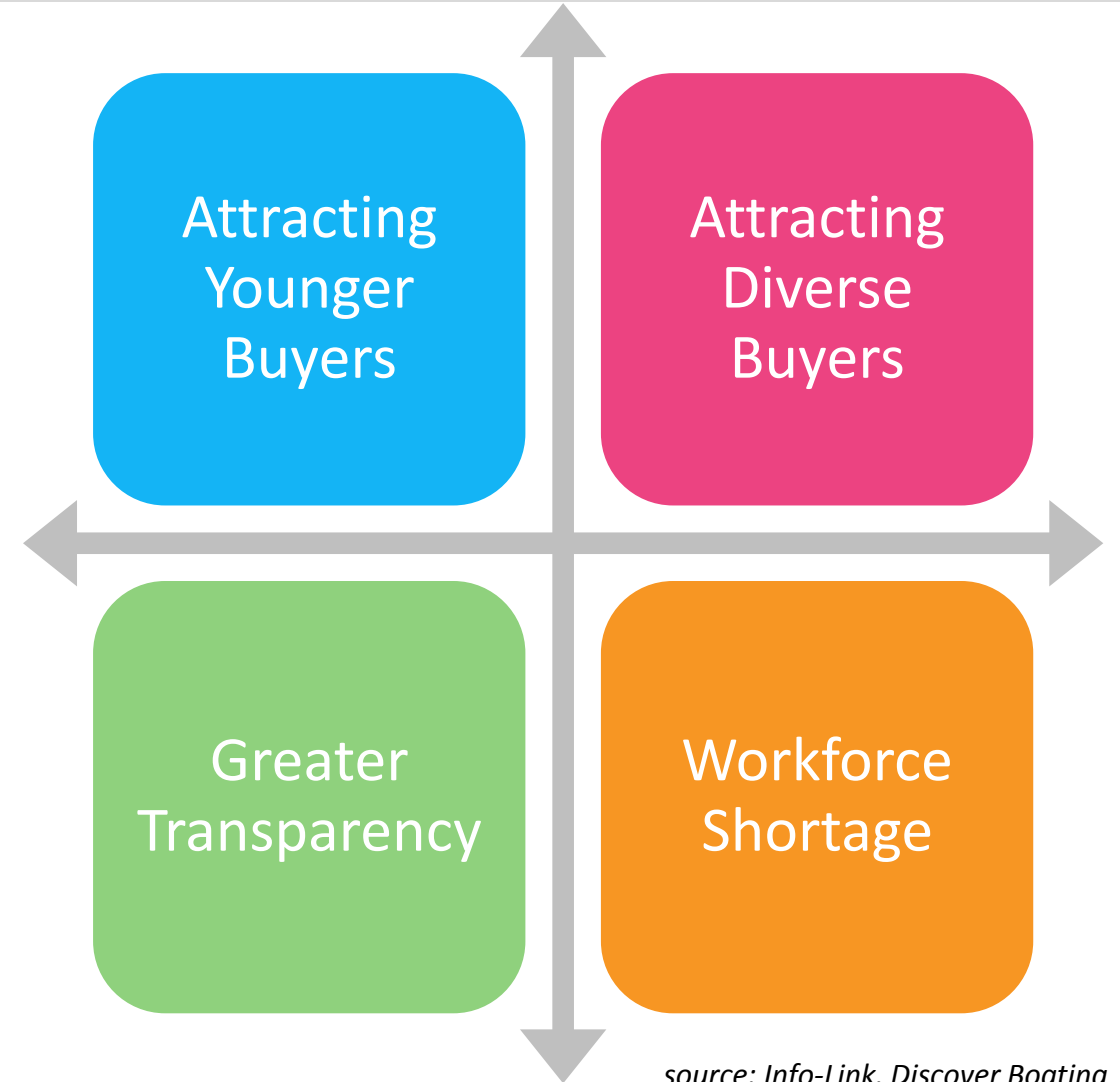
**Post 2Q17**

**NEXT 12/12 HIGH**  
1Q18

source: ITR Economics

# Challenges

- Average age of boat owner is 55
- 20% fewer boat owners under 50 than 18 years ago.
- More people between 25-34 are interested in boating than any other age group
- 66% of people who stopped shopping for their first boat said they did not have a helpful experience at the dealer, citing hidden costs of ownership leading to dealer mistrust



source: Info-Link, Discover Boating

# Protecting Boating: 2017 Policy Agenda

Marine  
Manufacturing  
POWERING  
THE AMERICAN  
ECONOMY

**NMMA** National Marine  
Manufacturers Association

2017  
POLICY  
AGENDA

- Transportation & Infrastructure
- Access
- Taxes & Tax Reform
- Recreational Fishing
- Fuel Policy
- Workforce Shortage
- Boating Safety
- Conservation
- Trade

  
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# Make a Difference

- ✓ American Boating Congress  
May 15-17
- ✓ Sign up to learn about  
BoatPAC at [NMMA.org](http://NMMA.org)
- ✓ Sign up for action alerts from  
Boating United at [NMMA.org](http://NMMA.org)



Thank you and enjoy the show!



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